



## CLINICS AND COMPETITION

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### Clinics

EPWH Inc. Royalty Program is committed to the education and growth of its participants. Participants should plan on attending the Spring Clinic and a variety of training activities in preparation for the competition. Clinics are designed to acquaint individuals and parents with the expectations and requirements of the program, and horsemanship events provide an opportunity for contestants to learn and practice their horsemanship skills before the competition. Every effort will be made to provide participants with appropriate and helpful feedback that they can use to set personal goals and prepare for the competition.

The following represents the schedule for clinics and competition.

### Clinic

The Spring Clinic will be scheduled during April of the competition year. Date details will be posted on the Rooftop Rodeo Website and published in the local Estes Park Newspapers.

### Contestant Criteria:

#### Queen

-  Age 17 - 25 as of May 1<sup>st</sup> of the competition year
-  Have access to a horse – ownership is not required
-  Pass a riding qualification each year

#### Attendant

-  Age 16 - 19 as of May 1<sup>st</sup> of the competition year
-  Have access to a horse – ownership is not
-  required Pass a riding qualification each year

#### Princess

Princesses are selected based on their knowledge of rodeo, communication skills and willingness to mentor younger royalty

##### Minimum Requirements are:

-  Age 11-15 as of May 1<sup>st</sup> of the competition year

#### Wrangler

Wranglers are selected based on their knowledge of rodeo, communication skills and willingness to mentor younger royalty.

##### Minimum Requirements are:

-  Age 11-15 as of May 1<sup>st</sup> of the competition year

#### Jr. Princess

##### Minimum Requirements are:

-  Age 9 -10 as of May 1<sup>st</sup> of the competition year

#### Jr. Wrangler

##### Minimum Requirements are:

-  Age 9 -10 as of May 1<sup>st</sup> of the competition year

## Competition

The competition is designed to select the individuals who can best represent Rooftop Rodeo, EPWH Inc, the Town of Estes Park and the sport of professional rodeo. Queen, Attendant, Princess and Wrangler contestants will participate in interviews, speeches, respond to impromptu questions, modeling and be judged on poise and personal appearance. Candidates for Queen and Attendant will be judged on horsemanship. Princesses and Wranglers that wish to ride a horse will also be judged on horsemanship. Jr. Princess and Jr Wrangler will be judged on their interviews and are not allowed to ride horses.

Selection is based on the following requirements

- 👤 Completed application and letter of recommendation
- 👤 Knowledge of the sport of rodeo and the Rooftop Rodeo
- 👤 Knowledge of local history and culture
- 👤 Public and interpersonal communication skills
- 👤 Horsemanship
  - **This is required for contestants trying out for Queen, Attendant and the Princess or Wrangler that wish to ride in the parade and the arena during the rodeo. It is optional for Princess and Wrangler who do not.**

The competition consists of the following for ***Queen, Attendant, Princess and Wrangler:***

- 👤 Interviews
- 👤 Speeches
- 👤 Impromptu questions
- 👤 Modeling/stage presence
- 👤 Horsemanship
- 👤 Written test
- 👤 Essay
- 👤 Application

The competition consists of the following for ***Jr. Princess and Jr. Wrangler:***

- 👤 Personal interview to include knowledge of Rooftop Rodeo and Estes Park
- 👤 Impromptu questions
- 👤 Modeling/stage presence
- 👤 Written test
- 👤 Essay
- 👤 Application

## Competition attire

Appearance is vital for a good first impression with judges and should be impeccable.

- 👤 Attire should be in good condition, clean and pressed.
- 👤 Hair should be styled and neat, no braids or pig tails.
- 👤 Please contact the Royalty Coordinator with any questions regarding the expected attire.
- 👤 The Royalty Coordinator has items to loan out including jeans, hats, shirts, boots and belts. They are loaned out on a first come first served basis and there are limited sizes.

## ***Queen and Attendant***

- 👤 Western attire of their choice including belt, buckle, boots, and felt hat.
- 👤 You may have up to 3 outfits: Interview, Modeling, and Horsemanship

## ***Princess and Wrangler***

- 👤 You may wear up to 2 outfits, you must follow requirement for the horsemanship attire.

- 👤 Modeling & Interview: Western attire of their choice including belt, buckle, boots, and felt hat.
- 👤 Horsemanship: White long sleeve shirt, jeans, boots, belt and felt hats.

### ***Jr Princess and Jr Wrangler***

- 👤 White long sleeve shirt, jeans, boots, belt and felt hats.

