

SOOCO™



UPDATE

New Evidence Emerges in the Investigation of Patric McCarthy's Death
Part 1 of 3 This Month

FASHIONISTAS UNITE

WE HAVE 12 FULL PAGES OF
SPRING AND FALL FASHIONS—
YOU'RE GONNA LOVE IT!

MYTHS, LIES,
& FAIRY TALES
ABOUT EATING ORGANIC
What You Need to Know

DO YOU NEED ADULT SUPERVISION?

*Watch Out, Your Soft Drinks
& Candy Could Cost You More*
The Sweet Debate Is Inside

*PROFILES,
REVIEWS
& SOCIAL
EVENTS*

good breeding

Not Your Ordinary

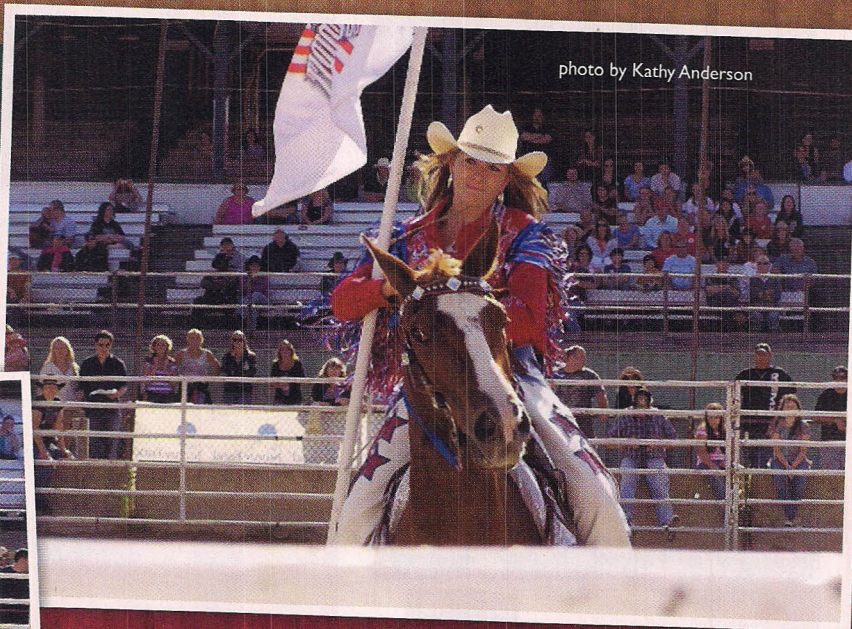


photo by Kathy Anderson

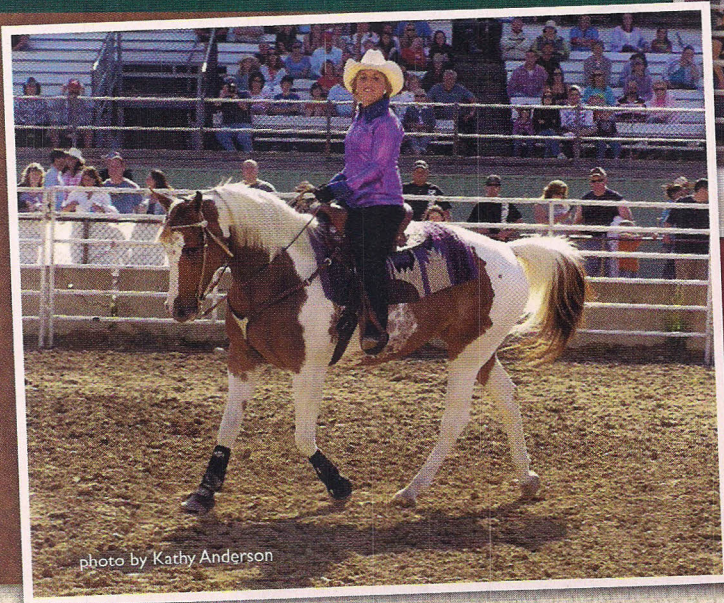


photo by Kathy Anderson

Beauty Queen

by Kathy Anderson

Sitting astride a chestnut quarter horse she had never ridden, her legs positioned to launch her ride, Mackenzie Carr surveyed the King Arthur's Arena at the Excalibur Hotel in Las Vegas, Nev., the location of the horsemanship competition at the 2012 Miss Rodeo America Pageant. She was determined to win it.

