Ever since the first student-athlete put on a uniform in 1932, enthusiastic fans have followed the fortunes of literally hundreds of Bronco teams through good times and bad.

Boise businessmen organized the first booster organization, which was called the Boise Athletic Association. That group met weekly to rehash Bronco and area high school games. The Boise Athletic Association became devotees of Lyle Smith, and bought letter jackets for the 1947 undefeated football team, a gift the organization frequently made thereafter. In 1947, encouraged by attorney and BJC trustee Oscar Worthwine, the group changed its name to the Quarterback Club. Noon luncheons, held at the Elks Lodge, attracted a large following of businessmen, and Coach Smith often brought a player or two for the members to meet.

Not everyone had time for the Quarterback Club, but fans of all ages and sizes attended the games. The bonfire, parade and pep rally held on the eve of Homecoming drew a citywide crowd. The burning of "Elmer" became the premier event of Homecoming in the early junior college days. Elmer, a wooden horse, became the "sacrifice" at a huge bonfire on the night before the game, a ritual intended to stir the emotions of the team and their fans.

Loud and loyal fans have been a long-standing Bronco tradition, providing the voice and enthusiasm that gives Bronco teams an extra lift. Coaches of all sports are quick to point out the importance of the fans and the vocal support they give their teams.

Family Affair

The first meeting of the 1963 BJC Quarterback Club (forerunner of the Bronco Athletic Association) was an all-Uresti affair. Father Gus, a captain with the Boise Police Department and a member of the 1934 BJC team, was elected president of the club. Son Rich, a fullback, was named Player of the Week by the 80 members who attended the meeting.
Skip Hall Wants Another Man on the Field
by Jim Poore
Idaho Statesman, November 11, 1987

When Boise State takes the field to try for their 100th home victory, Skip Hall would like to have an extra player on the field — he calls it his 12th man concept. No, Hall, Boise State’s head coach, is not trying to smuggle another player onto the field; he is talking about the fans. Hall would like to see the fans become such a part of the game that when opposing players take the field they have to check for an impending tidal wave ... Hall is also hoping that BSU fans start showing up with some ID badge — a towel or pom-pom that they can wave to show solidarity with the players. “It creates more enthusiasm for what the Broncos are trying to do,” Hall said.
The Bronco

Since 1965, football fans have enjoyed the sight of a horse that circles the stadium following each Bronco touchdown or field goal. College clubs, students, alumni and ranchers have provided and cared for the mascot over the past 25 years. Spyieche was the first horse ridden as the official mascot during home football games. Montana Prince, owned and ridden by BJC coed Bernie Jestrabek, represented the Broncos during the 1966 and 1967 seasons. Boogers Hustler, owned and ridden by Boise College coed Ila Smith, took its turn in front of the stands as mascot for the 1968 and 1969 football games.

Smith graduated in 1969 and took Boogers Hustler back to Colorado, leaving the college without a mascot. It was then that President John Barnes wanted an additional mascot that could represent all teams and join them on road trips. After watching the antics of the ISU Bengal, Barnes thought BSU needed a costumed Bronco. Buster Bronco made his first appearance in the fall of 1970. He was created with assistance from the art, drama, and home economics departments. While the official live mascot remains a symbol of power and grace, Buster Bronco has become the favorite among the crowd and the children.

In 1972, the Esquires, a veterans service club, provided Big Blue, as mascot. In 1973, the Esquire Club gave Gold Dust, an 8-year-old palomino, to the university. BSU alumni Bill and Clarice Insko pastured and transported Gold Dust to the games. In the 1980s, the Broncos had no horse until the Rodeo Club sponsored Socks in 1987. Socks, owned by Dick and Joanne Meiers of Eagle, was ridden by members of the Rodeo Club.

After Socks retired, D.J. took over as the Bronco mascot in 1993. Owned and ridden by BSU student and employee Cindy Roberts, D.J. (Cindy's Dun Joking) is a five-year-old quarter-horse gelding. He is also used by the BSU Rodeo team and was ridden in two events in the Canadian National finals in the summer of 1993.
Mike Young doesn’t want to talk about it. He ducks his head, waves you off with his hand to hide a face that reddens considerably as he tries to explain, “I’ve spent the last four or five years trying to live that down.”

