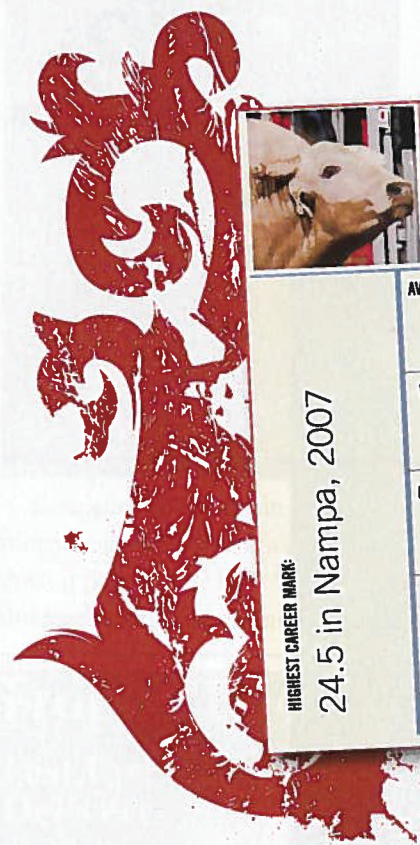



# BULL PROFILE

by Troy Schwindt



 <small>ANDY WATSON/PBR</small>	WHITE MAGIC		NO. C21
	AVERAGE MARK	22.258 (out of 25)	COLOR WHITE
	WEIGHT.	1,600 LBS.	STOCK CONTRACTOR Diamond G Rodeo
	CAREER BUCKOFF PERCENTAGE	95.92%	
<b>AVERAGE BUCKOFF TIME: 3.36 SECONDS</b>			

HIGHEST CAREER MARK:  
24.5 in Nampa, 2007

**A**LTHOUGH J.W. HART SPENT LESS THAN 2 SECONDS ON THE BACK OF DIAMOND G RODEO'S WHITE MAGIC, he got a good look at the 1,600-pound bucking machine.

Hart is one of 47 victims of White Magic, who turned 5 on March 10. Only two cowboys — Zeb Lanham and Robson Palermo — have made the 8-second whistle on this white, chisled animal athlete. And those two trips occurred more than a year ago, before White Magic bulked up and figured out this bull riding game.

This year, he's bucked off 14 riders, and no one has even warmed him up. Matt Bohon's 3.60-second trip in Tacoma, Wash., in March is the longest of the 2007 BFTS campaign. 2005 PBR World Champion Justin McBride hit the dirt after spending 2.8 seconds aboard White Magic in

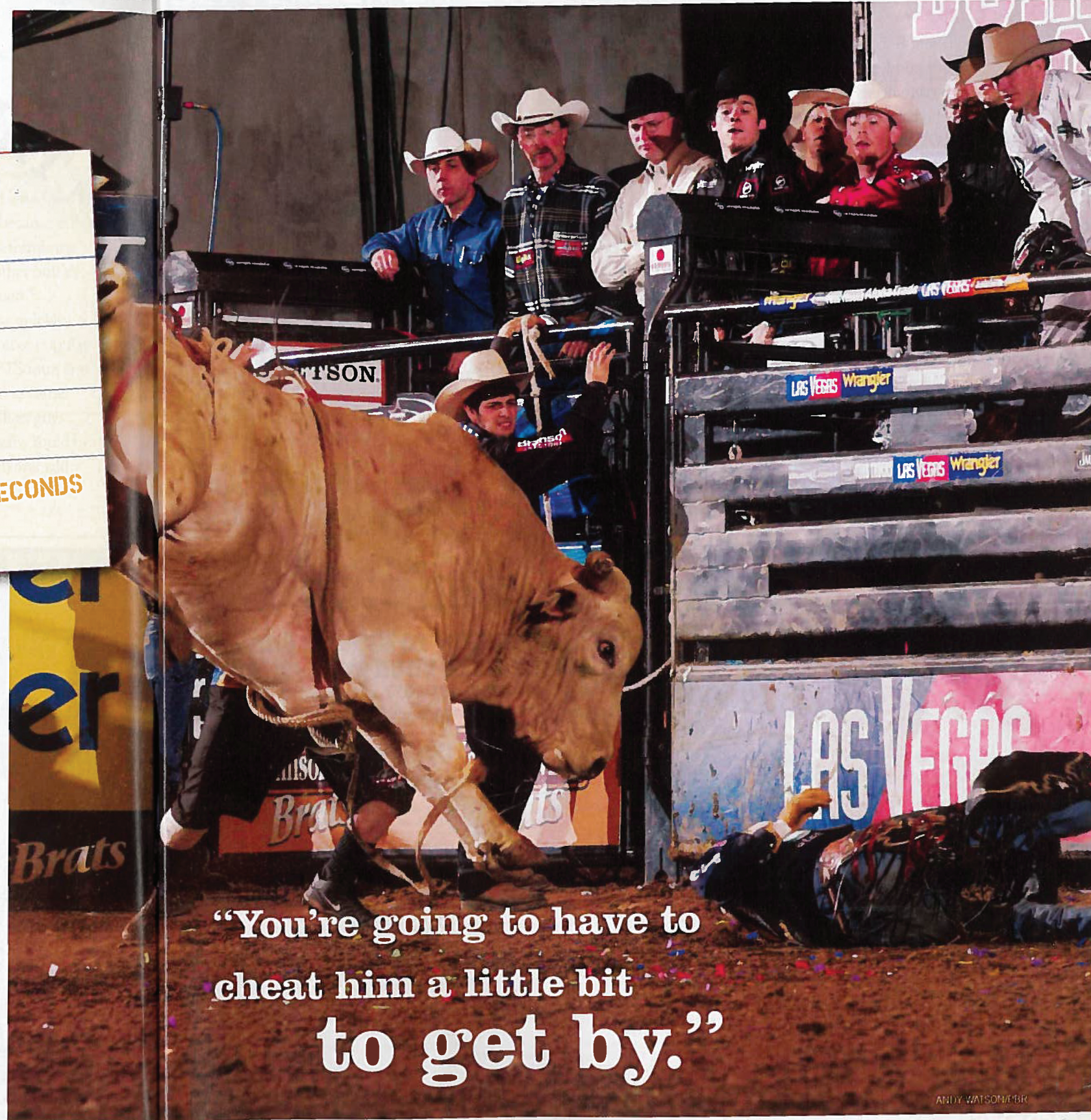
Nampa, Idaho, in April. The average ride time this year is closer to 2 seconds.

