



DAYTON RODEO 2023

ANNUAL DAYTON LABOR DAY RODEO

SEPTEMBER 1 - 4



www.daytonrodeo.com

Let's Rodeo in Dayton!



Premier Sponsors of the Dayton Rodeo



(515) 359-2211



DAYTON RODEO SCHEDULE

FRIDAY | September 1

7:00 PM PRORODEO | Military Night
 FILL THE HILL with RED to show support
 Following Rodeo FIREWORKS
 Rodeo Party Headquarters Dance - @ Shed'37

SATURDAY | September 2

10:00 AM Slack - FREE
 7:00 PM PRORODEO
 Following Rodeo FIREWORKS
 Rodeo Party Headquarters Dance - @ Shed'37

SUNDAY | September 3

7:00 PM PRORODEO | COWBOY UP FOR CANCER NIGHT
 FILL THE HILL with PINK to show your support
 Following Rodeo FIREWORKS
 Rodeo Party Headquarters Dance - @ Shed'37

MONDAY | September 4

10:00 AM Dayton Labor Day Parade
 1:30 PM PRORODEO | Kids DAY
 Kids 11 & Under FREE w/Adult Ticket

2023 Dayton Rodeo National Anthem Singers

Friday: Abigail Casciato

Saturday: Harley Eckert

Sunday: Jordan Reuter

Monday: Marilyn Anderson, Alayna Longhorn,
Lillie Longhorn and Lydia Longhorn

Grab the daysheets here to see the contestants for each day!



Dayton Rodeo Day Sheets

2023 Dayton Rodeo PRCA Personnel

Stock Contractor: Cervi Championship Rodeo Company

Announcer: Boyd Pulhamus

Big Screen: Frostview Productions

Music Sound System: Josh 'Hambone' Hilton, Rock Star Productions

Arena Director: Binion Cervi

Pick-up Men: Chase Cervi & Randy Britton

Rodeo Secretary: Sunni Deb Backstrom

WELCOME RODEO FANS!



Mark Riker, Gary Schlieff, Heather Reck, Matt Johnson
Amanda Buenting, John Skoglund, Travis Klingson, Jason Eckert

Unavailable for picture: Joe Tuel, Bob Runge,
Chris Mallicoat, Travis Holmes

Put on your Cowboy Hats and Boots - Or come as you are - but definitely plan for an entertaining show! The Dayton Rodeo 2023 is guaranteed to provide everyone with a fun-filled time every performance!

You will see everything from broncs and bulls, to kids on sheep (some with tears in their eyes), you will feel the excitement of the Wild Horse Race, and be amazed at the sky-high jumps on motorcycles from Cowboy Kenny, the night will end with fireworks following each night performance! Something for everyone!

The Rodeo Celebration Committee welcomes you to the 86th Annual Dayton Labor Day Rodeo. Let's Rodeo in Dayton!



COMMITTEE OFFICERS



2023 Committee Officers

Celebration Committee Chairmen - Matt Johnson

Vice Chairman - Chris Mallicoat (unavailable for photo)

Treasurer - Heather Reck

Secretary - Jason Eckert

CLUB PRESIDENTS



2023 Presidents

Celebration Committee Chair - Matt Johnson

Dayton Wrangler President - Amanda Buenting

Community Club President - John Skoglund

#DAYTONRODEO

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Let's Rodeo in Dayton!

2023 Dayton Rodeo Grand Marshall

Rob Lauer

Rob Lauer name 2023 Dayton Rodeo Grand Marshall



A lifetime of rodeo led the Dayton Rodeo Celebration Committee to select Rob Lauer as the 2023 Grand Marshall.

Lauer's has been rodeoing since he was a child, falling in love with the sport when he was only five years old. His parents—Mary and Donald Lauer—were very active in the Dayton Rodeo and, in this case, the apple didn't fall far from the rodeo arena.

Rob married wife Joan in 1968 and the couple made a home on the family farm north of Lehigh. Son Patrick was born in 1969. In 1981, they moved to their current home in Lehigh and Rob's parents moved to the farm. As an adult, Lauer was a member of the Dayton Rodeo Celebration Committee for over 25 years.

Lauer in a country boy at heart. Even his hobbies involved farms and rodeos. "I enjoy working on my farm. I also enjoy going to farm machinery and household auctions. I watch rodeos on Cowboy Channel and RFD when I have time," he said.

He concluded by noting it was "an honor" to be named Grand Marshall.

