



Diamond "G" Rodeo Company is full of Bull(s)

By Cowboy Ted

The Diamond "G" Rodeo Inc. of Toquerville, Utah, has plenty of top ranked bulls in their pen. They have taken stock to the National Finals Rodeo on more than one occasion and also provide stock for some of the top PRCA

rodeos in the country. Bulls with names like *Mr. USA*, *Wanna Dance*, *Kamikaze Ozzie* and *Mr. Malone* share the pasture on the Diamond "G" ranch in southern Utah.

Steve and Cyndi Gilbert have been in the rodeo business since joining the PRCA as stock contractors in 1991 along with five-time world champion Lewis Field. They formed Gilbert's Diamond "G" Rodeo in 1996 and now own both stock contracting companies. Cyndi is also the lone female to flank horses and bulls. She has flanked stock at NFR for the past six years, according to her husband Steve.

"I had never seen a rodeo until I married Steve," Cyndi said. "He took me to NFR for our honeymoon and Steve and the bulls captured my heart." Cyndi also holds the distinction of being the first woman to own a rodeo stock contracting business in the PRCA. The bulls still have her a special place in her heart. "Bulls have their own personalities and you get to know them and also recognize their personalities on a certain day," Cyndi continued. "Rodeo is the best experience and Steve and I love working with the animals and the people you meet on the road are great friends."

Steve Gilbert knows a thing or two about rodeo. Besides becoming a recognized stock contractor in the PRCA and providing stock for NFR, he also spent some time on some bulls and broncs as a rodeo competitor. He has also tossed a loop as a team roper and calf roper on the timed end of the arena.

"I rode barebacks for about six years and got on some bulls and also worked as a bull fighter for awhile," Steve reported. "After awhile I figured it was time to get a real job and that's when I decided to come back and try and make a living as a stock contractor."

Gilbert hopes to put all of that experience together and be known as, "the best small stock contractor in the PRCA." "We also want to have an outstanding pen of bulls that we have bred and raised," Steve continued. "Rodeo is one of the toughest businesses to be in - behind the scenes you deal with weather, the animal and the cowboys, but you also get to travel and see the country and you get to meet a lot of great people in the rodeo business." The Gilberts have traveled all over the country putting on over 50 rodeos in a given year for fans in a host of cities. They have provided stock for the San Bernardino Sheriffs Posse Rodeo in California and also have put on shows in Temecula, San Dimas, and Norco in the Golden State. Closer to home in Utah, they have hauled broncs and bulls to the Western Stampede in West Jordan, Vernal, Coalville, Heber City and they also provided bulls and broncs for the Wilderness Circuit Finals Rodeo in Ogden. They have also traveled the highways to the Black Hills Stampede in Rapid City, South Dakota and Cheyenne Frontier Days.



Mr. USA of Diamond "G" Rodeo
photo by Steinke ©2001

The Gilberts pride themselves on putting on a professional event and one that gives the riders a good shot at a check at the pay window. "Anybody that makes a good ride is going to get a check," Steve said. "It's a riding contest - not a drawing contest."

They each have an idea of their respective greatest moment in rodeo. "My greatest memory was teaching Karl Malone (of the NBA's Utah Jazz) how to flank a bull," Cyndi said.

Diamond "G" Rodeo owners, Steve and Cindi Gilbert

photo courtesy of Cowboy Ted



"I roped a bull at a rodeo a few years ago and after we got him put away, I went over and gave that rope to a youngster in the stands who was in a wheelchair," Steve said. "I got a note from his parents awhile after that, saying that he sleeps with that rope. That's what rodeo is all about and you can't top that kind of feeling."

The rodeo couple communicate constantly during the rodeo, with Steve normally mounted on a horse in the arena, as he helps the pick-up men to escort bulls out of the arena after a ride.

Cyndi is always behind the chutes flanking the broncs and bulls and talking with cowboys between rides. "I know our animals and try to help the cowboys out when they ask me what one of them usually does out of the chutes," Cyndi said.

Diamond "G" has put together an impressive pen of bulls with *Wanna Dance* bucking at the NFR last year. This year, the Gilberts hauled six bulls to Las Vegas for NFR and a chance for the PRCA's top bull riders to score big points on some of the top bulls in the nation. The cowboys voted to bring *Wanna Dance* back again this year along with his pasture mates. *McCarty Rose*, *Mr. Malone*, *Mr. USA*, *T-Bug* and *Spotted Fever* were among the bulls facing the top-15 bull riders in the world.

Top scores from Diamond "G" bulls have become common in the PRCA. At the Winter Wrangler Series Finale, reigning World Champion bull rider Cody Hancock, won more than \$22,000 due in part to a closing round 94-point ride before butting heads with Diamond "G's" *Mr. USA* after the 8-second whistle. The win was symbolic - as the ride on *Mr. USA* also assured Hancock of a trip to *Mr. USA's* home state of Utah to compete as part of the US team during the Olympic Rodeo in Feb.

Most of the bulls in the Diamond "G" string can be traced back to the famous *Ricky*, who spent his final days on the Gilbert's Utah ranch. The couple is involved with the Born to Buck program with DNA certification related to the bloodlines of their stock.

Ricky's T-Bug (NFR 2001) was un-ridden in over 100 trips and is related to the famous *Ricky*, the herd sire at Diamond "G".

They also have a fine string of bucking horses and have won the respect of rodeo committees across the USA. Bob McPhie of the Mountain Valley Stampede in Heber City, Utah, was quick to sing the praises of Steve and Cyndi Gilbert. "Diamond "G" has done a great job for us for a lot of years and the fans really enjoy our rodeo. I think we are one of the best PRCA rodeos in Utah and we have the best stock around," McPhie said matter-of-factly.

Steve and Cyndi Gilbert plan to continue to win the support of rodeo committees as they entertain rodeo fans, with both of their stock contracting companies - Diamond "G" Rodeos Inc. and Gilbert's Diamond "G" Rodeo. They look to be around for a number of years to come and in a number of cities across the United States.

"Our goal remains the same as it has always been - to put on a professionally run rodeo filled with lots of action, that is done in two hours," Cyndi Gilbert concluded.



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