

Pro Rodeo Canada



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CPRA Chooses New General Manager

Airdrie, AB – February 18, 2015 – The Canadian Professional Rodeo Association is ready to drive into the future, with a new face at the wheel. After an extensive, nation-wide search, the organization has selected Dan Eddy to take on the key leadership role of General Manager of the Association.

Eddy will be moving to the Airdrie CPRA headquarters from his home in Halifax, where he's spent over two decades in the business world, both as an owner and as a senior manager with such notable corporations as Irving Oil and Snap-On Tools. But it's his experience in pro auto racing he's confident will serve him well as he transitions to the sport of rodeo.

As a former Factory Ford driver, a team owner and father to a son driving successfully on the NASCAR circuit, Eddy sees many similarities in the two sports, even though they involve different kinds of horsepower!

"Like rodeo athletes, we literally travelled down the road to events. There are so many parallels in the way you participate in the two sports – we were paying entry fees, seeking sponsors and sleeping in our haulers because we had a deep passion for our sport and its fans," noted Eddy. "The challenges are the same as in rodeo... to bring the sport to the next level and promote the contestants.

"We've had to change a flat tire or a wheel bearing on the trailer in the rain to get to the next race on time. I have a deep respect for the cowboys and cowgirls of rodeo, who pursue their dreams with a passion."

But it's Eddy's business background that really impressed acting General Manager Bob Steadward, who coordinated the search effort.

"Dan is well connected, and he's taken several businesses from 'struggling' to 'successful' in a short period of time. With his contacts, we could really expand our organization on a national basis."

CPRA President Murray Milan is equally enthused.

"I believe he'll be a great big breath of fresh air, and I'm excited about him coming aboard and moving rodeo forward," said the former steer wrestler.

"We want the world to know rodeo exists and to broaden our horizons," Milan added. "I'm very comfortable Dan can do all that."

Eddy wants to bring a big picture perspective to Canadian professional rodeo in his new role.

“In sports, we tend to look ahead to Friday. But we need to focus further out, and come up with a five year plan, and a ten year vision. Without a vision, you perish.

“We’ve got a dynamic, thrilling spectator sport that many people outside the West don’t know about,” noted Eddy. “Cowboys and cowgirls work too hard not to be known nationally. We need to look outside the six foot circle to ‘up and beyond’ for the sport of rodeo. It’s important for all the stakeholders as well as the competitors.”

Eddy sees the position as an exciting opportunity for himself and his family. He and his wife Debbie are in the process of relocating to Airdrie, while daughter Cassandra already works in Edmonton and son Brad intends to finish his college year at his grandparents in Halifax before heading west.

“I’m humbled by the opportunity,” confirmed Eddy, about his new role. “I know what’s at stake, and that’s the growth of our sport.”

Dan Eddy will begin as General Manager of the CPRA on March 16th. Steadward will remain as a CPRA consultant for the transition, until after the CPRA Annual General Meeting March 28th.

About the Canadian Professional Rodeo Association: The Canadian Professional Rodeo Association (CPRA) with headquarters in Airdrie, Alberta, is the sanctioning body for professional rodeo in Canada. The CPRA sanctions over 50 events annually with a total payout exceeding \$5.1 million. For more information please visit RodeoCanada.com or call (403) 945-0903. Follow us on [Twitter](#), or like our page on [Facebook](#), and watch the action on [YouTube](#) throughout the year.

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