



435

SOUTH

THE MAGAZINE OF
SOUTH JOHNSON COUNTY

Modern Western Roots

WHY THE AMERICAN ROYAL'S
110-YEAR TRADITION MATTERS
TO JOHNSON COUNTY.

SEPTEMBER 2009 \$3.95

www.435southmag.com



KANSAS CITY'S AMERICAN- STYLE CELEBRATION

words KIMBERLY STERN photos GARY ROHMAN
stylists AMBER SEXTON, MEGAN GORENC OF DOUBLETAKE SALON



You might say Kansas City has grown up with the 110 year-old American Royal.

More than the world's largest barbecue, more than one of the country's most prestigious livestock shows, more than a magnet for thousands of horse lovers from across the nation, more than five-star rodeo competition and a breathtaking equine extravaganza—in fact, more than anything that the American Royal shares with the world—one of KC's proudest traditions remains a past, present and future crystal ball of our remarkable heritage.

Whether you live in a south Johnson County suburban home, estate, condo or villa or on sprawling acreage you have a connection to the American Royal vision. Whether you work in an office building in the Corporate Woods conclave, at the Sprint Campus, in Town Center or in the downtown canyons the American Royal is relevant. And whether you've ever been on a farm, ridden a horse or participated in 4-H doesn't really matter. The American Royal's mission of educating and inspiring youth transcends city and rural, single-family home and farm.

The American Royal is steeped in an extraordinary tradition that touches each of us and just happens to translate well to life in our sophisticated and cosmopolitan city—a city that's grown up to be a major world center for agriculture and animal health.

Meet today's American Royal—a celebration of our (modern) western roots.



A ROYAL HISTORY

Ask any Kansas City resident, no matter where they live in our far-flung metropolis, about the American Royal and you're likely to receive as many different answers as there are famous fountains throughout the area. It's a barbecue. It's a livestock show. It's a gala with young women waltzing. It's a rodeo. It's a fundraiser. It's people dressed in cowboy boots and hats. It's a party.

FACT: The American Royal is the heart and soul of our great city, no matter which side of the state line you're on.

FACT: The American Royal is the past meeting the new, the present anticipating the future.

FACT: The American Royal is a tradition with a mission.

The American Royal has every element of a big-time festival bursting with civic pride, attracting people from across the country and shining the spotlight on our city's brilliant ag-

ricultural history and future. But within the

crush of events that happens between mid-September and November each year is the organization's sole mission: scholarship, education, awards and competitive learning experiences that reward and promote hard work, leadership skills and agrarian values for youth.

calendars years in advance to attend." The barbecue is probably the best-known American Royal event locally but in reality, it's a small part of what actually defines the country's largest livestock, horse show and rodeo.

"We have 40 different events during the fall season of the American Royal," says McNair. "Some of them exist to raise money for scholarships, some are educational programs, some are judging and others are pure entertainment." The American Royal started its illustrious history in 1899 when the Kansas City Stockyards Association decided to stage the National Hereford Show in the West Bottoms, the first nationwide show for the exposition and sale of purebred cattle. The crowd was estimated at 55,000 for the five-day show and 300 Herefords were sold at an average price of \$334.

From its wildly successful inception the show was characterized by civic pride and a trademark Midwestern spirit of generosity. Each year saw the American Royal's popularity swell, drawing participants and an audience from across the country; livestock judging and elegant horse shows were added; a jubi-

lantic parade became a fixture of the Royal; a celebrated rodeo was established; and other agricultural cities like Houston, Denver, San

Antonio and Ft. Worth took notice of what was happening over in Kansas City. Gritty entrepreneurs, instrumental in putting Kansas City on the map as a major hub often heralded as the "Gateway to the West," were intent on establishing the city's strength as an agricultural Mecca. The American Royal became a golden opportunity to promote the area's bounty and the fact that it was a lush breadbasket.

The Royal ultimately became a launching pad to help youth develop leadership skills and to further their education in agriculture and its many components.

The contemporary mix of activities comprising the American Royal includes auctions, youth horse shows, rodeos, children's school tours in addition to off-season events during the spring and summer.

The American Royal hosts the Saddlebred Horse Show which is considered the third show in the Triple Crown of the elite saddlebred industry.

"There are Louisville, Lexington and Kansas City," says McNair. "We also do the United Professional Horsemen's Association National

"The American Royal has had a rich history in the education of youth, and in the inspiration of youth."

