

PRESS RELEASE

Dodge City Community College Foundation Receives Generous Donation for the DC3 Rodeo Program

Dodge City Community College Foundation announced today they have received a very generous donation for the Dodge City Community College Rodeo Program from Mr. Jerry Nelson, Jr. with the Frontier Rodeo Company.



Jerry Nelson, Jr. operates one of the most successful oilfield equipment businesses in the world, Maverick International based out of Beaumont, Texas. Mr. Nelson has created many other thriving businesses to include Jerry's Hill Country Restaurant in Beaumont, TX and Elise's Playhouse in Winnie, TX, and the Kentucky Mavericks Professional Basketball franchise in Owensboro, KY. But, when asked which business he is most proud of, with a chuckle and a grin, he will always say, "Frontier Rodeo Company".

Frontier Rodeo Company started in the early 1990's with only a few bucking horses and bulls and a small plot of land and one livestock rig. In the 20 years since Frontier's start, it has become one of the most successful rodeo companies in the world. Frontier Rodeo has been awarded the PRCA Stock Contractor of the Year award and the PRCA Remuda Award. These awards are awarded to rodeo companies who demonstrate the highest quality, consistency and compassion for the business. Frontier Rodeo Company's breeding program has proven to produce some of the Top bucking livestock in the country winning not one, not two, but seven PRCA World Championships for Bucking Stock of the Year. Frontier Rodeo Co produces some of the largest events in the country to include "The American" in the Dallas Cowboy stadium, Cody, WY, Arcadia, FL and many, many more.

"Frontier Rodeo Company is familiar to Dodge City," states Foundation Director, Christina Haselhorst. "They have provided stock for the Dodge City Days PRCA Rodeo at the Dodge City Roundup Arena for many years. In fact, two of the winning championship rides at the 2017 Dodge City Roundup Rodeo were on bucking stock from the Frontier Rodeo Company. They were Shade Etbauer, winning the saddle bronc riding on #302 Medicine Woman, and Shane Proctor, winning the bull riding on #Z19 Dark Moment. Watching those winning moments at the arena was fantastic."

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"Mr. Nelson's generous donation was requested to go strictly to the DC3 Rodeo program. Coach Gabe Burrows expressed many thanks when I spoke to him about the donation," said Haselhorst. "One of the first things that will be updated and replaced will be the ailing chutes and alleys. We discussed many other options as well. It is my understanding that the rodeo program has had to 'make do' for quite a while. This generous donation and Coach Burrows' enthusiasm and expertise will help to provide the equipment needed to grow this important athletic program. In such an important place like Dodge City, it just makes sense to have a top notch rodeo program here at DC3."

Jacob Ripple, DC3 athletic director, had this to say, "Coach Burrows and I have had a couple of conversations already about the prioritizing needs for the rodeo program. This has been a difficult process as we have had to keep a limited budget in mind when we have had discussions, but our tone has definitely changed at this point. We are very excited about the possibilities that we have and the work that our student athletes are doing already. We feel that we have made multiple improvements to our program already, but there are going to be many more to come."

Haselhorst added, "The Foundation is looking forward to a long relationship with Mr. Nelson and we are excited to add him to the DC3 Foundation Family. We are forever grateful to all of our donors and our future is bright when generous people such as Mr. Nelson step forward to help the Foundation help our DC3 students succeed."

There are many, many options to explore to help grow Dodge City Community College. The Foundation's sole purpose is to support DC3 through donations for scholarships, programs, and projects. Follow the Foundation on Facebook (@DC3Foundation), Twitter (@DC3_Foundation), and LinkedIn (<https://www.linkedin.com/company/dodge-city-community-college-foundation>). To support the Foundation and become part of our DC3 Foundation Family, donate to the foundation at www.dc3.edu/foundation-alumni/. Want more information about donating, inquire about naming opportunities, and join our newsletter list? Please contact Christina Haselhorst at the DC3 Foundation office at foundation@dc3.edu or 620-225-9541.