



Idaho Power Helps Kids Connect with Their Community at Rodeo 101

Cowboy hats, mechanical bulls, and the excitement of a real rodeo — it's all part of the magic at Rodeo 101, a free event hosted by Caldwell Night Rodeo that gives kids an opportunity to jump into the arena and experience Idaho's western heritage first-hand. For hundreds of children across Canyon County, it's a day full of firsts: riding, roping, and maybe even steer wrestling.

"Rodeo 101 started with the Professional Rodeo Cowboys Association," said Angelique Rood, a Vice President for Idaho Power, and Vice President of the Caldwell Night Rodeo. "They've been hosting youth clinics for several years, and three years ago, we brought Rodeo 101 to Caldwell."

The kids arrive early in the morning, starting their day with a quick introduction to agriculture and rodeo, followed by a skills camp where community volunteers and professional cowboys help teach various rodeo events and techniques. There's also a petting zoo, which for many kids is their first time up close with farm animals.

This year, the Idaho Power Foundation stepped in as a top sponsor.

"Rodeo 101 is a perfect fit for Idaho

Power," Rood said. "We get to combine our support of youth programs and our love of ag all in one event."

With this support, more than 200 kids from the Caldwell area Boys & Girls Club and YMCA can attend for free, and community partners say the impact is clear.

"Many of our kids don't often get to experience rodeo or farm life," said Melissa Gentry, CEO of the Boys & Girls Clubs of Canyon County. "They start shy and reserved, but once they try it out, the smiles light up your world. Events like this show them there's a huge world of opportunities, and they can be anything they want."

Eric Bullock, Executive Director of the Caldwell YMCA, added: "This is part of our western heritage. Keeping these traditions alive through the next generation is so important for our community."

Rood also thanked Idaho Power employees for helping make the event a success.

"Our volunteers guide kids through activities, cheer them on, and ensure everyone has a safe and memorable day.

Their energy and commitment really bring the event to life and reflects our dedication to the communities we serve."

From trying out saddle bronc riding to meet-and-greets with rodeo queens and professional cowboys, Rodeo 101 gives kids a chance to learn about and experience some of Idaho's western traditions. Thanks to support from local partners and volunteers, including Idaho Power employees, each year leaves kids with lasting memories, new experiences, and maybe even a spark for future adventures in ropin' and ridin'.





Growing Together: A Century of Service

Over a century ago, as the sun rose over the Snake River Plain, farmers were already hard at work tending to crops in the arid soil. Their success depended not only on water but on a new, powerful ally — electricity. Early hydropower projects along the Snake River transformed agriculture in the Gem State, allowing pumps to lift water and turn the desert into thriving farm fields.

In 1916, Idaho Power was officially formed, uniting several small hydropower projects built to serve farms and communities across southern Idaho. As agriculture thrived, the company grew alongside it. In the 1920s, the company extended transmission lines deep into farming communities to deliver power to a booming population. Irrigation customers became Idaho Power's first large, organized customer group and continue to play a key role in our business today.

Idaho Power appreciates the critical role farmers play in shaping our region's economy and identity, and we work year-

round to ensure they have the energy and support they need to operate.

Today, as Idaho grows and energy needs evolve, the connection between water, farming, and electricity remains as important as ever. Nearly 40% of Idaho Power's energy still comes from reliable, clean hydropower. By continuing to collaborate with irrigators, we carry forward a history of progress and partnership that will keep Idaho's farms, and the communities they sustain, thriving for years to come.









Powering One of the Most Productive Ag Regions in the U.S.

7.7
Million
Acres of Farmland
In Idaho Power's Service Area



Top Crops by Acres Planted:

-  Hay — **856,000**
-  Wheat — **487,000**
-  Corn — **309,000**
-  Potatoes — **137,000**
-  Sugar Beets — **127,400**
-  Barley — **119,000**

2.27
Million
Cattle and Calves
Raised in the Service Area



From the Electric Kitchen Chicken Tortilla Soup

October 2025
Soup

- 6 corn tortillas
- 1 tsp cooking oil
- 2 medium carrots, sliced
- 4 green onions, sliced
- 3 cloves garlic, minced
- 1 (14.5 oz) can diced tomatoes
- 2 (14.5 oz) cans chicken broth
- 8 oz cooked chicken, shredded
- ¼ cup chopped cilantro
- ¼ tsp pepper
- Cilantro sprigs for garnish
- 1 cup Monterey Jack cheese, shredded



Preheat oven to 350°. Cut tortillas into half-inch strips. Place strips on ungreased baking sheet. Bake 15 minutes or until crisp. In a large pot, heat cooking oil. Cook carrots, onions, and garlic about 5 minutes, stirring often. Stir in chicken broth, undrained diced tomatoes, chicken, chopped cilantro and pepper. Bring to a boil, reduce heat, cover, and simmer 10 minutes. Blend half the tortilla strips in food processor or blender until finely crushed, stir into soup, and cook 5 minutes. Spoon soup into bowls. Top with remaining tortilla strips, sprinkle with cheese, and garnish with cilantro sprigs. Makes 4 servings.

Recipe selected from Idaho Power's Centennial Celebration Cookbook.

idahopower.com

\$3.38 **BILLION**
Annual Milk Sales
Idaho ranks among
the top dairy states



United States Department of Agriculture, National Agricultural Statistics Service. 2022 Census of Agriculture. nass.usda.gov/Publications/AgCensus/2022/index.php

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