"He's in the front running for bull of the year by my vote," said Hart, who is regarded as the "Ironman" of the PBR because of his longtime durability. "If I had to vote right now, he'd get it. I think most of the bull riders feel he's in the running for bull of the year."

Hart describes White Magic as a tremendous, unpredictable buck.

"He's going to buck and kick hard and be right in there close, but he's either way, left or right," Hart said. "That makes him a little more difficult to ride because he's one of those bulls who you're going to have to cheat him a little bit to get by."

If someone does ride White Magic, Hart said, the score likely will be in the 90s.



**"You're going to have to cheat him a little bit to get by."**

ANDY WATSON/PBR



# BULLPROFILE

"He's playing at the wrong level to never get rode and we are playing at the wrong level to never get thrown," said Hart, who hangs his hat in Overbrook, Okla. "It's inevitable that someone will stick it on him."

"I just sit and wait for the day to get another shot at him. I might not do anything differently, but try to ride him 7 seconds longer than I did."

Cord McCoy is another Oklahoma bull rider who felt the wrath of White Magic. He lasted 2.8 seconds this spring at the Cow Palace in San Francisco.

"I saw the bull go a couple of times before that and I don't guess I really gave him too much credit," said the 26-year-old cowboy from Tupelo. "But after getting on him, I give him plenty

of credit. I made it around the corner there to the left, then he about threw me out of the arena."

**"He will follow you around like a puppy dog. He's plum good."**

— Steve Gilbert, owner

White Magic has a lot of snap to him, McCoy said. "That bull is an athlete and likes what he does. He's so athletic and fit. You get on him and he's hard as a rock. Just sitting on him in the chutes, you know he's quite an athlete. He's the total package."

## GRANDPA KNEW BEST

White Magic's prowess as one of the sport's premier bucking bulls didn't

just happen. The dynamic buckner is the grandson of the legendary #183 Ricky.

Diamond G Rodeo owners Steve and Cyndi Gilbert of Toquerville, Utah, purchased Ricky in the 1980s, and his blood flows freely through the Gilbert's breeding program.

Ricky, who lived to be 21 and is buried on the Gilbert ranch, produced more than 100 offspring during his dominating career. The day after he died on March 23, 2000, his last two calves were born.

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# BULLPROFILE



QUICK-THINKING BULLFIGHTER DENNIS JOHNSON SAVES J.W. HART FROM A CHARGING DIAMOND G'S WHITE MAGIC IN BILLINGS.

Mr. USA (a record 96 points at the 2001 National Finals Rodeo) is a grandson of Ricky. White Magic's sire is Crush Boss, a son of Ricky.

During his career, Ricky went a staggering 309 trips before being ridden by Norman Curry at the National Finals Rodeo. The bull went on to buck 375 times, with five cowboys earning a score. Michael Gaffney, Cody Custer, Jim Sharp and Tuff Hedeman are some of the sport's greats who mounted Ricky.

"He (White Magic) looks quite a bit like his granddad," Steve said. "He talks like him, has the same personality. It's fun to have him in the back pasture because of that."

