



Snake River Stampede Nampa, ID

From the National Western Livestock Show and Rodeo in Denver in January, to the National Finals Rodeo in December, and rodeos in between, the Beutler Brothers and the Cervi Championship Rodeo Company crew is busy producing and providing stock for many of the biggest professional rodeos in the world. Together, these two rodeo outfits make up the largest rodeo conglomerate in the history of the rodeo business.

This past year, the man responsible for these two rodeo companies, Mike Cervi of Sterling,

Colorado, passed on the reins and a lot of the operations responsibilities to a new generation of Cervis. His oldest son and the head of the outfit, Binion Cervi, has experienced every phase of the business of putting on rodeos. Starting with picking up pocket change in Denver by shining shoes at the rodeo when he was still in elementary school, to putting together a top trick riding specialty act in his early teens, Binion has graduated to producing rodeos and organizing a successful breeding program for bucking horses. He also does the book work and the public relations for the outfit. Having experienced the "show business" part of rodeo through his trick riding act, Binion is incorporating those skills in putting together clever and audience-appealing rodeo openings and closings that illustrate western heritage and American pride and patriotism. These little extras see the fans leaving his rodeos with a good feeling about the performances and an added appreciation of the western way of life.

The second son in the business, Chase Cervi, is more involved in the behind-the-scenes organization of the outfit from running a breeding program for bucking bulls to supervision of the stock and crew. Chase is involved in the every day care of the animals at the rodeo. He has also begun to serve as one of the pick up men for the rodeo companies. He has acquired and developed an ability to anticipate the moves of the bucking horses and needs of the bronc riders and is able to quickly position himself to assist both the animal and the cowboy



effectively. Chase enjoys this aspect of the rodeo production, taking care of both the bucking animals and the rough stock riders. The pick up men provide a valuable service to the contestants and to the overall smoothness of a performance.

Nephew, Scotty Cervi, works as flank man. Flanking requires a special touch to be able to get the most buck out of each animal and he has developed that technique to a science by observing and knowing what works for each of the individual animals. Together, the three of them control every aspect of their rodeo performances from getting the animals to the rodeo to directing the movements of everything that goes on in the arena from the start of the rodeo to the end.

Steve Fescher works as livestock supervisor. Using his background of growing up on a family ranch in Montana, he is devoted to the care and handling of the rodeo animals. His love for animals shows in his handling and sorting of the livestock. He can work the stock with little or no stress to them and has been known to stay up all night caring for an ailing or sick horse. Fescher also works in the arena during the rodeo to help make things run smoothly.

The two rodeo companies that operate under the Cervi brand both have a past that is steeped in rodeo history going all the way back to the early 1900's. It is a history and a heritage the Cervis are dedicated to and proud to carry on into the 21st century.

The two Cervi rodeo companies can draw from a herd of more than 600 head of bucking stock, not to mention thousands of head of other livestock at its Colorado ranches. The livestock crew is working on extensive breeding programs for both bucking horses and bucking bulls. They put on some of the nation's top ranked professional rodeos including: Denver, San Antonio, Houston, San Angelo, Waco, Casper, Nampa, Sidney, Ft. Madison and Albuquerque.

The new generation of Cervis is dedicated to carrying on the awesome responsibility and heritage of these two great rodeo companies they are managing. No matter what the size of the rodeo is, their goals are to produce a fast and exciting performance with the best bucking stock available. "We always want to leave the crowd wanting more," says manager Binion Cervi.

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