"It's a 60-foot by 160-foot arena," she thought. "I need speed to perform moves that will wow the judges." Her thoughts collected and her equestrian skills connected, she burst into the arena at a full gallop. "I did some fast runs and a rollback," says Carr. (A rollback is a reining maneuver where the horse completes a 180° turn on his haunches and travels in the opposite direction.) "I had

to rate and push the horse while maintaining a really good seat." Her performance earned her the Horsemanship Award. Carr also won the categories of speech, appearance, and personality, along with the Raeana Wadhams Spirit Award and the coveted title of Miss Rodeo America 2012.

Held annually in Las Vegas, in conjunction with the Wrangler National Finals Rodeo, the Miss Rodeo America Pageant brings together state rodeo queens from around the United States to compete for the title of Miss Rodeo America. Over a rigorous, week-long pageant these cowgirls are judged on horsemanship, personality, appearance, and knowledge of rodeo and current events. The winner is awarded a treasure trove of gifts, a scholarship, and a yearlong contract as Miss Rodeo America.

The ability to project her personality from the saddle of a galloping horse while carrying a flag is one of the many skills this cowgirl must possess. She must also be able to field questions from media and fans and promote rodeo and its sponsors both on and off a horse. Miss Rodeo America is the official spokesperson for the Professional Rodeo Cowboys Association (PRCA).

Sponsors are an integral part of Miss Rodeo America. Not only does Carr wear sponsors' products as she gallops into an arena, during interviews she mentions that she's wearing Wrangler jeans, Justin boots, and a Bailey hat.

In her role as Miss Rodeo America 2012, Carr will travel more than 100,000 miles around the United States. "I've never been farther east than Las Vegas," laughs 21-year-

Over a rigorous, weeklong pageant these cowgirls are judged for their horsemanship, personality, appearance, and knowledge of rodeo and current events.

photo by Fred McClanahan, Jr.



photo by John Shooter

Left from opposite page:

- Michelle Morris
- Jackie Trapp
- McKenzie Haley
- Mackenzie Carr

old Carr who grew up on a ranch in Vernonia, Ore.

Appearances for Miss Rodeo America include speaking engagements, western events, radio shows, and visits to children's hospitals. While attending the Western Stock Show in Denver, Colo., Carr, Miss Rodeo Colorado Cassidy Cabot, and Miss Rodeo North Dakota Sadie Wardner visited the Children's Hospital Colorado at Saint Joseph Hospital. "It's hard visiting kids in the hospital," says Carr. "But the walls are bright colors and we come in and we're colorful! With our cowgirl hats and sparkling crowns, we brighten their day and are a little piece of their hospital experience."

Most of these children have never seen a rodeo queen before, she adds. "What's that crown? What's that belt? They'll ask about riding horses." Adopting a Patch Adams approach to bedpans and hospital paraphernalia, the rodeo queens stay positive and upbeat, says Carr. "The tears come after we leave."

Miss Rodeo America's charitable contributions are not limited to the West. She is the national spokesperson for the Spirit of the American Cowboy Foundation, a Boston-based nonprofit that produces the New England Wild West Fest and Rodeo, the foundation's signature fund-raising event.

Dedicated to raising money for children's

cancer research by showcasing the sport of rodeo and other aspects of the Western lifestyle, the foundation supports the Jimmy Fund, the principal fund-raising arm of the Dana Farber Cancer Institute. Since 2007, the foundation has given \$127,000 to pediatric cancer research.

Though short on road mileage, Carr's time in the saddle and as a rodeo queen gives her a solid background to carry out her duties. She has been riding since she was 6 years old in various disciplines including English, dressage, equestrian drill team, team penning, barrel racing, and reining. Carr also trains horses and teaches young children to ride.

Since 2008, Carr has been wearing rodeo queen crowns. "I credit being a rodeo queen 120 percent to my success," says Carr. "I'm really shy by nature. My rodeo queen coordinator shoved me into it - 'just do it!' she said. It forced me out of my comfort zone; it helped me develop confidence and poise."

"As Miss Rodeo America, it's my job to educate people about rodeo," says Carr. "There is a common misconception that we treat our animals poorly. Our livestock is our livelihood and there are strict rules in the PRCA about their treatment." Carr finds that educating people about the welfare of rodeo animals is essential.

