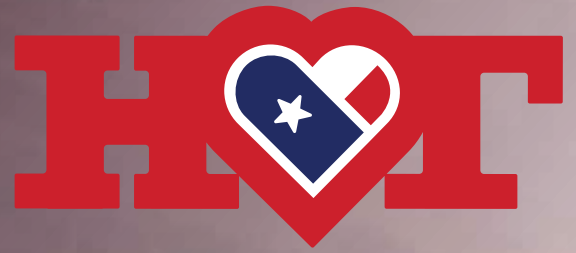


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TABLE OF CONTENTS

| | |
|--|-------|
| Welcome from the Chairman of the Board | 4 |
| Elected Officers & Directors | 5 |
| Welcome from the President/CEO | 6 |
| Fair & Rodeo Staff | 7 |
| Entertainment | 9 |
| Scholarship Winners | 16 |
| Livestock Schedule | 17 |
| Rodeo Dates & Times | 24 |
| Calf Scramble | 25 |
| Mutton Bustin' | 25 |
| HOT Chute-Out | 25 |
| Special Ranch Rodeo | 25 |
| Volunteer Committees | 26-27 |
| Rodeo Teams | 28 |
| Rodeo Events | 30-31 |
| Miss Heart O' Texas Fair & Rodeo | 45 |
| Sweethearts | 45-46 |
| T-Bone | 47 |
| Map of the Grounds | 48 |
| Attractions | 49 |
| Top 20 Sponsors | 64-65 |
| Thank you Sponsors | 83 |
| Index | 84 |

The Heart O' Texas Fair & Rodeo is a proud member of the International Association of Fairs & Expositions, Texas Association of Fairs & Expositions, Greater Waco Chamber of Commerce & Hewitt Chamber of Commerce.





Mike Tawater
Chairman of the Board

LETTER FROM THE CHAIRMAN

Welcome **FAIR AND FRIENDS!**

It is my pleasure on behalf of our 600 incredible volunteers, our amazing staff, and the Board of Directors, we welcome you to the 2024 Heart O' Texas Fair & Rodeo!

This year we are expecting another phenomenal year of entertainment both indoors and out. Whether you're enjoying some incredible professional rodeo inside the cool confines of the EEC or testing your nerve on the daring rides out on the midway, we know you'll have an experience to remember. That's our goal every single night.

Each year we strive to Raise The Standard in every single thing we do, both large and small, and we believe you'll notice all the things we've done as you spend time with us this year.

Your presence at our fair helps us deliver on our mission, "to produce events for education, entertainment and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact in Central Texas."

We are so glad you're here! Take a moment to enjoy carnival rides, amazing fair food, watch some professional rodeo, and do some shopping in the BASE as you soak up all that is the Heart O' Texas Fair & Rodeo has to offer!

Sincerely,

Mike Tawater
Chairman of the Board





OFFICERS & DIRECTORS



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Chairman



Dan Ingham
Chairman-Elect



Mike Lewis
Immediate Past
Chairman



Chris Kincaid
Treasurer



Trey Warren
Secretary



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Director



Brent Neuhaus
Director



Rob Wolaver
Director



Dusty Lynch
Director



T.J. Zawacki
Director





Wes Allison
President/CEO



Houdy FANS

Welcome to the 72nd Anniversary of the Heart O' Texas Fair & Rodeo. We are so glad you chose to come enjoy this year's event.

Raising the standard is our guiding principle and we are definitely making it happen in 2024. You will enjoy a great entertainment line-up on the Ziegenbock Music Stage. In addition, One HOT Rodeo presented by AgTrust Farm Credit is hosting 2 finals rodeo series this year. The PRCA Permit Finals will feature to top 10 contestants in the Permit Standings. These contestants are the young and upcoming contestants who are in their first year of competition. This will be exciting rodeo action featuring ProRodeo's future stars. We are also hosting the Ram Texas Circuit Finals. We have hosted the Circuit Finals for more than 25 years but typically it is around the first of the year. Moving it to the Fair provides the best rodeo action in the ProRodeo and will feature many contestants who will make a run at the Wrangler National Finals Rodeo in Las Vegas in December.

In addition to a new rodeo and high-quality entertainment you will notice our new lighting, tents and other improvements to make your experience the best. We have upgraded cleaning procedures and protocols so you can rest assured we are doing everything we can to provide the highest quality entertainment in a clean, safe environment.

See you at the Fair,

Wes Allison
President/CEO



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FAIR & RODEO STAFF



Wes Allison
President/Chief
Executive Officer



Dustin Coufal
General Manager



Melinda Moss
Chief Business
Officer



Reagan Thurman
Coordinator, Agricultural
& Competitive Events



Taylor Clark
Intern, Agricultural &
Competitive Events



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Manager,
Volunteer Program



Clayton Hall
Vice-President/
General Manager,
HOT Concessions



Scott Butler
Assistant Manager
HOT Concessions
Services, Inc.

