

Will There Be Breakaway at the NFR?

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Hey everybody. This is Chelsea Shaffer. Welcome to "The Score." I am back again. I'm so glad to be back on the score this week, but if you listened to our, our episode of the short score on Tuesday, that was another cool episode that I luckily got to record with Trevor Brazile. And today the episode is with Jimmie Munroe.

She is the president of the Women's Professional Rodeo Association. And importantly, for our purposes today, she is the one managing the conversations about where the breakaway ropers will fit into the national finals of breakaway roping and the national finals rodeo. That is the big question on the minds of every breakaway Roper right now is what on earth is going to happen with the finals?

Will the women get to be in the Thomas and Mack? Will they get to be in the performances? How much money are they going to be rubbing? We answer some, but not all of those questions in this interview. Jimmy has always been great to work with. She took over this year, um, this spring, after a special Debbie election and to have a president of the association voted on by the members.

So Jimmy is a Debbie Perry world champion. She was a breakaway Roper, a calf Roper, a barrel racer. She's been. Or for a very long time, her and her husband, bud are also members of the pro rodeo hall of fame. So she is a great ambassador for the women of the sport. And we are so grateful. She is on the podcast.

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This is Chelsea Shaffer, and this is season four of the score. You all have listened. Podcasts three-quarters of a million times, and we are here in season four to bring you even more of what you love.

Hey, Jimmie, how are you? Good. How are you doing? I am good. Sorry about my Monday chaos. I had the ups man coming. Oh, I completely understand. And I've got to go to the dentist here in a minute just to fit everything. I've got a little off. Okay. Well, I just, um, you know, I want to do record this too for our podcasts, the score that comes out on.

On Thursdays. So thank you for making some time for me. I know we're both kind of crazy on this fine Monday that we are. Um, how has, how has, can you tell me how your tenure has been so far since taking over what have been the main projects you've been working on and maybe some of the main issues that you've been doing?

Well, it seems like we've been working on a number of issues and no it's been fine. It's been really good that, uh, I've enjoyed working with the directors. They've all been really good and welcoming and helping me, you know, bringing me up to they. So, no, that's all been really good. And of course, you know, I spent a lot of things that we're working on.

I mean, we're getting close to the, you know, as far as the ground that's been, we've reformed that ground committee and Heidi Schmidt has sort of taken our vice president as, you know, heading that up. And we're trying to put a lot of comp, you know, concentrate a lot on the ground and working with committees to improve it.

And, um, And of course the national finals are going to be coming up and, you know, that'll be here before we know it. Our world finals are even going to be here before that. And so we're working with committees and working on both those finals. So, you know, there's just a lot going on. Yeah. Now the, you mentioned the finals.

That is obviously something that is so top of mind for breakaway ropers right now, it's something that they're talking about. Can you tell us where we are in the national finals of breakaway process? You don't have to reveal any secrets, but I'm not going to. It's uh, well, for one thing, it's just phenomenal.

What's happening with the breakaway roping, you know, all the rodeos have, and I'll just a little bit speak to that a little bit before we talk about the finals, just all the rodeos that have added breakaway, you know, the maybe light, but they're adding them. And we went over 200 a week or so ago of rodeos that have had very quite roping.

And of course they've been at some big, you know, showcase, uh, they were of course, Cheyenne, which, you know, Marino going to be at Pendleton and the fall. And that's the tour finale and Salinas and September. So, you know, they've just been, you know, it's just phenomenal what's going on. And, um, And that, and we've already been talking San Antonio and Houston plan to have a breakaway roping next year, which is great.

So, you know, we're going to be at all the major rodeos with the Parkway roping. Uh, we're working with the national finals, the PRCA. We're working national finals and then the negotiation with them concerning the breakaway. And I think within the next couple of weeks, you know, we'll know more of what's going to happen as far as the break way at the national finals.

Um, You know, I feel we'd like to say yes, a breakaway is going to be in every performance at the national finals. I don't think that's going to happen the first year in Vegas, but hopefully we will, you know, the breakaway will be in some of the performances. That's what we're working toward with the PRCA.