### **Horsemanship**

- 👤 ***Riding lessons are highly recommended***
- 👤 Patterns are used so the contestant can demonstrate control of their horse which is vital to riding in the Rodeo Grand Entry.
- 👤 Princesses/Wranglers–pattern will be designated by the Royalty Sub-committee. Pattern options will be given at the application deadline, 2 weeks prior to competition.
- 👤 Queen and Attendant Contestants –one of three patterns to be announced the day of the competition. Pattern options will be given at the application deadline, 2 weeks prior to competition.

### ***During the competition, the following rules will apply:***

- Coaching or prompting during the competition will not be allowed.
- All spectators including friends and parents must remain in the grandstands and/or in the established viewing areas during the competition. Judges need to be able to interview and observe horsemanship skills such as saddling and caring for their horses without the distraction of an audience. Failure to do so may result in the spectator being removed from the fairgrounds.
- Contestants will have 10 minutes to warm their horses up.
- Upon entering the arena, contestants have five minutes to complete the pattern.
- Contestants must ride the assigned pattern without assistance which includes entering the arena.
- Contestants must participate in rail work.
- All contestants will be required to attempt a Queen’s run (must walk in and out of arena).
- Contestants for Queen and Attendant must also accomplish a flag run at the end of their pattern (must walk in and out of arena).
- Judges are given the option to ask contestants to do additional maneuvers, in order to assess riding safety.

### **Application Instructions**

- 👤 Complete the application and return by the deadline
- 👤 If any question does not apply to you, put N/A in the space.
- 👤 Deadline: 2 weeks prior to the competition
- 👤 Include a copy of your birth certificate and a 4” x 6” color photograph
- 👤 Include a letter of recommendation from a non-family member adult who knows you well.  
Note: If you are currently a member of the EPWH Inc Royalty, skip this step, your letter is on file.
- 👤 Include two references from non-family member adults that have worked with you for at least one season in an organized group activity
- 👤 Complete the essay as instructed

You will be notified by email regarding the status of your application. If you have any questions about the application, please contact the royalty coordinator [royalty@rooftoprodeo.com](mailto:royalty@rooftoprodeo.com).

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## RESOURCES

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The following resources will help you learn more about the sport of rodeo, horses, and other important information.

- 📌 Miss Rodeo Colorado: [www.missrodeocolorado.org](http://www.missrodeocolorado.org) Information about Miss Rodeo Colorado, the history of the pageant, etc.
- 📌 Miss Rodeo America: [www.missrodeoamerica.com](http://www.missrodeoamerica.com)
- 📌 Online source for pageantry information that includes articles about pageants, general information that is handy to know about rodeos and rough stock, etc. [www.rodeoroyalty.com/](http://www.rodeoroyalty.com/)
- 📌 [www.prorodeo.com](http://www.prorodeo.com)

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## ROOFTOP RODEO HISTORY

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### Rooftop Rodeo History The Early Days 1908 - 1940

Most of what is known about rodeo in Estes Park comes from articles in the first newspaper, *The Mountaineer* and later, the *Estes Park Trail*. The term "rodeo" was not used in the United States until 1912 (Busch, 1984). Before that "rodeo-type" events were associated with community celebrations. The earliest reference to a rodeo-type celebration in Estes Park was recorded in *The Mountaineer* (June 25, 1908), "Estes Park is now assured of a lively time on the fourth of July.

Arrangements have been completed for the 'Frontier Day' celebration, to be held at 2 O'clock in the afternoon of that day, at the Base Ball Park, beside the 'lane,' one quarter of a mile east of town. The affair will be a genuine old

fashioned "Wild West" exhibition, featuring some noted riders and horses in a Bronco Busting contest. The very best local riders have registered for the contest, and some bad 'outlaw' horses are being rounded up. A few of the most famous riders from the near parts of Colorado and Wyoming have also agreed to ride and are bringing good bucking horses. Besides the Bronco Busting contest, there will be a great many thrilling and amusing western ranch features such as roping and branding and steer riding."

The following paragraphs taken from the July 9, 1908 edition of *The Mountaineer* document the fact that the history of rodeo in Estes Park did begin at least as early as 1908. As you will read it was a glorious beginning indeed.

## ***THE MOUNTAINEER***

Volume I, Number 6, Estes Park, Colorado, July 9, 1908

### **THE GLORIOUS FOURTH WAS DULY CELEBRATED**

#### **Genuine Wild West Show Provides Plenty of Thrills For Large Crowd, Including Many Eastern Tourists**

"The Broncho Busting Contest on the Fourth of July was a howling success-with the emphasis on the "howling". One of the largest crowds that the Park ever turned out for such an event thronged the show grounds and cheered lustily for its favorite riders as they "cut the capers" on the pitching horses. And there were some "buckers", too, horses that went straight into the air, "sunfished" and fell with their riders beneath them. But the more the broncos twisted, the more the crowd howled and danced and enjoyed itself; and the result of the afternoon's performance was declared to be one of the most enjoyable entertainments ever given in the Park.