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Stephen Fanelli • Caleb Jackson • George Jones
Donnie Jones, Jr. • Luther Kraatz • Anthony Laws
Dana Lujan • Salvador Palacios • Jeanette Quintanilla
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FRIDAY OCT 4
RANDY ROGERS
W/ WALKER MONTGOMERY



SATURDAY OCT 5
DUSTIN LYNCH
W/ TYLER DIAL



SUNDAY OCT 6
CONJUTO
RIO GRANDE



WEDNESDAY OCT 9
CHRIS WALKER
& REGINA BELLE



THURSDAY OCT 10
AUSTIN SNELL
W/ THE WEATHERED SOULS



FRIDAY OCT 11
GARY ALLAN
W/ THE HUSER BROTHERS



SATURDAY OCT 12
CLINT BLACK
W/ EMILY ANN & CLAYTON LANDUA



SUNDAY OCT 13
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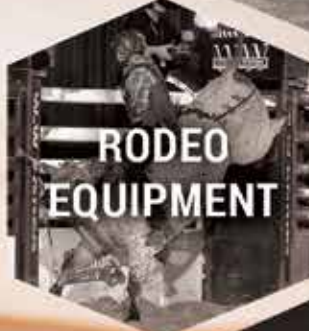
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2024 SCHOLARSHIP WINNERS

The Heart O' Texas Fair & Rodeo is committed to producing events for education, entertainment and agricultural experiences, while giving back through youth scholarships. In 2022-23, over \$750,000 in scholarships were awarded through the Livestock Show and academic recognition. In May, the Heart O' Texas Fair & Rodeo awarded \$280,000 in academic scholarships to 52 Central Texas students. To date, more than \$5 million has been committed to the youth of Texas.



Avery Alexander • Grace Amestoy • Emily Anderson • Eva Anderson • Janna Arnold • Camille Burns
Rylie Carroll • Cayleigh Coursey • Jayde Davis • Jhett Davis • Kaylee Eaton • Nicole Enders
Cecelia Fritze • Alva Garcia Zamora • Trey Harbour • Kaelyn Hein • Zachary Henke • Carlee Hoffman
Kyndall Houchin • Devon Hulsey • Kaylan Kiser • Shaidenn Kosier • Evelyn Landry • Jenna Lee
Natalie Mora • Madison Moran • Emilee Munchrath • Blane Mynarcik • Taryn O'Brien • Bryce Parish
Audrianna "Audri" Poage • Claire Poage • Joseph Polster • Caleb Rappolee • Jolie Rebando
Brooke Reininger • Tracer Rice • Turner Sanders • Claire Schaeferkoeter • Jacob Singer
Natalie Troyer • Joseph Tuggle • Levi Tull • Victor Vizcarra • Maycie Walker • Brooke Wanjura
Kyler Wendt • Ryleigh Whitaker • Brandon White • Tanner Williams • Kyndal Youngblood

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Heart O' Texas Fair & Rodeo Board of Directors, Heart O' Texas Fair Belinda Teer-Dowd Scholarship, Auto Nation of Waco, Barnett Contracting, Inc., Candace & Steve Harrison Scholarships in Honor of Tanner Moore, Cadence Bank, Cargill, Inc., Cathy Hammond State Farm Insurance, Clark Heating & Air Conditioning, Classic Equipment Sales, Community Bank & Trust, Extraco Banks, JHL Construction, Laura Strain, Lewis Family Endowment, Mock, Bob & Sue, Neuhaus, Brent & Kim, Volvo & Mack Trucks of Waco, Wiley Family Endowment



LIVESTOCK SHOW

presented by



SEPTEMBER 25 - OCTOBER 13, 2024

FRIDAY, SEPTEMBER 20

8:00 AM - 8:30 AM Ag Public Speaking Registration
9:00 PM - 5:00 PM Ag Public Speaking Contest

WEDNESDAY, SEPTEMBER 25

8:00 AM - 4:00 PM Breeding Heifer Move-In
1:00 PM - 5:00 PM Breeding Heifer Check-In
4:30 PM - 5:30 PM Sullivan's Stock Show U
5:00 PM Breeding Heifer Check-In Deadline
6:00 PM Breeding Heifer Showmanship

THURSDAY, SEPTEMBER 26

8:00 AM Scramble Heifer Show
Scholarship American Heifer Show
**Immediately following Scramble Heifer Show*
Scholarship British/Continental Heifer Show
**Immediately following Scramble Heifer Show*

FRIDAY, SEPTEMBER 27

8:00 AM Premium American Heifer Show
Premium British/Continental Heifer Show
8:30 AM Breeding Heifer Release

SATURDAY, SEPTEMBER 28

8:00 - 9:00 AM Speak Out for Agriculture Contest Registration
9:00 AM Speak Out for Agriculture Contest Orientation
10:30 AM Speak Out for Agriculture Contest
10:00 AM - 2:00 PM Steer Move-In
11:00 PM - 3:00 PM Steer Check-In
4:00 PM Steer Classification
6:00 PM Steer Showmanship

SUNDAY, SEPTEMBER 29

8:00 AM Scholarship Steer Show
9:00 AM Speak Out for Agriculture Contest

MONDAY, SEPTEMBER 30

8:00 AM Premium Steer Show
8:30 AM Steer Release
11:00 AM Agricultural Mechanics Move-In
5:00 PM Agricultural Mechanics In Place and Check-In

TUESDAY, OCTOBER 1

8:00 AM Agricultural Mechanics Judging
8:00 AM Agricultural Mechanics Award Ceremony
Agricultural Mechanics Release
**Immediately following Awards Ceremony*

