

Meet RES Team Member Levi Lord



- 1. How long have you been competing and what events do you compete in?** I grew up around rodeo and have been roping ever since I can remember. My whole family is involved in this sport. I'm 17 Yrs old and will be going into my senior year of high school in Sturgis, SD. I compete in Team Roping and also do a little bit of Calf Roping at the high school rodeos, but the only event I really do competitively is Team Roping. I grew up heading and Heeling and mainly focus on Heeling.
- 2. Biggest win or accomplishment?**
The biggest win of my career came in 2011 when I won my first of 2 trucks Team Roping! I won the truck in Ada, OK at the Tuley Productions Roping. I am also really proud of my win at the Northern States Invitational earlier this year.
- 3. Plans for the future?**
I am planning on graduating high school this year and going on to get a college degree. I am still undecided on what work field I want to go into, but I do plan on attending college. I will continue to rope and compete at the college rodeos. Upon turning 18 I will get my PRCA permit and so on to eventually achieve one of my biggest goals of making the NRF and becoming a world champion.
- 4. Most influential person in your life?**
The most influential person in my life would be my dad, JB Lord. He has taught me everything I know in the arena and even more about life and being a good person. I can always look to him whenever I am in need of something and I also look up to him as a role model. He has been so good in rodeo for so long, and it is really inspiring to see that. He is 53 yrs old now and is the defending badlands circuit all around champion, and is leading the steer wrestling and all around again 2013. I am so proud of him!
- 5. Tell us about your good horses or horses.**
I have 2 good horses that I use everywhere and one younger one. My #1 horse is "little Bay", he is 14 yr old horse that I bought in Texas in Dec of 2011. This horse in my opinion has made my career. He is so good, solid, and quick and can really run. I won my 2cd truck on him and have won countless rodeos and ropings on "Little Bay".

6. Tell us why you like RES products.

I have loved RES products ever since I started using them on my horses. The boots fit really well on any horse and I love the Velcro that can be replaced. The bell boots are so handy to use and they fit better than any other boot that I have used in competition, and all you need is a new Velcro to replenish your boots instead of buying a new set every time. The RES boots last much longer than any boots I've seen. Their Velcro is outstanding and is not quick to wear out. The custom straps are really unique that you can have made special for yourself. I would highly recommend RES products to anyone dealing with performance horses.