



Letter from the President

I will be in Omaha, Nebraska September 27-30 attending the "Global Rodeo Conference". There appears to be an informative agenda and many of the key people in professional rodeo will be in attendance. Conference registration numbers are reported to be much larger than last year, including an increase in the number of visiting sponsors and potential sponsors. I look forward to giving you a full report upon my return.

I was recently invited to take part in a conference call to Northlands to participate in a discussion on rodeo with Minister Graham Gunn from South Australia. As many of you are aware the world of rodeo in Australia has changed and I will discuss more of that with you during the CFR.

Two days ago I also received a call from John Osborne, President of the Australian Professional Rodeo Association. My hope is that John will perhaps be able to join us in Edmonton during CFR 2007. If all goes really well we will have participation from other nations that enjoy the world of professional rodeo.

I am happy to report that very recently I have had a number of meetings with interested parties from the television industry - once again confirming that Canadian Professional Rodeo is indeed a desirable commodity for television viewers. There will be more information regarding these discussions available later in the year. In the meantime, for 2007 we will continue to work with Shaw Television. We greatly appreciate the support that Shaw has provided over the years. They are a valuable gracious partner and friend to Canadian Professional Rodeo.

Other great news! Northlands recently reported that Canadian Finals Rodeo advance ticket sales are the strongest they have ever been! The Commission also reviewed the scripts for the nightly rodeo openings. They are very pleased and excited; we believe everyone will be happy with what is planned. **SO DON'T MISS IT!**

I hope to have a meeting with a representative from every individual rodeo organization during the 2007 CFR. I truly believe we need to share information and philosophies in order to assure a bright future for rodeo.

The CPRA Board has scheduled a Strategic Planning Session October 16 and 17. We will focus on developing an achievable strategy for our future. I look forward to sharing goals and important elements of the plan with you in November.

I have heard numerous comments and concerns regarding our new joint sanctioning agreement with the PRCA. I am pleased that there is so much interest; but please remember that this is only a 3-year agreement. Under direction from the Board I have already presented some of our additional concerns to the PRCA. We will continue our dialog during our meetings in Omaha. I will report any additional information when I return.

Our industry is strong; our members are very talented and extremely competitive and you can win in any event. We also have numerous young and gifted future contestants coming up through the ranks. If we are prudent of our image and the integrity of our sport, we are assured a very bright future!

See you all down the road.

Adios,
Dale

Hello Folks,

It is hard to believe that the end of the rodeo season is almost here. It has been an eventful year. We've had a few pains but we are recovering.

Professional rodeo has had great attendance for the 2007 season – an excellent indicator of the health of our sport.

We are currently renewing contracts with major CPRA sponsors. As savvy marketers are aware, we have a great product with a desirable, loyal fan base. We look forward to working with our corporate partners to make 2008 our best year ever.