

BRANDING IRON

SEPTEMBER 2021



The Official Newsletter of the Arizona Gay Rodeo Association

PRESIDENT'S REPORT



I announced this in the July 18 Membership Meeting, but I want to be sure all members are aware. Our Annual Corporation Meeting/Banquet

is currently scheduled for Saturday – February 26, 2022. I estimate between 45 and 60 members and guests will probably attend. If you would like to suggest a restaurant/venue that could accommodate our group, please let me know so we can follow up. I would also need to know the contact name.

Reminder: In accordance with the AGRA Bylaws, in the September 12 and October 10 Membership Meetings, nominations for IGRA Trustee will be received. Voting will then be done by members present in the November 14 membership meeting. The term of office will be for 3 years – January 2022 through December 2024.

Reminder: In the November 14 and December 19 Membership Meetings, nominations will be accepted for Vice President, Fund Raising Director, and Public Relations Director. Voting will be done by members present in the January 16, 2022 Membership Meeting. Term of office for these positions will be from March 2022 through February 2024.

For all of the above positions, an individual must have been an individual member or individual

champion member when nominated.

I will appoint an Election Committee comprised of three (3) AGRA members very soon. To date, one member has expressed interest in serving on this committee. So if you would be interested in serving on this committee, please let me know as soon as possible.

I have learned there will not be an IGRA Convention this year, and there will be no IGRA awards. However, local associations can submit names for their Appreciation Awards. Names must be submitted by October 1. In the September 12 Membership Meeting I will ask for nominations for our Appreciation Awards. IGRA will pay for two awards. AGRA will pay for any additional awards.

This is the definition of the Appreciation Award:

“This award is for non-members of the nominating Member Association who have made significant contributions to the association and is a means of providing a formal “thank you”.

I look forward to seeing you at the Membership Meeting at 3:00 pm Sunday – September 12, 2021. Membership meetings are held on the dance floor in Charlie's.

As always, feel free to reach out to me anytime if you have questions, or if you need any information.

Ron Trusley
Ron Trusley

President

Phone: (602) 510-9671

E-Mail: president@agra-phx.com

2021 AGRA Board of Directors

PRESIDENT

Ron Trusley

E-Mail: president@agra-phx.com

Phone: (602) 510-9671

VICE PRESIDENT

Kevin McSweeney AKA Pussy LeHoot

E-Mail: vicepresident@agra-phx.com

SECRETARY

Shannon McKenzie Perkins

E-Mail: secretary@agra-phx.com

TREASURER

Walt Hutter

E-Mail: treasurer@agra-phx.com

Phone: (602) 510-9672

TRUSTEE

Mark Christensen

E-Mail: trustee@agra-phx.com

Phone: (405) 219-7075

PUBLIC RELATIONS DIRECTOR

Mark Alan Boyd

E-Mail: publicrelations@agra-phx.com

Phone: (602) 717-8685

FUNDRAISING DIRECTOR

Joshua Sipe AKA Claudia B.

E-Mail: fundraising@agra-phx.com

EXECUTIVE ASSISTANT

Michael Weidmann

E-Mail: execassistant@agra-phx.com

NEXT MEMBERSHIP MEETING:
SUNDAY
SEPTEMBER 12
3:00PM
at Charlie's Phoenix
727 W. Camelback Rd, Phoenix AZ 85013

RODEO DIRECTOR'S REPORT

The Sponsorship Packet has been finalized, and it will be posted on the AGRA website. If you know of potential sponsors, please let me know so we can follow up with them. There will be various types/levels of sponsorships, and it will be our goal to ensure that every buckle is sponsored.

I am happy to say that we already have the following sponsorship commitments:

Diamond Sponsor - 2
Gold Sponsor - 8
Buckle Sponsors - 5

The Grand Marshal Sash and Riderless Horse Flowers have also been sponsored.

At the time of this writing, only 12 buckles are available for sponsorship.

The first "raffle" fund raiser for the rodeo for two Electra Cruiser bicycles has ended, and was very

successful. The winners were drawn by our Miss AGRA Celeste Powers, at Charlie's Phoenix on Monday, September 6. Congratulations to Brendan Sullivan who won the blue bicycle, and Amanda Love, winner of the yellow bicycle! Photos of the winners with their bikes will be posted soon on our website and social media. Our next raffle has already begun, look for more info in the Executive Assistant's report.

