

Three Hills Closes 2008 in a Winning Way

It was a Grand Slam for Three Hills at the Great Lakes Circuit Finals Rodeo. Nominated by the cowboys, the bucking stock of the circuit awards has more meaning than just a plaque and a check. It is the culmination of years of work in breeding, trial and error and a lot of luck when you get to walk the aisle for first place in all three events. But proof was in the pudding at awards ceremony at Louisville, Kentucky's prestigious Great Lakes Circuit Finals, featured entertainment of the North American Livestock Show.

Three Hills was awarded five of the nine circuit stock awards, a great night for the Three Hills Brand. Peaches and Cream, Bareback standout was awarded Bareback Horse of the year with Mama Mia taking number 3. Saddle Bronc Horse of the Year was awarded to Aces Full with Mama Mia, showing her versatility and winning second in the Saddle Bronc Riding as well. Migrane, double tough to say the least was awarded Bucking Bull of the Circuit. Best of all, all were bred and raised on the Three Hills Ranch in Bernard.

Three Hills Rodeo, Bernard, IA, came home from the Wrangler National Finals Rodeo a big winner. Although we all know rodeo is one of the most popular family entertainment events in the Midwest, you say rodeo, and WEST comes to mind. But, Three Hills Rodeo, Professional Rodeo Cowboy Association, Stock Contracting Company from Eastern Iowa has again moved into the winners circle by receiving numerous stock awards at the National Finals Rodeo in Las Vegas in December and putting Iowa on the map. The 10 performance event, the Finale event for the Professional Rodeo Cowboys Association featured the top 15 cowboys in each event as well as the top bucking horses and bulls which are hand selected from thousands of animals across the nation from the herds of over 70 PRCA rodeo companies.

For two full weeks, Las Vegas transformed into the Cowboy Capital of the World and the new home away from home for thousands of rodeo spectators as well as competitors and contractors such as the eastern Iowa company. Three Hills trucks headed to Las Vegas Thanksgiving Days with 2 Bareback Horses, 3 Saddle Bronc Horses, and 2 Bulls selected from their herd alone. These ranch raised animal athletes, the result of years of breeding success, arrived to rest for a week and acclimate prior to competition. In addition to the Three Hills stock sent from Iowa, they met seven additional bucking horses bred and raised on the ranch in Iowa, and sold to other companies that were also selected to compete in the premier event. It was a golden moment for Three Hills ranch, owner to be in the top five companies for number of animals selected and to have raised them all moved his breeding program to the top of the list as well.



Ten days of the best the sport of rodeo has to offer unfolded at the 50th anniversary sold out event at the Thomas and Mack arena at UNLV. Three Hills stock fared well throughout the competition raking in numerous stock awards as not only are they judged in total numbers for the cowboys score, but also in their own performance. Three Hills stock received awards in nearly every effort.

The 9th Round of the event, the stars lined up for Three Hills with a big payoff for the night. Bobby Mote, eventual year end Bareback Riding champion, won the 9th round of the event on Peaches and Cream, top Three Hills Bareback horse in the string. In addition, Peaches and Cream also was awarded the Wrangler Top Stock award for the night, garnering both a cash award, coveted 50th anniversary National Finals Buckle, and also a trip to the South Coast Casino stage for owner and Bobby Mote to be featured at the nightly awards ceremony. The awards didn't end in the Bareback Riding, as Aftermath, ranch raised superstar, rose to the top in the Bull Riding as well, receiving the Wrangler top stock award as well in the Bull Riding event for the night. Satisfaction didn't end there, as Fu Manchu, Saddle Bronc horse sold to friend and fellow contractor, Hal Burns of Laramie, Wyoming also won the 5th Round of the finals as well.

The culmination of the success of bucking stock at the National Finals comes out in the National Finals Top Stock awards after all Contractors are balloted and the numbers come in after the final performance. Three Hills made the prestigious list with Aftermath coming in as the #4 Bull of the National Finals event. With all the top bulls in the United States being in action at the event, it is a great honor to make the list. Aftermath, joined by Migrane, Bucking Bull of the Great Lakes Circuit and both top bulls in Three Hills string will also be seen in national action as they were selected to compete on one of the top teams to be featured in the upcoming PBR televised action.