WEDNESDAY, OCTOBER 2

Barn Set

THURSDAY, OCTOBER 3

Barn Set

FRIDAY, OCTOBER 4

9:00 AM - 1:00 PM Lamb Move-In
11:00 AM - 2:00 PM Lamb Check-In
2:00 PM Lamb Check-In Deadline
5:00 PM Lamb Showmanship

SATURDAY, OCTOBER 5

8:00 AM Scramble Lamb Show
Scholarship Lamb Show
**Immediately following Scramble Lamb Show*
8:30 - 9:00 AM Agricultural Product ID Registration
9:00 AM Agricultural Product ID Contest
9:30 - 10:00 AM Food Challenge Registration
10:00 AM Food Challenge Contest
Food Challenge Awards
**Immediately following Contest*

SUNDAY, OCTOBER 6

7:30 - 7:45 AM Livestock Judging Contest Registration
8:00 AM Livestock Judging Contest
Livestock Judging Contest Awards
**Following Livestock Judging Contest*
11:30 AM Premium Lamb Show
12:00 PM Lamb Release

MONDAY, OCTOBER 7

8:00 AM - 11:00 AM Goat Move-In
10:00 AM - 12:00 PM Goat Check-In
12:00 PM Goat Check-In Deadline
1:00 PM Wether Doe Show
Goat Showmanship
**Immediately following Wether Doe Show*
1:30 PM Wether Doe Release

TUESDAY, OCTOBER 8

8:00 AM Scramble Goat Show
Scholarship Goat Show
**Immediately following Scramble Goat Show*

WEDNESDAY, OCTOBER 9

8:00 AM Premium Goat Show
8:30 AM Goat Release

THURSDAY, OCTOBER 10

10:00 AM - 3:00 PM Swine Move-In
11:00 AM - 4:00 PM Swine Check-In
4:00 PM Swine Check-In Deadline
5:00 PM Swine Showmanship

FRIDAY, OCTOBER 11

8:00 AM Purebred Gilt Show
Crossbred Gilt Show
**Immediately following Purebred Gilt Show*
11:00 AM - 3:00 PM Gilt Release

SATURDAY, OCTOBER 12

8:00 AM Scramble Swine Show
Scholarship Swine Show
**Immediately following Scramble Swine Show*

SUNDAY, OCTOBER 13

8:00 AM Premium Swine Show
8:30 AM Swine Release

SATURDAY, OCTOBER 19

7:30 AM Trap Shooters Extravaganza Check-In
8:30 AM Trap Shooters Extravaganza Orientation
Trap Shooters Extravaganza: Trap Singles
Trap Shooters Extravaganza: Skeet
**Immediately following Orientation*

SUNDAY, OCTOBER 20

7:30 AM Trap Shooters Extravaganza Check-In
8:30 AM Trap Shooters Extravaganza Orientation
Trap Shooters Extravaganza: Skeet
**Immediately following Orientation*
Trap Shooters Extravaganza: Awards
**Immediately following Shoot*



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The HOT Livestock Show also reserves the rights to change the show schedule at any time.





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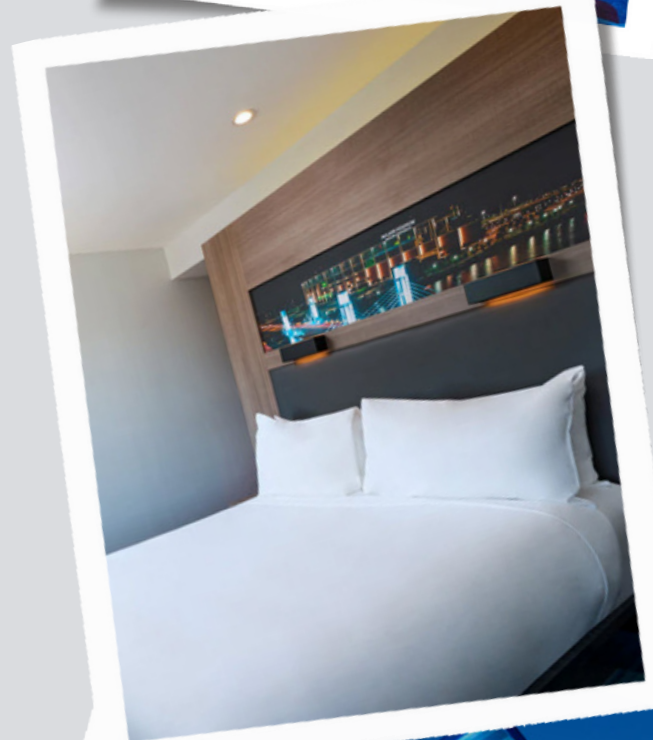
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RODEO DATES & TIMES

ONE HOT RODEO

presented by AgTrust Farm Credit

All rodeo tickets include gate admission to the Fair.

7 P.M. NIGHTLY

OCTOBER 4-6

PRCA PERMIT FINALS RODEO

OCTOBER 8-11

**RAM TEXAS CIRCUIT
FINALS RODEO**

OCTOBER 12

TEXAS CHUTE OUT
Presented by Target Solutions

OCTOBER 13

MEXICAN RODEO SPECTACULAR



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CALF SCRAMBLE

Presented by BRAZOS MASONRY, INC.

