



Official Truck of the WPCA

The Official Newsletter of the World Professional Chuckwagon Association

TURNING THE BARRELS

March 2015

Volume 4 Issue 28

halfmileofhell.com

IN THIS ISSUE

WPCA NEWS UPDATES

All the latest information.

See Page 2

BECOMING A WPCA SPONSOR

Learn how to get involved.

See Page 3

THE 2015 WPCA RACE SCHEDULE

Almost time to go down the road again.

See Page 5

THE 2015 TARP AUCTION SCHEDULE

It's tarp-buying season.

See Page 6

OUR NEW TRACEABILITY PROJECT

A high-tech animal welfare pilot project.

See Page 7

THE AMERICAN RODEO IN TEXAS

Rural Media Group hosted WPCA guests at this amazing one-day event.

See Page 10

One for the Archives



It's hockey night tonight!

From left: Rick Fraser, Eddie Melville, Shawn Calf Robe, Billy Melville and Cody Fraser, representing the WPCA at the second annual Siksika Deerfoot Old Timers versus Chuckwagon 'n' Rodeo Boys Charity Hockey Game, an event organized by Shawn Calf Robe.

Photo by Ed Wittchen



WPCA News Updates

IT'S ALMOST SPRING and there are plenty of updates to share with our fans as we approach the start of another new race season. You can keep up with all the wagon news by following us online:

- WPCA website: www.wpca.com
- Facebook: www.facebook.com/wpcachucks
- Twitter: @WPCACHucks

The three judging directors for the 2015 and 2016 seasons will be **Kurt Bensmiller**, **Doug Irvine** and **Mark Sutherland**.

The three track directors for the 2015 season will be **Jordie Fike**, **Gary Gorst** and **Kelly Sutherland**.

There have been some changes to the structure of the WPCA and the makeup of the officer board. Officers include

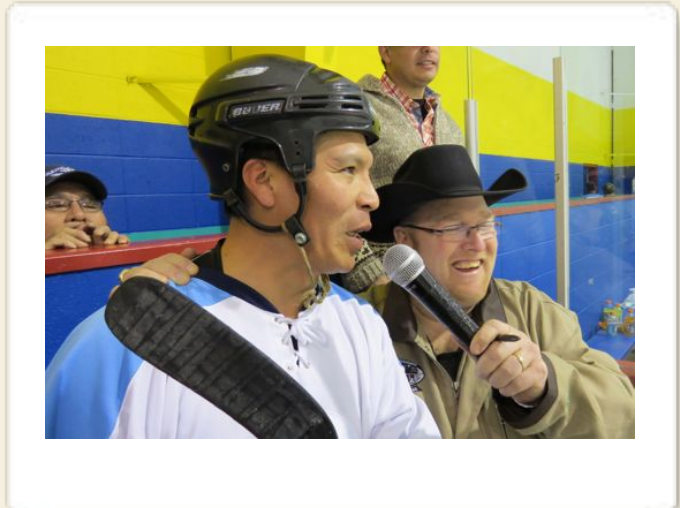
- **Ed Wittchen**, president
- **John Lee** and **BJ Normand**, vice presidents
- **Mike LaBelle**, **Jeremy Cheyne** and **Laird Munro**, officers
- **Jim Bottomley**, **Tony Lefebvre** and **Terry Buffalo**, special officers
- **Tom Barrow**, general manager
- **Tammy Kristiansen**, director of partnerships and administration

Several of our drivers have had surgery during the off-season, including **Gary Gorst** (knee), **Troy Dorchester** (shoulder) and **Kurt Bensmiller** (shoulder). All will be ready

to race in Grande Prairie. We wish each of them a great recovery.

The Rocky Mountain Chuckwagon Association is holding its 2015 Half Mile Gala on March 27 at the Lou Soppitt Community Centre in Rocky Mountain House. Tickets are \$100 each. Contact **Lynn Cadrain** at (403) 845-0830 for tickets or for more details. Come out and support the RMCA and the WPCA.

The Grande Prairie Chuckwagon Heritage Foundation will be holding its sixth annual sponsor appreciation and fundraiser night at Five Mile Hall, just east of Grande Prairie, on March 28. Please support this effort to make Grande Prairie Stompede's "Dash for Cash" a continued success. For information, contact Lara at (780) 814-1475.



Shawn Calf Robe being interviewed by WPCA officer Mike LaBelle during the recent Siksika Deerfoot Old Timers versus Chuckwagon 'n' Rodeo Boys Charity Hockey Game.