What could Young, clean-cut coach of Boise State’s wrestling team, possibly have done that he needs to live down? “First off, I want to apologize to Joe Vandal,” said Young. Why would Mike Young need to apologize to Joe Vandal? Come to think of it, who’s Joe Vandal?

“This happened four or five years ago,” said Young, starting his story. Of course. That Joe Vandal. The macho Viking who prances around football games with the sword, exhorting Idaho fans to cheer.

Every once in a while something happens off the playing field at an Idaho-Boise State game that leaves as big an impression as the game itself.

In 1973, it was the Vandals' defensive team traipsing through Boise State’s locker room shouting to the shocked Broncos, “Boise State, kiss my—.” In 1977, it was Jim Criner, leading 41-14, ordering an onside kick with just minutes left, recovering it and then kicking a field goal. In 1978, it was Joe Vandal picking on Buster Bronco and having to face Mascot Man.

This is how Young remembers it. “Joe Vandal had been consuming a little something and he was jabbing our Buster Bronco with a sword. Our Buster Bronco was a gal and Joe Vandal got a little carried away, he really got rough with her. Our horse was coming around the track and Joe Vandal just jumped out in front of him and the horse went back on his haunches. Pretty soon he charges our Buster Bronco; he’s hitting Buster with his sword and she runs off and doesn’t come back.”

Young was sitting with some coaches’ wives in the bleachers. Concerned about Buster Bronco, he went down to find her. She was sitting under the stands, crying.

“She said she couldn’t take it anymore,” Young said. “I said do you want me to put the suit on? She said yes.” Mascot Man had been born: Mike Young, who had traveled the world for the United States defeating top Olympic-caliber wrestlers, was now in the suit.

Soon Mascot Man (aka Buster Bronco) was back in sight, standing at one end of the field looking at Joe Vandal. Joe Vandal could sense something was wrong. It took some time, but Joe Vandal finally charged Mascot Man only to have Mascot Man charge back. In seconds, Joe Vandal was on his back, his sword stripped from him. The crowd in Bronco Stadium went wild. Mascot Man was holding the sword aloft, waving it to the roaring throng. What had happened to timid Buster Bronco?
An Idaho cheerleader then came up behind Mascot Man and ripped his head off, unmasking Young. "The cheerleader said, 'Give him the sword back and we'll give you the head back,'" Young said. "I said he doesn't deserve the sword and the guy said we realize that he's gotten a little out of hand." Young gave the sword back. Buster Bronco's anatomy was reattached and the Broncos went on to bury Idaho 48-10.

It's doubtful either team had any idea about the other drama played out that year.

**Pep Clubs and Cheerleaders**

Two student organizations promoted sportsmanship and spirit at Boise Junior College. The first was the BJC Club, organized in 1935. The club consisted of students who had received letters in intercollegiate sports, including football, basketball, baseball, track and tennis. With "Let's Make It a Tradition" as their motto, the club endeavored to instill a tradition of good sportsmanship and a fighting spirit at the college. The club sponsored dances, a spring formal, an initiation ceremony and a picnic each year. Club members also supported a candidate for campus queen at homecoming. The organization lasted until 1939 and an unsuccessful attempt was made in 1945 to revive the group.

In 1937, the B-Cube (B3) Club organized on campus for freshmen women. The club motto of "Boost Broncos, Boost BJC and Boost Freshmen" led to the B-Cube name. Like the men's BJC Club, its purpose was to encourage attendance at games and stimulate pep and enthusiasm for the Bronco teams. B3 Club members wore an orange cap with a blue emblem. Lidia Uranga served as first president with Margie Smith, vice
Cheerleaders — Then and Now
president, and Mary Jo Geddes, secretary-treasurer. The BCubes survived until 1961, when the club became the Broncettes. In 1963, the organization gave way to the Associated Women's Club and its focus changed from sports to community service.