A determined group of young competitors participate in the Calf Scramble which is one of the entertaining must events during the rodeo. They race to catch a calf and those who are successful are awarded with a \$300 or \$600 certificate to purchase a registered beef heifer, lamb or pig. Once the animal is purchased, the year long project of raising, grooming, feeding and caring for the animal begins. The competitors return the following year to show their animal in the Heart O' Texas Livestock Show presented by Bar None. The money for the certificates is generously donated by individuals, companies and sponsors.



HOT CHUTE-OUT

Presented by BRAZOS MASONRY, INC.

The Heart O' Texas Fair & Rodeo is excited to bring back the HOT Chute Out, presented by Brazos Masonry, Inc., for its fourth year. This exciting event will take place on Sunday, October 13 during the Mexican Rodeo.



The top three scramblers from each of the eight nights of One HOT Rodeo, presented by AGTrust Farm Credit, will qualify to scramble again and automatically receive an upgraded certificate of \$1,000. Those 15 scramblers will return on Sunday, October 13 to compete for an additional \$500. The top five participants who catch at this event will receive a total certificate of \$1,500 to purchase their animal of choice. The second to catch will receive another \$250 for a total of \$1,750. The first to catch will receive another \$500 for a grand total of \$2,000.

MUTTON BUSTIN'

Presented by CENTRAL NATIONAL BANK

Mutton Bustin' is a crowd favorite during the One HOT Rodeo. Children between the ages of 4 and 7 years old are put to the test to see who can hold on for at least 8 seconds and receive the highest scores of the night. Sheep are loaded into a chute, children hold onto the wool of the animal and the fun begins! Each ride is scored and the top 2 winners advance to the Championship Round on Saturday, October 12.



SPECIAL RANCH RODEO

The 33th Annual Special Ranch Rodeo is hosted by the Heart O' Texas Rodeo Committee on Saturday, October 12. This event is open to children between the ages of 3 and 16 years who are physically and/or mentally disabled. Participants get to participate in special rodeo events alongside some of the cowboys and cowgirls that compete at the One HOT Rodeo.





VOLUNTEER COMMITTEES

Where would the Heart O' Texas Fair & Rodeo be without the help of the more than 550 volunteers?

By donating their time and talents, volunteers make the Fair & Rodeo what it is today.

A special thank you to the following committee members for their continued support of the Heart O' Texas Fair & Rodeo:

ACADEMIC RODEO

Antonio Majors
Autumn Akins
Beth Ramsdell
Casi Bowers
Cheryl Sullivan
Chris Beheler
Cynthia Flores
Danielle Stevens
Diane Buxkemper
Donna Morgan
Gage Warren
Jennifer Sargent
Julie Richardson
JustinStanford
Justin Willis
Kim Neuhaus
Lawrence Brown
Lindsay Benning
Lisa Monthie
Lizzy Freemyer
Logan Poteet
Made Dennis
Mandy Moss
Mischa Campbell
Nikki Banana
Paige Stanford
Rosa Artilles
Sabrina Albrecht
Sarah Rippen
Staci Jay
Stephanie Brown
Taylor Pursley
Trista Barnett
Yesica Rodriguez

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Barbara Cook
Bob White
Brooks Hanson
Carol Germany
Catherine Estes
Daniel Ellis
Dawn Carpenter
Janie Gonzales-Shattuck
Jennifer Oliver
Keeley Summers
Kenny Kautzer
Kimberly Ringo Bright
Lindly Jarvies
Lisa Houle
Lisa Thomas
Lisa Moncus
Lori Alambar
Marcy Miears
Marie Sanchez
Melina Blood
Mollie Leutwyler Smith
Peggy De La Rosa
Raquel Blood
Renee Poston
Robin Baber
Robin Jacobs
Rose Schroeder
Sharon Stephens
Teri Rojas
Wendy Ellis

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Ally Knowles
Angela Fortier
Angie Cox
Ansley Gough
Ben McElreath
Ben Perry
Beth Truman
Bo Jones
Brandon Henderson
Brayden Sievers
Brittnee Hamilton
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Kristin Williamson
Laurie French
Makenzy Antis
Mark Benning
Michelle Warren
Ron Knowles
Shane Smith
Thomas Schmidt
Todd Furse
Tom Hamilton
Tracy Chapman
Trey Warren

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Bambi Eskew
Beau Chastain
Brayden Sievers
Brenda Harris
Carlena Lesso
Charles Anderson
Christina Conway
Darwin Hefeffinger
DeeDee Lewis
Harold Rafuse
Holly Wolaver
Jessica Juarez
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Leticia Rodriguez
Letty Martinez
Maria Ochoa
Monica Sanchez
Natalie Salazar
Sheryl Teague
Stefani De la Rosa
Steve Perez
Suzann Chavez
Tanya Cosme
Vanessia Hernandez

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Dora Wiseman
Emily Post
Gilbert Ochoa
Hannah McDowell
Heather Davis
Jasmin Trevino
Kandi Gear
Katelyn Mynar
Kathy Krakowian
Laurie Ward
Lisa Mitchell
Louise Krakowian
Marlana Bass
Roy Toten
Shannon Force
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Marcy Miears
Mischa Campbell