And, you know, we just don't really know yet. And can't, you know, say it yet. Exactly, you know, what's going to happen. But anyway, where, you know, both those associations are really working hard and we're going to be working with Las Vegas event to, um, you know, concerning the breakaway at the NFR. Is, is the money a challenge with, with getting the extra?

I think it's maybe 1.1 million or something that we need to put together. You know, the challenge is it's the first year. I mean, you know, of course the breakaway was held in conjunction last year with the NFR, but then if I was held in Texas, so, you know, we're working with, like I said, for the first time with Las Vegas advance, that was the break away.

And, um, You know, it's just, like I said, the first year, I feel that within the next couple of years, you know, within the next two years, maybe the breakaway is going to be parked, um, the NFR and all the performances. But, you know, like I said, will it happen this year? No, you know, I don't think that's likely that they're going to be in all 10 performances they share, but our hope is that the breakaway will be in, you know, Some, you know, several of the performances, that's exciting, you know, I mean, we did a survey, um, and we got 5,800 respondents to our survey and it said that nine 98% of them said they wanted to see breakaway, um, during the national finals rodeo as a regular part of the performance, which is so exciting for us.

And I think that's probably a really exciting storyline for sponsors for, for Las Vegas to see that, that, you know, there's such. Groundswell of support for the breakaway room. There is, and that's exactly what we're trying to relay and things like that. Just like what you're talking about. That's so positive and something that we are able to relate to Las Vegas.

I mean, we've told them, you know, of course, and they know, you know, the popularity of the event and it's just, you know, the first year trying to get things, you know, Worked out. I mean, it's, it's happened so fast. I know probably not fast enough for the breakaway ropers, but when you look back, you know, it didn't happen with the Pearl rice overnight, you know, as far as the, you know, being part of the national finals, I mean, you know, When was the first national finals was held in 59 hours.

But anyway, uh, can't quite, you know, we weren't part of the national finals till the sixties 67, I think was the first year. But I mean, not that the break way is going to wait, but you know, sometimes it does take a little time to, you know, like things happen, the money. I mean, you know, the money equal money.

You know us a number of years to get to that point, but I think it's going to happen. It's happening much, much faster with the breakaway. Yeah. Yeah. We talked about it being a, you know, you mentioned that there's a chance that it will be in some performances and there's a chance that, you know, in the next few years that it will be in all, all the performances.

Do you have any timeline on equal money in the breakaway or is that just something that, that we're not talking about yet? Tell me about that. What are we talking about? The

national, the national design period in the breakaway. Gosh, I'd love to talk about both, if you have any thoughts, but I think at the net, at the national finals to start out with.

Well, we're guaranteed that we're going to the breakaway. Roper's going to have the same money this year. You know, they're not as they have last year. And I, you know, hopefully we're going to have, you know, for money this year for the finals, for the breakaway ropers, but in, in as far as I know. For, you know, us to do something like we did with, and that's been talked about, and that decision's going to be made something like we did with the barrel race.

You know, maybe we're going to give these committees a couple of years to bring, um, you know, uh, where all of them are equal, you know, to the other events, rodeo. And, uh, it was great. There Cheyenne's equal, you know, Saying, you know, some of these bigger rodeos are adding equal money, which is great. And what's the most important thing in the beginning is to have it and all of these rodeos, you know, of course money's important.

I know for the girls going down the road, but to have that presence, like, you know, to be over 200 rodeos this year, With a breakaway roping out of season rodeos. That's wonderful. And that's when, you know, hopefully next year we're going to be, you know, above that, you know, we have doubled that night and, uh, so, you know, Important goal is to be at the rodeos.

And then when you're there at, and you have that presence in all the rodeos, then to develop a plan, whether it be a two year plan or a three-year plan, but in giving these committees, now that they're just adding. Then telling, you know, informing them that we'd like over the next several years for them to bring those purses up to equal.

