

2025 International Championship Show – Glen Rose, TX
FREQUENTLY ASKED QUESTIONS (most often asked are highlighted in yellow. Critical are highlighted in blue.)

Exciting New Stuff

You are encouraged to read all of these FAQs because several things have changed or have been added since our last FAQ was published. There are three big new things we want to point out here at the beginning though:

1. For the first 100 ITLA members who show up on Tuesday evening, Massey's BBQ in Glen Rose is offering \$10 plates of wonderful BBQ. The menu includes sliced brisket, pulled pork, green beans, and mac-and-cheese, with tea provided. The bar will also be open for those who'd like to purchase alcoholic beverages. **Please RSVP ASAP by contacting Staff (staff@itla.com).** After dropping off cattle, get your "Massey's ITLA pass" from Staff at the ITLA Vendor/Show desk. Then, arrive at Massey's by 6:30 PM, get your food; and starting at 7:00 PM there will be a welcome address from the City of Glen Rose official(s), following which Mr. Massey will lead the group in a prayer for the food. The band BK and the Strays will be providing live entertainment.
2. At 6:00 PM on Wednesday, October 8th, there will be a cattle drive sponsored by the City of Glen Rose in downtown Glen Rose (near Barnard and Vernon Streets close to the historic Somervell County Courthouse). **Please plan to attend and support this ITLA-driven cattle drive!**
3. All day Saturday in downtown Glen Rose, the City of Glen Rose is hosting an Americana/Longhorn mini-festival that will feature vendors, shopping, food, a chili tasting, a live band, and our own ITLA will have saddle steer(s) present for photos. So, if you have some spare time or just want a great reason to shop/play in Historic downtown Glen Rose, this would be a great day to explore Glen Rose.

Proper Show Attire, Attitudes, and Complaints

Q: What is proper show attire?

A: First, please familiarize yourself with ALL ITLA Show rules before the Show. Understanding them will both make you a better showperson (or parent/guardian of one) and will help our Show to run smoothly. They can be found at ITLA.com. Proper attire when in the Show Ring (*whatever* your role in that ring) is western attire: jeans, boots, button-up shirts, hats (optional—no caps, please). At check-in, nametags will be provided to all workers, judges, etc. Avoid clothing that could be easily hooked by horns, such as suspenders or strappy shirts. But you do NOT have to dress fancy or spend a fortune on clothes for this Show. Above all, dress decently.

Q: Why does it matter what I wear?

A: As cattle ranching and its affiliate industries come under more frequent scrutiny by a public that is less and less knowledgeable about our way of life and the fact that we help feed and clothe this great nation, it is our responsibility to represent our way of life and our cattle to the very best of our ability. That means conducting ourselves as if we are being watched and scrutinized—because we are. Not only is wearing western wear fun—we can actually pull it off since we *need* much of that wear in our daily work. Let's look professional and represent our Association, our lifestyle, and our cattle breed to the best of our abilities at this our 35th Anniversary.

Q: What is a proper attitude to have at Champ Show?

A: We don't want drama; so if you plan to bring it—respectfully, stay home. The ITLA is a close-knit family. Sure, we squabble; but we make up...or should. So, come prepared to have a heck of a good time, be happy, be patient, be *grateful* because if you are at this Show, you are blessed; and please show grace to those who may not do or see or say things exactly like you would. **Also, show respect to our very esteemed judges, our Chief office Staff Camilla Westmoreland, and our volunteers and back crew who are working very hard so the rest of us can have a good time.**

Q: What if I do have a valid complaint to present? How do I do that?

A: No Show is perfect, and this will not be an exception. IF something comes up at the Show which you feel must be addressed during the Show, we have a Show Committee identified at the beginning of the Show Book. That Committee consists of Brad Westmoreland, Larry Smith, John Oliver, and Travis Casey (Brett Kot cannot make it to this Show). You may present your complaint to one member of that

Committee, which will then collectively address it. **However, be aware that per our new Rules, any such complaint against another member must be accompanied by \$200. If your complaint against that member is proven to be valid, your \$200 will be returned to you. This obviously does not apply to a true emergency situation that might result in physical harm or costly property damage if not immediately addressed.** We are not trying to discourage legitimate complaints; we are simply trying to minimize complaints that disrupt the Show and cause unneeded stress and drama when those complaints could best be addressed between the members themselves, rationally working things out among themselves. So, please try that first before presenting a formal complaint to the Show Committee.

