

# SADDLE BAG

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Photo credit: Dave Lowery, Be There Communications

A Riverbend student enjoys hands on learning as part of Stampede School's horse unit.

## The Stampede - A Natural Classroom

"Awesome way to learn about Calgary's past, really hands on.  
Kids paid close attention – lots of knowledge. Hugely motivational!"  
- from a teacher's evaluation of Stampede School

When up to 30 kids gather at the Union Cemetery to learn about the characters that filled Calgary's past, they are bound to have a meaningful learning experience. They get to sit in front of the headstones and hear about the lives of the people who lived and died in Calgary. They hear about the upstanding citizens of the past, like A.E. Cross, one of the founders of the Stampede; and Cappy Smart, Calgary Fire Chief and Stampede Parade Marshal for many years; as well as the scoundrels who inhabited the barrooms of the frontier town that is now the modern city of Calgary.

"We focus on a variety of topics that reflect western heritage and values," says Andria Hoehn, site coordinator for Stampede School. She cites working with a rodeo cowboy, a farrier, an agricultural commodity group, or an equine specialist. "The focus is on inquiry as a way to explore learning."

Stampede School has operated since 2002, with funding from the Calgary Stampede Foundation. It is affiliated with Campus Calgary, an on-site classroom program under the direction of the Calgary Board of Education and the Calgary Catholic School District. It offers week-long customized programs that are directed by teachers to complement their curricula. The school has experts on a variety of topics, who share their expertise with the students. Last year almost 750 students from 28 schools took advantage of the program.

This year as part of a Centennial project, Stampede School is calling on Treaty Seven First Nations members to take part in a new program that will focus on traditional aboriginal culture, including sports and games, insight into the ceremonial significance of teepees and their drawings, aboriginal storytelling and their connection to horses.

"We are building a relationship with the Treaty Seven Nations and the people involved with Indian Village," Hoehn offers. "This will provide us with another lens through which to learn about the Stampede, and it will serve as a way for aboriginal youth to work with the elders to learn more about their culture while sharing it with others," she adds.

The Calgary Stampede has a wealth of learning opportunities on Park or just a short walk away. Take for example the historical Stampede poster collection that dates back to 1912, the substantial Stampede archives, the Grain Academy that provides a historical record of Calgary's agricultural history, the banks of the Elbow River and Union Cemetery. They are all natural classrooms.

"Learning becomes so much more meaningful when the kids are exposed to authentic real world situations," says Hoehn. 🌟

## Leaving a legacy of the Centennial

The Calgary Exhibition & Stampede has been an enthusiastic participant in the Provincial Centennial celebrations, seizing the opportunity to promote western heritage and values and leave a legacy for all Albertans.

### A new kind of dream home

What better way to leave a legacy than to partner with Habitat for Humanity to build a different kind of a dream home?

Like all of the other dream homes at the Stampede, this one will be built at Stampede Park and moved to its permanent location - this one in Taradale. Unlike the other dream homes at the Stampede, this one will be built by over 100 volunteers. "We're keeping in the western tradition of barn raising," explains Tracey Read, 2005 Celebrations and Heritage manager at the Calgary Exhibition & Stampede. "The Stampede team is coming together to help our neighbours in need." The family of five kids and their parents will be the proud owners of a six-bedroom bungalow when the project is finished.

Several partners are involved with the build, including Qualico Developments, Rockford Developments, Cohos Evamy Partners, York Shaw Building Movers and Habitat for Humanity. This is the first of five homes the Stampede has committed to build with Habitat for Humanity over the next five years.

A "Blitz Build" is scheduled for Friday, September 30, 2005. The home will be moved to Taradale on October 12 and the keys will be given to the family later in the fall at an open house celebration.

Volunteer opportunities could still be available to take part in this unique home raising. Each volunteer is asked to work for a full day. For information, call 261-9111 (local 4111) or email [habitatforhumanity@calgarystampede.com](mailto:habitatforhumanity@calgarystampede.com).



Habitat for Humanity volunteers working in partnership with families in need.

### Stampede archives, education online

All of the postcards, photos, programs, annual reports and other fascinating archives from the history of the Calgary Exhibition & Stampede will soon be available to the web. The two-year project to digitalize the Stampede's thousands of paper archives dating as far back as 1912, is funded by the Community Initiatives Program of the Alberta Lottery Fund. The Stampede is partnering with the University of Calgary, which is creating the archive website.