Becoming a WPCA Sponsor

THERE ARE MANY ways for chuckwagon fans to get involved with the WPCA. You can choose to support individual drivers or outriders, or the entire organization.

Tarp Sponsorship

You can make a tarp sponsorship deal with your favourite driver or buy a tarp at one of the auctions. Tarp sponsorships range from a minimum of \$2,000 for some shows to between \$50,000 to \$200,000 in Calgary.

Take advantage of this unique opportunity to create a one-of-a-kind experience for yourself or your clients, staff, family and friends as they see your colourful tarp leave the infield and race around the track. Get involved in the behind-the-scenes action in the barns with your driver, their family and their horses. Become immersed in this western heritage lifestyle on a personal basis.

Your company will be featured and highlighted by the track announcer when your tarp is on the track. Your company name will be mentioned several times each night on SiriusXM Rural Radio during the WPCA race broadcasts. You will have the chance to have personal appearances from WPCA drivers at your company's promotional events.

Consider pairing up with business partners, clients, friends, family and other community members who share a common interest with you. Canvases can have up to four corner logos displayed on them. Drivers may also run a different canvas on different race nights, as long as they sell for at least \$1,000 a night (for example, \$4,000 for a four-day show).

After you have purchased your canvas, you will need to have a canvas tarp made for your wagon. This expense is the responsibility of the canvas purchaser. The canvas covering the chuckwagon needs to be 78 inches wide by 78 inches long. The WPCA can give you a list of businesses specializing in producing chuckwagon canvases.



WPCA Pro Tour Live co-host *Billy Melville* interviews *Obrey Motowylo* during last year's race season.

Chuckwagon Box Signage

Not all companies or individuals can afford to sponsor a tarp for the season. There's a new option for those who would still like to get involved. Starting this season, drivers can choose to sell advertising space on their wagon boxes.

To be allowed to have sponsorship signage on their wagon box, drivers must pay the WPCA a \$1,000 licensing fee that covers the entire season. Drivers can then sell the ad space on the wagon box for whatever price they want, and to sell to multiple partners if they want. Drivers are allowed to have one sponsor on the box per night but can change night to night. Contact your favourite driver to develop this type of partnership.

Please note that all designs must be approved by the WPCA and submitted no less than five business days before the sign is used. As well, the WPCA announcers and broadcast teams will be advised that wagon box sponsors receive no live mention or recognition during the races,



Becoming a WPCA Sponsor, continued

unlike tarp sponsors who remain our key partners and get full coverage. Contact your favourite driver to develop this type of partnership.

Sleeve Sponsorship

Get your company name on the Wrangler shirts that drivers wear during the races. Drivers can negotiate sleeve sponsorships with their partners by first paying a \$500 licensing fee to the WPCA.

Many partners get extra shirts made up for themselves, their staff and family members, who all become part of the driver's support team.

Please note that sleeve sponsors cannot be direct competitors to Wrangler and the shirts must be Wrangler shirts.

WPCA Pro Tour Live on Rural Radio on SiriusXM Channel 80

There are several ways for you to get involved in the radio broadcasts.

The advertising rates for 2015 are as follows:

- one 30-second spot per night for the Tour only = \$7,500
- one 30-second spot per night for the entire season (Tour + Calgary Stampede) = \$10,000
- one 30-second spot and one liner per night for the Tour only = \$10,000
- one 30-second spot and one liner per night for the entire season (Tour + Calgary Stampede) = \$12,500
- one 30-second spot (selective show per night) = \$200 per night (four-night minimum)
- one 15-second liner per night for the Tour only = \$3,000
- two 15-second liners per night for the Tour only = \$5,000
- one credit mention per night for the Tour only = \$2,000*
- two credit mentions per night for the Tour only = \$3,500*

* available only as an add-on to the purchase of another package

Liners take the form of the following example:

This broadcast of WPCA Pro Tour Live on Rural Radio on SiriusXM Channel 80 has been made possible thanks to the generous support of CARSTAR Collision and Glass. Let CARSTAR make your auto glass accidents unhappen! They can repair or replace any glass on any vehicle, not just windshields. Call 1 (800) CARSTAR to book your appointment today.

Credit mentions are usually grouped together and take the form of the following example:

This broadcast of WPCA Pro Tour Live on Rural Radio on SiriusXM Channel 80 has been made possible thanks to the generous support of UFA, proud supporter of communities across Alberta; Wrangler, long live cowboys; and Kubota, buy right, buy once, buy Kubota.

