

Justin Committeeman of the Year News Release
Nov. 4, 2013
Contact: Ann Bleiker (719-330-4293)

Steve Alder named 2013 Justin Committeeman of the Year

COLORADO SPRINGS, Colo. – There is no denying it that a PRCA Rodeo is only as strong as its committee members and countless volunteers that make it happen. The John Justin Standard of the West Award program, developed in the late 80s, annually recognizes 100 behind-the-scenes recipients for their outstanding volunteer contribution to their local rodeo, with a grand prize winner being named the Justin Committeeman of the Year.

Steve Alder representing the Ellensburg Rodeo in Ellensburg, Wash., was named the 2013 Justin Committeeman of the Year. Owner of Alder Custom Woodworking since 1976, Steve has been a dedicated Ellensburg Rodeo volunteer for 24 years. As a member of the Ellensburg Rodeo Board of Directors he served as President in 2002 and 2003, and has served in most of the other executive board positions as well. During his time with the Ellensburg Rodeo he has assisted with everything from seating, to sound, to the announcer booth and the ticket office.

“His only fault as a director has been his inability to say no when asked to do something,” stated Kelly Schaderman, President of the Ellensburg Rodeo Association, who nominated Alder for the award. “His versatility and willingness to help wherever he is needed has been a great inspiration to his fellow directors, and his quiet behind the scenes demeanor defines ‘volunteerism.’ He has truly been instrumental in the advancement of the Ellensburg Rodeo.”

A man who has dedicated his life to the Ellensburg community was humbled by the news.

“I am still numb by the news and afraid I will wake up tomorrow and find out it was just a dream,” stated Alder. “I didn’t even know about the nomination, so to find out that I won was a huge honor.

“I have always had an interest in rodeo and got involved to help put on the best rodeo we could for the community and for the cowboys. This is the biggest event our community has and I am not afraid to get my hands dirty to help make it better every year. I enjoy it.”

Besides serving the community at the rodeo, Alder spent 27 years with the Ellensburg Fire Department, serving 12 of those years as the Fire Chief, before retiring in 2001. In addition, he spent 30 years on the Kittitas School Board serving 21 of those years as the Board Chairman.

“I got involved with the fire department as I had an interest in being a paramedic and in 1976 I earned the first paramedicine degree nationwide,” said Alder, father of three and grandfather of five. “I gave up my paramedic role in 1988 when I took on the role of fire chief. I enjoyed every minute of it and it never felt like a job. As for the school board, I wanted to help the community and children of our community have the best school system we could and I feel we have a very good school system today.”

Each year 100 PRCA rodeos are selected to participate in the John Justin Standard of the West Award program with each one selecting an outstanding volunteer. Each recipient is awarded a custom embroidered pair of Justin Boots in recognition of their excellence. Then each October a ballot listing the 100 recipients is sent to every PRCA rodeo committee to vote for the Justin Committeeman or woman of the year.

“The Justin Boot Company takes a great deal of pride in our various programs designed to recognize those who not only support our western lifestyle, but go above and beyond in their individual contributions and dedication to the sport of pro rodeo. The Justin Boots’ Committeeman of the Year holds particular significance for us, as it was initiated by John Justin, Jr., a life-long supporter of rodeo and former rodeo committeeman with the Fort Worth Stock Show and Rodeo. We salute the efforts of Steve Alder in carrying this legacy forward,” said Randy Watson, Chairman and CEO of Justin Brands.

The winner is recognized during the Wrangler National Finals Rodeo in Las Vegas. Alder and his wife of 41 years, Yvonne, will make the trip to receive this great honor.

“I have been to Las Vegas every year since 1988, but I am a little more nervous about this trip now that I have learned I will be awarded this prestigious award,” Alder said. “Like other committeemen I don’t do what I do at the rodeo to be honored this way but it is definitely icing on the cake.”

The Professional Rodeo Cowboys Association sanctions over 500 rodeos each year and can’t say enough about the work and dedication that committee members and volunteers put in each year to make the rodeos happen.

“The Justin Committeeman of the Year is such a prestigious award because it represents the outstanding work of our rodeo committee personnel,” said PRCA Commissioner Karl Stressman. “The majority of our PRCA rodeos are operated by volunteers who give of their personal time year after year because of their passion for ProRodeo. We couldn’t make our sport work without these great individuals. Congratulations to Steve Alder and the Ellensburg Rodeo.”

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Justin Boot Company

Justin Brands, Inc., a recognized leader in western footwear, is a Berkshire-Hathaway corporation (NYSE: BRKa) and its divisions include Justin Boot Company, Tony Lama Company, Nocona Boot Company, Chippewa Shoe Company, and Justin Original Workboots.

Professional Rodeo Cowboys Association

The PRCA, headquartered in Colorado Springs, Colo., is the largest and oldest professional rodeo-sanctioning body in the world. The recognized leader in ProRodeo, the PRCA is committed to maintaining the highest standards. The PRCA, a membership-based organization, sanctions approximately 600 rodeos annually, and there are more than 30 million fans in the U.S. The PRCA showcases the world's best cowboys by televising the sport's premier events, including the Wrangler Million Dollar Gold Tour presented by Justin Boots, the Justin Boots Playoffs and Championships, Ram National Circuit Finals Rodeo, All American ProRodeo Finals, Champions Challenge, PRCA Xtreme Bulls Tour and the world-renowned Wrangler National Finals Rodeo on Great American Country (DISH Network 165, DirecTV 326). Each year, PRCA-sanctioned rodeos raise more than \$26 million for local and national charities. For comprehensive coverage of the cowboy sport, read the ProRodeo Sports News, the official publication of the PRCA, and for daily updates of news and results visit the PRCA's official website, www.prorodeo.com.