



ALL COWBOY & ARENA CHAMPIONS

HALL OF FAME

Jimmy Willenberg



Jimmy picking up at Elgin for Gary Townsend.

Jimmy Willenberg was born February 6, 1941. His mother gave birth to him at home on the family Ranch on a cold, snowy day in February. The doctor made it to part way, where FM 535 is today, and Jimmy's Daddy had to go pick him up and they traveled the rest of the way by horse and wagon. The doctor had to stay for two days because the weather

was so bad he couldn't get out. The Ranch is still in the family today. Jimmy runs sheep and during dry years, he and his son, Wes, manage a Feed Lot on the property.

Jimmy started roping calves at 15 years old in Bastrop, Texas at the Maurice Bennight Arena. On the weekends he would go to the local Rodeos and Ropings. Maurice produced local Rodeos and Jimmy would help pick up, flag the timed events and keep the arena clear of livestock.

At the age of 19 he started picking up and flagging for numerous Rodeo Producers. Many of these men were well known in the Rodeo world. Producers such as Maurice Bennight, Joe Lee Rathman, Lloyd Woodley, Sloan Williams, Smokey and Joe Davis, Frank Harris, Terry Walls, Vic Rodeo Company, Rudy Vela, Royce Rodgers, Buck Steiner, Lester Meier, Mac Altizer, Tommy Priour, George Haynes, Gary Townsend, Roy Ragland, Pat Luton, Judy



McDonald and Cecil Hill. Jimmy worked in the Rodeo Arena over 50 years.

During the week, Jimmy day worked and bought cattle for Nicholson Farms at that was headquartered out of Lockhart and now owns a 60,000 capacity feed lot in Lubbock. Jimmy bought, hauled, worked and pre-conditioned cattle from 1974 to 1988. Then he went on his own buying and growing cattle to send to feed lots until 2001.

Jimmy raised horses from 1969 to 2014. He raised from 10 to 15 colts a yar from a stallion, Mr. H.G. Flame, out of Flaming Jet and a mare out of Rocket Wrangler on the top side and Johnny Hot Heels on the bottom side. Eighty-four head were raised out of this horse, all good Ranch Horses and Performance Horses. Jimmy was well known for owning and riding good horses. From Barrel Racers to Team Ropers, they all appreciated the speed and “Cow Sense” of his line of horses.

The picture shows Jimmy picking up at Elgin for Gary Townsend. Rancy Vaughn, the rider had hung up to his horse. Seconds after this was taken Jimmy reached down with both hands, stopped the horse and held him until Rancy could get his feet under him and his hand loose from the rigging.

Jimmy Willenberg was well known as a pickup man dedicated to the safety of the Cowboys and the fairness of the flag.