

Joyce Kelly Mader

Joyce was born in Oakland, California on July 23, 1953.

Joyce shared her love of horses with her father Jack Kelly, who taught her to ride at a very young age. When Joyce was 7 years old she competed in a working cow horse event at the “Cow Palace” in San Francisco and placed in that event.

Joyce showed her horses all over the state of California until they moved back home to Arkansas in 1968. Joyce graduated from Rogers High School in 1970 and also was named 1970 “Rodeo of the Ozarks” queen that same year. In that role she represented Arkansas in Columbus, Ohio at the Quarter Horse Congress where she and her horse Times Awast’n (aka Bimbo), placed with very heavy competition. Her first show horse, Bimbo, lived to be 36 years old.

Joyce married Bob Mader from Memphis, Tennessee and left Northwest Arkansas for about 20 years. Then, in 1994 they moved home. The first thing Joyce did was join a horse association, and she didn’t even own a horse. So, she found a little palomino mare in Brookhaven, Mississippi. That began a long association with the Palomino Horse Breeders of America. Both Joyce and her husband Bob, served as president of the Arkansas Palomino Association, and her devotion to riding for all kids led her to help form the “Challenged Rider Class” at the world show every year. Probably one of her proudest days was to be able to see her daughter actually compete in a class specifically designed for her. This class has become one of the most prosperous events for the Palomino World Show.

Joyce looked forward every year to the Pea Ridge Mule Jump, she loved to help in any way she could. Whether it was judging the halter classes, trying to locate judges, or just being there to fill in whenever she was needed. To her, there was just nothing better than spending your days with the horses or mules, she loved them all.

Joyce went to be with the Lord on March 1, 2015 after a 3-year battle with breast cancer. She was greatly loved and is missed by many. This year, at the annual Rodeo of the Ozarks, they gave the 2015 Rodeo Queen a \$500 scholarship in honor of her.