-Dr. Don L. Good; Former Head of the Department of Animal Science, Kansas State University; From the book The American Royal: 1899 - 1999

Championship annually at the Royal. We have a total of nine different horse shows that attracts enthusiasts from around the country."

Johnson County resident Jim McNair is in his third season of steering the non-profit organization's fundraising and education activities. Prior to taking on one of the 10 paid positions at the Royal, President and CEO McNair volunteered for seven years with the world-famous American Royal barbecue that creates a city of smoke around Kemper and Hale arenas the first weekend in October and awards more than \$100,000 in prize money. The 500 teams that compete in the barbecue regard the American Royal as the coveted Olympics that allow them to showcase their passion.

"The barbecue is by far the most high-caliber event of its kind anywhere on the globe," says McNair. "Serious competitors mark their

lantic parade became a fixture of the Royal; a celebrated rodeo was established; and other agricultural cities like Houston, Denver, San

Antonio and Ft. Worth took notice of what was happening over in Kansas City. Gritty entrepreneurs, instrumental in putting Kansas City on the map as a major hub often heralded as the "Gateway to the West," were intent on establishing the city's strength as an agricultural Mecca. The American Royal became a golden opportunity to promote the area's bounty and the fact that it was a lush breadbasket.



The American Royal has gained a stellar reputation over the decades as an exhibitor-friendly event, drawing representatives from 35 states for the livestock show, hundreds eager to compete in judging and arena shows and thousands of western entertainment fans.

Like any large organization the American Royal has experienced growing pains since its inaugural show. McNair says events have been added, subtracted and brought back to the Royal's roster to make the fall extravaganza a perfect choice for families wanting affordable and diverse entertainment.

"This is Kansas City's heritage and future being played right before us," he says. "Every generation has had its challenge, but the American Royal has kept the culture going."

Kansas City, you're invited to a hometown celebration that America comes to every year.

WHY THE AMERICAN ROYAL MATTERS IN OUR MODERN CITY.

American Royal Chairman Bryan Beaver recalls a tremendous epiphany he had during a pitch meeting last year when two major professional events were in vigorous competition for a coveted berth at the Royal.

"Suddenly I realized the Royal's absolute draw," says Beaver. "People want to come to Kansas City because it's hospitable and the Royal because it's a 110 year-old sought-after brand. It's a winning combination—something incredibly positive for any organization."

In short, Beaver says he personally identified the priceless esteem the American Royal has to contemporary Kansas City.

FACT: The American Royal has in excess of a \$70-million impact on the Kansas City economy, equivalent to revenues generated by the top 10 conventions combined that visit our city.

Beaver says 40 years ago some civic leaders wanted to shed the city's well-earned reputation as a face of the West and as an indisputable agricultural hub, fearing that a so-called cow town image would detract from KC's positive growth as a progressive metropolis. Although the American Royal drew intense participation from people across the country, interest in the American Royal from the hometown crowd undeniably started to wane and local attendance and involvement dropped. The bar-

becue's popularity increased and to Kansas City residents that sizzling event became the Royal's defining element.

Agriculture wasn't hip. People wanted to distance themselves from anything perceived as outdated and the American Royal experienced some sluggish years as a result.

"What's exciting is suddenly the Royal is sexy again," laughs Beaver. "People are realizing that when a visionary group of cattlemen started a livestock show in the West Bottoms in 1899, it truly was an all-American gathering, royalty exhibiting the best of the world's favorite protein source. It's a vital part of our history."

In order to understand the unbreakable connection the American Royal tradition has with KC's agricultural roots you need to roll forward 110 years from the American Royal's beginnings. It's now the 21st century, and modern-day KC is once again at the forefront of the world stage as an agricultural and animal health powerhouse. Beaver points to the KC Animal Health Corridor—an initiative launched in 2006 that comprises 220 companies between Columbia, Mo. and Manhattan, Kan. that account for nearly 32 percent of total sales in the \$19-billion global animal health market—as proof-positive that the city's heritage is alive and well.

"Common knowledge is that greater Kansas City is a global leader in the animal health and nutrition industry," says Beaver. "We can't disassociate ourselves with our desire for good protein and a safe food supply in today's complex environment."

FACT: If you eat, you're involved with agriculture.

