



The names Cervi Championship Rodeo and The San Angelo Stock Show and Rodeo are truly synonymous. This holds true not only in the world of professional rodeo but, more importantly, in the hearts and minds of those who call San Angelo home and the San Angelo Rodeo their hometown rodeo. In West Texas, two things create a community's identity. Its Friday night football teams and its hometown rodeo; nothing else really matters. Though the terminology is a little different, the rules for success are the same. In football, you hire the best coaches in the game. In rodeo, you hire the best stock contractor in the business. Besides that, nothing else really matters. Since its inception over 76 years ago the San Angelo Rodeo and its stock contractor can be traced back to the Cervi name and the Cervi Championship Rodeo Company.

In a time when the longevity of football coaches and stock contractors is measured in years not decades, a 76-year relationship is an amazing accomplishment. What started with a simple handshake has now become a bond so strong that neither one can imagine a rodeo without the other. So much about the world, the sport and the cowboy way of life has changed, but the commitment to each other has transcended the external forces. Patrons of the San Angelo Rodeo and the cowboys of the PRCA have reaped the rewards of this commitment to excellence. This is a true testament of union created by Cervi and San Angelo.

Looking at the pictures over the past seven plus decades of the San Angelo Rodeo, one can see some of the greatest cowboys of the sport atop some of the greatest animals that have ever bucked on dirt. Unlike the cowboys who came by planes, trains and automobiles, those animals did not come by themselves. Someone had to bring them, and year after year we have been able to say "once again Cervi Championship Rodeo has brought the best". The sport has evolved and the concept of using sub-contractors has rearranged the role of the primary stock contractor. The commitment of Cervi Championship Rodeo has never wavered and their reputation among their peers has allowed them to bring an all-star team of sub-contractors that rivals any rodeo in the world. This joint venture has changed the landscape of supplying bucking stock for the sport but the craft of producing the best rodeos in the world still has the Cervi name at the top of the list.

There is no doubt that some see the relationship between the San Angelo Rodeo and the Cervi family in a skewed light, much like Jerry Jones saw Coach Landry when he came to Texas. Fortunately for both the relationship withstood the test of time and held strong through the winds of change. The partnership holds true and the end result is one that we can all be proud of San Angelo, Texas can hold its head high and be recognized as one of the top 10 PRCA rodeos in North America. We are proud to be the longest continual member of the Cervi Championship Rodeo Team.