And we have some good, you know, examples to show like, you know, we have these larger rodeos, like Cheyenne and Marino that are adding equal money and, uh, the tour finale. You know, different places, nothing extra Ruby at the Ram national circuit finals. So, you know, it's happening. And like I said, I know everybody wishes it was happening faster, but really I think it's going to happen fairly fast as far as the equal money and, you know, being at the national finals and all the performances, I think, you know, it's going to happen.

We're going to take a break from this episode to talk about our sponsors Durango boots. The Durango brand includes a variety of styles for men, women, and kids that include performance driven Western boots. Perfect. For any rodeo athlete premium work boots for dynamic work driven individuals, casual, comfortable, Western right.

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We did that audit of entries over the 4th of July run. And it was just crazy. How many breakaway ropers, um, you know, entered in, in comparable numbers to the barrel racers out, entered nearly every other event. It seems as if there's, there's not a great reason not to, you know, as we give things time to happen, it seems like, gosh, it'd be hard to make an argument again.

No, no it's going to, and like I said, everybody, you know, wants it to, you know, happen now, but I think it's going, it's moving along and things are happening so fast and the popularity of the event. And it's just phenomenal, you know, what's happened just in the last, this past year with the. So it seems like every week there rodeos that decided to add the breakaway that didn't have it and maybe their rodeos within the next month or so, but they've decided that happens, you know, it's wonderful.

And on the television, the cowboy channel, you know, I mean, it's great. The coverage that's the breakaway, you know, is getting there and exposure. And is there anything that breakaway ropers can do more, um, to help their cause anything. That breakaway roping fans could do anything that the girls don't go and down the road could do that would help make their case better.

Well, I think the girls that are actually out there competing, they're doing a great job. I mean, you know, they're putting on such a great event and, uh, like you said, the entries and, um, the claw, you know, just the event itself is just selling itself. But always the fans can just let that, whether it be the cowboy channel or, you know, like the survey they did.

People know, you know, how much they liked the event and how popular it is that they want to see it, you know, at all these places. Yeah, for sure. And, and, you know, we can, we can, we don't have to go into this too far, but I know there's been some turnover at the PRCA, some challenges there. How is the relationship with the PRCA going in this process?

Is it, is the Debbie Perry? How are the Debbie Perry and PRCA working together? I suppose, I think that we just have an excellent working relationship with the PRCA and, uh, Tom Klaus has taken over as interim, you know, the PRCA and he has been so good to work with for our association to work with. Um, and, and they're very supportive of the breakaway and, you know, working with the national finals in Las Vegas.

You know, working with us, working together, you know, to try to get the breakaway, you know, promote it. So, no, I think we have a really good working relationship with the PRCA at this time. Awesome. That's really good to hear. That's so important. That was, and that was the case back when, uh, you were in charge of the debit pear Ray, when the barrel racing was making its strides.

Well, we did, we had a good working relationship, you know, at that time. And it is good when you have, you know, the event like you have the breakaway and we're, you know, working with it with the national finals to get it into more rodeos. And it's great to have the support of the PRCA in what we're doing.

And you maybe just a little technical thing. Can you clarify? I think that. And you please correct me if I'm wrong. 85% of a breakaway membership now goes to the, uh, ghost to the

PRCA. Is that correct? Uh, we have, uh, for partnering with the PRCA on the breakaway and yeah, a percentage of the breakaway and the entry fees do go to the PRCA entry phase.

I'm sorry, their dues go PRCA, but, uh, the PRCA has put a lot of money into the breakaway, whether it be to rodeos or to tour event, to this tour finale coming up and they've really done a. So help to promote the breakaway. Sure. So that arrangement, do you know how long that arranged. Will last for as far as that percentage of Mo will it taper off, I guess it will.

The debit Perry, you had to keep some of that money event or more of that. Well, you know, that's something that we'll have to look into the future, you know, for that. Gotcha. But they have really worked to try to get the event. You know, the PRCA has really worked with us and been very supportive to get the event started and have a presence in all of the P you know, these roadie outs that they're at.

I see. Okay. Now, can you give me, uh, you said the next couple of ways, some things are going to become more clear. What is, what does the timeline look for you? What, what kind of. What kind of meetings are you going to have in the next couple of weeks? What is your workload gonna look like? As we prepare for a national finals of breakaway?