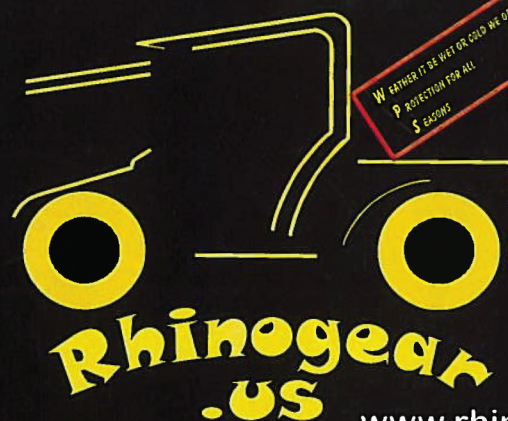
White Magic boasts the same facial expressions and low tone of

voice as his grandfather. The Gilberts can hear White Magic inside their home bellowing at other bulls across the pasture.

"When you go out there to talk to him, he starts mooing and does it in a real low tone, and then he starts pawing at the ground," Steve said. "He will follow you around like a puppy dog. He's plum good."

The only difference in appearance between the two bulls is that Ricky had a crooked face, while White Magic's mug is perfect.

The most important similarity, however, between Ricky and White Magic is their love for competition. Both bulls were born to compete. When Ricky was going down the road, Steve would drive his gooseneck



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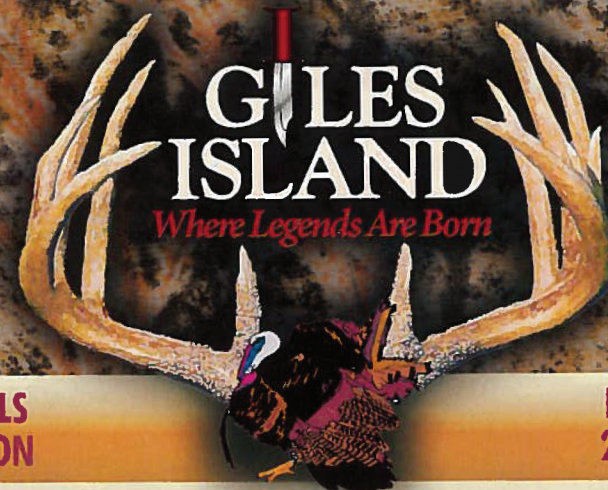
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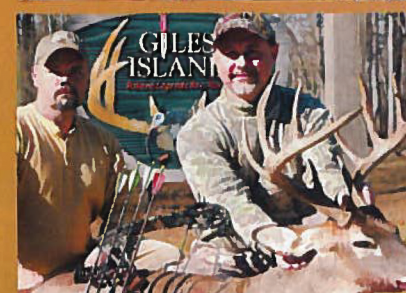
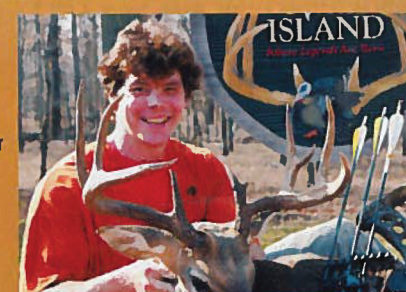
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trailer right up to him in the pasture and say "let's go rodeo," and the bull would walk right up and load in the horse trailer with the horses.

"I have pictures of him going to the rodeo with his head hanging out with the horses," Steve said.

White Magic is the same way. He carries with him the same poise that his grandfather did. He's not cocky or arrogant, just confident.

"He's cut and he knows he's the man," Cyndi said. "They both have that knowledge. They are like, 'You just come and take it from me.' It's a quiet confidence that is amazing to watch."

When Ricky competed, he was smart. He could feel the rider on top of him and he would buck

accordingly, Cyndi said.

"I see the same tendencies developing in White Magic," she said. "It's like he's up for the challenge. It's like, 'OK big boy, you want to rumble, we'll rumble.'"

## BETTER WITH AGE

Not surprisingly to the Gilberts, White Magic is just starting to hit his stride in the PBR.


He owns one of the top average marks during the past six months of 23.012. Only Jeff Robinson's Chicken on a Chain is rated higher, with an average mark of 23.05.

"What I find is that they [Charbrays] don't come into their own until they are 5," Cyndi said. "He's just started to blossom. His

shoulders have gotten so big and massive. The trips he had with Zeb and Robson are totally different. Robson said he doesn't buck the same. He's got the kick in him now; it's the full action. I just see White Magic getting better and better and settling down."

Not surprisingly, there have been several requests to purchase White Magic. But that won't happen, the Gilberts said.

"We've had people calling to try and buy him and buy straws off of him," Steve said.

But there's a pride, Cyndi said, in developing your herd from within. "You can't put a price on the pride on something you've raised," she commented. "It's priceless." 



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