Long before the hour scheduled for the performance-2 o'clock-the show grounds were lined with people. They came on horse, on foot, in rigs and in autos; and the display of the latter vehicles would have made a New Yorker fancy himself back on the Sea Beach drive to Coney Island on a Sunday afternoon in August. The number of people present when the grand promenade and introduction of the riders began was an astonishing tribute to the popularity of Estes Park as a summer resort."

This early rodeo-type event had many of the same features as modern rodeo but with less sophistication. Take, for instance, the following description of the official judging of the bucking horse event.

"The feature of the afternoon, of course, was the bucking horses. The horsemanship displayed in these contests, could scarcely have been better, and in the face of the riding done by all contestants, the judges threw up their hands and refused to go on record as declaring any one man the winner."

Of course, today, the rodeo clown is an absolutely essential part of the rodeo. As the following excerpt from the 1908 *Mountaineer* article demonstrates the clown was also quite important. "...The real feature of the show, as far as fun was concerned, was A.G. Birch, dressed as a clown. Scarcely a one on the grounds knew Mr. Birch in his strange rig, and his funny stunts filled every gap between the exciting events. The clown divided his time between a burro, wearing trousers of the national colors and a wooden horse, which he endeavored to enter in the bucking contest.

When it became whispered around who the clown really was, there were repeated calls for his appearance, and he graciously responded."

As best as can be determined there was no formal committee that put on the early rodeos but we do know that in 1908 Johnny Malmberg "...to whose untiring efforts the performance was chiefly due" was credited with playing a primary role. Charles Thomas, who was living in Lyons at the time, also participated in the Bronco Busting contest by bringing up a horse that was hard to beat. As reported in the July 9 1908 *Mountaineer* article "the animal made Charley "go some" but he held his seat without a suggestion of "pulling leather."

Johnny Malmberg and Charles Thomas were stalwarts in early Estes rodeo as evidenced by an *Estes Park Trail* (July 19) article in 1913 that described a bucking contest "...in which John Malmberg, on 'Billy B.D' and Charles Thomas on 'Jerry' were forced to split the purse of \$10.00 on account of the failure of the judges to reach a decision. The bronco riders gave a fine demonstration of the thrilling sport, both horses giving the spectators a run for their money."

## Use of the Term Rodeo

As indicated above, the term "rodeo" was not used in the early days of the sport in Estes Park. In 1908 advertising, it was the "Frontier Days". In actual reports of the day it was a "Wild West Show" and simply a "Bronco Busting Contest". This lack of formal show title can possibly be attributed to the fact that the major

celebration was the Fourth of July-Independence Day. Bronco busting, horse racing and pie eating contests were all a part of the Independence Day celebration.

The use of the term Frontier Days is interesting and connects to a relationship between the 'Daddy of 'em All' rodeos, the famous Cheyenne Frontier Days. The first Cheyenne Frontier Days' rodeo was staged on September 23, 1897; thus to those planning the early Estes Park shows, the term 'Frontier Days' would have been well known to the new supporters. Actually, there still is a strong connection between Estes Park and Cheyenne that began in 1921 when over 100 members of the Cheyenne Boosters came to Estes (Flynn, 1996). There were 100 Cheyenne residents plus 15 Sioux. The Sioux put on a dancing demonstration that was the hit of the day. In 1931 the annual trip to Estes Park included Miss Frontier Days and her Attendant. Today, Estes Park and Estes Park Western Heritage, Inc. are pleased and privileged to have the senior members of the Cheyenne Frontier Days Committee continue the tradition started in 1921 and attend the opening day of the Rooftop Rodeo.

The first time the term "rodeo" can be documented as being used in relationship to Estes Park is in a 1923 (August 24, page 12) *Estes Park Trail* article titled, 'Wild West Show to be Staged at Stanley Field'. "Colorado Springs and other cities have been putting on rodeos for several years and Estes Park, not to be outdone, will break into the limelight this season with the most spectacular rodeo ever held in this part of the state."(P. 12). In this article, a comparison with Cheyenne was made by the statement "Practically all features of the Cheyenne show will be staged."