Beside the pep clubs, cheerleaders worked to generate an enthusiastic response. Almost from the beginning, the pep squad was coed. The group became an all-female squad in the late 1960s. In the 1980s, the athletic stunts performed by the group necessitated a return to a coed Spirit Squad.

**Calliope**

M.A. Compton of Compton Transfer and Storage donated a Ringling Brothers circus music maker to the Boise State College department of music in the spring of 1971. The calliope was built in 1924 by the Calliope Company, and it remains one of 10 still in existence. President John Barnes took an interest in the calliope, directing the art department to design a “fancy Bronco” and to use the school colors in the restoration.

The calliope was retrofitted to a 1948 Reo truck donated to the university in 1978 by Royce and Vera Fifer. The restoration of the truck and calliope began in 1979 and was completed in 1981 by the Vocational-Technical School.

Powered by an air-cooled gasoline engine, the calliope generates electricity for a motor to maintain pressure of 1 1/2 pounds per square inch at the keyboard. The calliope adds a festive air to ball games and outdoor university activities. Boise State University remains one of very few schools to own an authentic circus calliope.

**Clubs for Kids**

The university sponsors three clubs for the youngsters in the community: the Bronco Hoopsters, the Bronco Buddy Fan Club and the Little Broncos. The Hoopster program began in 1987 in support of men's basketball. The club has a section in the Pavilion for its members, and boys and girls 12 and under get a season ticket at a reduced price. The group averages 175 annually. The Bronco Buddy Fan Club began in the 1991-92 women's basketball season. The club is open to boys and girls kindergarten through eighth grade. Fan club members receive a season ticket to women's basketball, a T-shirt, a mini-clinic with coaches and players, a postgame social and a victory basketball. The group averaged 90 members during its first year. The Alumni Association sponsors the Little Bronco program, which involves boys and girls in a variety of activities related to BSU athletics.

Bronco Athletic Association, Inc.

For more than 26 years the Bronco Athletic Association, Inc. (BAA) has supported excellence in athletics at Boise State University through its fund-raising and "friend-raising" activities. The BAA received its State of Idaho incorporation charter on February 2, 1968, and its tax exempt status as a 501 (c) (3) organization in April 1968. The organization was founded by 38 dedicated community leaders to provide monetary and physical support for the athletic programs at Boise State College, and later, Boise State University. The founders are listed on page 286 in the Appendix.

The association has seen rapid growth in the membership dollars it raises and the special events it organizes. Initially, the BAA focused its efforts on promoting membership participation. An annual membership campaign involved booster volunteers competing on teams to recruit new members. One of the first boosters to help solicit memberships was Don Kubitschek of Mountain Home in 1970-71. His success led to his recognition as 1971 Bronco Booster of the Year.

In the mid-1970s, the first female membership drive team was organized. This team — Kay Lind, Liz MacGregor, Beverly Blickenstaff, Jeri Baird and Jo Richner — raised more money than the entire drive had previously raised during any one campaign. Their accomplishments set the standard of excellence for future membership campaigns.

As the number of membership volunteers and teams increased, the totals dramatically accelerated. In 1980-81, BAA membership was 1,700 members, which generated $263,790. Total fund raising for the year was $285,317. During the 1980s, membership figures grew significantly due to the loyal support and hard work of Bronco boosters and the addition of new membership categories and increased membership levels. Ten years later, the BAA generated a total of $1,645,973 from its annual membership dues, special events, endowment gifting, pledge receivables and investment earnings. Records were established during fiscal year 1993-94 for total members (2,800), membership dollars ($678,905), endowment contributors (500) and total contribution to the BSU Athletic program ($840,000).
Since its inception, the Bronco Athletic Association has undertaken several special fund-raising projects and events, the first major one being the construction of the University Club on the west side of Bronco Stadium. Construction was completed in time for the 1975 football season at a cost of $350,000, which was financed through pledges. The charter members who each pledged $1,000 per year for five years are listed on page 286 of the Appendix.

