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**IN MEMORIAM:**

**NATIONAL RODEO HALL OF FAME INDUCTEE JEROME ROBINSON**

**OKLAHOMA CITY, OK** – Jerome Robinson — an 11-time National Finals Rodeo (NFR) qualifier who was inducted into the National Rodeo Hall of Fame at the National Cowboy Museum in Oklahoma City, Oklahoma, on November 13, 2021 — passed away January 9, 2022, in Fort Collins, Colorado. He was 74.

“With the passing of Jerome Robinson, the West has lost one of its greatest ambassadors,” said Natalie Shirley, President & CEO of the National Cowboy Museum. “Not only was Robinson a fine representative of rodeo throughout North America, he shared America’s rodeo heritage with numerous populations across the globe. He will be greatly missed.”

“Whether riding rough stock in the arena or working behind the scenes producing the event, Jerome Robinson was tireless in his efforts to support and improve rodeo,” said Kelly Riley, President of the Rodeo Historical Society. “Generations of rodeo lovers owe Robinson a debt of gratitude for all he did for the sport.”

Robinson competed in various rodeo events, primarily bull riding. He joined the Rodeo Cowboys Association (precursor to the Professional Rodeo Cowboys Association, or PRCA) in 1967 and qualified for the NFR bull riding event from 1970 through 1981, only missing 1976. That was the year he was busy developing the PROCOM system for the PRCA, which changed the way competitors enter rodeos. Robinson served as the Bull Riding Director of the PRCA for four years, while also serving various other PRCA committees.

Always interested in the production end of rodeos, Robinson admitted international rodeos always challenged him, saying they rated as one of his top lifetime experiences. The first international rodeo he produced, in Japan in 1988, was meant as an effort to promote beef. In 1990, Robinson produced a rodeo in Finland, then in 1992 a rodeo in Paris, France, and later one in Italy. Though international rodeos took twice as long and always had language barriers, Robinson admitted they were twice as rewarding to produce.

In 1994, Robinson was asked to produce the first Finals held by the Professional Bull Riders (PBR); from then on, he continued as the group’s logistics coordinator. PBR co-founder and National Rodeo Hall of

Fame inductee Cody Lambert said Robinson was the PBR's "problem solver" during every event held — down to the smallest detail. "The last PBR he worked on was the Madison Square Garden Professional Bull Riders event," Lambert said. "It will take four or five additional people to do what [he] did on a regular basis."

Robinson received the PBR Ring of Honor in 1999 and was inducted into both the ProRodeo Hall of Fame and the Bull Riders Hall of Fame in 2019. Though he was voted into the National Rodeo Hall of Fame in 2020, the induction ceremony was postponed until 2021 due to the Covid-19 pandemic.

Robinson is survived by his wife, Dorya; daughter Amy (Steve) Russ; and two grandchildren, Saylor and Bohdy Russ, plus numerous other family members. Memorials in Robinson's name can be made to: Western Sports Foundation, Attn: Aubrey O'Quin, 101 W. Riverwalk, Pueblo, CO 81003. Though no services are planned at this time, a memorial is planned in early February at the National Cowboy Museum.

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#### **About the National Cowboy & Western Heritage Museum**

The National Cowboy & Western Heritage Museum in Oklahoma City is America's premier institution of Western history, art and culture. Founded in 1955, the Museum collects, preserves and exhibits an internationally renowned collection of Western art and artifacts while sponsoring dynamic educational programs to stimulate interest in the enduring legacy of the American West. For more information, visit [nationalcowboymuseum.org](http://nationalcowboymuseum.org).

#### **About the Rodeo Historical Society**

The National Cowboy & Western Heritage Museum's Rodeo Historical Society (RHS) helps preserve and interpret the history of rodeo in the North American West for the education and enrichment of its diverse audiences. RHS membership supports the rodeo programs of the Museum, including the prestigious Rodeo Hall of Fame, an ongoing oral history project and acquisition of collection materials for the American Rodeo Gallery. For more information, visit [nationalcowboymuseum.org](http://nationalcowboymuseum.org).