Well, we'll be, uh, at the, uh, we'll be at the national finals at the NFR C national finals rodeo committee meeting. We have one of those coming up first part of September, and then we'll be having conversations with them prior. So I think sometime as far as the decisions, you know, as far as the break wife had started and, uh, we'll be, you know, coming up.

Couple of weeks where we'll have some things to sort of announce and to know what we're going to do, you know, what's going to happen. Sure. Absolutely. We're looking forward to it, looking forward to hearing and spreading the good word, whatever that word may be. It's a, it's something that, gosh, I think I talked to a breakaway rope where every hour on the hour it's gosh, we have such a great turnout.

We had a general membership meeting. The slack for the barrel race in the breakaway were the same day and it was hard to have a meeting where both of them can come. So we had a meeting in the beginning. For the, when they were having the breakaway slack for the barrel racers, cause there's like followed and we had a nice turnout for the barrel race in slack, but my goodness, um, we had probably over a hundred breakaway ropers with their families that came to the general membership ID and it was just really a great meeting and the inputs that they had was so good.

And so that was really exciting. Yeah, absolutely. It seems the breakaway ropers. I'm so grateful to have them. Um, as part of our team now, you know, I've worked with team ropers forever, and it's, it's a breath of fresh air to work with the breakaway ropers, sorry to the team, ropers listening. But man, they are easy to deal with, at least on my well, they're really excited about their event and what's happening and it was great to have them and get their input.

It was really a good thing. Absolutely. And have you seen, you know, we're talking about how excited everybody is for breakaway. I know like Larry D and Jackie and Kelsey, they're talking about how they have gotten to team rope less and less this year because of how

much they're, they're doing in the breakaway, but the national finals, or excuse me, the world finals is still going to be awesome for the team ropers that are your members to, um, tell, can you give us a little preview of the world?

Well, we put out a press release and we'll be, uh, and I tell you what, but it's, it should be a great event. The national finals and the money that we have, of course, we'll be having all the events, the team roping, the breakaway, the tie-down, and, uh, we're going to have a performance sort of will, you know, run the slack and the go rounds, but then we're going to have.

Performance like we have had in the past, but we're, you know, sort of for television for the cowboy channel that they liked to, for Wrangler to live stream. And we'll be presenting the world's champions in that performance after each of them. And we're going to have a couple of different new awards this year for horse of the fine.

You know, and so I think we'll, like I said, we'll be putting out some information this next week about it, but I really think we've got a few new things. It's going to be exciting and there's performance that we're going to be putting on the end and crowning our champions. I think that's really going to be nice to, yeah, absolutely.

That'd be cool. That'd be something really nice and a nice addition, make it real special for everybody. So make it special and have our all around. You know, to present. And so, no, I think it'll really be nice and it'll be something hopefully more of a spectator type of a thing. Is there any chance that you're going to crack out at the Debbie Perry world finals?

No, I don't think so.

You never know. Okay. Just fun things happen there.

Um, but no, it's going to be exciting. We're looking forward to being in Waco again and partnering with them. So, no, I think it's going to be a great two. Very good Jeremy. Well, thank you so much for making time for me today. I absolutely appreciate it. Of course. And, um, yeah, I will be standing by for any, any answers, anything that, uh, any answers on the national finals, a breakaway when however, that takes shape this year.

So thank you. No, and I'll tell you what we will call you and do something again, as soon as we finalize. Absolutely. I can't wait. Yeah. Thank you. Thanks Jamie. Have a great Monday.

Thank you all for listening to this episode of the score with Jimmy Monroe. Thank you again for your time. I'm so grateful that you put yourself out there. Let me ask you some parting questions that the breakaway ropers wanted answered team ropers, who listened the whole way through to this podcast.

Props to you all for caring about what's going on with the ladies. It's important. That you all care about what is going on with the women in breakaway roping and professional, but we thank you all for your time and talk to you next week. This episode is brought to you by Durango. Boobs, Durango takes great pride in its Western heritage and is committed to making durable boots, men, women, and kids can rely on it.

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