"A lot of these cowgirls come from an agricultural background of farming and

ranching," says Raeana Wadhams, executive director of Miss Rodeo America, Inc., and executive director of the Miss Rodeo America Scholarship Foundation. "And many of them are pursuing careers in agriculture and equine science. We set up the Miss Rodeo America Scholarship Foundation to help support them and our efforts to preserve the Western way of life."

Miss Rodeo America began in 1955 when the International Rodeo Association noted the "spontaneous enthusiasm of the press for Miss Universe and Miss America" and decided that rodeo should have an equivalent. Herman Linder, president of the Canadian Stampede Managers Association, John Moss, producer and manager of the Sheriff's Annual Rodeo in Los Angeles, and R.S. "Bob" Latta, manager of the Central Wyoming Rodeo, created a committee to set up and find a Miss Rodeo America who would represent "the best in beauty and personality combined with horsemanship." The first pageant was held in Casper, Wyo.

Rodeo queens have been relatively absent from New England until the New England Wild West Fest and Rodeo brought them back into the arena. The Miss Rodeo New England Program (including all New England states) is the East Coast chapter of Miss Rodeo America and part of the New England Wild West Fest and Rodeo.

Mandy Deveno, national director of the Miss Rodeo New England Program, served as Miss Rodeo Wisconsin 2001 and now lives in Bellingham, Mass., with her husband, son, and daughter. "I always wondered if rodeo would come back into my life," says Deveno. "Never would I have guessed it would be in Massachusetts! What better way than to help other young horsewomen accomplish their dreams? We have two very ambitious ladies who will go on to the Miss Rodeo America Pageant in Las Vegas this December. Jaclyn Trapp, Miss Rodeo Massachusetts 2012, and Michelle Morris, Miss Rodeo Maine 2012, are paving the way for New England horsewomen in rodeo. As a team we are working hard to promote professional rodeo in New England and surrounding areas."

Mike Allison, executive director of Spirit of the American



"Meeting new people is the best part of the job."

Cowboy Foundation and New England Wild West Fest, grew up in Texas where rodeo queens were part of the fabric of rodeo. "I'm thrilled to not only have Miss Rodeo America as the spokesperson for our foundation but to have Jaclyn Trapp, Miss Rodeo Massachusetts, and Michelle Morris, Miss Rodeo Maine, part of our rodeo family."

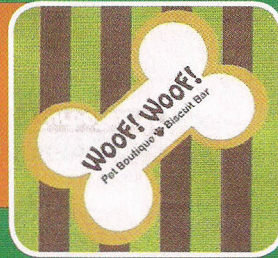
The reality for the New England Wild West Fest Rodeo is that competitors come to compete and spectators come to watch them, Allison notes. "Because this is a PR-CA-sanctioned rodeo, competitors come to win money and to gain points toward their standings to increase their chances to compete at the Wrangler National Finals Rodeo, so having Jackie and Michelle promoting the rodeo and fest year-round is an added bonus."

"Meeting new people is the best part of the job," says Carr. And attracting new people to rodeo is also a plus, she adds. To support the Miss Rodeo New England Program, Carr will make her first visit to Massachusetts to be the keynote speaker at the Miss Rodeo New England Clinic April 21-22 in Raynham, Mass.

"I think that all cowgirls share a common bond: a love of the Western lifestyle," says Carr. "Being a cowgirl is not an occupation, it's a mentality and a way of life. Regardless of what side of the country we live on, cowgirls are all connected."

For more information visit newengland-wildwestfest.com ★

For the month of April receive **15% OFF ANY** Go Fetch! product at **Woof! Woof! Pet Boutique and Biscuit Bar**. Located at 512 Main Street in downtown Warren, RI. **Simply mention you saw this ad!** April 7th, 14th, 21st and 28th join Go Fetch! from 12 - 3PM At Woof! Woof! for samples and a raffle giveaway!



Life is fun when you can **Go Fetch! and Woof! Woof!**

All Natural Dog Treats & Unique Products for the Pooch

T: 508.728.9980 | www.gofetchtreats.com

Free Shipping!



There's only one way to keep up with the latest events, promotions, and communications from SOCO Magazine.

SIGN UP!

Join our mailing list and we'll send you the most relevant updates, event invitations, promotions, and more!

SOCO promises never to distribute your information to third parties.

SOCO
magazine