"Technology for rodeos is not a high priority. We're a nonprofit, so a lot of our work is done by volunteers or board directors. We don't have a full-time technology person. Efficiencies were gained because you're not waiting for someone. Kelley Create can immediately jump on and start working o can immediately jump on and start working on it."n it."

Erika Patton, General Manager, Pendleton Round-Up

The world-famous Pendleton Rodeo Round-up has been going since 1910. Although the technology has changed just slightly over the past 113 years or so, the basic needs have not. Pendleton Round-up General Manager since 2019, Erika Patton, explains.

"We're not an 8 to 5 company, especially when it comes to our events," she said. "It's from sunup to sundown. If suddenly something went down, or this is not working, it has to be fixed ASAP."

That's where Kelley Create added immediate value. What initially was looked at a little suspiciously became a core benefit for the rodeo. Kelley offered immediate IT service with a remote log-in vs. sending out a tech unless the problem needed it.

"Initially, I was a little hesitant, like, hmm... can you do everything remotely?" she questioned. "But yes, they truly can."

She continued, "(our previous service) had one tech assigned to us. But if I had a problem on a Monday, I may not hear from him, or he may not show up until Thursday. It was a real problem, because, well, my computer was not working. I mean, literally, I need somebody right now. Kelley Create will walk you through it step by step, or they'll jump on your computer, and you're off and running."

Adding an IT partner like Kelley Create created previously unforeseen efficiencies for the rodeo and their partner, Happy Canyon Company - a night show focused on the indigenous people's traditions and involvement in the area.

"Technology for rodeos is not a high priority. We're a nonprofit, so a lot of our work is done by volunteers or board directors. A lot was pieced together. We don't have a full-time technology person; I don't have an employee that focuses on that. So, efficiencies were gained because you're not waiting for someone. Kelley Create can immediately jump on and start working on it."

From quick fixes and immediate support to implementing longer-term IT strategies and tactics to include Microsoft 365, upgrading their backup/recovery systems, and security improvements across the board – MDR, MFA, email security, data protection, and more. Strategic solutions to ensure Erika and her team can focus on providing a world-class rodeo experience.

Those efficiencies have helped lead to an even bigger presence for the rodeo.

"The Round-Up has been named for (best) large outdoor rodeo of the year 9 times, including winning again in 2022 through the Professional Rodeo Cowboys Association (PRCA)," Erika said. "To me, that is a huge honor that has been bestowed upon us by the contestants and contract personnel. It says a lot for my staff, the Board of Directors and all of the volunteers that help put our rodeo on. We're competing against some great rodeos that have been around a long time, Cheyenne Frontier Days and Calgary Stampede, just to name two of the biggies. So, it's pretty cool. It's the overall feeling of 'that was a success.' People are happy, fans are happy, contestants are happy. We have 17,000 people daily that come to our rodeo, and it's great to see them happy and having a good time."

If we may, LET 'ER BUCK.

Have a business challenge we can help tackle? We'd love to set up a free consultation to see how we can help find a solution that helps grow your business.