You can have your company name featured as a heat sponsor for \$7,500 for the 41 nights of racing. For \$1,000 per show, you can have a heat named for your company. The first sponsor signed will have first pick of the heats. Your company name will be mentioned as the heat sponsor each night by the track announcer and on SiriusXM Rural Radio during the WPCA race broadcast.

We can also create a customized budget for features such as

- "Horseography," a radio program segment every night of racing that profiles one of the drivers' horses
- "Driver of the Night" or "Outrider of the Night," radio program segments every night of racing that profile a driver or outrider
- "Pioneers of the Sport," a radio program segment every night of racing that profiles the people who have made the sport what it is over the last 90 years

We also welcome your ideas for on-air sponsorship support.

WPCA Merchandise Trailer Sponsorship

Another way you can show your support is by sponsoring the WPCA merchandise trailer.



Becoming a WPCA Sponsor, continued

There are several options to choose from:

- Platinum-level sponsor: \$10,000 cash/contra toward decaling and truck (includes corporate logo placement on trailer, recognition of sponsorship with the on-track announcer and on the WPCA radio network broadcast by SiriusXM Radio)
- Horsepower sponsor: \$5,000 cash/contra to cover fuel costs (includes corporate logo placement on trailer and recognition as fuel sponsor for the entire season)
- Harness sponsor: \$1,500 cash/contra for accommodation and maintenance (includes corporate logo placement on trailer and recognition as accommodation supplier for the season)

It takes a lot of hard work to run a successful race season, and the sponsors play a big part. We hope you'll join in.



The WPCA merchandise trailer, ready for your sponsorship support.

The 2015 WPCA Race Schedule

THERE ARE 41 WPCA race days scheduled for 2015, plus an additional 10 days at the Calgary Stampede. That's a total of 51 days of exciting wagon race action for this year!

This year's race season includes the following stops:

- Grande Prairie Stompede (May 27 to 31)
- Saskatoon Prairieland Park (June 4 to 7)
- Medicine Hat Chuckwagon Races (June 11 to 14)
- High River Chuckwagon Races (June 17 to 21)
- Ponoka Stampede (June 26 to July 1)
- Calgary Stampede Rangeland Derby (July 3 to 12)
- Lloydminster Colonial Days (July 8 to 10)*
- Bonnyville Chuckwagon Championship (July 23 to 26)
- Strathmore Heritage Days Stampede (July 31 to August 3)
- Dawson Creek Battle of the North (August 5 to 9)
- Rocky Mountain House Battle of the Rockies (August 12 to 16)

* this is a WPCA/CPCA show for drivers who do not qualify for Calgary

If a WPCA Runoff is needed, it will take place from August 19 to 22. The location will be decided closer to that time. With all those touring stops set up, we hope to see you down the road later this year.



The 2015 Tarp Auction Schedule

Calgary Stampede Canvas Auction

March 19, 5pm

Boyce Pavilion at the Stampede Grounds

Auction order for drivers:

A. Top four in 2014

1. Kurt Bensmiller
2. Rae Croteau, Jr.
3. Jason Glass
4. Gary Gorst

B. Total earnings at 2014 Calgary Stampede

5. CPCA: Wayne Knight
6. Rick Fraser
7. Layne MacGillivray
8. Luke Tournier
9. CPCA: Ray Mitsuing
10. Jerry Bremner
11. Kirk Sutherland
12. Kelly Sutherland
13. Jordie Fike
14. Vern Nolin
15. CPCA: Kris Molle
16. Logan Gorst
17. Roger Moore
18. Obrey Motowylo
19. Troy Dorchester
20. CPCA: Jamie Laboucane
21. Mike Vigen
22. Chad Harden
23. Colt Cosgrave
24. CPCA: Layne Bremner
25. John Walters
26. Mark Sutherland
27. Doug Irvine
28. Chanse Vigen
29. CPCA: Shane Nolin
30. CPCA: BJ Carey

C. Drivers returning after a year's absence

31. Codey McCurrach
32. Evan Salmond

33. Mitch Sutherland

D. Stampede rookies

34. CPCA: Dallas Dyck
35. Chad Fike
36. CPCA: Dave Galloway

WPCA Tour Auction: Saskatoon, Medicine Hat, High River, Bonnyville, Strathmore and Rocky Mountain House

April 7, 5:15pm (registration reception at 4pm)

Grey Eagle Resort & Casino, Tsuu T'ina Ballroom

Offsite auction locations (and contact people) include

- Saskatoon Prairieland Park, Hall A, Breakout Room 1 (Tammy Kristiansen)
- Medicine Hat Exhibition & Stampede Fireside Room (Natalie Weir)
- Bonnyville Crown & Derby Pub (Mitch Michaud)
- Rocky Mountain House Royal Canadian Legion (Brad Smith)

Check the online auction at www.cslauction.com. Drivers and sponsors can arrange pre-sales at or above their three-year average for a particular show. If they do this, then they will not be sold for that show in the auction.