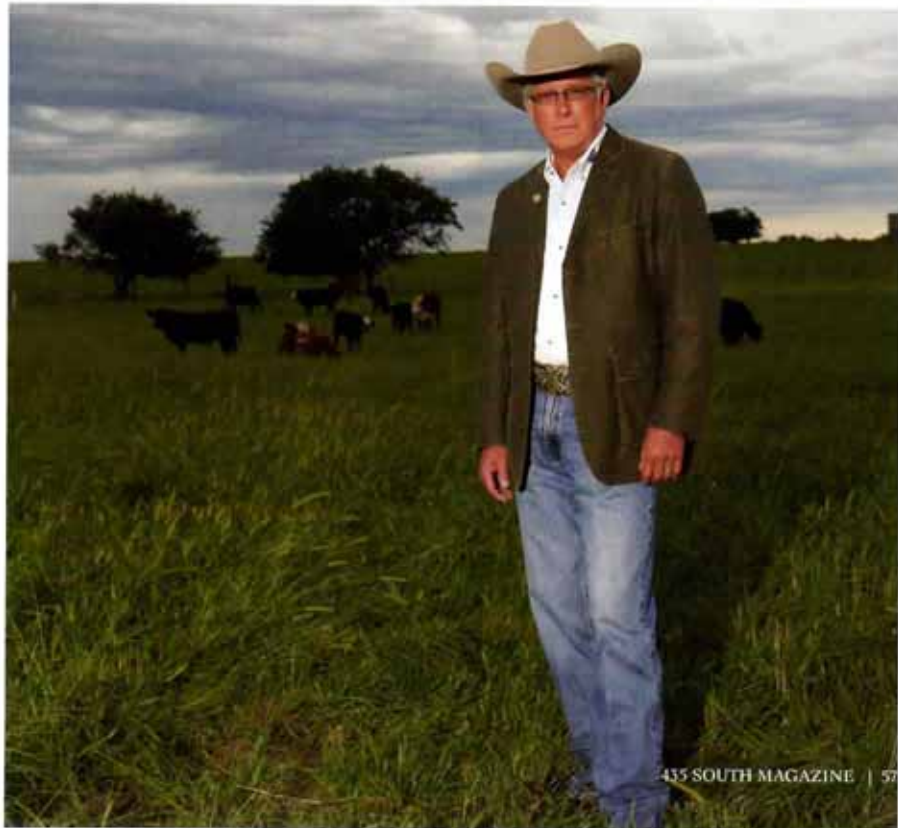
Beaver says he's amused when people remark that agriculture is on the decline, that it's an outmoded way of thinking.

"So the population of the world is expanding and agriculture is on the way out?" asks Beaver. "What about the wheat, grains and starches grown in the Midwest? The row crops? Cattle and hog production?"

Beaver grew up in Johnson County and raised Angus cattle and quarter horses with his family and says that experience instilled in him a strong connectedness to Mother Earth, which he carries today.

"I'm very grateful for that," says Beaver. "That exposure has granted me a rich life."

As a youngster Beaver had early ties to the American Royal; his late father Bill Beaver was on the Board of Governors and a chairman of the Royal. Although Beaver didn't compete in the Royal or wasn't involved in 4-H, he was acutely aware that an elite annual event happened that embodied the



“There’s an element that’s been embarrassed of our agricultural image ...But it’s something we ought to shout to the skies about.”

-R. Crosby Kemper, Jr., American Royal President, 1991-92
1999 Honorary Centennial Co-Chairman
From the book *The American Royal: 1899 - 1999*



Beaver's daughter Amanda with cowboy-boyfriend Rob.

essence of KC to the rest of the country.

“The Royal represented people from all over the nation here to see our city,” says Beaver. “The Royal’s mission of educating youth was recognized by outsiders. The Royal was KC, and KC was the Royal. The two were inseparable.”

Today Beaver, President and CEO of CarterEnergy Corp., a Kansas City-based innovative leader and trendsetter in the petroleum marketing business, travels frequently and has friends across the country involved in equine, cattle and bovine hobbies and businesses.

“They see the American Royal as the country’s premier event relative to the production of world-class protein and the exhibition of the finest horses, professional cowboys and bull riding,” says Beaver. “The only constituency that’s had the confusion about the Royal’s importance is Kansas Citians. We’ve forgotten.”

