



DALE LESCHIUTTA

Letter from the President

Hello everyone:

Well, by the time you get this newsletter Christmas will have come and gone and we're already into the New Year. I hope all of you had the occasion to spend quality time with family and friends and that the Big Guy was good to all of you.

Happy New Year 2007! The completion of 2006 was very positive, to say the least. We moved on a number of fronts, and at the last board meeting in December, the tone for 2007 has been set.

One of the changes you may be aware of was the moving of barrel racing from a major optional to a major event. I truly believe this was a positive move for the association and a move that was obvious and necessary.

The change that took place in Canada will take place in the United States, perhaps no later than 2008.

I was hoping that by the time this issue of *Canadian Rodeo News* went to print that I would be able to announce to you the completion of the joint agreement between the CPRA and the PRCA. You may still have that announcement before this paper reaches your mailbox.

Here is what I can tell you.

The last meeting between the negotiating team from the PRCA and Jim Pippolo and myself from Pro Rodeo Canada took place on December 7th in Las Vegas. We did go back and forth on one issue, but by the end of the day we had come to an agreement that would be presented to the boards of the two governing bodies.

The new agreement was presented to the CPRA's board on December 14th and the agreement was accepted. A phone call was

made to the PRCA office advising them of the acceptance by our board.

The PRCA will present the same to their board during the week of December 18th and we should hear shortly as to the outcome of that presentation. I cannot go into any real detail around the agreement at this time, but it is acceptable and workable. I will keep you posted.

Many of you have voiced to me your concerns around the professionalism of the CPRA these days. You have expressed a real need to move us up a notch or two in order to express to the world of sport: "The Canadian Professional Rodeo Association is professional and these are the reasons why."

I totally agree with all of you and we will start that move in 2007. I can assure you that these changes will affect all of you and you better be willing to make these changes. If you are not willing to make these moves, nothing will change.

The changes will take place first, around the Canadian Rodeo Tour. I can guarantee you that being part of the Tour will mean more than a title in 2007. Remember once again that the Tour will work better because of a total commitment by all of us.

I am also happy to report that we have had a number of inquiries around sponsorship in the last couple of weeks. We have an opportunity in this area and I hope than I can report something more significant around sponsorship early in the new year.

2007 will also see the reintroduction of the strategic planning committee. This committee has laid dormant for most of 2006, but after the elections in February, it will be resurrected. This committee will help develop our long-range planning for the future.

In closing, I want you all to look forward to 2007 as we take advantage of our opportunities and raise the profile of Pro Rodeo Canada. As members of Pro Rodeo Canada, remember who and what you are and continue to be proud of being part of something that is still real.

I will be looking forward to working with all of you in 2007.

See you all down the road.

Adios,

Dale