Auction order for drivers:

1. Kirk Sutherland
2. Kurt Bensmiller
3. Jason Glass
4. Rick Fraser
5. Rae Croteau, Jr.
6. Troy Dorchester
7. Luke Tournier
8. Codey McCurrach
9. Jerry Bremner
10. Jordie Fike
11. Obrey Motowylo
12. Kelly Sutherland



The 2015 Tarp Auction Schedule, continued

- 13. Roger Moore
- 14. Evan Salmond
- 15. Mark Sutherland
- 16. Gary Gorst
- 17. Chad Harden
- 18. Layne MacGillivray
- 19. John Walters
- 20. Logan Gorst
- 21. Colt Cosgrave
- 22. Chad Fike
- 23. Mitch Sutherland
- 24. Doug Irvine
- 25. Mike Vigen
- 26. Chanse Vigen
- 27. Cody Ridsdale
- 28. Ross Knight
- 29. Cliff Cunningham
- 30. Troy Flad
- 31. Tyson Graham
- 32. Jim Knight
- 33. Darcy Flad
- 34. Dustin Gorst

- 35. Barry Hodgson
- 36. Jess Willard

WPCA Grande Prairie/Dawson Creek Tarp Auction April 9, 6:30pm (registration reception at 5pm) Great Northern Casino in Grande Prairie

Grande Prairie and Dawson Creek are holding a joint stand-alone auction this year. The same pre-sale guidelines apply to these shows. The auction order will be determined by the Grande Prairie and Dawson Creek committees.

Ponoka Stampede Tarp Auction May 1, 6:30pm (registration reception at 5pm) Stagecoach Saloon

Watch for auction results online and in upcoming issues of the newsletter.

Our New Traceability Project

WPCA VICE PRESIDENT **John Lee** is passionate about animal welfare. He has made sure that the WPCA is on the leading edge of this issue. The first major task he undertook when he joined the board of directors was to chair the Codes of Care Committee and the Animal Welfare Committee. These committees are behind the policies that make sure WPCA animals always receive the best care, care that follows provincial and federal regulations.

The WPCA was formed in 1981. Since its inception, the organization and its drivers have been committed to the welfare of the animals in their care. In 2010, as part of this commitment, the board of directors brought forward a motion to develop mandatory requirements for animal

health and well-being. The Codes of Care were developed with industry members and experts, and were released in 2013. The codes outline the expected standards for animal care during transport and competition at sanctioned WPCA events.

The WPCA takes the well-being of the animals in their care very seriously. As part of its evolving commitment to animal care and welfare, it has developed standards of care that its drivers, their staff and families; the board of directors; WPCA staff; and venues are expected to endorse and abide by. Everyone who works with the animals in the WPCA has a responsibility to understand how to properly care for and manage them.



Our New Traceability Project, continued

In March 2014, John started to talk with the Traceability branch of Alberta Agriculture and Rural Development about the possibility of the WPCA being eligible for a federal Growing Forward 2 Traceability grant. John's due diligence eventually led to the approval of a \$100,000 grant under the Growing Forward 2 Traceability Program for a two-year pilot program.

The WPCA recognizes the value of an integrated traceability system to identify animals and manage the transportation and competition requirements outlined in the Codes of Care. The WPCA will use this project to identify and inventory the animals used in WPCA competitions and to build a unique software system to manage the animal inventory. The Codes of Care outline specific rest periods related to transportation, racing and injuries. A unique traceability management software system will let the WPCA carry out these requirements and offer reassurances that the codes are being followed and enforced.

The approved grant, known as the WPCA Traceability Pilot Project, will show a broad audience the benefits of animal identification and participation in traceability requirements. While this project will let the WPCA meet all legislative requirements for traceability, it will also let the organization go beyond the legal requirements to show its commitment to animal health, safety and welfare.

The project is the first of its kind in the equine industry. It's already underway and will conclude by February 2017.