Regina Martinez
Renea Gaston
Roberta Van Harn
Roy Toten
Shelby Erwin
Stephanie Jackson
Tracy Chapman

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Jessica Barrow
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Laura Gonzalez
Liz Barton
RoseMary Rafuse
Sarah Bird
Sarah Pick
Shannon Allen
Tammie Hartgroves
Theressa Richardson
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Kurt Krakowian
Lacey Drew
Stacy Whitwell

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Each team draws for draft positions 1 – 44. Each team is limited to one contestant per event. Each contestant wears a back number featuring the sponsor's name. After the rodeo each evening, team points are calculated based on nightly performance. These points are totaled up on the final night of rodeo action and the team with the most points is the winner. The top team receives a beautiful Montana Silversmiths belt buckle and bragging rights!

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2024 RODEO EVENTS

SADDLE BRONC RIDING

Saddle bronc riding evolved from the task of breaking and training horses to work the cattle ranches of the Old West. Many cowboys claim riding saddle broncs is the toughest rodeo event to master because of the technical skills necessary for success. While a bareback rider has a rigging to hold onto, the saddle bronc rider has only a thick rein attached to his horse's halter. Using one hand, the cowboy tries to stay securely seated in his saddle. If he touches any part of the horse or his own body with his free hand, he is disqualified. Judges score the horse's bucking action, the cowboy's control of the horse and the cowboy's spurring action. While striving to keep his toes turned outward, the rider spurs from the points of the horse's shoulders to the back of the saddle. To score well, the rider must maintain that action throughout the eight-second ride. While the bucking ability of the horse is quite naturally built into the scoring system, a smooth, rhythmic ride is sure to score better than a wild, uncontrolled effort.



STEER WRESTLING

The objective of the steer wrestler, who is also known as a "bulldogger," is to use strength and technique to wrestle a steer to the ground as quickly as possible. The steer generally weighs more than twice as much as the cowboy and, at the time the two come together, they're both often traveling at 30 miles per hour. Speed and precision, the two most important ingredients in steer wrestling, make bulldogging one of rodeo's most challenging events. A perfect combination of strength, timing and technique are necessary for success in the lightning-quick event of steer wrestling. In addition to strength, two other skills critical to success in steer wrestling are timing and balance. To catch the sprinting steer, the cowboy uses a "hazer," who is another mounted cowboy who gallops his horse along the right side of the steer and keeps it from veering away from the bulldogger.



TEAM ROPING

Team roping, the only true team event in ProRodeo, requires close cooperation and timing between two highly skilled ropers - a header and a heeler - and their horses. The event originated on ranches when cowboys needed to treat or brand large steers and the task proved too difficult for one man. The header ropes first and must make one of three legal catches on the steer; around both horns, around one horn and the head or around the neck. Any other catch by the header is considered illegal and the team is disqualified. After the header makes his catch, he turns the steer to the left and exposes the steer's hind legs to the heeler. The heeler then attempts to rope both hind legs. If he catches only one foot, the team is assessed a five-second penalty. After the cowboys catch the steer, the clock is stopped when there is no slack in their ropes and their horses face one another.



BAREBACK RIDING

Bareback riders endure more abuse, suffer more injuries and carry away more long-term damage than all other rodeo cowboys. To stay aboard the horse, a bareback rider uses a rigging made of leather and constructed to meet PRCA safety specifications. The rigging, which resembles a suitcase handle on a strap, is placed atop the horse's withers and secured with a cinch. As the bronc and rider burst from the chute, the rider must have both spurs touching the horse's shoulders until the horse's feet hit the





ground after the initial move from the chute. This is called “marking out.” If the cowboy fails to do this, he is disqualified. As the bronc bucks, the rider pulls his knees up, rolling his spurs up the horse’s shoulders. As the horse descends, the cowboy straightens his legs, returning his spurs over the point of the horse’s shoulders in anticipation of the next jump. Making a qualified ride and earning a money-winning score requires more than just strength. A bareback rider is judged on his spurring technique, the degree to which his toes remain turned out while he is spurring and his willingness to take whatever might come during his ride.

BARREL RACING

Barrel Racing is a rodeo event in which a horse and rider attempt to complete a clover-leaf pattern around preset barrels in the fastest time. Though both boys and girls compete at the youth level and men compete in some amateur venues, in collegiate and professional ranks, it is primarily a rodeo event for women.

It combines the horse’s athletic ability and the horsemanship skills of a rider in order to safely and successfully maneuver a horse through a clover leaf pattern around three barrels (typically three fifty-five gallon metal or plastic drums) placed in a triangle in the center of an arena. In timed rodeo events, the purpose is to make a run as fast as possible, while the time is being clocked either by an electronic eye, (a device using a laser system to record times). The timer begins when horse and rider cross the start line, and ends when the barrel pattern has been successfully executed and horse and rider cross the finish line. The rider’s time depends on several factors, most commonly the horse’s physical and mental condition, the rider’s horsemanship abilities, and the type of ground or footing (the quality, depth, content, etc. of the sand or dirt in the arena).



