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# SUNDAY BUSINESS

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## RAILROADS STILL ON TRACK

Freight Industry / E2



## MONEY CONFLICTS IN RETIREMENT

Love & Money / E4



LISA CARRICABURU

## Groups set code for gender equity at work

The business case for gender equality has never been stronger.

Even those who choose to ignore the economic benefits companies derive from paying women equitably and enabling them to advance acknowledge failure to do so can have adverse consequences. Alleged unequal treatment at Wal-Mart is at the heart of the largest — and inevitably the most expensive — civil rights class action lawsuit ever.

Yet until now, companies have had few standards against which they could measure their conduct with regard to gender equality and women's empowerment. Investors, in turn, have had little way of knowing whether companies whose shares they hold adhere to such standards.

Recognizing the void, Calvert Group Ltd., in partnership with the United Nations Development Fund for Women, has unveiled the Calvert Women's Principles, a code of corporate conduct focused on gender equity. The two groups hope the code unveiled in late June will become the ideal to which companies worldwide aspire.

Bethesda, Md.-based Calvert is the nation's largest family of socially responsible mutual funds with \$9.9 billion in assets under management. It routinely has considered factors such as equitable pay policies and board diversity in screening companies for inclusion in one of the 27 mutual funds it offers, said Joe Keefe, the firm's senior adviser for strategic social policy.

Yet it became evident that these issues needed to become a more prominent part of social investing, he said.

"One of the best indicators of growth anywhere in the world is the status of women," Keefe said. "Because gender inequity holds back economic and social progress, this is a place where corporate responsibility can really make a difference."

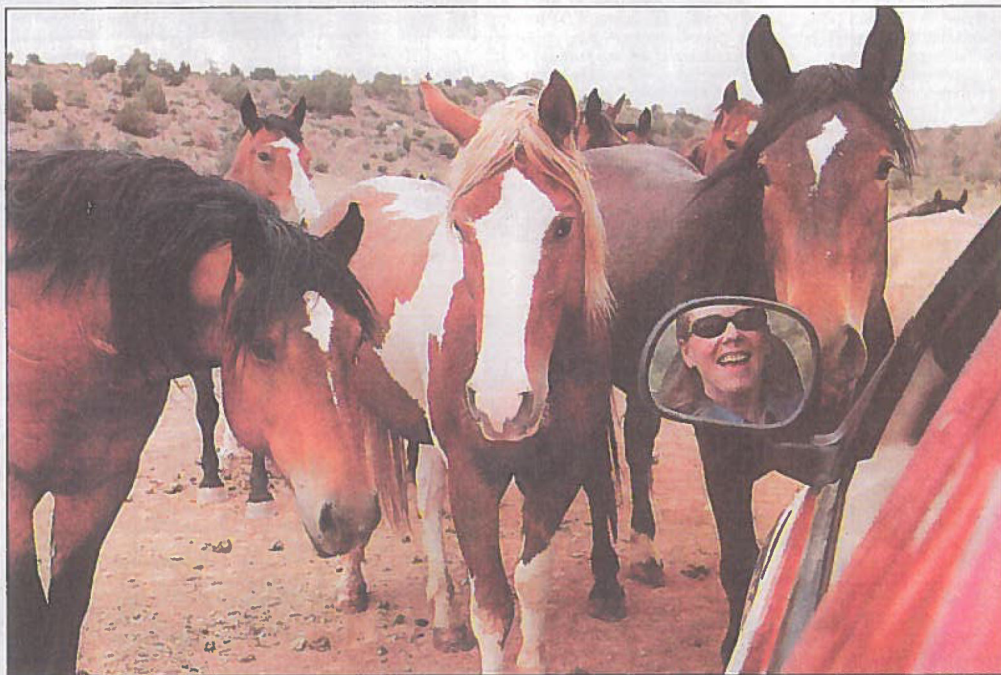
Calvert's code of conduct offers a lengthy list of criteria companies should meet.