How can I help?

Glad you asked! If you have already volunteered to help at the Show—please keep your commitment. We are SO thankful for your help. Also, we DO have a few specific spots that still need filling and have reserved the very last, free Asleep at the Wheel tickets for any who can fill these spots:

- Market ITLA merch at the ITLA vendor booth (1/2 day commitment, please)**
- Help keep track of shavings for the Expo/load them for members who purchase them**
- We need a *very few* other ring stewards**

If you can help in any of these ways, please either contact Staff (staff@itla.com) or Pres. Westmoreland (bradwestmoreland1@gmail.com) ASAP.

The Venue (The Expo at Glen Rose)

Q: How is this venue different from the last time the ITLA was there in 2020?

A: It is different and better in many ways. In 2020, the facility was owned by Somervell County. It is now under private ownership (the Macias Family); and the new owners have already invested heavily in it to achieve their goal of making this a world-class venue. Plus, the new owners are simply great people. **Get to know the Macias family and be sure to thank them for their generous hard work that they have also invested to make our Show and Convention a success.**

Q: Are my cattle going to be in horse stalls or on concrete?

A: Not unless you choose for them to be. Through our partnership with Priefert Manufacturing Co., there will be cattle pens on dirt sufficient to house all cattle; and the concrete walkway between arenas has already been layered with dirt for cattle to walk on.

Q: Will bedding be available?

A: Bedding is available for purchase from the Expo (ONLY) for \$12/bag and is allowed on all arena floors. **No outside bedding is allowed.** This is because the county landfill will only accept certain bedding types; and they have approved the type that is sold by the Expo.

Q: Is hay available for purchase?

A: Yes, we have roughly 185 bales of quality Texas coastal hay available for \$15/bale. Contact Staff (staff@itla.com) to reserve yours. First come, first served—unless specifically reserved ahead of time.

Q: What's the water situation?

A: Our back crew is providing 300 water tubs, but we will have around 400 head of cattle present. So, bring a water tub or two unless you're a gambler.

Q: Where are the cattle Shows taking place?

A: All Shows, the Futurity, Call of the Horns, Elite Heifer Sale, Bull Bonanza, and our Live Auction will occur inside the Main Expo Arena.

Q: Where are cattle being housed?

A: We have leased all three arenas for this Championship Show. All Elite Heifers (for sale), all Bull Bonanza Bulls, and *some* futurity animals (likely bulls) will be kept on the floor of the Main Expo Arena. All other futurity and non-haltered animals will be housed in the covered warm-up arena adjacent to the Main Expo Arena. All haltered animals will call the newly remodeled Show Arena their home-away-from-home—with dirt on the concrete pathways leading from that arena to the Main Expo Arena.

Q: Are RV spaces available?

A: Yes. BUT PLEASE CONTACT THE EXPO AT GLEN ROSE QUICKLY TO RESERVE YOUR SPOT NOW AND MAKE THOSE ARRANGEMENTS.
ITLA Staff is not handling this aspect of the Show (they have enough to handle!).

Asleep at the Wheel Concert, Tickets, and ITLA VIP Wristbands

Q: Where is the Asleep at the Wheel Concert taking place?

A: This concert is open to the general public and will be held at the Texas Amphitheater, 1 mile past the ITLA Headquarters in Glen Rose. The venue holds roughly 3,200 people.

Q: When does the concert begin?

A: The gates will open at 6:00 PM on Friday, October 10th. There are **two** opening acts. Asleep at the Wheel is scheduled to take the stage at 8:15 PM and will play for approximately 90 minutes. We've *heard* this *may* be Ray Benson's last year to tour...though we hope not.

Q: Is transportation provided to the concert venue?

A: No, but there is abundant parking.

Q: What's the seating situation?

A: All tickets are general admission seating, first-come, first-served except for a very few limited seats down front which are specially reserved. However, all persons who can show an ITLA concert wristband may enter through a special VIP entrance and will have access to a designated VIP area at the Texas Amphitheater—that comes with certain perks.