The Lauer family (Mary, Donald, Rob, and brothers Gene and Keith) lived on a farm on Highway 169 in Clay Township. Lauer had more success than many small town cowboys. He even rode bulls in the National High School Rodeo Finals in Hot Springs South Dakota in 1960. After mastering bull riding, he moved on to steer wrestling.

Lauer graduated from Callender High School in 1962. He began work with the Webster County Road Department as a heavy equipment operator in 1966 and held that job for an impressive 57 years.



*Rob & Gene Lauer -
50th Annual Dayton Labor Day Rodeo - 1987*

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Connect with the
Dayton Labor Day Rodeo!



The Dayton Rodeo Celebration Committee, along with the Dayton Wrangler Saddle Club and the Dayton Community Club wish to pay tribute to the memory of the people who have gave of themselves to make our Labor Day Weekend Rodeo and Celebration a success. At the Monday afternoon performance a cowboy or cowgirl on horseback escorts an empty saddle in honor of those who have gone before us...

Empty Saddle - Jeri Elliot

Jeri Elliot was born October 20, 1949 in Webster City, and she passed away on March 8 this year, at the age of 73. She was the daughter of Wendell and LaVonne(Snell) Elliot and had 2 sisters, Beth, who has passed away, and Kris, who lives in Minnesota. Jeri graduated from Webster City High School in 1968 and from Drake University and Iowa State University.



Dr. Jeri was our annual rodeo veterinary support here for many years from the 1980s into the 2000s.

She is survived by her sister, Kris Hallenberg, of Plymouth, MN, her brother-in-law, Jim, and nephews, Weston and Blake.

The empty saddled horse is being led into the arena by Jeri's sister, Kris.

Happy Trails, Jeri.

She worked as a pharmacist in Des Moines before becoming a veterinarian. Jeri cared for many animals in Hamilton County and the surrounding area. She was a founding member of the 4-H Foundation, Hamilton County Saddle Club, and served as the 4-H horse project leader for the Hamilton County Fair. Jeri enjoyed raising show hogs with her Dad and helped many kids and families with their livestock.



RODEO QUEENS OF 1989: At left is the 1989 Junior Rodeo Queen Darcie Ewing, 16, daughter of Bernie and Liz Ewing, Otho. At right is 1989 Senior Rodeo Queen Debbie Nissen, Debbie from Pilot Mound. The queens appear in the grand entry of each show, assist in the calf events and help lead the annual 10:00 am Labor Day parade.

Rodeo Queens are the Ambassadors of the Dayton Rodeo - Past and Present - Bringing the glitz and royalty to the performances!

Here's to staying on the saddle at the end of the day.



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Empty Saddle - Deral Ewing



Deral Dean Ewing was born on May 30, 1942, and he passed away on February 27 this year, at the age of 80. He was the son of Margaret (Meg) and Melvin (Bun) Ewing. His brothers were Bernie, Donald, Lyle and Robert and sisters were Clara, Lila, and Peggy.

Deral, also known as JIGS or IRON MAN to some, received his education in the Otho and Fort Dodge School Districts. He qualified in bare-back riding in the National High School Rodeo Finals in North Dakota.

He was in the US Army in Vietnam from 1964 to 1966, his rank was SPC E-4.

Deral married Marcia Fish on April 15, 1967, and they had two sons, Randy and Jason. The couple later divorced. On May 12, 1979, Deral married Sandra Jemeraland, and he gained 3 step-daughters, Cindy Bacon of Colfax, Lori Summers of Dayton, and Toni Deal of Fort Dodge. He had 8 step-grandchildren and several step-great grandchildren.

Bleacher Project - Working on Progress

Just in time for rodeo 2022 - The cement walkway and new bleachers was one of the most needed projects that the rodeo could of dreamed of making a reality. We hope you enjoy this improvement!

This would not have happened without the support of a grant received by Webster County for the bleachers - **THANK YOU!**

The walkway was in part provided by sponsors - Willison Concrete and Mohr Concrete - They worked hard right up to rodeo week making this project happen! **THANK YOU!**

As you can see - We are still in need of replacing bleachers on the hillside. The Rodeo Celebration Committee continues to seek funding opportunities to continue these improvements! **If you can help - Contact us!**

Sandy and Deral were married until her death in 2016. Rose Nieland was a special friend in recent years.

