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September 11, 2019

Canadian Cowboys Association

Re: Full pro carded members entering Chinook Rodeo Association Lead Rodeo's

Good Afternoon Board of Directors

The main goal of the Chinook Rodeo Association (CRA) is to create an environment that will facilitate the growth of amateur rodeo in Canada. The CRA board is here to serve our major stake holders, our committees, contestant members, sponsors and fans. In years past, infighting between different amateur Rodeo association has greatly hindered the sport. It is for this reason that CRA board has actively pursued working relation with our sister rodeo associations across Alberta and Saskatchewan. The relationship between the Chinook Rodeo Association (CRA) and the Canadian Cowboys Association (CCA) in dual approving rodeos for **over 10 years**, has been an excellent example as how two associations can work together in harmony for the betterment of the sport. It is with this cherished relationship clearly in mind and at the urging of our membership that we write this letter.

In the 2017, 2018 and 2019 seasons the CRA lead rodeos were dual approved with both the CCA and Foothills Cowboys Association (FCA). This triple approval collaboration between associations enabled these CRA mother rodeos to be among some of the highest attended and paying Rodeos in our association's history. Prior to 2014 the CCA dual approved all CRA lead rodeos and the CRA did not accept the whole membership, if a member had a full pro card and a CCA they could not enter a CRA lead rodeo and when the CRA dual approved the CCA rodeo's the CRA respected the CCA mandate and the whole CCA membership. In 2015 to 2019 the CRA accepted the whole membership list of the CCA, the reason for this was because a full carded member could not compete at an amateur final. In 2018 the Canadian Professional Rodeo Association omitted a rule that prevented full Pro carded CPRA members from attending any amateur finals. This rule change has had a dramatic effect on both the CRA and CCA association and our members.

In the 2019 Season the Chinook Rodeo Association Lead Rodeo's paid out \$284,791.21 of that \$145,707.81 was earned by CCA members.



Over the 2019 season the CRA Board of Directors has been approached repeatedly by members of the CCA, CRA and FCA in regards to the Full Pro carded members entering the CRA lead rodeos. To explore the concerns that were being brought forward, the CRA has researched the effects of full CPRA card holders on our association and our members. Further to this the CRA conduct an online survey and encouraged CRA, CCA, and FCA members to provide information. The survey link was emailed to all CCA, CRA, and FCA members, as well as posted on our website and on social media. The survey could only be filled out once per IP address. The survey was filled out by 378 people. The CRA research and survey reveled the following:

There were 2 questions on the survey, and the following is the results.

**1. *What are the current Rodeo Association Cards that your hold? Please choose all that apply***

- CRA – 59% 225 responses Chinook Rodeo Association
- CCA-42% 158 responses Canadian Cowboys Association
- FCA-41% 156 responses Foothills Cowboys Association
- CPRA-13% 50 responses Canadian Professional Rodeo Association
- LRA 13% 49 responses Lakeland Rodeo Association
- WRA 7% 26 responses Wildrose Rodeo Association

***Do you feel that competitors with a "full pro carded" status should be able to enter lead Chinook Rodeo Association Rodeos?***

32% -124 responses Yes full pro carded CPRA members should be allowed to enter CRA lead rodeos

67%-254 responses No full pro carded CPRA members should not be allowed to enter CRA lead rodeos

The CCA has a membership of 561 as of August 1, 2019. Of the 561 there are 34 members 6% that have full pro memberships. 24 (4%) of the 34 full pro members have entered a CRA lead rodeo in 2019 at least 1 time.

The CRA Board of Directors has spent a great deal of time on this subject analyzing the data given on the survey and did not make this decision lightly. The CRA believes in being accountable to our members that enter our rodeos and appreciate the feedback of the 158 CCA members that participated in the survey. We are wanting to continue our strong relationship with the CCA to strengthen rodeo and value the input of the members of all the associations that enter our rodeos. The CRA believes that based on the representation of 3 associations that enter our rodeos (CRA, CCA, FCA), and the survey results, the members (CRA, FCA, CCA) want



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the dual approve mandate to go back to the way it was prior to 2014, where the **CCA dual approved the CRA lead rodeo's but any member having full pro status could not enter a CRA lead rodeo and the CRA dual approved a CCA rodeo were the whole membership of the CCA could enter.** Please keep in mind this would only affect 34 (6%) of your membership of 561 members, 24 (4%) of the 34 which entered our lead rodeo 1 ore more times, or 34 (2%) of the 1363 total memberships of the CCA, FCA, CRA.

After reviewing the above information, the CRA hopes that the CCA see's the value that our lead rodeos bring to your membership and association. As the CRA respects and appreciates the value of dual approving your lead rodeos and hopes to continue to do so.

- 2019 CCA collected \$4000 in dual approval fees from the CRA,
- In the 2019 Season the Chinook Rodeo Association Lead Rodeo's paid out \$284,791.21 of that \$145,707.81 was earned by CCA members
- this adjustment would currently only affect 24, number of full carded members that have CCA card and entered our lead rodeo's at least one time, (4%) of the CCA members
- For the past 10 years prior to 2014 the CCA board of directors dual approved CRA rodeo's and the CRA did not accept the CCA members that had full pro status cards and the CRA dual approved a CCA rodeo were the whole membership of the CCA could enter

The CRA Board of Directors looks forward to your response in regards to this matter, and would like a response by September 24, that **for the 2020 season and moving forward we want to continue dual approving our lead rodeo's with the CCA, but will not be accepting full pro carded members, or if you have another possible suggestion that supports the members information provided by the survey and the CRA will continue to dual approve the CCA lead rodeo's that the whole CCA membership can enter..** Our finals are October 4-6, and we have told the membership that this will be addressed no later then our contestant meeting at our finals. The CRA Board of Directors is transparent with their members and this letter will be sent to all members that enter our rodeo, as well as posted on our website. If you would like to discuss this further please contact Mike Smith at 403-308-8074 or Dave Heaton 403-803-5105 at anytime.

Sincerely

Chinook Rodeo Association Board of Directors