During the fall of 1978, the BAA undertook the largest project in the history of the organization when it agreed to raise $4 million in pledges and donations to assist with the funding of a multi-purpose pavilion on the BSU campus that would house athletic, cultural and entertainment events as well as student activities. In return, BSU agreed to provide the BAA with exclusive rights to use 652 Pavilion seats for a lifetime membership program. The BAA's financial commitment was increased to $5 million by the time ground breaking took place in February, 1980.

Under the Lifetime Program, seats were sold in the Pavilion and University Club or President's Club in Bronco Stadium. The two most common packages marketed were two Pavilion seats and two President's Club football seats for $25,000 or two Pavilion seats and two University Club football seats for $34,000. In 1980, the BAA started marketing the Pavilion Lifetime memberships that enabled boosters to purchase Pavilion seats only. Each pair of Pavilion seats sold for $16,000. By the end of 1982, all memberships were sold and approximately $7.1 million had been pledged or collected.

Although everyone who donated to the project played a key role in the building's construction, there were a number of individuals who made major financial commitments that became the catalyst for the Pavilion's completion. Those people, listed on page 286 of the Appendix, were the personal guarantors for Pavilion financing.

Seven individuals, through their efforts as presidents of the BAA, were dedicated to the Pavilion project from its infancy:

- S. Hatch Barrett (1976-77)
- J. Kirk Sullivan (1977-78)
- Tom L. MacGregor (1978-79)
- David W. Light (1979-80)
- J. Rich Jordan (1980-81)
- William S. Campbell (1981-82)
- Charles H. Wilson (1982-83)

In addition, former BSU presidents John Barnes and John Keiser, former Executive Vice President Richard Bullington, Vice President for Finance and Administration Asa Ruyle and Student Union Director Fred Norman, along with Director of Athletics Lyle H. Smith, Assistant Director of Athletics Ron Stephenson and the State Board of Education, all played critical roles in the building's acceptance and construction during the late 1970s and early 1980s.

Three presidents of the Associated Student Body of BSU — Mike Hoffman (1977-78), Rob Perez (1978-79) and Mike Cramer (1979-80) — worked toward the success of the project.

Former BAA executive directors Jim Faucher and Don Kubitschek and present director Bob Madden Jr. were tireless in soliciting member-
ships and organizing the campaign. The Lifetime members whose financial support made it all possible are listed on page 286 of the Appendix.

The BAA Endowment Committee was established in 1980 to structure and market a gifting program that would create endowed scholarship opportunities for BSU student-athletes. In 1982, the committee recommended that the BAA board of directors earmark future surplus proceeds from the Lifetime membership program, the Lyle Smith Golf Classics and the BAA’s portion of the biennial auctions for the athletic scholarship endowment fund. This board decision was instrumental in focusing attention on endowment accumulation and long-range planning. Subsequent boards of directors have continued this emphasis.

The Bronco Associates for Athletic Excellence endowment program was established in 1987 to increase athletic endowment gifting. Individuals and businesses were encouraged to develop their own named endowment funds by choosing one or more of 10 endowment-building vehicles. BAA members were also encouraged to consider Boise State athletics for charitable gifts when planning their estates. A video tape and booklet were developed to help present the program to prospective donors.

In December, 1991, the 21st Century Scholarship Campaign was established to solicit pledges for scholarship endowment. The BAA Endowment Committee established a goal of $10 million by the year 2000. As of October, 1993, the BAA was well on its way with 201 endowment accounts with a total cash value of $3.2 million or the equivalent of 64 fully-funded scholarships.

The retirement of Smith as athletic director in 1981 marked the beginning of the annual golf tournament fund-raiser that bears his name. As of 1994, more than $110,000 has been raised for the Lyle H.
Smith Scholarship Endowment and the tournament had expanded to include Caldwell, Magic Valley, Mountain Home, Nampa and Payette.

In 1983, the BAA and the BSU Alumni Association joined forces to hold their first biennial auction. Auction '83 netted $60,000 for athletic and academic scholarship endowments at BSU. The first four auctions generated $500,000 and the fifth one, Auction '91, netted $540,000 for a one-time special gift to purchase library books for the Warren E. McCain Reading Room located in the Albertsons Library. Auction '93, again held to build the scholarship endowment, netted $210,000.