Deral was employed with Woodruff Construction, and later as a welder and fabricator with United States Gypsum Corporation, where he retired, after 20 years of service. He loved going to the Methodist Church in Otho and was a member of the Otho Saddle Club and the Dayton Wranglers.

He loved fishing, hunting, training horses, ranch rodeos, rodeos and go-karting. He absolutely loved the outdoors and his family. Deral loved to visit and never knew a stranger.

The Ewing family was very involved in the early years of the Dayton rodeo. Deral helped the rodeo committee hauling and sorting the stock, opening the chute gates, and helping the younger contestants ride the junior bulls. Later, he worked for Billy Merritt and his brother Bernie with B & J Rodeo Company.

The empty saddled horse is Deral's horse, Al, has the saddle he won, and is being led into the arena by Deral's niece and nephew, Kendra and Levi.

Happy Trails, Deral.

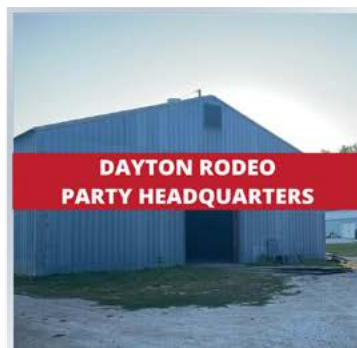


Nightly Rodeo Dance @

SHED'37

DAYTON RODEO

Sponsored by:



The Official 'After Party' of the Dayton Rodeo!!!

RETURNING - GIZMO McCracken! PRCA Barrelman/Clown

GIZMO is back for the 86th Dayton Rodeo and brings with him some of the best comedy in all of rodeo!

Gizmo McCracken brings several different characters to the shows - and he uses everything from a 'miniature ambulance' to his 'comodi-olian' - To give rodeo fans a few laughs in between the PRCA competitions. What characters will we see this year?!?!?



Gizmo spends most of his time entertaining the crowd - But his other job is as a barrel man during the bull riding - Assisting the bull fighters to keep the cowboys safe. Gizmo positions his barrel to distract the bull and draw the bull's attention while a cowboy is rescued by the bull fighters.



Give a *Warm Dayton Rodeo Welcome* to **Gizmo** - and be ready to have a good time with some family fun!

86th Annual Dayton Rodeo

2023 Dayton Rodeo Specialty Act -

Cowboy Kenny's Steel Rodeo - RETURNS to Dayton Rodeo Arena...



Motocross and Rodeo - Together in the Same Arena - It's called 'Steel Rodeo'!

Back again to the Dayton Rodeo arena is the high-flying freestyle motocross action for the 86th Annual Dayton Labor Day Rodeo!

Kenny Bartram - known as Cowboy Kenny - brings a wealth of experience as one of the most successful riders in FMX history. Kenny has won 7 World Championships, and medals at the X and Gravity Games.

This year Kenny brings back his incredible tricks and maneuvers on his dirt bike, as he hangs off the back and front of the bike flying more that 75 feet in the air. Get on your feet for the action-packed show!!!



Kenny can be found on Instagram @ cowboykenny690



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2023 Dayton

Rodeo Royalty



2023 Senior Rodeo Queen Shelby Sorenson

Your 2023 Dayton Wrangler Sr. Queen is 17 year old Shelby Sorenson coming to you from Pilot Mound, Iowa. Shelby is the daughter of Trent Sorenson and Steve and Bernadette Culp. She is currently a junior at Southeast Valley High School. Shelby is active in the Central Plains FFA Chapter, National Honor Society, Student Council, and is a fierce competitor in rodeo.

Shelby is a member of the IRR (Iowa Rodeo Roughstock), where she competes in barrel racing, goat tying, and breakaway. Shelby would like to thank everyone that has helped fold her into the horsewoman she is today. "Without help, wise words, and encouragement, I wouldn't be where I am at now in life!"

2023 Junior Rodeo Queen Tayah Carter

Hey, rodeo fans! My name is Tayah Carter and I am 14 yrs old. I live in Bussey, Iowa. I am going to be a freshman in the fall. I really enjoy playing sports such as softball, basketball, volleyball, swim team, and trap shooting - and I love to do anything that involves a horse! You will almost always see me on one of my sorrel horses. I have a gelding named Samson and a mare named Ginger. I'm actively involved in 4H, showing, horse judging, hippology, and quiz bowl. In November, I will be competing in the Eastern National 4-H Roundup contest with my hippology team in Kentucky. In my free time, I enjoy camping and fishing with my family and friends.