And Stampede School will also go online, thanks to another innovative Centennial project. A program on the relationship between the Stampede and the Treaty Seven First Nations will make resources available and post students' journals and art online. The program, which focuses on aboriginal traditions, is being conducted in partnership with the University of Calgary, Galileo, University of Laval and Heritage Canada.

### Honouring the folks who live western values

The unsung heroes who champion western values will now be honoured for their commitment through the new Western Legacy Awards. "We want to celebrate the people who preserve and promote western heritage and values, so the public is aware of the contributions they have made to their community," offers Read.

The awards will cover three categories: Innovation, Sustained and Youth. The winners will receive their awards at a special gala breakfast.

For more information on each of these projects, please visit [calgarystampede.com/2005celebrations](http://calgarystampede.com/2005celebrations). 🌟





# Giddy-Up Gala: Saddle up for a cause

Sheralee Stelter's son, Taylor, has cerebral palsy and is in a wheelchair, but that doesn't stop him from participating in programs put on by the Calgary Cerebral Palsy Association. These programs allow him to ski, horseback ride and enjoy many of the activities that all children enjoy.

"Having the opportunity to get out on the ski hill or to ride a horse really helps Taylor's self-esteem," Stelter says. "And the kids in his school are really impressed by what he can do."

Parents, like Stelter, are often left with hefty bills to pay for the extraordinary costs that are associated with caring for their special needs children. Recreational programs that receive funding help these families experience the joy of childhood and youth.

This is where the Calgary Stampede Foundation's Giddy-Up Gala makes a difference.

This year the committee's goal is to raise \$150,000 to be donated to the Janus Academy Society, Calgary Cerebral Palsy Association, Providence Children's Centre and the PREP Program. These programs enhance the lives of children with autism, cerebral palsy and Down syndrome. Since its inception in 1999, the Giddy-Up Gala has



Taylor's specially designed bike allows him to play with other children.

raised over \$450,000 for special needs children in Calgary and the surrounding area.

This year's event includes a raffle for \$10,000 in diamonds plus silent and live auctions. To make a donation to the auction, contact Susan Eastman at 923-7703, or by email at [susan@geotir.com](mailto:susan@geotir.com). Items will be accepted until Wednesday, October 12, 2005.

The Giddy-Up Gala will take place on October 22, at the Roundup Centre. Tickets can be purchased for \$125 through Michelle Anhorn at 261-0295. 🌟



# Alberta Lottery Fund enhances Stampede experience

Visitors to the 2005 Calgary Stampede saw the partnership between the Stampede and the Alberta Lottery Fund at work.

New elements of the Calgary Stampede, including increased flags and pageantry leading into the Park, were designed to generate excitement and anticipation as guests arrived. And while visitors didn't see the improved security, access, communication and efficiency features, their experience at the Stampede was improved by them.

All of these enhancements were funded by a new \$250,000 grant from the Lottery Fund, the first of 10 annual installments. As well as this grant, which can be allotted to operations or capital projects that involve the 10-days of the Stampede, the Lottery Fund provides an annual \$10-million grant for year-round operations. This grant is part of a fund that is distributed to several exhibitions and fairs in Alberta, the amount determined by the size and nature of the fair.

The 2005 Stampede entries were funded by the Alberta Lottery Fund.

"As a not-for-profit organization, the Stampede relies on this funding to continue to be able to offer our guests an exceptional experience, in terms of both programming and facilities," says Paul Harrison, Calgary Exhibition & Stampede chief financial officer. "This funding helps us achieve our goals and fulfill our mandate."

"The 1.24 million Stampede attendees benefited from the Alberta Lottery Fund's contribution to this year's event," says gaming minister Gordon Graydon. "The Alberta Lottery Fund provides many benefits to communities across the province with the government's share of revenue from VLT's, slot machines and ticket lotteries."

"The Stampede plays an important role in the economy and agricultural initiatives in Calgary and throughout the province," adds Graydon.

For more information on the Alberta Lottery Fund, please visit [albertalotteryfund.ca](http://albertalotteryfund.ca). 🌟

# Cowboys drawn to exciting event

Think of cutting and you probably think of scissors. But not if you are an equine sports aficionado. Cutting is one of the fastest growing equine sports in the world, and one of the most exciting.

While it's full of drama for the horses, riders and spectators, it requires a gentle touch, a deft cowboy and an agile, well-trained horse to cut a cow from the herd. Cowboys have been cutting for centuries and a good cutting horse is worth its weight in gold in ranching circles.