Nominations for the 2022 Rodeo Grand Marshal were accepted in the August 8 Membership Meeting. Nominations will be accepted again in the September 12 Membership Meeting. Then, the Rodeo Committee will select the Grand Marshal from nominations that are received.

Ron Trusley

Rodeo Director

Phone: (602) 510-9671

E-Mail: rodeodirector@agra-phx.com

Upcoming Membership Meetings

Sundays • 3:00pm
at Charlie's Phoenix
September 12
October 10
November 14
December 19
January 16, 2022
February 13, 2022

Upcoming Board Meetings

Thursdays • 7:00pm
at Charlie's Corporate Offices
September 9
October 7
November 11
December 16
January 13, 2022
February 10, 2022

Visit agra-phx.com for full calendar of events.

SECRETARY'S REPORT

We currently have 103 Members as of 08/25/21.

Upcoming Birthdays:

John Kitzig 9/2
Dan Iverson 9/12
Pussy LeHoot 9/12
Omar Balderrama 9/14
Adam Shoun 9/15
Hector Escarcega 9/21
Vinnny Pontes 9/28
Stephen Minor 10/01
Michael Butts 10/04
Austin Pedersen 10/04
Mike Lee 10/05
Brandon Angelo Perez ... 10/23
Jorge Felix 10/26
Richard Merritt 10/28
Tim Bentley 10/31

Shannon McKenzie Perkins

Secretary

E-Mail: secretary@agra-phx.com

FROM THE EDITOR & WEBMASTER

Howdy, y'all! Earlier this month our website was infected with malware that was causing some users to be redirected to an illegitimate online pharmacy, offering discount Viagra. This was not a new fundraising strategy, but an unfortunate cyber attack.

Thank you to the members who reached out to me and let me know this was happening. Since I always access the site through the admin portal, I very rarely see it as a regular user would. So any time you see anomalies, please let me know ASAP.

With help from a security team at GoDaddy the malware was removed at no cost to AGRA, and new security measures have been put in place on the site that should prevent such attacks in the future.

As always, I am still looking for submissions of photographs for the website and stories for our Diversity initiative. Please contact



me if you would like to schedule an interview. Branding Iron articles can be submitted by anyone, and are due on the 25th of each month for inclusion in the next issue.

Mark Alan Boyd

Public Relations Director

publicrelations@agra-phx.com

FUNDRAISING REPORT



I am very pleased to report on our latest fundraising efforts... Our Annual AGRA Labor Day Beach Party Show at Charlie's Phoenix on September

4, raised \$1,226! Special thanks to Miss AGRA Celeste Powers, Adriana Galliano, Moosala, Kimberly Ka'Oir, for joining me in the show, and a huge shout out to Ms AGRA Shannon McKenzie and Ari Valdez for selling Jell-O Shots!

Speaking of delicious Jell-O Shots, throughout the month of August, the staff of Charlie's Phoenix has been selling Jell-O Shots, and raised \$3,248!

So in the past month we have raised \$4,474! NOT including the Bicycle Raffle, which Michael will discuss more in his article.

Joshua Sipe

Fundraising Director
fundraising@agra-phx.com



EXECUTIVE ASSISTANT'S REPORT: BICYCLE RAFFLE RAISES \$11,000!

Our very first raffle started at the end of July and I am pleased to announce we raised \$11,000.00! Congratulations to Amanda Love and Brendan Sullivan, the winners of our two Electra Cruiser bicycles.

Thank you to all AGRA members that helped sell tickets.

I would like to give an honorable shout out to Charlie's Bartenders who really went all out for this! You guys are truly AMAZING!

We have already started our next raffle fundraiser, and it's a BIG one! After months of trying, we managed to get ourselves a PlayStation 5! This next-gen gaming console is wildly popular, and in very short supply due to global chip shortages. Inventory is expected to be scarce into 2023. But we're not just giving away a PS5 console, we've put together a bundle featuring the PlayStation 5 Console with white controller, an additional Cosmic Red DualSense wireless controller, "Spider-Man: Michael Morales Ultimate Launch Edition" game, and a \$50 PlayStation Store gift card! Tickets are on sale now! Drawing will be held on November 9, winners need not be present, and will be notified by phone.