The 1924 rodeo had events that closely resemble today's rodeo events: Bull Dogging (Steer Wrestling), Bareback Riding, Bronco Riding (Saddle Bronc), Steer Riding (Bull Riding) and Goat Roping (Tie-Down Roping). Once again a comparison was made to Cheyenne: "This rodeo bids fair to rival the Cheyenne Round-Up both in point of attendance and interest. A significant aspect of this rodeo is that it was produced by Mr. J.C. Remington who had just previously produced this rodeo in Yankee Stadium in New York and in Detroit."

## The Beginning of the "Rooftop Rodeo" 1941

Contrary to what the accompanying picture might indicate, the title "Rooftop Rodeo" was not adopted because of advertising signs attached to roofs by rodeo Queens. The title was actually introduced in 1941 because of Estes Park's 7500-foot altitude. It was billed as the highest altitude for any rodeo competition in America.

The first Queen of "America's Rooftop Roundup" was selected in 1941. She was supposed to be selected by applause of the spectators at the Riverside Ballroom the night before the parades and rodeos began. Candidates were entered by local business houses, hotels and lodges. They were scheduled to parade "in western raiment" while the audience "yoo-hoed" for their first choices.

The *TRAIL* reported that "...the yoo-hooing angle is currently being given national attention through wire services." There was actually an effort to make the Queen the "Nations first official yoo-hooing Queen". Men stationed at Lowry Field and Fort Logan was especially invited for their yoo-hooing ability. It was later reported that "the ballot method was used, rather than applause, to give the judges, Thomas Canfield of St. Paul, Minn., Moses Baum of Chicago and Harold Alps of Estes Park, more definite reactions of the large crowd. One ballot was provided each spectator, voting as he or she saw fit. Candidates were also given liberal volumes of applause and yoo-hoos.

Applause was so spirited and close in some instances it would have been practically heart breaking for judges to make a decision, Queen Committee members reported."

Lana Turner, Hollywood movie star with MGM, was to be the honorary Queen of that 1941 Rooftop Roundup. She was named by local cowboys in May when she visited the area for a *LOOK* magazine travel feature. Humphrey Bogart of Warner Brothers was named honorary parade marshal.

The competition for Queen was won by Patty Moomaw out of a field of sixteen candidates. She was awarded an engraved trophy, the honor of opening the Rooftop Roundup and leading the Rooftop Parade. She was also to have been greeted by Miss Turner, but Hollywood business kept Miss Turner from attending. Patty received wired greetings from Miss Turner and did go ahead and led the parade with parade marshal Judge Hackett.

Mr.

Bogart also was not able to attend.

In 1942, possibly because of the United States increased involvement in World War II, it appears that the scale of the rodeo was less than the previous year. The Queen, for instance, was selected by a group of tourists during the first day's parade. Barbara Enright was selected as the "Roundup Queen." (1942, Vol. XXII August 14 *Trail*) No evidence is available that suggests there was a rodeo in 1943.

In 1944, an effort was made to reinstate the rodeo and Queen. The *Trail* reported that "At the Stanley Park the third annual rodeo was held Friday and Saturday of this week." (1944 Vol. XXII Friday August 18, 1944.) Based on gate receipts they lost \$1,900.00. It is not clear why the reporter of the day referred to the 1944 rodeo as Estes Park's "third annual rodeo" when evidence exists of rodeo-type events being produced in Estes Park as early as 1908.

Rita Bachy, Miss Estes Park, presided over the shows at the Park. The S.P.O. and the Liverymen's Association and the Two Bars Seven Ranch put on the show.

The 1947 rodeo was billed as the "...the rip roarin', most exciting western ranch-type rodeo to be held in Colorado. Top hands from Texas, New Mexico, Arizona, and Wyoming already have signified their intentions of being in Estes Park Aug. 9 and 10 to take part in the Rooftop Roundup." An interesting observation here is the use of the term "ranch-type" rodeo. Further research needs to be done to determine if this was just an interesting choice of words or if the rodeo was indeed a ranch rodeo. The difference being that most contestants would have been actual working cowboys and not professional rodeo cowboys.

In 1948 rodeo in Estes Park was going full swing. The *Estes Park Trail* (June 25, 1948) reported that Dale Stoner, Mrs. Ruth Herndon, Harold Alps, George Hix, Frank Hicks, Everett May, Art Card, and Jap Edmonds, along with the Estes Park Rodeo Association committee officers, discussed topics such as banners and flags for the Stanley Field Rodeo Grounds and whether or not to change the raffle prize from a horse and saddle to a new car.

Considering a new car as the raffle prize is interesting because in the early 1900s, Estes Park had adopted the title of "The Horse Capital of the Nation." This title was appropriate because horses were the primary means of transportation and almost everyone owned at least one horse. Times were changing.

