



JULY 10, 2014

# REAL AMERICAN COWBOY MAGAZINE

## THE BLACK & WHITE ON BILLY BOB BROWN



CHEYENNE COVERAGE  
STARTS TUESDAY!

\$6.95 CAN / USA



When Billy Bob Brown was born he wasn't expected to live, born with a collapsed lung and his heart in the wrong cavity he was given less than a week to survive. Today not only does Billy Bob Brown have a name but he has several rodeo titles to it including Two-Time College National Finals Rodeo Team Roping Champion as well as titles along the lines of NIRFA All Around Champion and Team Roping Header, "People call me the 1991 miracle baby." There are people who may say that he had excellent doctors and his survival was a medical miracle but it's really about the heart and the will found inside this cowboy.

It's a long running joke in his family that Billy Bob Brown was born with a rope in his hand; born to an all-around father who roped, bucked, and tied down his fair share and a WPRCA World Champion for a mother it seemed almost fate that he'd take the path of a rodeo man. Billy Bob was fortunate enough to grow up surrounding by a supportive family who encouraged his rodeo way of life. Coached by his dad and supported by his late grandfather Billy Bob began competing and by high school he was the 2009 Texas High School Rodeo Association State Champion Calf Roper, a title he followed up the next year with becoming the 2013 THSRA State Champion Team Roper. History has begun to write itself.

When Billy Bob graduated high school he opted not to immediately jump into his rookie career on the PRCA circuit, instead he opted to fulfill a promise made to his parents that he would go to college and further pursue his education, "My parents were in the rodeo world and they saw how peoples' lives had developed, they've always pushed me to be my best and that included getting an education." Billy Bob chose to attend Tarleton State University, located in his hometown of Stephenville, TX, and immediately joined their rodeo team. In addition to continuing to pursue his rodeo passion Billy Bob is pursuing his Bachelors Degree, majoring in Business and minoring in Agriculture, "It helps ya know? Sitting in accounting class helps me learn to manage my money, I know it's not always going to be rolling in so I have to make sure I'm using it right." College has even prompted Billy Bob to keep an expense journal to keep track of his money, a habit it took some cowboys years to learn, "It's expensive and this helps my sponsors too. If I can tell them exactly how much money I'm spending it certain areas they know where I need help." He is set to graduate in May 2015.

Beyond school Billy Bob has big career goals for rodeo, he hopes to grasp the 2014 Rookie of the Year and a NFR World Champion title down the road. "I want to go down in history as one of the best and not just based on my success in the arena." To achieve goals such as this Billy Bob leans not only his family for their

support but has found a mentor in fellow roper Trevor Brazile, "He's just classy and such a good businessman. Right now, he's the greatest cowboy to live. I aspire to that." Trevor Brazile has helped teach, advise, and made sure Billy Bob has the right variety of horses.

Striving for greatness has lead Billy Bob to realize things earlier in life than most, "You can never be content with what you have, you can always be better. If you think you're done learning or improving you're just wrong. This sport is 90% mental, you just have to love it and want to win. I love to win, I'm a winner."

Helping Billy Bob win titles is his lifelong heeler Logan Medlin and his 2 head horses, "Logan and I practice everyday back home. I can't really explain why we work so well together, we just do. We always go out there looking for the same type of run and we usually get it. If we don't, we practice more." Horsemanship also plays a large role in Billy Bob's success, "It's something you have to work on every day. Again, there's always room for improvement. If you're good to your horse and ask him for the best, he'll give you that."

While he has had a tremendous 2014 year thus far, in his Rookie year with the PRCA Billy Bob can already grasp where changes need to happen in the sport. "Honestly, it's expensive to do this. Your rig, your horses, just living, you have to have sponsors to make it a career and make it work. I wish they offered more prize

money but until they do you have to be smart with you money and use it wisely....and have sponsors." For Billy Bob his rookie year has been an opportunity to be thankful though, "When I realized I had a chance to do this, I have a chance to do this, you have to capitalize on that. I wasn't supposed to live and now I get to compete in the sport I love and it's my business."

Billy Bob is quick to look out for the next generation though, encouraging them to always strive for improvement and urging them to stay on top of their business, "The more professional you are, the better you'll be. I'm not saying don't go have fun when you have a few days off but when it's business time it's business time, that has to be your focus." He's quickly gaining respect as being someone kids can always approach for advice or just to talk, "Maybe they don't have anyone else to go to? Whether it's about roping, college, or life I'll give them time of day. They deserve that."

2014 looks to log a lot of miles on Billy Bob's rig, hitting up rodeo after rodeo s including Reno, Cody, Red Lodge, Casper, and Cheyenne Frontier Days. "We go hard; we want to win and we're willing to put forth the effort to make that happen." No matter how many hours he's spent in an arena practicing or on the road to the next event Billy Bob is always grateful for his sponsors, his incredible support team, and the opportunity he's been given, "I've learned that kids always have a chance to be successful. No

matter what life hands you or what someone says about you, you can find greatness." The drive for greatness, and the heart it takes to achieve it, lie deep within this 23 year old cowboy.