The Wrangler Cutting Horse Futurity, a Stampede event beginning October 11, 2005 follows in the cowboy tradition and offers a purse that many a cowboy covets. Over 250 horses from across North America are expected at the six-day event to compete for a purse that totals over a quarter of a million dollars.

"This year the competition will go through an evolution as we make it more family friendly," says Robert Wise, Calgary Exhibition & Stampede agriculture manager. The first part of the finals will be held on Saturday night as in the past, but for the first time this year, the second part of the finals will be held on Sunday in conjunction with a traditional Stampede breakfast, which is open to the whole family.

The Wrangler Cutting Horse Futurity is held October 11 - 16, at the Stampede Corral. For more information contact Laurel Wood at 261-0414 or check out the Agriculture link at [calgarystampede.com](http://calgarystampede.com). 🌟



"Cutting a cow from the herd takes a well-trained horse and a highly-skilled cowboy."

# Expansion plans move ahead

The Calgary Exhibition & Stampede's ambitious expansion plans are advancing on several fronts.

"We've had tremendous progress in a short timeframe," Steve Allan, chairman of the board and president, says about the expansion plans that were released in August 2004. "This is a 15-year plan with progress only occurring as each project finds community and funding support. We are thrilled by the level of support received to date."

## New agriculture building

The board's Strategic Agriculture Committee is exploring a number of locations on the Park. In addition, the organization is evaluating how best to connect rural and urban audiences, educate urban audiences on food science and sustainability and support the agriculture industry. This process will ultimately determine the building's final size and features.

"We want to build a facility that will serve and support the agriculture community not just for today but for the future," says Allan.

## Casino relocation

An architectural firm, S2 Architecture, has been selected following an open bidding process and the conceptual design work is about to begin. The Stampede is reviewing a shortlist of on-Park locations. The relocated casino is expected to open in 2007.

## Hotel

A request for qualifications process has attracted interest from virtually every major hotel organization in North America. The goal of this project is to create synergies between an expanded Roundup Centre, a casino and a hotel that is approximately 300 rooms in size. Together these three elements will generate greater economic development and entertainment opportunities.

## Mainstreet

The Master Plan and Year-Round board committees are working together to finalize a request for proposal (RFP) for potential commercial partnerships in the northern part of the expansion zone. The RFP will likely be issued in late 2005 or early 2006.

## Property and lease

The Stampede has been working closely with the City of Calgary on the necessary steps to finalize the acquisition of the remaining properties in the Stampede expansion zone. The City's expropriation process is nearing completion, which will allow land use designation to be finalized.

## Other projects

"The Stampede is now taking its expansion and development plans to another level, generating exciting opportunities that will foster greater discussion with potential individual, corporate and government partnerships," says Allan. 🌟

# Keeping the tradition going

Club Stampede, a program to connect with regular customers of the Stampede Casino, has been a resounding success. Less than a year after establishing the club, it boasts 9,000 members who take advantage of the several perks of being a club member.

"It's all about recognizing the loyalty of our customers," says Dawn Dawley, Stampede Casino marketing manager, explaining the club's success. "We reward them for their visits and they respond."

Belonging to Club Stampede gives members a variety of ways they can earn Casino Player's Points every time they visit Stampede Casino. On top of the 100 points they receive for joining the club, they earn more points for other activities like visiting the Casino on their birthday.

And that's just the beginning. Members get free parking in one of 200 reserved spots, discounts on meals and merchandise and offers from hotel partners, tour packages and others.

"We're following a longtime Vegas practice of rewarding player loyalty," Dawley says. Casinos are also part of the wild west tradition. "We're helping to keep that tradition alive in Calgary," she says. 🌟



# Nominating and Shareholder Relations Committee – Report to Shareholders

By: Wee Yee, Committee Chair

The summer of 2005 is behind us and what a summer it was! A record setting Calgary Stampede was among the highlights, thanks to the efforts of our dedicated volunteers, management and staff. We hope you had a chance to relax with family and friends and recharge your batteries.

By way of this initial report, we take the opportunity of introducing the Nominating and Shareholder Relations committee (NSRC). This new grouping was formed in April of 2005 as a sub-committee of the Governance board committee and expands the role of the former Nominating committee. Our goal is to establish effective two-way communication on all matters of importance between the board and you, our shareholders.

Shareholders are unique as they have all been on various committees directly involved with the Stampede, with a minimum of four years of volunteer experience. Our shareholders have a vested interest and seek participation in the selection of leadership and direction of the Stampede. As a shareholder, you are invited to attend the Annual General Meeting (AGM) and vote in the election of directors and on any and all special resolutions.