TIE-DOWN ROPING

As with saddle bronc riding and team roping, the roots of tie-down roping can be traced back to the working ranches of the Old West. As the event matured, being

a good horseman and a fast sprinter became as important to the competitive tie-down roper as being quick and accurate with a rope. A cowboy’s success in tie-down roping depends in large part on the precise teamwork between him and his horse. The horse is trained to come to a stop as soon as the cowboy throws his loop and catches the calf. The cowboy then dismounts, sprints to the calf and throws it by hand, a maneuver called flanking. If the calf is not standing when the cowboy reaches it, he must allow the calf to get back on its feet before flanking it. After the calf is flanked, the roper ties any three legs together with a pigging string - a short, looped rope he clenches in his teeth during the run. While the contestant is accomplishing all of that, his horse must pull back hard enough to eliminate any slack in the rope, but not so hard as to drag the calf. When the roper finishes tying the calf, he throws his hands in the air as a signal that the run is completed. The roper then remounts his horse, rides forward to create slack in the rope and waits six seconds to see if the calf remains tied. If the calf kicks free, the roper receives no time.



BULL RIDING

Bull riding, which is intentionally climbing on the back of a 2,000-pound bull, emerged from the fearless and possibly fool-hardy nature of the cowboy. The risks are obvious. Serious injury is always a possibility for those fearless enough to sit astride an animal that literally weighs a ton and is usually equipped with dangerous horns. Bull riding is dangerous and predictably exciting, demanding intense physical prowess, supreme mental toughness and courage. Like bareback and saddle bronc riders, the bull rider may use only one hand to stay aboard during the eight-second ride. If he touches the bull or himself with his free hand, he receives no score. While spurring a bull can add to the cowboy’s score, riders are commonly judged solely on their ability to stay aboard the twisting, bucking mass of muscle.



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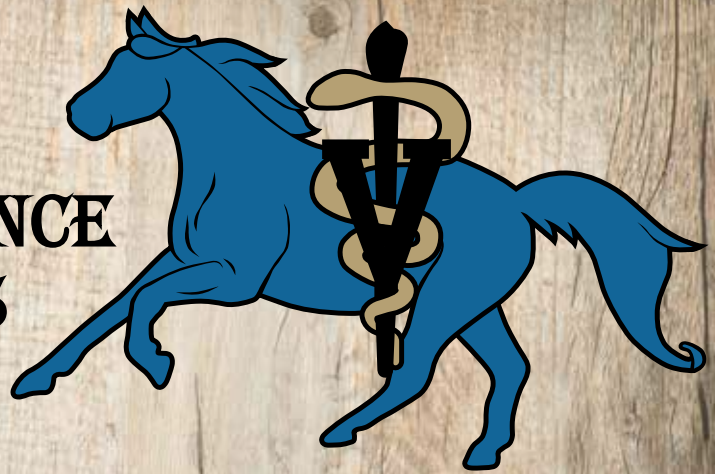
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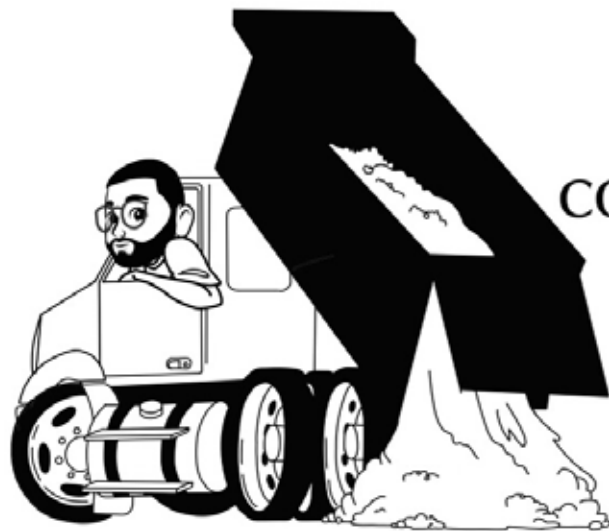
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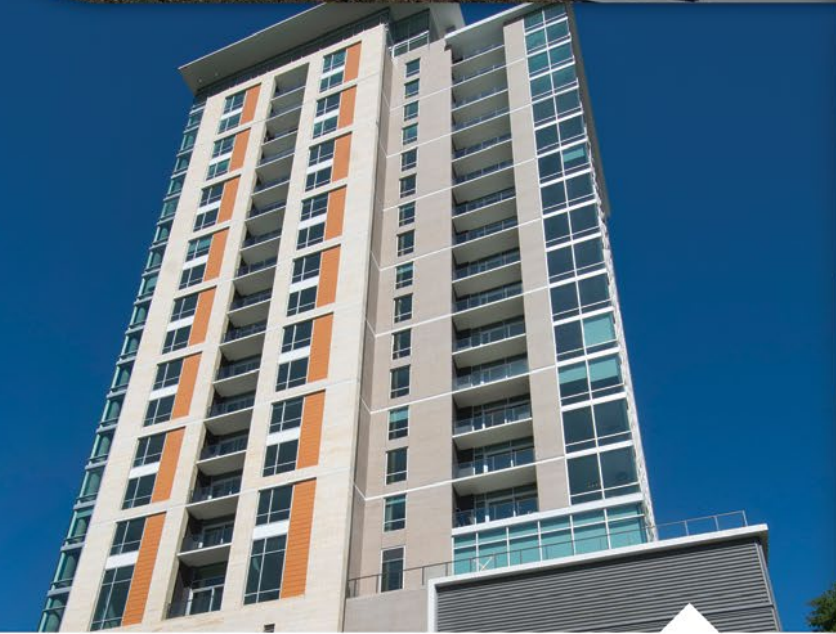
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Avah Williams
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RODEO 101

