

## **CPRA Announces New Management Team**

Canadian Professional Rodeo Association  
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For immediate release

The Canadian Professional Rodeo Association named two new top staff members early this week. Pete Montana will step into the General Manager role. Kynan Vine, who has been serving on an interim basis with Rodeo Canada, was named Rodeo Administrator. Both individuals are excited about their new posts.

“I never felt like I was away, I just wasn’t at the rodeos. And I missed it.” That’s how incoming Canadian Professional Rodeo Association General Manager, Pete Montana, described his time away from - and his return to - the sport of rodeo. “And I am so excited about this opportunity,” Montana enthused after learning he had won the competition for the job.

When asked what he feels he brings to the job, Montana was very clear. “First of all my passion for the sport. If you don’t have that, don’t pull the boots on. You’re part of a very important brand.”

Montana also pointed to his experience in managing four British Columbia radio stations (simultaneously) as a valuable training ground for the job at hand. “Every time I went to the people above me in this industry with an idea for change, I had to have a clear and valid argument. I expect to operate the same way in my new position. And I’m prepared to do whatever it takes to do the job. But it starts with treating the athletes with respect and as professionals because that’s what they are.

“My first priority will be to examine and review everything from the ground up. I’m an agent of every member of the CPRA; they are my employers and with the direction of the Board, I really feel that together we can really move forward and take this amazing sport to the level it deserves to be at.”

When asked if he could point to the most immediate challenge facing him, Montana was once again very clear. “We aren’t seven events—we are one sport. If all of us think that way and support each other, the road forward will be a lot easier.”

Pete Montana, who officially assumes his new duties on April 16 is hardly new to the sport of rodeo. A CPRA Pro announcer for many years, Montana announced some of the sport’s biggest rodeos including Ponoka, Cloverdale and Wainwright. He also enjoyed MC duties at a number of PBR events, including the very first PBR held in Canada (in Winnipeg) and the first PBR Canadian National Championships (in Calgary) both in 2006.

Montana’s primary focus over the last 30 plus years, however, has been mainly in radio media with stops in Toronto, Calgary, Edmonton, Halifax and the Cat Country Network (as Rodeo Reporter). He’s also had some involvement in television (Including the Makin

8 Rodeo Series at RDTV) and print media - writing for Canadian Cowboy Country Magazine.

Montana has a long history in hockey including an AJHL Championship, Major Junior, Major Midget and a very successful two seasons as Head Coach of the U-16 Program in Grande Prairie, as well as time under contract with the National Team Program in the early to mid '90's.

In addition, (while with Cat Country), Montana was instrumental in bringing back live broadcasts from every performance of the Canadian Finals Rodeo. During the 1999 Finals, Montana, Marci Laye and Duane Daines called the action from high above the Northlands arena floor and did so for the next five years. A tradition carried on by Tim Ellis in subsequent years.

Montana is an avid motorcycle rider. He is a member of third CAV (Canadian Army Veterans) Motorcycle Club. A group of vets who ride for fun and raise money for various charitable organizations throughout the year, including the *Motorcycle Ride for Dad* in the fight to eliminate Prostate Cancer.

Montana is leaving his position with Vista Radio Ltd, where he is the General Manager for the Coast Group of stations, which includes Jet FM in Courtenay, Sun FM in Powell River, The River in Campbell River and The Port in Port Hardy. Montana was responsible for the Morning Show on Jet, programming, day to day operations, staff and planning for all four stations in the group.

The filling of the GM position was one of two key hirings by the Canadian Pro Rodeo organization. Kynan Vine has officially taken over the Rodeo Administrator position, removing the "interim" tag from the job he had been doing for several months.

"One of my main goals as Rodeo Administrator," explains the southern Alberta native, "is to bring the CPRA office into a positive light for its members. We have such a great staff and we are all excited to move forward and make some positive changes."

Another goal for Vine is to help institute steps that will bring the CPRA up to the level of some of the other major sporting organizations.

"We have an amazing product and I truly believe there are thousands of new fans just waiting to discover the thrill of professional rodeo."

Vine acknowledges that the role comes with its share of challenges too. "There are some walls and barriers to break down. This is a sport steeped in tradition and the people who are involved in it put a lot of value on seniority. I am no different, I love the history of this sport and the people who built but it takes time for people to trust an individual's ability. In our sport you have to prove your worth and that is what I intend to do. The other major challenge is implementing change. If you do what you have always done you get what you have always got. I'd like to see change and that does not always come easy or fast. But we will continue to move forward with initiatives that will help build our sport."

Vine grew up around rodeo. “My dad, Dale, was a professional Bullfighter and Bull Rider. I started at a young age as a steer rider and eventually began bullfighting. I have been a member of the CPRA since 2004. I have also been riding bulls for some time and have tried my hand at almost every rodeo event. My education is in Business with a major in Marketing. I am very passionate about the sport of rodeo and I believe that my extensive knowledge of rodeo combined with my education allow me to relate to athletes within the sport and help to take rodeo in a positive direction.”

Vine adds, “I am very grateful for this opportunity. I could not be happier to be where I am and working with the people that I do. As I said, I love this sport and it is an honor to be a part of it.”

Canadian Professional Rodeo Association  
Airdrie, Alberta  
Phone: (403) 945-0903  
Email: [cpra@rodeocanada.com](mailto:cpra@rodeocanada.com)