I have attended the Dayton Championship Rodeo for a few years now and have really enjoyed it! I was inspired by former queen Jacee Ball to try it out, so I set a goal at the end of 2022 to try out for the Dayton Wrangler Jr. Queen title. I was blessed to earn this title for the 2023 season and I pray that I am an excellent ambassador for the rodeo! I know how fortunate I am to have always had a horse and to be able to live this incredible life. It is important to me to be a role model and mentor to young girls, and I strive to be someone who young cowgirls look up to.

"For nothing will be impossible with God" (Luke 1:37).



2023 American Flag Carrier Haylie Roberts

Your 2023 Dayton Wrangler American Flag Carrier is 16 year old Haylie Roberts, coming to you from Dayton, Iowa. Haylie is the daughter of Ann and Jamie Fyler and Amber and Wesley Roberts. She is currently a senior of Southeast Valley High School and will be pursuing a career in Cosmetology after she graduates.

Haylie is a member of the Central Plains FFA, Red Rock Riders Drill Team, and a strong competitor in rodeo. Haylie is a member of the Honey Creek Rodeo Association, where she competes in barrel racing, goat tying, and soon to be breakaway. Haylie would like to thank all the people that have helped her to where she is now. Haylie lives by the verse: Philippians 4:13--"I can do all things through Christ who strengthens me."



2023 Iowa Flag Carrier Morgan Lenning

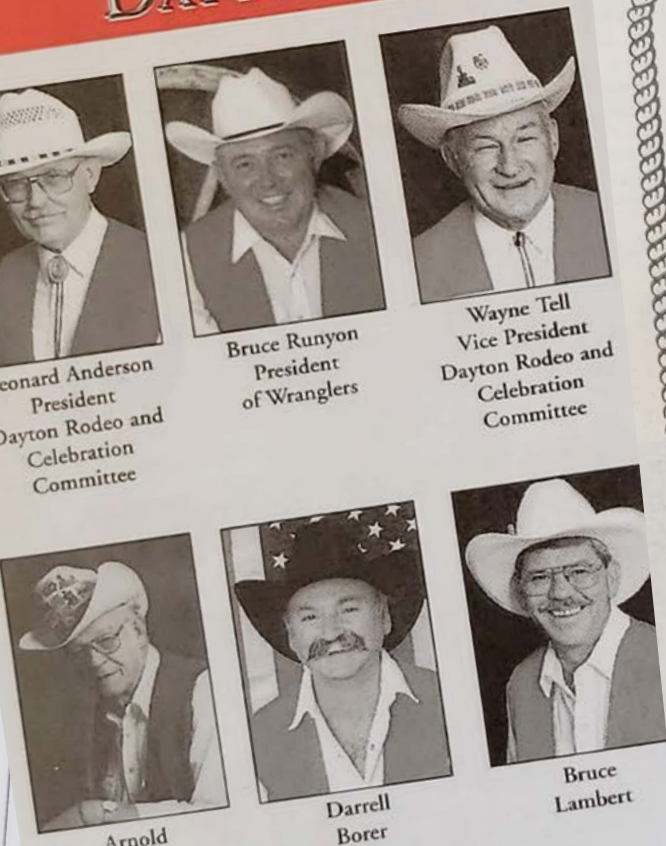
Named 2023 Iowa Flag carrier is Morgan Lenning. Morgan is the 14 year old daughter of Erin Lenning and Dave Lenning. She is a freshman at Webster City High School and resides in Stratford, Iowa.

She has been a part of this rodeo for as long as she could remember. In her spare time she enjoys running barrels, flanking ponies, 4-H, serpentine, and spending time with her friends and younger brother. She is honored to be your 2023 Iowa Flag carrier.

86 Years of Dayton Rodeo!

Dayton Rodeo 1999

DAYTON RODEO COMMITTEE MEMBERS



Thank you for attending the 52nd annual
**DAYTON RODEO
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Three BIG Days --- FOUR BIG SHOWS!

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7:00 pm
Sat. - Sun.

1:30 pm
Sun. - Mon.