Cowboy Boot Camp is an interactive and educational agricultural exhibit that features agricultural hands-on activities and crafts. With a village type atmosphere, fairgoers can be immersed in the feel of farm life with fun activity stations such as milking a cow, scarecrow building, pooper scooper station, pedal tractors and much more!

KIDS PEDAL TRACTOR PULL, *presented by HEB*

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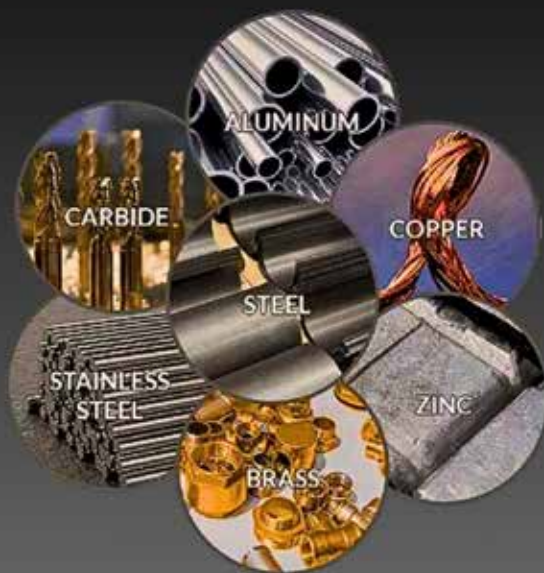
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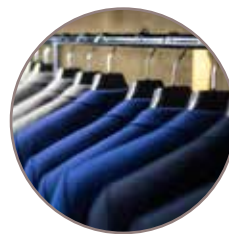
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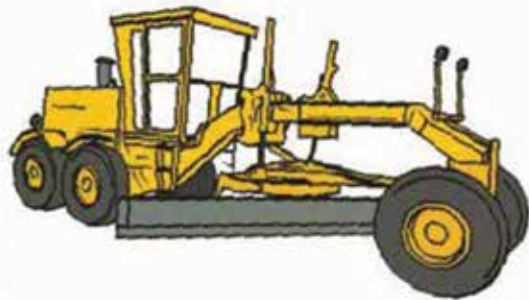
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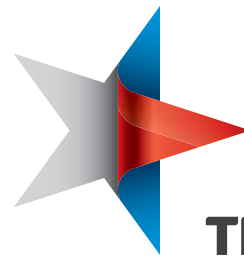
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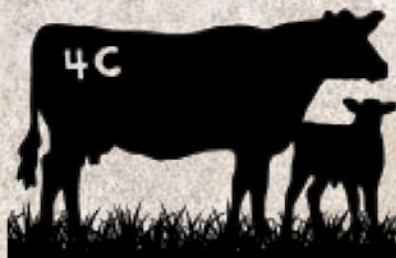
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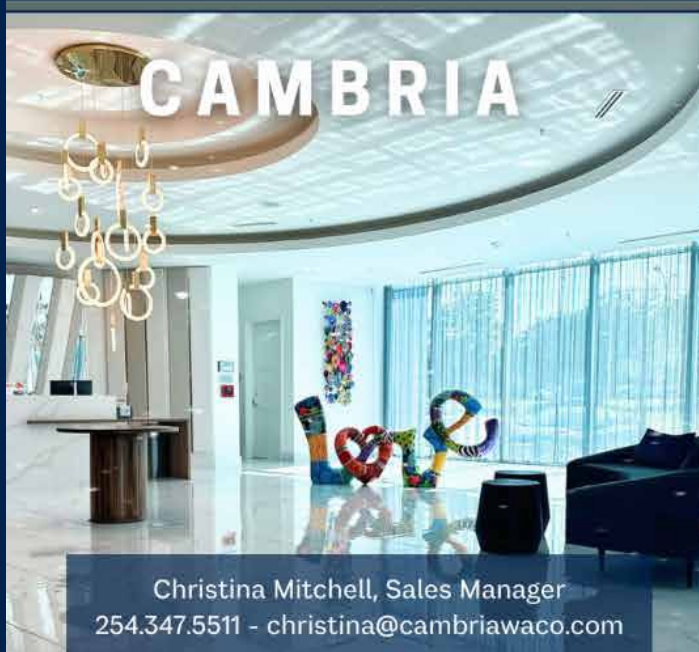
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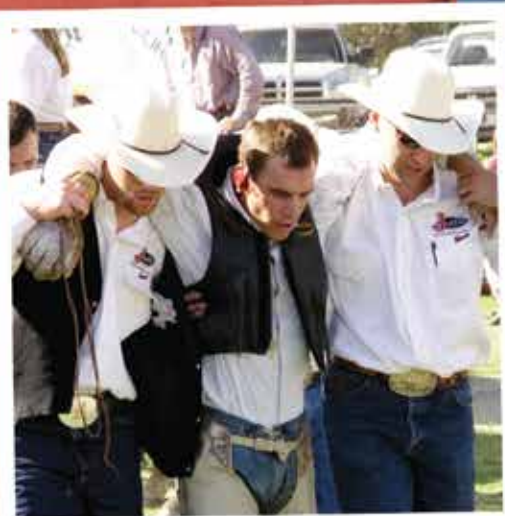
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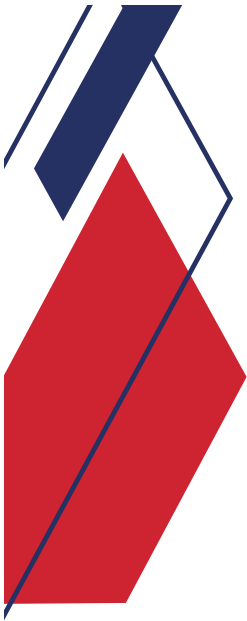