Q: How can I get a free ticket?

A: Very quickly volunteer for one of the few spots outlined above. Beyond that, all free tickets have already been claimed.

Q: How can I purchase a ticket?

A: Go to www.ontourtix.com. Choose the "Riding High Tour" tab. When purchasing, enter the discount code "ITLA" for a \$15/ticket discount—graciously provided by the owners of the Expo.

Q: How do I get access to the ITLA's VIP area at the Texas Amphitheater?

A: By wristband. Here's how it will work:

- Everyone will need a ticket. If you have a free one coming to you, your name will be checked against our Free Tickets Master List and you'll then be given your actual ticket and a wristband.**
- If you had to purchase a ticket but still want access to the VIP area, please bring proof of your purchased ticket(s) to receive a wristband.**
- All tickets and wristbands can be obtained at the ITLA Show/Vendor booth.**

Q: What's the seating situation in the ITLA's VIP area?

A: It is an open, grassy area at the back of the Amphitheater which we are told is the best seat in the house. However, you will need to bring lawn chairs, blankets, etc. to sit on if you'd like to sit. Children are absolutely welcome in this area, but please be aware that alcohol will be served in this area by a private bartender provided by the Expo for ITLA members only.

Bull Bonanza

Q: What is this?

A: Bull Bonanza is a way for Texas Longhorn producers to showcase a bull that they are particularly proud of, and thereby market their breeding program(s).

Q: Does the bull have to have had semen collected from it?

A: Not at all, no. But, participants who have their bull's semen for sale are encouraged to market that fact.

Q: Does the bull have to be a certain age, weight, etc.?

A: Not at all...but bring your best!

Q: It costs \$400; so what do I get out of this if I enter a bull?

A: A lot. Each bull will be housed inside the main Expo arena throughout all 4 days of the show—so will be seen a lot. Each bull gets to participate in Call of the Horns and gets 1 free measurement (either TTT or TH—owner's choice). Each bull/owner will also be featured in a full color magazine to be handed out at Champ Show. **Each bull's owner will also get to pick a song to be played as their bull enters/exits the arena and will get the chance to speak about their bull over the PA system.**

Q: Is there a “winner” of Bull Bonanza?

A: Two, actually. All ITLA members attending Champ Show will be given two tokens—red and blue—on which they will write two things: 1) the name of their favorite Senior and favorite Junior bull; and 2) their ITLA member number. They will then “vote” for their two favorites. Those votes will be tabulated, and the winning Senior and Junior Members’ Choice Bulls will be announced at the Awards Banquet where a prize will be awarded to the owners of each.

Ladies’ Shopping Excursion

Q: When and where is this taking place?

A: Thursday, October 9th from 10:30am – 3:00pm. This event is sponsored by the City of Granbury’s “Visit Granbury” department of tourism, and will take place in Granbury—just down the road from Glen Rose.

Q: How do I get there?

A: Through our partnership with Visit Granbury, free transportation is provided. Granbury has two very cool trollies that will be picking up folks outside the main Expo Arena in Glen Rose at 10:30am, sharp. They will then drive to downtown Granbury where most shopping is centrally located. They will return to the Glen Rose Expo at 3:00pm, sharp.

Q: Are there any perks—or is it just shopping?

A: Tons of perks are being provided by Visit Granbury as part of its sponsorship, including free drinks inside the Granbury Visitor’s Center, “swag bags” with coupons, etc., and incentives/specials offered by local merchants.

Q: How many can participate?

A: The trollies only hold 24 people, per trolley. So, we are asking that if you plan to attend, **please RSVP ASAP to staff@itla.com**, so that Visit Granbury can plan accordingly. If they are full, you can always drive there and still participate in the perks.

Cornhole Competition

Q: Why are we doing this?

A: It's fun, 100% of the money goes directly to our Youth programs, and it gives folks who may not want to watch/participate in the cattle shows an entertaining way to spend some of their time—and for a good cause. It falls under the category of “Convention” rather than “Championship Show.”

Q: When and where will this take place?