Overview of the Project

This project will design and implement a unique inventory management system, one that uses both software and hardware. It will use animal identification technologies and geospatial identifiers (Premise 5 Identification, or PID) to meet provincial and national legislative requirements. It will also provide a positive value proposition for the WPCA and its members. At any given time, the WPCA will be able to locate any of the horses under its care and in its system. It



John Lee, WPCA vice president and chair of the Codes of Care and Animal Welfare committees.

will be able to immediately track and confirm which horses are racing that night.

The value to tour partners is that under the proposed legislation venues will eventually be responsible for providing information about horses on their premises and the WPCA will be able to give them everything they need to comply.

Objectives of the Project

There are three main objectives:

1. Support the implementation of basic legislative requirements (PID) for all chuckwagon drivers.
2. Identify all chuckwagon horses with microchips and to potentially trial test a novel microchip location.
3. Develop and implement a unique integrated traceability system based on PID and animal identifiers to manage the requirements set out in the mandatory codes of practice.

There are currently no equine identifiers approved at a national level. The uptake for PID is poor in the equine



Our New Traceability Project, continued

industries. Movement reporting does not take place in these industries. This project will be of interest to other animal groups who will have mandated dates for similar projects.

The WPCA's intention is to have 100 per cent uptake from its members and host facilities. All of the horses at WPCA events will be identified with a uniquely numbered microchip. An inventory management system that includes animal movement and management practices outlined in the Codes of Care will be carried out to show the value of PID and traceability.

There are several individuals who must be thanked for their support, guidance and help throughout the application and approval process. They include **Allan Pelletier**, director of the Traceability branch, **Rick Frederickson**, acting executive director of the Livestock Research and Extension division, and **Adrienne Herron**, Traceability specialist. These three removed any roadblocks as they arose and simply helped make it happen. It was crucial to have them working with the WPCA to get this grant. Their continued support and help will be valuable to the overall success of this project.

An important objective is to have a complete system that is user-friendly and needs minimum input from WPCA member drivers and host race venues, and minimal and easy administration by WPCA personnel.

The project budget allows for

1. the purchase of 1,200 microchips to be inserted in the horses
2. microchip readers



Logan Gorst running his team around the track. All WPCA horses will be microchipped for the new Traceability Project.

3. laptops/tablets and accessories related to the project data-gathering process, including
 - software development, testing and implementation
 - hiring a third-party consultant to implement the project, including microchipping, managing and capturing data, compiling results, reporting outcomes and performing industry communication related to the project
 - associated costs for travel and communication for the consultant

Whether you're a member driver or outrider, a sponsoring partner, a venue operator or an interested fan, it's good to know the level of dedication the WPCA has to making sure our equine partners are well cared for. With everyone's support, it's sure to be a success.



The American Rodeo in Texas

OUR PARTNERSHIP WITH SiriusXM Rural Radio Channel 80 is going into its second year, and both partners have been working hard to enhance the relationship. Members of Rural Media Group, the parent company, have made several trips to Alberta on related business, including attending the WPCA Awards Night last October.

Last month, **Paul Aaron**, vice president and executive director of Rural Radio, invited WPCA president **Ed Wittchen** and his wife **Vera** and *WPCA Pro Tour Live* co-host and colour analyst **Billy Melville** and his wife **Joanne** to attend The American rodeo in Dallas, Texas. The four were guests at the Rural Radio private suite at the AT&T Stadium, home of the Dallas Cowboys, on March 1, 2015.

For the second year in a row, adverse weather conditions affected attendance at The American. An unusual snowstorm and freezing rain caused dozens of flights to be cancelled, including Ed and Vera's. Stranded in Houston with no chance to fly into Dallas for two days, they rented a car and drove to Dallas. The airport also ran out of deicing fluid. The weather caused 10,000 soldiers to miss the event. Dallas Cowboys owner Jerry Jones bought tickets for them but they were simply unable to get to Dallas.

Once the WPCA crew was safely in Dallas, they had a great time. It was exciting to go behind the scenes with **Patrick Gottsch** (Rural Media Group founder), **Randy Bernard** (CEO), Paul Aaron and **Johnny Rodgers** (vice president of new business development). Sports fans may know Randy as the former CEO of Professional Bull Riders and IndyCar; Johnny is known as the



Above: Billy Melville with Larry Mahan, eight-time world champion and Rodeo Hall of Fame member.

Below: Joanne Melville, Vera Wittchen and Billy Melville at The American at the AT&T Stadium in Dallas, Texas.





The American Rodeo in Texas, continued

“Jet” or the “Ordinary Superstar” from his days as a Heisman Trophy-winner at Nebraska or a CFL All-Star with the Montreal Alouettes.