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The all-new BASE at Extraco Events Center, is the product of a collaboration with McLennan County, the City of Waco, WISD and the Heart O’ Texas Fair & Rodeo.

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The mission of the Heart O' Texas Fair & Rodeo is to produce events for education, entertainment and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact to Central Texas.



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Education

To recognize our outstanding youth, the Heart O' Texas Fair & Rodeo, presented by H-E-B, offers educational scholarships to students in McLennan County and surrounding counties. In 2023, close to \$363,000 in scholarships, and to date, more than \$4 million has been committed to the youth of Texas. We have over 500 dedicated volunteers on 25 active committees who all have one goal – Invest in our children, invest in our future!



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Wolfe's Florist
Wrangler
WW Livestock
Wylie Sprayer



INDEX

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| | | | | | |
|---|--------------------|---|------------|--|----|
| AI Services | 70 | El Rio Western Wear | 71 | Rick Aishman, PC. | 68 |
| Aloft | 20 | Enviro-Serv. | 67 | Rockin' B Adler | 52 |
| Allen Samuel Dodge-Chrysler- Jeep-Ram-Fiat | Inside Front Cover | Equine Performance Veterinarians. | 34 | Rudy's "Country Store" & Bar-B-Q | 11 |
| Alamo Title | 56 | Equipment Depot | 37 | Saddle Creek Dental | 43 |
| AMR | 23 | Extraco Banks | 15 | Southern Curl Photo. | 70 |
| Bar None Country Store | 36 | Fast Signs. | 63 | Spunky Flats Cattle | 56 |
| Ben E. Keith/Michelob Ultra | Inside Back Cover | FOX 44. | 19 | SYSCO. | 12 |
| Chesney's Boutique | 62 | Gatesville RV | 54 | Target Solutions | 59 |
| Blue Bell Ice Cream | 54 | GENCO | 57 | Texas Farm Bureau Insurance | 55 |
| Bobcat of Waco | 58 | Graphic Package International. | 42 | Townplace Suites Marriott | 38 |
| Boot Barn | 69 | Haddix Heating & Air | 32 | Versalift. | 72 |
| Boykin Group | 70 | Hampton Inn. | 50 | Waco Concrete Services | 53 |
| Brazos Masonry, Inc. | 41 | Heart O' Texas Concessions | 73 | Waco Glass & Mirror | 72 |
| Capital Farm Credit | 10 | H-E-B | Back Cover | Waitley Team Realtors | 40 |
| Cargill | 18 | Holiday Inn Express & Suites. | 42 | West Auction. | 70 |
| Carlos Arias Hauling. | 40 | JHL Construction | 52 | Whataburger. | 28 |
| Cavender's Boot City | 77 | JoAnn's Bridal. | 66 | Whizzbang's Hamburgers | 39 |
| Central National Bank. | 13 | Justin Brands | 33 | Wrangler. | 8 |
| China Spring Country Store | 34 | Justin Sports Medicine | 74 | WW Livestock Systems | 14 |
| Clark Heating & Air Conditioning LLC. | 38 | JB Hotels | 61 | | |
| Clifton Livestock Commission, LLC | 60 | KWTV-TV | 29 | | |
| Coca-Cola Company | 76 | KXXV-TV | 22 | | |
| CompleteCar Care Center | 60 | McDonald Custom Bit & Spur. | 35 | | |
| Coryell County Commission Co. | 58 | McGregor Country Store | 36 | | |
| CTWP. | 21 | Patrick's Dry Cleaners | 51 | | |
| DB Fencing. | 71 | Pioneer Steel & Pipe | 75 | | |
| Dowdle Hay Farms. | 68 | Quality Parts Supply | 50 | | |
| | | Red Hill Kettle. | 62 | | |



SUPERIOR LIGHT BEER

2.6 CARBS | 95 CALS



ENJOY RESPONSIBLY
© 2020 Anheuser-Busch, Michelob Ultra™ Light Beer, St. Louis, MO
95 calories, 2.6 carbs, 1.6g protein and 0.0g fat per 12 oz.

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Here helping Texas youth is better.

At H-E-B we proudly support the students and the animals they raise at the rodeo.