The Calgary Exhibition & Stampede is a \$100 million per year not-for-profit organization. With our planned Park expansion, casino relocation, Stampede Entertainment Inc., and year-round business development activities, we need to have the best team in place to uphold our Core Purpose, “To preserve and promote western heritage and values.” The committee’s nominating process is to look to the future, three to five years at least, and identify the skill sets required and solicit recommendations from shareholders, the board, senior management, committee chairs, volunteers at large and other stakeholders. This allows the committee to assemble a list of potential nominees to fill our current needs and address succession for the future.

As part of its commitment of ongoing communication with shareholders, the committee will also keep you updated on all nominating and shareholder issues. We will seek your input through individual consultation or through focus groups. Thanks for the opportunity to report to you and we look forward to our ongoing communication with you. Please feel free to call any of the members of the committee should you have any questions. Wee Yee, committee chair (258-8113), Don Wilson (936-1517), Rob Laidlaw (803-0001), Jock Osler (237-9131). 🐾



Grated Coconut gives his last cowboy a winning ride.

Photo credit: Kevin Turney, Tri-Star Digital

## Canada’s Grated Coconut

### Calgary Stampede brings roughstock to Ellensburg Rodeo

By Laura Belzer (Daily Record staff intern, Ellensburg, WA)

In a pasture along McManamy Road, 25 horses frolic and play, flipping flies off their backs with long tails and stopping to nibble grass and hay.

One horse stands alone in a separate pasture. His name is Grated Coconut, and he is one of the top-bucking broncos in the world. He contemplates one corner of the pasture, eying the other horses and lowering his head to graze.

Grated Coconut and the others are part of the Calgary Stampede, a select group of roughstock who live at the 22,000-acre Calgary Stampede Ranch near Calgary, Alberta. Flankman and livestock superintendent Ken Rehill said they arrived at the McManamy Ranch on Monday after a rodeo in Caldwell, Idaho. The horses take part in the Calgary Stampede in Canada every July and travel to and perform in rodeos around the continent.

“Grated Coconut was the world champion bareback horse for the last two years,” Rehill said. Jon Fitterer, co-owner of Fitterer’s Furniture and a volunteer for the rodeo who coordinates where the horses will stay, describes Grated Coconut as “magical,” and said he is worth about \$300,000.

But Rehill’s respect for the horse extends beyond price. “I don’t think you could really put a value on that stud over there,” Rehill said, dressed in Wranglers, boots and a potato-sized Calgary ranch belt buckle.

“He’s outstanding. There’s something just different about him all the way around.”

Calgary Stampede horses are not just animals. They are athletes just like the riders. “The horses are fed well and allowed lots of rest between rodeos, performing a maximum of two times in a weekend; Grated Coconut will only perform once at the Ellensburg Rodeo,” Rehill said. The horses receive good medical care and many horses are buried in a cemetery just outside the ranch after they pass away.

For the past three years many Calgary Stampede horses have been bred using artificial insemination. “Sperm is collected from a male like Grated Coconut and injected into a female of good bloodlines. After the female’s egg is fertilized the embryo is transplanted to a surrogate mare,” Rehill said, “so the mother can continue to travel and perform.”

Foals are named by letter based on the years they are born and by lineage. The letter for 1993 was C, when Grated Coconut’s mother Coconut Roll was born. Rehill said the staff pick names and draw them out of a hat, trying to figure out which fits the horse best. Other horses on the ranch have names like Darn Sassy, Jollywell Unsocial, Papa Smurf and Knight Rocket.

When the horses enter the ring they wear fleece-lined flank straps that tickle their undersides. “The sport is in their genes, and that is why the Calgary Stampede’s program is called Born to Buck,” said Rehill. 🐾



Photo credit: Dave Lowery, Be There Communications

### Headdress presentation “a great honour”

Treaty Seven elders honoured Steve Allan in a special presentation on the Indian Village stage during the Stampede. The elders, who are teepee owners, named Allan an honorary chief and gave him a feather headdress symbolizing leadership.

In addition to the headdress, Allan was given a new name – Aa-koh-hkii-to-pii - or Chief Rides Many Horses. The ceremony included marking the new chief’s face with sacred paint to symbolize good luck and continued success, the singing of traditional songs, drumming and dancing.

The headdress recognizes Allan’s personal contributions to the teepee owners and also celebrates Alberta’s Centennial.