Beaver says through the efforts of a stellar paid staff, thousands of dedicated volunteers and the repositioning of KC as the world’s animal health expert, interest in the American Royal and its mission of youth education is being regenerated.

FACT: The American Royal is relevant to Johnson County.

Drive around the 477 square miles that define Johnson County, and you’ll encounter beautiful neighborhoods, subdivisions and acres of expansive land dotted with pastoral ranches and farms with horses and cattle contentedly grazing. It’s a little bit hectic city, a little bit laid-back country. Trendy shopping, is mixed in with a buzzing restaurant scene, corporate headquarters, world-class entertainment and a strong arts community. One of the most popular attractions in Johnson County is the Deanna Rose Children’s Farmstead, a 12-acre park with 200 farm animals located in the middle of affluent suburbs.

Beaver says the sophisticated lifestyle here

doesn’t mean that people don’t want to connect to the earth.

“People everywhere are looking for that these days, a simpler way of living,” says Beaver. “It doesn’t matter if you’re a family looking for activities and hobbies, a single career person or someone who’s relocated here because of business.”

The Johnson County executive by day and horseman after hours started his adult involvement with the Royal as a volunteer with a leadership role where he co-chaired an event for four years. He isn’t the only one in his family passionate about the American Royal, though. Daughter Amanda, 23 years old, is pursuing her master’s at UMKC, dates a cowboy and cattle producer and was a 2008 BOTAR (Belles of the American Royal). Son Blake, 17 years old and a senior at Barstow, grew up in 4-H and showed his horse for several years in the Royal’s arena. Beaver’s wife, Nancy, serves on multiple committees and is a familiar face at the Royal.

Beaver says Johnson County residents have the resources to be the face of KC when American Royal exhibitors come to town.

“We need to go and cheer these kids on that are showing animals they’ve raised, the rodeo participants, the equestrians,” says Beaver. “The livestock exhibition business is booming and we need to support that.”

The American Royal has a family pass program for the first time in its history which allows purchasers to select events they want to attend.

“The Royal is even more affordable this year,” says Beaver. “The family pass was created for these economic times, to stimulate citywide participation in this great KC tradition.”

FACT: The American Royal is modern West, personified. It’s youth education, commerce and lifestyle. It’s in our backyard, and it’s big.

CONTEMPORARY FACES ROCK THE ROYAL

The American Royal is a not-for-profit, community volunteer-based service organization which raises funds to fulfill its mission [promoter of Agricultural values] and vision [develop future leaders through agrarian values...] through endowments, contributions, sponsorships and event revenues.

— *The American Royal's Mission & Vision*

The American Royal has always been about the crowds.

Crowds in the stands, crowds at the barbecue, crowds at the livestock auctions, crowds at the myriad fundraising events, crowds at the concerts. During the Royal's 110-year history the crowds have ebbed and flowed but organizers shoot for the stars when it comes to garnering support.

The cheerleaders of the Royal, in addition to the small paid permanent staff, are thousands of enthusiastic volunteers that chair and sit on committees and work events including the parade, Junior Premium Livestock Auction, Equine Extravaganza, Tablescapes, TableSteaks and BOTAR. In addition to activities that happen during the Royal's concentrated 11-week fall calendar are year-long programs like children's school tours, Pet Expo, Wine and Brew Ha-Ha and Dog Show that require immense volunteer effort.

Royal President and CEO Jim McNair was a barbecue volunteer for seven years prior to joining the staff and his wife Pam and daughters Olivia, 28 and Tracy, 25 have all donned volunteer hats.

"The staff depends on the unparalleled creativity and talent of the Royal's volunteer base," explains McNair. "We leverage it to create the best possible Royal."

Volunteers vary for different reasons: some were involved in 4-H as youngsters and showed

prize animals at the Royal; some recognize the agrarian values upon which the Royal is founded as critical for the future; some are adamant supporters of youth education and leadership skills young Royal participants gain; and others enjoy lending a hand to an organization that impacts Kansas City in so many positive ways.

Meet some of Johnson County's volunteers, contemporary faces that the Royal views as a priceless commodity.

Bryden Becker

Bryden Becker was born and bred in New York City but don't call him a city slicker. He attended camps in Maine, New Hampshire and Vermont as a youngster and school in Wyoming where he reveled in the great outdoors.