It calls on companies to establish equitable pay policies that cover wages and benefits including retirement benefits. It prohibits discrimination based on marital, parental or reproductive status, and advocates for leave policies that promote employment security for those who must take time off to attend to family-related responsibilities.

The code asks that companies take

"Animal athletes are so much more superior than they were 15 years ago."

STEVE GILBERT, Stock contractor



PHOTOS BY TRENT NELSON/The Salt Lake Tribune

Cyndi Gilbert, co-owner of Diamond G Rodeos, laughs as she is surrounded in her truck by horses bred for bucking on her ranch near Toquerville.

## Star bucks in the rodeo

### Small Utah ranch breeds big successes in bulls and broncs

By MICHAEL YOUNT  
The Salt Lake Tribune

TOQUERVILLE — One of the biggest stars in rodeo struts around his picturesque ranch near this tiny southern Utah town, always surrounded by 20 or more female admirers. Mr. USA isn't a cowboy. No, he's a cowboy's best friend and worst enemy wrapped up into 1,800 pounds of bovine piss and vinegar.

Bulls like Mr. USA on the Professional Rodeo Cowboys Association (PRCA) circuit are among the stock "superstars" as Cyndi Gilbert says. Cyndi and Steve Gilbert own Mr. USA and run Diamond G Rodeos just outside Zion National Park. Diamond G is one of two Utah-based PRCA stock contractors that provide animals for rodeos nationwide.

Cyndi Gilbert got involved in rodeo in the late 1980s when she unknowingly married a cowboy. She now runs Diamond G's successful bull-breeding program. "I had to find some way to fall in love with this stupid sport," Cyndi Gilbert said with a laugh. An attorney,



With a 60 percent buckoff rate, this rodeo bull, Mr. USA, is quite a celebrity on the Professional Rodeo Cowboys Association circuit.

she had never been to a rodeo before the couple honeymooned in Vegas during the National Finals Rodeo in 1988.

When the bulls came out at the NFR, she saw Steve's eyes light up and knew, "there's some nondisclosure here."

The next year at the NFR's stock market,

the couple purchased their first superstar, Ricky, along with four other bulls and a bucking horse for \$54,000. Fifteen years later, the couple's ranch house is filled with rodeo paraphernalia marking the success of their bulls.

The Gilberts have owned, or own, plenty of big name bulls — The Mailman (a tribute to Karl Malone), Wanna Dance? T-Bug — and some elite bucking horses, but Mr. USA is the marquee name.

"Have you ever seen an uglier bull? He's just a bull only a mother could love," said Cyndi Gilbert. Mr. USA doesn't have the silky coat or the striking muscular ripples like Wanna Dance? who lives with his small harem just across the road. But in the arena, it's a different story.

At the 2001 NFR, Ogden's Blue Stone scored a 94 (out of 100) on Mr. USA for a win in the first go-round. In the final round, Cody Hancock rode him for an arena-record 96 points.

Diamond G's best bulls are given star treatment complete with private pasture and plenty of female companionship. Twenty to 25

See RODEO STOCK, E2





PHOTOS BY TRANT NELSON/The Salt Lake Tribune

Ranch manager Calvin Amy watches rodeo bull Wanna Dance?, center front, among its bovine companions at the Diamond G. The ranch supplies rodeos nationwide with quality stock through careful breeding.

## Rodeo stock is the niche of the Gilberts

• Continued from E1

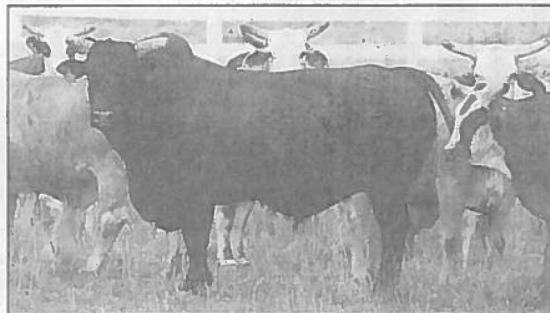
heifers seems to be the optimal number, Cyndi Gilbert explained.