“This was one of the greatest honours of my life and I will never forget that day,” says Allan. “The five tribes of Treaty Seven are extremely important to the Calgary Stampede and we are very proud of this special relationship that dates back to the first Stampede in 1912.” 🐾

#### Chief Rides Many Horses

## ‘The Greatest Outdoor Show on Earth’ Yet

The Centennial edition of ‘The Greatest Outdoor Show on Earth’ was indeed the best Calgary Stampede ever. The spectacular July 2005 weather drew record attendance, with over 1.24 million guests going through the turnstiles at Stampede Park, 20,000 more people than last year.

But other indicators are more interesting to Jim Laurendeau, Stampede programming manager. “Attendance and revenues are critical to our business, but the importance of the quality of each guest’s experience is driving those numbers,” he says. “We believe it is a combination of sales efforts, superior marketing and a focus on producing an unmatched western experience that ultimately drives attendance and revenue numbers.”

In recent years the Calgary Stampede began investing resources into better understanding what is important to guests.

“Our 2005 exit survey conducted by Ipsos Reid showed very positive improvements in guest experiences. Over half of those surveyed gave their 2005 Stampede experience the highest possible rating on the survey. And 96% of those surveyed told us that we met or exceeded their expectations. These numbers are unheard of in this industry.”

The Stampede made changes to some of its programming this July, resulting in even stronger ratings. Some of the new initiatives in 2005 included:

- A new guest service program requiring a response to guest comments within 24 hours.
- Greater efforts to honour the various cultures that exist within Calgary including customer service being offered in eight languages; the Windows on the West stage hosting a Cultural Day that included performances from a Chinese orchestra and lion dance, an Indian sari show, a Métis craft demonstration and a Mariachi band; and the evening show also including beautiful cultural performances.

- A Centennial initiative by teepee owners and Indian Village participants who offered a cross-cultural knowledge exchange, inviting audiences to have a deeper appreciation of aboriginal culture.
- Increased flags and pageantry and enhanced superboards (large video screens) on Park, all designed to generate excitement and heighten the Stampede experience.
- The Transalta fireworks display that lit up the night like never before, more than doubling the number of fireworks set off in previous years – to help celebrate the Centennial.
- Entertainment with maximum variety, in keeping with a “something for everyone” philosophy. Performers ranged from urban hip-hop star k-os, to blues rocker Jeff Healy and Canadian country music star Terri Clark, to SpongeBob Squarepants, Dora the Explorer, Barney and others.
- Exhilarating concerts in the Pengrowth Saddledome featuring entertainers Tim McGraw, Brad Paisley and Michael W. Smith.
- An exciting Kids’ Day that was bigger and better thanks to a new sponsor, BMO Bank of Montreal. Kids were hosted at a free breakfast in the morning and entertained by their favourite television celebrities, Judy and David, on the Coca-Cola Stage throughout the day.
- Expanded Western Heritage Day programming including free donuts and coffee, numerous exhibitors and entertainers, a draw for a trip for two to Victoria, BC and a performance that featured Canadian Country Music Hall of Famer Ronnie Prophet.

What does the future of the Stampede experience look like? “Our focus is on creating even better experiences for our guests,” says Laurendeau. 🐾



Stampede entertainment provided something for everyone.







## Stampede Champions



Contributors:  
Anne Georg, Sherry Patram,  
Peggy Weddell, Wee Yee

SaddleBag Editor:  
Hilary Dolhaine

Calgary Exhibition & Stampede  
Box 1060, Station M  
Calgary, AB T2P 2K8 Canada  
Phone: (403) 261-0101  
Toll Free: (800) 661-1260  
Fax: (403) 265-7187

To be added to the mailing list, receive additional copies, submit articles, or provide us with feedback, please contact us at: [saddlebag@calgarystampede.com](mailto:saddlebag@calgarystampede.com)

If you have a story you would like to see covered in SaddleBag, please let us know.



Photo credit: Browarny Photographics



## 8th Annual CS Divot Classic A Winner!

The 8th Annual Calgary Stampede Volunteers "Divot Classic" golf tournament attracted 136 golfers (from 11 different volunteer committees) and raised an impressive \$20,000 in proceeds for the Stampede Foundation. The 8th Annual was staged by the Stampede Foundation and helped out by a team of Stampede volunteers lead by Jack Steen, Foundation director. The Team Challenge trophy went to the Past Presidents, who turned their prize to auctioneer John Copithorne, Stampede director. With his talents more than \$6,000 was raised from the generous crowd.

The Calgary Stampede Foundation thanks all those individuals and businesses that donated team prizes and/or auction items for the tournament.

