

Mayor's Special Choice Award

Dave Rock

Recipient of the 2021 Mayor's Special Choice Award, Dave Rock is well known for his tireless efforts in promoting the success of the Leduc Black Gold Pro Rodeo.

It all started over 40 years ago when he was walking past the rodeo grounds one day and offered to lend a hand during setup. He continued to volunteer for the event each year, becoming more and more involved until finally taking on the role of president of the Leduc Black Gold Rodeo and Exhibition Association. He was a member of the association for 40 years, serving as president for 20 of them.

In this role, he was able to truly use his leadership and networking skills to pave the way for the growth and success of Leduc's most prominent annual event. Partnering with local businesses and non-profits, Dave helped organize sponsorships and donations while collaborating with contractors, performers and the Canadian Professional Rodeo Association. He ensured that the rodeo continued to expand and add more features and attractions over the years, including a cabaret, parade, Rodeo of Smiles, trade fair, midway, arts show and singing competitions. Leduc's longest and largest community event, the rodeo continues to provide fun and entertainment for all ages and is well respected on both the Canadian and U.S. rodeo circuits.

While working full time and organizing the rodeo, Dave still found time for his true passion — farming. He slowly grew his operation until he was managing over 200 head of cattle. He also volunteered with other non-profits such as Leduc Minor Hockey and local agricultural societies. Since retiring in 2021, Dave plans to stay involved with the rodeo and hopes that it continues to bring people and businesses in the community together.