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RODEO EVENTS:

	Added Money
1. Bare Back Bronc	\$2000
2. Calf Roping	2000
3. Saddle Bronc	2000
4. Steer Wrestling	2000
5. Calf Barrel Race	2000
6. Team Roping	2000
7. Brahma Bull Riding	2000

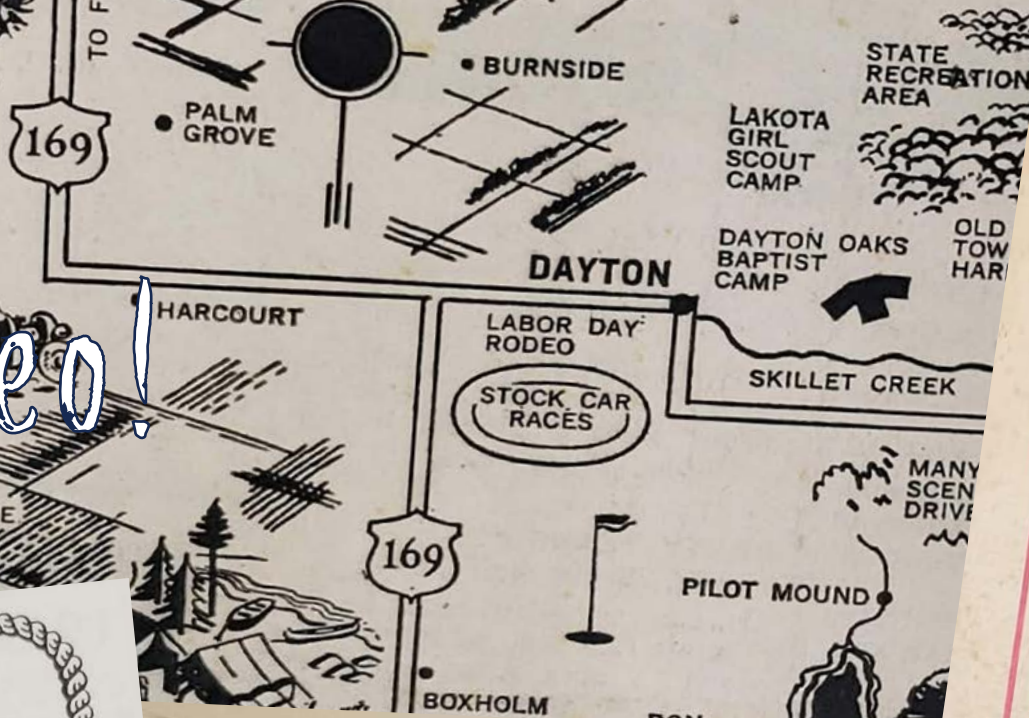
Entry Fee

	Ad	Mo
1. Bare Back Bronc	\$30	\$1
2. Saddle Bronc	30	1
3. Wild Horse Race per man	20	80
4. Jr Steers 10-15 yrs	10	50
5. Brahma Bull Riding	30	150

Books open Mon., Aug. 25 9 a.m. - 5 p.m. CST.
Phone 515-547-2776
NO checks accepted! Entries by phone only!
For general info write: Box 34, Dayton, IA 50530
PRCA events on reverse side!

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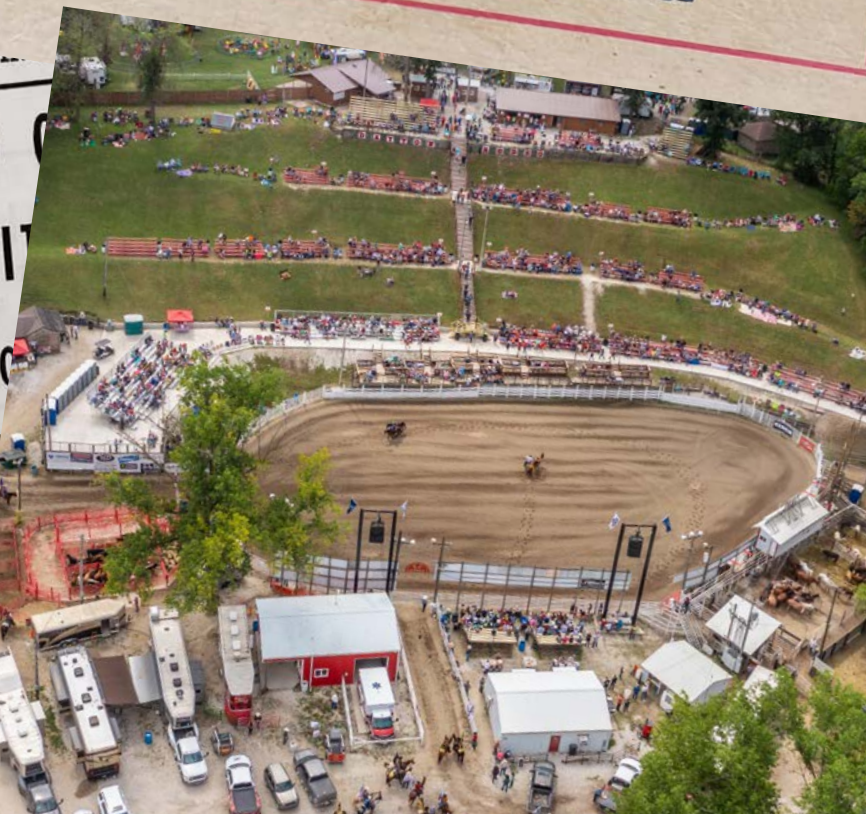
1959