RBC Dominion Securities - Jack Steen; Cohos Evamy & Partners - Rick Singleton; Browarny Photographics; National Bank Financial - Lance Yanke; GMC; Felesky Flynn LLP - Brian Felesky; Jim Jenkins; Lammies & Wrangler; O'Connor's Men's & Women's Wear; Roger Jarvis; Rock Dodger Outfitters - Michael Gellinas; George Brookman & Michael Stinson; Saddledome Foundation - Phil Sellars.

CHUCKWAGON SPONSORS: Coca Cola Bottling; Good Life Foods; Labatts; Spolumbos Fine Foods

MULLIGAN DRAW SPONSORS: Westlet & Stampede Corporate Development; Alberta Boots - Tim Gerwing; Guy Buchanan



## Stockmen's Club

The Calgary Stampede Foundation wishes to express its sympathy and appreciation to those family members, friends and colleagues who have given memorial donations on behalf of the following individuals:

Stew Barker, Stampede Past President  
Doris Braunwarth, Stampede Family  
Dewey Grant, Stampede Promotion Committee

## In Memoriam

The Calgary Stampede Foundation is now lead by chairman Steve Snyder and vice-chairman George Brookman. Joining the Board is Don Wilson, Brian Felesky, Bob Hamilton, Ann McCaig and Dave Robson. Retiring members include Danny Copithorne, Rob Matthews, Gord Fache, Bruce McDonald, Bill Nield, Lynn Rule, Barry Styles and Sandy Tidswell.

## Community & Stampede Leaders Named to Foundation Board

The Stampede extends belated birthday wishes to Florence (Flo) Spear who turned 100 on July 12, 2005, during Stampede. Born in New Brunswick, Flo moved to Calgary as a child and has lived here ever since.

## 100 Years Young

## Folks in Focus

**HOLE SPONSORS:** Brasso Nissan - Einar Brasso; Calgary Airport Authority - Peter Wallis; Calgary Economic Development - Bruce Graham; Calgary Exhibition & Stampede; Calgary Stampede Foundation; Canadian Association of Petroleum Producers; Delta Bow Valley Hotel - Hashem Melhem; G.E. Shaw Holdings - Gardie Shaw; Jock Osler Communications Inc. - Jock Osler; Magnum Perforating Services Inc.; McKenzie Meadows - Scott Orban; Peters & Co. Limited - Rob Purdy; West Canadian Graphics - George Brookman. 🌟



## Stampede News Digest

### Laurie Schild joins Stampede executive team

Laurie Schild joined the Stampede on September 12, 2005, in the role of vice-president, Marketing and External Relations. She is responsible for integrating marketing efforts across the Calgary Exhibition & Stampede, including leading development of a brand strategy for the organization.

She will also guide the fundraising and marketing efforts in support of the Calgary Stampede Foundation, and will develop a comprehensive government relations program for the Calgary Exhibition & Stampede.

Before joining the Stampede, Schild held senior roles with Bell Canada, Telus Corporation and Canadian Airlines International. 🌟

### Share your Stampede pride

We have captured your Stampede pride in a beautiful book that is worthy of being passed along.

Celebrating the Calgary Exhibition & Stampede, The Story of The Greatest Outdoor Show on Earth will be on sale in late November to Stampede family and friends for the special price of \$29.95.

This full-colour hardcover book tells the story of the Stampede. Recipes from the Best of Bridge are an added bonus! And to celebrate the Centennial, the names of volunteers and staff members are included in this first edition.

Sample pages will be online at [calgarystampede.com](http://calgarystampede.com) in early November.

Be sure to buy your personal copy and more for gifts ... there isn't a better way to say you're proud of the Stampede.

Email [tread@calgarystampede.com](mailto:tread@calgarystampede.com) if you have questions or to reserve a copy. 🌟

### Ag student proud to receive Calgary Stampede scholarship

The second annual Calgary Stampede Bill Kehler Scholarship was awarded to **Ryan Bumphrey**, a second-year student in Olds College's Agricultural Production program.

The scholarship rewards academic standing and an active commitment to college rodeo. It was created to honour distinguished rodeo broadcaster, Bill Kehler, who announced the rodeo at the Stampede for 27 years and had a life-long passion for rodeo.

"I grew up listening to Bill Kehler, so it was very touching for me to receive this scholarship in his memory," says Ryan, who is 2005/06 president of the Olds College Rodeo Club.

Ryan contributes to the Club through active fundraising, directing club activities and competing in the Saddle Bronc, Team Roping and Calf Roping events. 🌟