"It's kind of like owning a Porsche," said Steve Gilbert, explaining that the better you treat it, the more you get out of it. "You don't dent it and you always change the oil."

But with about 300 bulls at Diamond G, most reside on larger pastures surrounded by other bulls. A bunch of hot-blooded bulls penned together leads to rough-housing. Occasionally, a bull is injured, or in the case of The Mailman, even killed when tempers flare.

**Born to buck:** Bucking is a trait, not a given. Today's rodeo stock is bred to buck. As prize money has increased, a premium has been placed on quality stock, stiffening competition to provide elite animals.

"Animal athletes are so much more superior than they were 15 years ago," Steve Gilbert said. Today's contractors work



harder than ever studying genetics and applying advanced breeding techniques to produce bucking superstars, keeping better pedigree records and verifying offspring with DNA testing. Artificial insemination is another option and "it seems to be more and more widespread every year," said Jeff Hall, an animal sciences professor at Utah State University. Owners of many of rodeos' top retired bulls sell semen.

One example keeps the Gilberts using natural breeding. When Ricky retired, vets thought he was impotent. But after some time away from the rodeo circuit, Ricky sired more than 100 calves before he died.

Colorado State professor Dorian Garrick, a breeding and genetics specialist, pointed out that the biggest obstacle in

streamlining the rodeo-breeding industry is record keeping. Detailed data, like the kind he uses to analyze beef cattle, would help breeders achieve the desired results.

Meticulous pedigree records is something Cyndi Gilbert has used to her advantage especially on the mothers' side. If daddy bucked, junior likely would as well, so the theory went.

By tracking both lines, breeders can get closer to that perfect blend of kick and spin — and get a higher percentage of offspring who acquire mom's and pop's rankness.

"It's more important to have the cow than to have the bull," Cyndi Gilbert said. "The mother of Mr. USA, essentially all of her line has bucked."

**Bucking money:** To the rodeo

novice, the sport — especially the roughstock (bucking) events — has a certain simplicity. Hang on 'til the horn blows. Only, it's not that simple.

During each ride, cowboy and animal are judged equally. Stock is drawn on a random basis. So, great rides — 90 points or more — are a combination of pairing a great bull with a great rider.

Just last month in Reno, Nev., bull rider Matt Austin scored a 91 on Werewolf and an 88.5 on Joe Hopper and took home \$32,900 for his 16 seconds of work.

That doesn't always translate to bigger paychecks for the contractors. Contractors provide stock to a rodeo for a flat fee except at a few prestigious events like the PRCA's tour finales and the NFR where animals can earn performance bonuses.

"It's not a real lucrative busi-

ness," Cyndi Gilbert said. The Gilberts are in an enviable position among contractors. Cyndi Gilbert still practices law and Steve Gilbert runs a handful of other businesses, mostly industrial hauling and leasing companies. Without needing rodeo to pay the bills like many of their fellow contractors, the Gilberts can limit their travel, rest their animals and strive to raise elite stock.

"The rodeo was supposed to be a hobby for all of us," Cyndi Gilbert said. "It wasn't supposed to engulf our entire life."

Instead of 20-plus rodeos a year, Diamond G now works

about eight PRCA rodeos a year. Their current schedule and financial situation allows the Gilberts to bask in the success of their animals without the headaches of nonstop travel.

"You've been gone a month, by the time you get back," Steve Gilbert said. "You're wore out, the truck's wore out and the horses and bulls are wore out."

Instead, bulls like Mr. USA keep a lighter schedule. He has competed only five times in 2004, scoring 93 and 95 the two times he was ridden. The rest of the time he's back in Toquerville, trying to sire the next Mr. USA. [myount@sltrib.com](mailto:myount@sltrib.com)

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