A: Starts at 3:30pm on Thursday, October 9th. Weather permitting, at the outside courtyard between the Expo's Main Arena and the Show Arena. If weather doesn't permit, inside the Expo's banquet hall.

Q: What are the details?

A: Doubles competition only (which means: two on each team—any age combination). \$50 per team. Cash prizes to top 3 teams where you will get your money back—or more. Trophy to winning team, awarded at the end of the competition (each of the winning pair receives a trophy). Officially sanctioned boards and bags provided. Conducted per the official rules. **(Note: Due to high, early demand b/c of his renowned skills in this area, Pres. Westmoreland already has a partner. Director Larry Smith is likely still looking for one though because...well, you know. But at least he's good at other things, right? We've heard that he's mentioned something about having custom bags with a TCU logo on them, but we're not *real* sure where that is; so, whatever.)**

Q: When and how can I sign up?

A: We prefer that you sign up, and pay, before Champ Show so that the bracket can be prepared ahead of time. **Sign up by contacting Staff (staff@itla.com) or Pres. Brad Westmoreland (bradwestmoreland1@gmail.com).**

Movie Night Under the Stars

Q: When and where will this take place?

A: Wednesday, October 8th following the 6:00 PM cattle drive, downtown Glen Rose. The City of Glen Rose is opening the historic Palace Theater downtown and

is showing the greatest western movie ever made for us. The movie is family friendly for most, but there is some drinking, lots of shooting, and one of the best fistfights in movie history. Poetry too, but not too much. So, it's just about perfect.

Q: Are there snacks?

A: This has changed. Because the movie is now being shown at the Palace Theater, you are on your own for movie snacks (but they ARE allowed inside the Theater).

Q: Does it cost anything, and do I have to RSVP?

A: No cost. Seating in the Theater is limited to 100, but we are not taking RSVPs. Just be one of the first 100 to get there if you want to watch the movie.

Social Hour/Awards Banquet

Q: How much are tickets?

A: To participate in social hour and the Awards Banquet, the cost is \$40 for adults, \$20 for children 12 and under. Sorry, no exceptions this year.

Q: I want to attend the social hour and Awards Banquet, but do not intend on eating. Do I still need to purchase a ticket?

A: This year, yes. Several years ago, as is typical with most conventions, the ITLA charged a flat \$65 “attendance fee,” intended to help defray the cost of seminars, judges’ expenses, facility rentals, and any number of other significant expenses associated with an event of this scope. Over the years, that fee was dropped.

Q: Why are we doing it differently this year?

A: This year, we are offering an experience like never before. For the social hour alone, we have hired an *outstanding* performer—Dax Davis and his full band. During the Show/Convention, we are also offering two great free seminars, a free movie night, free hors d’oeuvres and drinks during the Futurity/Live Auction/Elite Heifer Sale, 200 free tickets to see the legendary band Asleep at the Wheel and his opening act Wynn Williams, great swag-bags for exhibitors, amazing awards, some of the best BBQ in the country, a ladies’ shopping excursion—you get the idea. The ticket cost is a bargain.

Q: What should I wear?

A: For the social hour, your call. Dancing boots if you like to dance? Same for the Awards Banquet: be comfortable. We're ranchers. But, you should know that this *is* a fancy-shmanshy set-up (cloth tablecloths, candlelight, gold accents, flowers, etc. Our Queen designed it, and she knows fancy.). Places for photos and dancing. Our Queen Court contestants are usually dressed to the nines. Many others will be too—it's a banquet, so if you *want* to dress fancy, you can. If not, you sure won't be turned away or frowned upon. All are welcome...if you have a ticket!

Youth Showmanship:

Q: Is there a fee for Youth Showmanship entries?

A: No sir/ma'am.

Q: Where do I sign up for Youth Showmanship?

A: Sign up sheets will be provided at check-in at the Show itself.

Q: How will the new International Showperson of the Year Award be determined?

A: At the end of the normal Youth Showmanship competition, all divisional Showmanship winners will be eligible to compete and demonstrate their Showmanship skills before a panel of 5 independent judges. Those judges will then select the winner, who will be announced at the Awards Banquet and presented with an award commensurate with the new coveted title (it's a pretty sweet award).