The American had an estimated attendance of 43,000. RFD-TV's The American is the single largest one-day cash prize event in the history of rodeo. With \$2 million on the line, the best rodeo athletes in the world were in Dallas to compete in an epic day of rodeo skill.

The American invited the top 10 athletes in each of the traditional rodeo sports from the National Finals Rodeo in Las Vegas as well as the top 10 from the PBR World Finals. The American also made available five additional spots for any rodeo athlete in the world through five regional qualifiers. If one of those athletes goes on to win their respective event at The American, they split an additional bonus pool of \$1 million in prize money. RFD-TV also invited several legends of the sport to take part and fans were allowed to vote one contestant in.

Out of the \$2 million, each event paid \$100,000 for first place and \$25,000 for second. Then there was a \$1 million side pot for the qualifiers. If a qualifier won their event, the athlete was entitled to a share of the \$1 million. A pair of Texans, **Taylor Price** of Huntsville and **Reese Riemer** of Stinnett, shared the \$1 million bonus. Price captured the bareback competition and Riemer won the tie-down roping.

Four Canadian cowboys participated. **Jake Vold** (bareback) and **Curtis Cassidy** (steer wrestling) got in as a result of their top 10 finishes at the NFR. **Orin Larsen** (bareback) from Inglis, Manitoba, and **Layton Green** from Meeting Creek, Alberta, got in by top-five standings at the



Above: Paul and Patti Aaron with the RFD-TV trailer. Paul is the vice president of Rural Radio.

Below: Billy Melville with Johnny Rodgers and Paul Aaron. Johnny is the vice president of new business development for Rural Media Group.





The American Rodeo in Texas, continued

qualifying rodeos. Jake Vold picked up \$25,000 for his second-place finish, missing out by 0.25 on his final four score.

Nine-year-old barrel racing prodigy **Chayni Chamberlain** ended a whirlwind week with a respectable seventh-place finish. The Stephenville, Texas, third-grader had quite a story to tell when she returned to class. Chayni missed advancing to the final-four shootout round by a fraction of a second, much to the disappointment of the crowd. Chayni found herself in the spotlight by besting over 100 entrants in a semi-final qualifier, earning a cheque of a little over \$40,000.

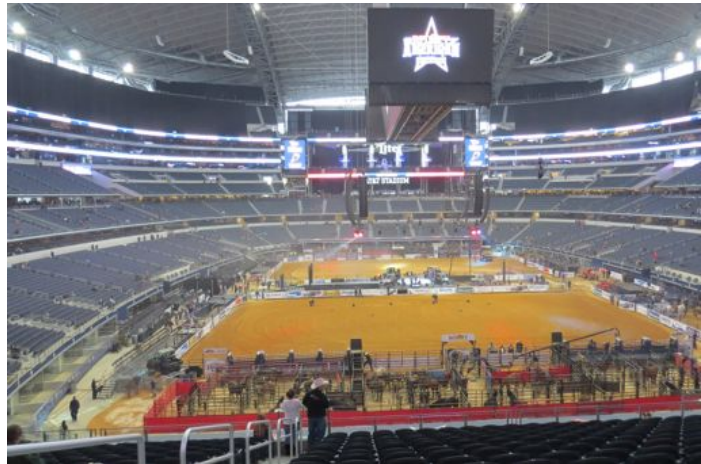
As mentioned, The American sends invitations to a few of the sport's legends. The top performance was delivered by steer wrestler **Ote Berry**. The 52-year-old Hall of Famer finished fifth, missing the final-four shootout by a tenth of a second. Tie-down roper **Fred Whitfield** recorded a no-time, catching only the heels of his steer. Barrel racer **Charmayne James**, an 11-time world champion, finished eighth.

The highly successful team-roping tandem of **Speed Williams** and **Rich Skelton**, competing together for the first time in 11 years, received a no-time when header Williams' lasso came up empty. Inspiring barrel racer **Amberly Snyder**, who after an accident two years ago was told she would never walk again, gained her qualifying berth through fan voting and received one of the day's biggest ovations.

Rural Media Group is the world's leading provider of multimedia content dedicated to the rural and western lifestyle. RMG is the parent company of RFD-TV, FamilyNet, Rural TV, Rural Radio on SiriusXM Channel



The home of The American, the AT&T Stadium in Dallas, Texas.



80, RFD-TV the Magazine and RFD-TV the Theatre. RFD-TV, the flagship network for RMG, launched in December 2000.