"I went on a two-month, 1000-mile horseback ride in Colorado between three base ranches that was life-transforming at 15," says Becker. "We carried our food and stood night-watch. A chuckwagon replenished supplies weekly. It was the most extraordinary experience of my life."

Becker owns Will Wyatt's Cowboy Couture in Overland Park along with wife Jennifer Thurston Becker; the couple relocated to Kansas in mid-2000. He had a well-paying career as a senior executive and producer of multi-million-dollar corporate events, a 34th-floor apartment in a tony New York neighborhood, a beautiful wife and young son.

"We wanted out of New York something fierce," says Becker. "Jennifer grew up on a farm in Concordia, Kan. and we decided to come back and open a store that represented our mutual passion for the American West's past, present and future."

The Beckers gravitate to Western style and know it's broader than the stereotype of hats and boots. Although their store carries furniture, clothing and accessories that are typically

found in Aspen, Vail and Santa Fe high-end boutiques, Becker says Kansas City customers have embraced the unusual retail concept.

Becker regards this area as the real West—even more than Montana or Colorado—because of its history as a region built on the guts and sweat of hard work and an impeccable work ethic. When the Beckers moved to Overland Park they became involved in the Saddle and Sirloin Club and the Royal.

"It was the right thing to do," says Becker. "The surprise for me was what seemed to be the local lack of interest in the Royal and all things agricultural."

Becker, chair of the Royal's first annual TableSteaks fundraiser, which will be held on October 27, acknowledges his motivation for involvement is to give back to the community and send a message that the Royal is a worthwhile place to spend and invest money, time and participation.

"We want to help raise more money for scholarships granted through the Royal and recruit new blood into the volunteer ranks, including top businessmen and women, grassroots interests and the media," says Becker.

Tracy and Bryan Frank

The American Royal Barbecue played matchmaker for Tracy and Bryan Frank.

"I was a volunteer delivering ice and Bryan was at one of the parties," says Tracy. "It was a great way for a single girl to check out the guys."

Years after that momentous meeting the couple is married with two young sons, 8-year-old Will and 6-year-old Weston and involved knee-deep in the Royal. Bryan is a partner of Kansas City-based National Equipment Company and Clear Impact Acrylics and along with Tracy chairs the Junior Premium Livestock Auction, a two-year commitment they take seriously. The Franks are impressed with the interaction the



Country-Cool Music at the Kemper

Q-104 program director and morning host Mike Kennedy is excited about the contemporary country music his station will present at Kemper Arena during the 2009 American Royal. Contemporary country stars Pat Green and Sara Evans are slated to rock Kemper Arena following the 2009 American Royal Rodeo. According to Kennedy, the performers are a representative snapshot of the contemporary country music scene transcending country ranks to fans of popular and rock music.

"Pat is a strong Texas artist with a diverse following," says Kennedy. "He's definitely in the mainstream."

Missouri born-and-bred singer Sara Evans appeals to multiple demographics with her music and traditional hits. She's dominated airwaves with many hit singles and also recruited a new legion of fans with a star turn on the popular *Dancing with the Stars* TV show.

"She's a young, hip country star," says Kennedy. "Both concerts are great opportunities for music fans of all genres."

Green will appear on Friday, Oct. 23 immediately following the rodeo, and Evans will go on stage Saturday, Oct. 24 at the rodeo's conclusion. For ticket information, visit www.americanroyal.com.

youngsters have with the adults that scrutinize the well-groomed animals for purchase.

"This final auction has intensity a little like March Madness," says Bryan. "The money raised from the sale of the cattle, hogs and lambs goes to the scholarship funds."

"These kids have incredible training with their 4-H roots," says Tracy. "They don't get hung up on self-serving interests. They develop important leadership skills and the attitude of caring for their fellow human beings, too."

Through his eight-year involvement with volunteering Bryan understands attending the Royal is not just supporting the rodeo or equine events or even youth education.

"It's about the Midwest way of living and the lush Midwest breadbasket," says Bryan.

Tracy grew up a self-professed Navy brat around the world but her parents always kept a working farm in the Midwest. She says they were emphatic to maintain their roots and values and that included attending the Royal.

"I was in 4-H and had horses," says Tracy. "My first time in KC was in 1984 to show at the Royal."

Bryan grew up in Lenexa where he lived near German farmsteads.