Michael Weidmann

Executive Assistant
execassistant@agra-phx.com



WIN A PS5 BUNDLE!



A FUNDRAISER
FOR THE 2022
ARIZONA GAY RODEO

Includes:

- NEW PlayStation 5 Console (Disc Version) with White DualSense Wireless Controller
- Cosmic Red DualSense Wireless Controller
- Spider-Man Miles Morales Ultimate Launch Edition Game
- \$50 PlayStation Store Gift Card



\$10

PER TICKET

SEE AN AGRA MEMBER OR CHARLIE'S BARTENDER TO GET YOUR TICKETS NOW!

 Drawing will be held November 9, 2021 at Charlie's Phoenix. Need not be present to win. Winner will be notified by phone.

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FINANCIAL REPORT

2:19 PM
08/31/21
Cash Basis

AGRA Balance Sheet As of August 31, 2021

	Aug 31, 21
ASSETS	
Current Assets	
Checking/Savings	
100 · Chase Bank Checking - # 7493	8,521.82
Total Checking/Savings	8,521.82
Total Current Assets	8,521.82
TOTAL ASSETS	8,521.82
LIABILITIES & EQUITY	
Equity	
2000 · Retained Earnings	18,006.32
Net Income	-9,484.50
Total Equity	8,521.82
TOTAL LIABILITIES & EQUITY	8,521.82

FINANCIAL REPORT (CONTINUED)

2:19 PM
08/31/21
Cash Basis

AGRA
Non-Rodeo Income & Expenses
August 2021

	Aug 21
Ordinary Income/Expense	
Income	
4000 · Income	
4001 · Membership	
4003 · Membership Dues	15.00
Total 4001 · Membership	15.00
Total 4000 · Income	15.00
Total Income	15.00
Gross Profit	15.00
Expense	
6000 · Expenses	
6001 · Bank Account Expenses	
6004 · Paytech-Authorized Net F...	129.41
Total 6001 · Bank Account Expens...	129.41
6018 · General Expenses	
6024 · Membership Expense	450.58
Total 6018 · General Expenses	450.58
6090 · AGRA Office Expenses	
6096 · E-mail Boxes	94.99
Total 6090 · AGRA Office Expenses	94.99
Total 6000 · Expenses	674.98
Total Expense	674.98
Net Ordinary Income	-659.98
Net Income	-659.98

FINANCIAL REPORT (CONTINUED)

2:19 PM
08/31/21
Cash Basis

AGRA
2022-Rodeo-Monthly Report
Year to Date

	Aug 21
Ordinary Income/Expense	
Income	
4000 · Income	
5000 · RODEO INCOME	
5065 · Fundraisers	
5072 · Rodeo Other Fundrais...	852.00
Total 5065 · Fundraisers	852.00
Total 5000 · RODEO INCOME	852.00
Total 4000 · Income	852.00
Total Income	852.00
Gross Profit	852.00
Net Ordinary Income	852.00
Net Income	852.00

FINANCIAL REPORT (CONTINUED)

2:20 PM

AGRA

08/31/21

2022-Rodeo-Year to Date Report

Cash Basis

Year to Date

Jun '20 - Aug 21

Ordinary Income/Expense

Income

4000 · Income

5000 · RODEO INCOME

5008 · Rodeo Balance Transferred

20,999.33

5065 · Fundraisers

5072 · Rodeo Other Fundraisers

852.00

Total 5065 · Fundraisers

852.00

Total 5000 · RODEO INCOME

21,851.33

Total 4000 · Income

21,851.33

Total Income

21,851.33

Gross Profit

21,851.33

Expense

6000 · Expenses

7000 · RODEO EXPENSES

7100 · IGRA Expenses

7101 · Sanction Fee

700.00

Total 7100 · IGRA Expenses

700.00

7120 · Arena

7122 · Arena Rental

15,000.00

Total 7120 · Arena

15,000.00

7160 · Rodeo Fund Raisers Expense

7161 · Raffle & Other Expenses

791.66

Total 7160 · Rodeo Fund Raisers Expe...

791.66

Total 7000 · RODEO EXPENSES

16,491.66

Total 6000 · Expenses

16,491.66

Total Expense

16,491.66

Net Ordinary Income

5,359.67

Net Income

5,359.67