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Cotton Rosser to Produce Frank Bogert Memorial PRCA Rodeo

It's only fitting that a good friend of Frank Bogert's and the man who produced the last rodeo held in Palm Springs would be the one to produce the Frank Bogert Memorial PRCA Rodeo, named for the longtime mayor of Palm Springs and scheduled for March 12 – 14, 2010.

"I know that Frank would be thrilled to have this rodeo named after him," explained Cotton Rosser, whose company, Flying U Rodeo Co. in Marysville, Calif., is producing the rodeo as part of the Palm Springs Wild WestFest presented by the Spa Resort Casino. "It hardly seems possible that just three short years ago, we worked on a rodeo together in Banning – me as the producer and him as the announcer. Hard to believe he's already been gone nine months."

Born on a cattle ranch in 1910, Bogert moved to the Desert in the early 30's and while during his four terms as Mayor helped turn the desert outpost to a glamorous destination. A master horseman his whole life, he continued to lead arduous trail rides well into his 90s.

The two first met during the time Rosser was attending Cal Poly San Luis Obispo around 1949 and would ride his motorcycle down to Palm Springs as part of the University's rodeo team. An injury in 1955 ended his competitive career and put him on a path that continues in the rodeo business today.

Rosser spent his childhood dreaming of being a cowboy and living a cowboy life. As a small boy in Long Beach he always wanted to be a cowboy and recounts how his mother could always find him where the horses and cowboys were. That dream became a reality and Rosser continues to live the life of a "cowboy" as he and his entire family raise their own horses for rodeos in Marysville, California. Flying U Rodeo Co. is one of the oldest continuing stock contracting companies in the world.

Members of the Professional Rodeo Cowboys Association believe, as do most people, that animals should be treated humanely. The PRCA staunchly protects its animals with rules that are so successful in the prevention of cruelty or unintentional mistreatment that the American Veterinary Medical Association (AVMA) has recognized PRCA guidelines in its position statement on the welfare of animals in spectator events. The AVMA position reads, in part, "The AVMA recommends that all rodeos abide by rules to ensure the humane treatment of rodeo livestock, such as those established by the Professional Rodeo Cowboys Association." At a rodeo, spurs are dull and are loose and roll so they don't cut. Flank straps cause no pain and have a quick release buckle and are never

placed by genitalia. In fact, Flying U is the only producer with a Mobile Animal Care Unit and will be supported at the Frank Bogert Memorial Rodeo by Steve Carter, DVM, a well known Coachella Valley equestrian vet. For a rodeo, a horse or bull may only buck four to six times a month, then will be turned out and another group of stock will go on the road. This means that each animal works an average of only eight minutes a year...what a life!

A member of the National Cowboy and Western Heritage Museum Rodeo Hall of Fame in Oklahoma City, OK and the Pro Rodeo Hall of Fame in Colorado Springs, CO, Rosser has worked with rodeos all over the country, including the National Finals Rodeo in Las Vegas, NV, the Houston Livestock Show and the Grand National Rodeo in San Francisco, and was one of only two producers the rodeo in Palm Springs ever had.

“It’s exciting to be educating the community and helping to bring rodeo back to Palm Springs – and I’m grateful for the warm, enthusiastic embrace we’ve received,” added Rosser. “The rodeo will bring visitors, revenue, attention to the area—but most of all, great memories for the families who attend and take advantage of this unique opportunity.”

Visit www.palmspringwestfest.com to purchase tickets to the Frank Bogert Memorial Rodeo and to learn more about all the activities and opportunities associated with the Palm Springs Wild WestFest presented by the Spa Resort Casino.