"I went to school with kids who grew up on the land and was curious and envious about their attitude and unbelievable work ethic," he says. "My involvement in the Royal has allowed me to be engaged in agrarian values."

The Franks have dogs, horses and ponies and are introducing Will and Weston to the Royal by taking them to rodeos and other events. Will recently took his Golden Retriever shepherd-mix Garcia through dog obedience training and had to give a presentation, an activity the Franks know this will be an asset to him down the road.

"We want our boys to have the Royal experience that will benefit them in their future careers and lives" says Bryan.

Missy Wang Love

Missy Wang Love is chair of the 2009 60th Anniversary BOTAR (Belles of the American Royal) Ball. BOTAR is the non-profit that supports the American Royal's education programs and provides more than 200 volunteers annually, docents for the American Royal Museum and Visitors Center and members who sit on the Board of Directors and Board of Governors. Since 2000 BOTAR has contributed more than \$1 million to the Royal; in 2008 alone it raised \$200,000.

The organization also presents the popular Tablescape fundraiser which benefits the American Royal Student Internship Program. This year's "Tablescapes with a Twist" event is November 5 at Nell Hill's in Briarcliff with famed international design star Colin Cowie as the headlining personality.

Love is the daughter of well-known businessmen and ardent Royal supporter Myron; a former BOTAR; and the mother of a BOTAR. She says the BOTAR experience was invaluable for her as a young girl because she worked alongside older women who acted as mentors.

"It was so rewarding," says Love. "As an ambassador for the Royal the BOTAR taught me the importance of volunteering, of working in a group and leadership."

Love grew up in the city but says she saw the Royal as an integral part of the Kansas City community.

"It helped me understand KC's roots, the agricultural element of our history and how vital that is to our future," says Love. "BOTAR, along with youth showing animals and participating in the Royal, represents the next generation."

Justin Stout

Justin Stout moved to Johnson County as a young teenager and remembers his fascination with the American Royal when his father Stanley E. Stout, a national icon of the purebred auction business, turned him loose in the barns.

"I would help out, chat with people and run errands," says Stout. "It was the big time."

Stout remembers many visits to his granddad, Elmore G. Stout's Kansas ranch where he saw purebred Hereford cattle for the first time.

"There's a legacy here," explains Stout. "He was a graduate of Kansas State with a degree in animal husbandry and was on the K-State Livestock Judging Team when he won the second leg of the prized Bronze Bull Trophy in Chicago."

The 29 year-old single professional attended Kansas State University and works for a national livestock publication and is training to become a purebred livestock auctioneer. Stout was a BOTAR escort in 2005 and has served on the Royal's Livestock Auction and Livestock committees.

"I love living in the Royal's backyard," says Stout. "I'll be involved as long as it's around, lobbying to get support from KC and keep it the country's biggest livestock show."

Stout's enthusiasm for the Royal includes the youth education and scholarship programs and the fact that the young people combing, washing and haltering their animals every day

get to do what they love.

"It's incredible to see kids start a career doing what energizes them," says Stout.

To find out more about volunteer opportunities at the American Royal visit www.americanroyal.com.

EXQUISITE EQUINES

Sharon Simpson is wild about horses and Kansas City's beloved American Royal.

Spend an hour or two watching her magnificent, gleaming and braided Friesian gelding Reitse prance around the Saddle and Sirlain riding arena, Sharon gently leading him through practice paces of a graceful routine, and you'll be dazzled.

That's exactly the audience reaction Sharon is aiming for with a spectacular new event at this year's American Royal.

Sharon and her husband Mark, a well-known developer of upscale golf communities including the Links at LionsGate, Staley Farms and Leawood's Iron Horse, are accomplished equestrians and passionate supporters of Kansas City's thriving horse community and the Royal. When the American Royal Concert for Champions ceased several years ago due to lack of funding and the lights dimmed on a popular audience event the Simpsons responded with an idea of staging a show utilizing the wide variety of superb talent found in local horse groups.

The Simpsons hit upon the concept of the Equine Extravaganza and started recruiting local horse groups in March, finding many eager participants throughout the Kansas City area. Anticipated to be a sell-out, the inaugural show will debut on Saturday, October 10 at the American Royal's Hale Arena. The theatrical equine program, presented by the 69-year-old Saddle and Sirlain Club and produced by Sharon, features the Royal Friesians of Kansas City, the Kansas City Driving Society, the Kansas City Dressage Society, Appaloosas in authentic Native American Indian dress, reining horses, Saddlebreds and Andalusia Dancing Horses.