### **Recent Major Awards**

1994	PRCA Mountain States Cowboy's Choice Award
1995	PRCA Mountain States Cowboy's Choice Award
1996	PRCA Mountain States Cowboy's Choice Award
2000	PRCA Small Rodeo of the Year nominee
2003	PRCA Small Rodeo of the Year
2004	PRCA Small Rodeo of the Year nominee
2005	PRCA Small Rodeo of the Year nominee
2006	PRCA Small Rodeo of the Year
2006	PRCA Mountain States Circuit Best Small Rodeo
2007	PRCA Small Rodeo of the Year nominee
2007	PRCA Mountain States Circuit Most Improved Rodeo
2008	PRCA Small Rodeo of the Year

2008	PRCA Mountain States Circuit Best Small Rodeo
2010	PRCA Mountain States Circuit Best Medium Rodeo
2010	PRCA Small Rodeo of the Year
2010	WPRA Small Rodeo of the Year
2011	PRCA Medium Rodeo of the Year nomination
2011	PRCA Mountain States Circuit Mid-Sized Rodeo of the Year
2012	PRCA Medium Rodeo of the Year nomination
2013	PRCA Medium Rodeo of the Year nomination
2014	PRCA Mountain State Circuit Mid-Sized Rodeo of the Year
2014	PRCA Medium Rodeo of the Year Nomination

References:

Bush, M (summer, 1984). Rooftop Rodeo  
 Estes Park Museum Photos: Courtesy of Estes Park Museum  
 Flynn, S.F. (Vol. 1, 1996). Wigwam Publishing, Cheyenne, Wyoming.

**Estes Park's Rodeo Queens**

The first Queen of “Rooftop Roundup” was selected in 1941. No evidence is available of a rodeo in 1943 or 1945 possibly because of America’s involvement in World War II –

**“Roundup Queens”**

1941	Patty Moomaw	1944	Rita Bachy
1942	Barbara Enright	1945	None due to WWII
1943	None due to WWII	1946	Naida Jennine Brown

“Rooftop Roundup” designation was changed in 1947 to “Rooftop Rodeo”

**“Rooftop Rodeo Queens”**

1947	Eleanore James	1973	Diane Younglund	1999	Missy Lewis
1948	Sally Hayden	1974	Brenda Havens	2000	Missy Lewis
1949	Emma Lee Fay	1975	Susan Hillyer	2001	Samantha Peters
1950	Joan Olsen	1976	Candy Brown	2002	Jessica Holgorsen
1951	Nancy Steffens	1977	Melodi O’Dell	2003	Patty Holgorsen
1952	Betty Brodie	1978	Toni Brown	2004	Patty Holgorsen
1953	Shirley Smith	1979	Kathy Kendrick	2005	Sarah Baker
1954	Tina Morehead	1980	Sue James	2006	Meagan Culhane
1955	Ann Kavanaugh	1981	T.J. Hanes	2007	Kellsie Purdy
1956	Kay McKelvey	1982	Roxann Rudel	2008	Tori Vendegna
1957	Lynne Seybold	1983	Cindy Sontheimer	2009	Ashley Murray
1958	Dianne Duncan	1984	Tammy Osborn	2010	Marley Mardock
1959	Dianne Van Horn	1985	Tammy Osborn	2011	Kassi Fisher
1960	Karen Stopher	1986	Joy Hanks	2012	Alex Hyland
1961	Sharna Butler	1987	Marcie Henderson	2013	Michelle Claypool
1962	Dianne Hunter	1988	Dawn Bigler	2014	Mandi Larson
1963	Suzanne Thompson	1989	Tracy Reynolds Dill	2015	Noelle Schleiger
1964	Lesley Koenig	1990	Jenni Denton	2016	Holly Spreitzer
1965	Joan Adams	1991	Janelle Jenista	2017	Brittany Garcia
1966	Betty Whiteside	1992	Jessi Kokjohn	2019	Samantha Peden
1967	Jonlyn VerStraeten	1993	Johi Kokjohn	2020	Ruth Walker

1968	Susan Moyers	1994	Melissa Parker		
1969	Sharon Tedder	1995	Bobbi Thorson		
1970	Jaculyn VerStraeten	1996	Tami Jo Zahn		
1971	Vivien Schell	1997	Jill Carlson		
1972	Gale Sue Hite	1998	Mandy Parker		

**ROOFTOP RODEO ROYALTY MEMBERS WHO WENT ON TO HOLD  
STATE TITLES**

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Jessi Kokjohn - Miss Rodeo Iowa 1997

Kellsie Purdy - Miss Rodeo Colorado 2011

Alex Hyland – Miss Rodeo Colorado 2018