RODEO

And Celebration



Dayton, Iowa



86th Annual Dayton Rodeo

Dayton Rodeo - Let's Rodeo in Dayton!

Youth Serpentine Drill Team



Pro Serpentine Drill Team



Youth Serpentine Drill Team Members:

Front Row Kneeling: Morgan Lenning, Youth Serpentine Coach: Harley Eckert
 Standing: Katrina Neagle, Davanee Riedesel, Cassidy Fournier,
 Youth Serpentine Coach Jenny Eckert, Aleigha Elmore, Caelynn Millham,
 Avelyn Lovig, Ryleigh Holder

The **Youth Serpentine Team** proudly represents the Dayton Wranglers Saddle club located in Dayton Iowa. It is composed of 8 hard working girls, ranging in age from 8-17. The team works hard all summer practicing, forming team pride and supporting each other. This team has been blessed with the opportunity through out the year to perform at the IRCA, PRCA and other local rodeos put on at the Dayton Wrangler saddle club arena. They would like to thank you for the opportunity to proudly show off all their hard work following Monday's rodeo performance.

Many of the girls are active in competing in rodeo events as well. We have Barrel racers, goat tiers and break away ropers.



Serpentine Drill Team Members:

Kailey Konvalinka, Caitlyn Klingson, Natalie Riker, Ashlyn Lovig, Coach Mya Porter, Coach Amanda Buenting, Kanyon Pepples, Kalie Buenting, Harley Eckert, Kylee Gregory
 Not Pictured: Shelby Sorenson

Dayton Pro Serpentine Riders are an equestrian drill team based out of Dayton, Iowa. This group of young ladies are avid horsewomen not only participating in mounted drill team performances, but a wide range of rodeo events, such as barrel racing, pole bending and so much more. Drill team members range in age from 14 - 22 years old and every one of these cowgirls pride themselves on precision and breathtaking performances.

The "Thrill of Drill" is alive and well with this team! They add flash, color and pageantry to equestrian and rodeo productions specifically for the Dayton Labor Day Rodeo.

The girls would like to thank their sponsors, their families and their community for the continued support through the years.



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RODEO 101



Rodeo events are divided into two event categories ...

Rough Stock or Riding Events and Timed Events

Rough Stock or Riding Events include bull riding, bareback bronc riding and saddle bronc riding. Rough stock contestants receive a score from each of the two rodeo judges in the arena based on the competitors riding style, control and ability to ride the animal for eight seconds. In rough stock events, the judges award the rider from one to 25 points on how well he rides and they score the horse or bull on the same point scale for how well the animal bucks. If the animal bucks the rider off, the rider receives a no score.

Timed Events include cowgirl barrel racing, calf roping, steer wrestling and team roping. Contestants try to complete their event in the least amount of time without receiving any penalties for breaking the rules of the event.



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This iconic event at the Dayton Rodeo tradition brings the hill on the edge of their seat - Excitement and just a little bit of mass confusion - Fans can't wait for this event every year!!!

Rodeo takes Heart - Wild Horse Race takes Courage... or Craziess...



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The sport that parents and grandparents love to watch every year at the Dayton Rodeo!

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★ ★ YOUTH BULLS & PONIES ★ ★



Youth Ponies & Bulls Riding Event

Get ready to **cheer on** the up and coming cowboys & cowgirls as they go for eight seconds on ponies and mini bulls - they want to be just like the pro's!

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that's what these young cowboys are made of...



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Winning Ticket Announced at Intermission
MUST BE PRESENT TO WIN

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2024 Dayton Rodeo

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Apologies if we missed anyone!!!



DAYTON RODEO 2023



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Dayton Rodeo - Let's Rodeo in Dayton!

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