Guaranteed crowd-pleasers include familiar and not-so-familiar equestrian entertainment including members of the Mission Valley Hunt Club riding to hounds brought out to traditional British hunt music; groups showcasing dressage; and choreographed routines set to music with horses and riders in lavish and brilliant costuming.

The Equine Extravaganza headliners are World Champion Charro Jerry Diaz, renowned for his mastery of horses, and wife Staci from San Antonio who execute the difficult Roman Riding

standing on the backs of two horses while reining an additional pair of horses at a full gallop. The couple's 5-year-old son Nicolas will also delight horse enthusiasts young and old.

The American Royal's rich equestrian legacy began on October 17, 1905 with the first much-anticipated major horse show. Horses became a regular fixture on the Royal's annual calendar in the form of jumping events, parades, rodeos and pageantry.

"I've been involved with the Royal for 35

Lufthansa 747," says Sharon.

Greg and Katie Edson and their horses Phoenix and Aslan are members of the elite Royal Friesians of Kansas City. The young couple, married for seven years, is participating in their third American Royal this year and is excited about presenting the rare Friesian breed to a full house.

"Our presentation at the Equine Extravaganza will show a group of gorgeous horses riding in unison," says Katie. "It will give the crowd a definite goosebump feeling."

The Equine Extravaganza promises to revive the splendor, vibrancy and thrill of great horse shows, Kansas City-style.

years," says Mark. "My grandfather, Al Simpson Sr., was one of the Saddle and Sirloin Club's early members. It's important to keep the tradition of horse shows as a vital part of the Royal and highlight local equestrian excellence."

Sharon grew up in Nebraska and rode horses from an early age. She moved to Kansas City in the 1960s and resumed riding activities 25 years ago with the purchase of a hunter/jumper and has since owned Amadeus, a German Warmblood now retired at 28 years old. Five years ago Sharon found coal-black Reitsee in Holland and fell in love.

"These horses are among the most exotic in the world, many of which are brought to the U.S. from the Netherlands on a dedicated

Like all American Royal events the Equine Extravaganza is affordably priced for pure family entertainment. Adult tickets are \$15; kids 4 - 12 are \$9; and children under 4 years are free. VIP Priority Seating tickets are available at \$100 per couple and include hors d'oeuvres, wine, beer, a carving station prior to the performance and a post-show champagne reception in the stalls with the performers.

The Equine Extravaganza promises to revive the splendor, vibrancy and thrill of great horse shows, Kansas City-style, in the indomitable spirit of the American Royal. ♦

For more information on purchasing tickets to the American Royal's Equine Extravaganza visit www.americanroyal.com.



Upcoming American Royal Events...

SEPTEMBER

Draft Horse Show	Sept. 12
Youth Horse Show	Sept. 12-13
Quarter Horse Show	Sept. 17-20
BBQ Sauce Contest	Sept. 19
Arabian Horse Show	Sept. 25-27
Parade	Sept. 26

OCTOBER

Cattle Drive	Oct. 1
Poker Tournament	Oct. 3
BBQ	Oct. 1-4
Equine Extravaganza	Oct. 10
Hunter Jumper	
Preview Show	Oct. 9-11

Hunter Jumper

Horse Show	Oct. 14-18
Wine Auction	Oct. 15
BOTAR Ball	Oct. 17
Youth Rodeo	Oct. 19-24
School Tours	Oct. 19-23
Dodge PRCA	
Pro Rodeo	Oct. 22-24
Unbelievable Horse	
Happening	Oct. 22-25
Family Day	Oct. 24
Livestock Show	Oct. 27- Nov. 1
TableSteaks	Oct. 27
Calf Scramble	Oct. 30
Chairmans	
Cowboy Days	Oct. 30-31

Championship

Bull Riding	Oct. 30
-------------	---------

NOVEMBER

Championship	
Bull Riding	Nov. 1
Livestock Auction	Nov. 1
Tablescapes Preview Party	Nov. 5
Tablescapes Luncheon	Nov. 6
Barrel Race	Nov. 5-8
Cutting Horse Show	Nov. 11-14
UPHA Saddle	
Horse Championships	Nov. 17-21

For a complete listing of events, visit www.americanroyal.com