

BOBBI JEEN OLSON – Cowgirl / Actress / Model / Businesswoman

Charlie Nicks of Real American Cowboy Magazine

So it's a brand new year. The time a lot of us evaluate our lives, set new goals, give our dreams a boost and make resolutions. And a really good time for an inspiring story about a really inspiring person.

And this is such a story. It's a story about cowgirl from a little town who happened to have an extraordinarily big dream when she was a little girl and how two decades later, she's made it come true.

Moriarty, New Mexico is a small town in Torrance, County, New Mexico, less than an hour east of Albuquerque, a world away from pretension, happily quiet, a place where you can see all the stars at night. It is also the hometown of Western actress and model Bobbi Jeen Olson.

According to the 2010 U.S. Census Bureau 1,836 people live there – of course that's now – when Bobbi Jeen Olson grew-up, Moriarty was probably half that population. One stop light, one movie theater, one high school - home of the Moriarty Fighting Pintos – an agriculturally under-pinned community replete with the unique nature that both blesses and plagues small town communities. It was a good place to grow up.

From the time she was just a kid, Bobbi Jeen saw herself one day growing up to be an actress. What she didn't know then is that Hollywood is full of girls from towns like Moriarty, New Mexico who for the most part arrive unprepared and naïve when it comes to dealing with the cold and often unauthentic realities of California's silver-screen culture.

Bobbi Jeen was raised an Ag kid, active in FFA, numerous 4-H projects under her belt. She graduated from Moriarty High School in 1991, worked some local jobs and served as Torrance County New Mexico's Rodeo Queen in 1995-1996. In 1997, overwhelmed with pursuing her dreams, she packed her bags and took a leap of faith heading to Los Angeles, California.

Bobbi Jeen wouldn't return again to live life in the community that lent her the sound personal constitution she carries so steadfastly today. A lot of kids that grow up in small towns dream about "bright lights" and a lot of those kids move to big cities and live for years with the bittersweet dilemma of going home again. But Bobbi Jeen wasn't chasing bright lights; she was instinctually satisfying a drive, perhaps a God Given drive, one she woke up with each morning, she was chasing the mental pictures she saw in her mind.

Hollywood can be a harsh and unfriendly environment and a curt introduction to the brutally manipulated world of would be actors and actresses new to town. The culture clash, the attempt to mix small town New Mexico with the sophisticated social-dynamics of Southern California, soon enough resulted in Bobbi Jeen recognizing that she needed to find another way to develop her acting and modeling career. She decided California wasn't the match she'd hoped it would be and she returned to New Mexico where she attended acting, drama and modeling classes. In time, the former nationally-ranked World Series of Team Roping header, Torrance County Rodeo Queen, 4-H'er, FFA Member and small town girl poster child began to land acting and modeling jobs that were a better fit – modeling Western clothes, appearing on the covers of Western magazines, playing roles in Western movies. She decided it was time to put down roots and after a lot of soul-searching, she decided to move to Casa Grande, Arizona – south of Phoenix.

And, according to plan, Bobbi Jeen did put down roots; she got married, had a son, Rowdy, bought property and started a business. She and her husband Jim, a Western author, and mother Betty own & operate the Western Trading Post a world-class Western Trading Post-Pawn Store, specializing in Western & Native American items in Casa Grande, www.TotallyWestern.com.

You may see Bobbi Jeen in a magazine ad wearing an expensive bracelet or necklace or earrings – you may see her riding a horse full tilt with a pistol blazing in a movie – you may see her signing autographs at a cowboy gathering, rodeo or livestock show. You may even see her behind a jewelry case at their family Trading Post. Bobbi is a lady in motion.

Today Bobbi Jeen Olson is a beautiful, distinguished, admired, successful, grounded, well known Actress and Model. The foundation of her acting and modeling career has been successfully built and cemented. Her cell phone contact list is full of important numbers, she's built her professional relationships right, she's performed to the high expectations of directors, and colleagues and producers. She's paid her dues and kept her end of the bargain, something they respect even in Hollywood.

Bobbi Jeen recognized that accentuating her skills with a horse, her authentic abilities riding and handling horses, could be the edge she needed when competing to be cast for a movie. She is something of a modern day Annie Oakley, riding, shooting, jumping on run-away stage coaches and generally able to do anything a woman of the Wild West could do. And that's Bobbi Jeen; had she had been born 125 years ago she would surely have starred in Bill Cody's Wild West Show.

At 41, it would appear things for Bobbi Jeen Olson couldn't be going better. She enjoys a happy family life rich with activity and health and happiness and prosperity. Her career is solid and still blossoming - she's on that fine line between "well known" and "famous".

As you can clearly see, Bobbi Jeen is a fitness nut. At 5'6" and 115 pounds with shiny Auburn hair and just a shake of freckles accessorizing her photogenic face, she is, as they say, "a show stopper". On top of her enviable movie success, Bobbi Jeen does a surprising amount of commercial photography and runway modeling, Western or otherwise.

2014 was an especially good year for Bobbi Jeen; she had leading & supporting roles in 4 feature films, one of which was "Deadly Sanctuary" also starring Eric Roberts, Dean Cain & Daniel Baldwin. And you may even remember seeing her alongside Chuck Norris on Walker Texas Ranger! To get to this level in a super-competitive career doing photo shoots, runway modeling, western movies, magazine covers and personal appearances is an accomplishment in and of itself. To do it your way, on your own terms and in line with your own values is even a more impressive achievement.

But, it's even more remarkable when you consider, Bobbi Jeen Olson has a detached retina and can't see out of one eye.

When she was 17, she and "Old Man Carl" – a local cow man Bobbi Jeen befriended as a girl and someone who still occupies a very special place in her heart, were loading cattle at the sale barn in Belen, NM. They had separated a cow and a calf, the cow took exception, decided to fight, jumped a gate, knocked down a fence and attacked the teenager breaking her nose, eye socket and leaving her knocked out in the corral. Much later, in fact not until 2013, would she learn about the damage to her retina.

"My eye (retina) detached for the first time in August 2013, then again in April 2014, resulting in a Total Eye Repair surgery and I have had 4 surgeries since then to repair it with hardly any sight," she explains.

Eye injuries very often result in the victim suffering a lifetime of at least partial isolation, when you can't see you tend to limit activities as opposed to chasing dreams.

Very little and often no sight out of one eye makes for a difficult situation when you're talking about riding a horse at an all-out run shooting a gun, hopping on a run-away stagecoach or even walking in high heels down a runway in an expensive dress.

Bobbi will soon undergo yet more medical treatment to reattach the injured retina, hopefully having a miracle happen but prepared for anything in front of her.

The life Bobbi Jeen has created for herself may or may not be the exact picture she carried in her mind as little girl, which would not be at all unusual. When you set a goal, when you write it down and make a commitment to achieving it, you can only see so far down the road.

But people like Bobbi Jeen, people who have made a commitment to their own success, have learned, if you'll go down that road as far as you can see, you'll be able to see farther.

Achieving goals requires long term commitment, re-direction and modification and allowances for all kinds of things and situations. Bad eyes included. Divorces included. Illnesses included. Financial collapse included. Bad weather included. Past failures included.

We all have our issues, we all have our challenges, our reasons, our excuses; winners learn to work around them, overcome them and to succeed in spite of them.

So when you admire the glamorous Bobbi Jeen Olson on the cover of a magazine or in a movie or walking confidently down a runway respect what she's overcome to get there.

It's really quite incredible. She's really quite incredible. And she believes everyone can be incredible too.

You can reach Bobbi Jeen personally at www.BobbiJeen.com.

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