The Bronze Bronco Award was established by the BAA in 1984 to honor members who had been active participants in BAA activities or Bronco athletics for 10 years or more. Biennially, up to five boosters have been selected as Bronze Bronco recipients. Honorees since 1984 are listed on page 287 of the Appendix.

A highly successful event for the BAA has been the biennial Walk for Women's Athletics. This fund-raiser has grown from 44 walkers and pledges of $23,822 in 1986 to 158 walkers with total pledges of $86,000 in 1993. The revenue has been divided equally among the women's sports programs and has helped maintain BSU as a premier school for women's athletics.

Another project that included BAA financial assistance was the 1988 opening of the Simplot Center for Athletic Excellence. Several prominent boosters contributed financially to this 16,000-square-foot addition to the Varsity Center building. The new facility provided BSU athletics with a state-of-the-art training center and new space for wrestling and track and field. The major gifts for the center came from J.R. & Esther Simplot and Charles and JoAnne Wilson. The BAA contributed $125,000 to the project. The donors are listed on page 287 of the Appendix.

From the beginning, the BAA, a solid core of volunteers and a dedicated staff, have made the association one of the strongest and most productive booster club organizations in the country. In the early days, BAA activities were managed in-house by athletic department staff coordinated by Athletic Director Lyle Smith and Assistant Athletic Director Ron Stephenson. Association leadership was provided by the BAA president and a small board of directors.

In 1972, Don Kubitschek became the first executive director. He held the position until 1978. Under Kubitschek and BAA president Robert E. Krueger, the association gained considerable momentum. As membership grew so did the staff, with the hiring of Ernie Roberson in 1974 as the first full-time secretary. Roberson's position was later upgraded to administrative secretary as her job assumed additional administrative duties. Kubitschek and Roberson took an active part in all aspects of the daily operations of the association and through their direction and hard work, a solid foundation was built for future growth and development.

Jim Faucher, Bronco sports information director, replaced Kubitschek as ex-
executive director of the BAA in 1978. During Faucher's tenure, the association finalized its plans on the Pavilion project and began marketing BAA Lifetime memberships. Under Faucher's leadership, $2 million in pledges was generated prior to his departure in June 1980.

Robert Madden Jr. became the BAA executive director and assistant athletic director in June 1980. A native of Caldwell, Madden joined the Bronco staff after serving as assistant director of the Beaver Club at Oregon State University. Madden's initial responsibility was to complete the marketing of Lifetime memberships and to maintain the necessary annual revenue for operations and scholarships. During the next two and one half years, an additional $5 million in memberships brought the total for the Pavilion project to approximately $7.1 million.

In the summer of 1993, Madden was honored as the nation's outstanding fund-raiser at a conference of the National Association for Athletic Fund Raising. The organization has given the award to only 12 people over the past 20 years.

The BAA has been fortunate over the years to have excellent office personnel, including Connie Sower (1982-84), Carol Carroll (1984-1987), Charlotte Glass (1987-1989), Julie Stubbers-Clarkson (1984-1988) and assistant director Larry Cline (1986-91).

In the fall of 1994, the BAA office staff consisted of executive director Madden, assistant director Ron Dibelius, administrative secretary Kathy Haumann, and records clerk Sondra Foerster. The BAA board of directors included 40 dedicated boosters who served one- to three-year terms. A president, vice president, secretary, treasurer, budget chair and endowment chair are elected annually by the directors, and the day-to-day affairs of the association are conducted from an office located in the BSU Varsity Center.

Since its founding, a long list of BAA presidents have contributed their time, wealth and leadership to make the BAA the great booster organization that it is today. They are listed on page 287 of the Appendix.

1 Boise Junior College, Roundup, January 14, 1948.
2 Barrett, Boise State University, p. 62.
4 BSU Calliope, Note from Vocational Technical Dept., 1979, in Bronco Book Notes, BSU Archives.
5 John Barnes to Louis A. Peck, Art Department, April 15, 1971, Ibid.