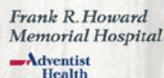


FROM THE '20s TO TODAY

WILLITS FRONTIER DAYS

1926 ★ 2016

90TH ANNIVERSARY CELEBRATION





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Executive Board: Vice President, Mattie Pinon, President, Marcy Barry; Secretary, Tracy Legris. Not pictured: 2nd Vice, Tylor Yadon and Treasurer, June Sizemore.

Willits Frontier Days
90TH ANNUAL EVENT - EST. 1926



In 1926, the Willits Development Association came up with the idea of sponsoring a community activity to raise funds for the construction of a much-needed hospital. Through the efforts of many prominent citizens, including Dr. Raymond Babcock, Frank Taft, Judge E.M. Whitney, Judge Fred Ford, Deed Wimmer, Frank and Bill Whitney, Joe Quadrio, Edward Morris, Carl Edenfeldt, Allen Sacry and the American Legion Post, a plan was hatched, and the first Willits Frontier Days Rodeo occurred in July 1927.

Coincidentally, at this same time, Frank R. Howard, the young son of Charles S. Howard, owner of Ridgewood Ranch and champion racehorse Seabiscuit, was injured in an automobile accident at the ranch. The boy's doctor, Dr. Babcock, approached Howard

about erecting a hospital in Willits in memory of young Frank, who did not survive the fatal crash. Mr. Howard agreed and decided to build the Frank R. Howard Memorial Hospital shortly thereafter.

Even though the original idea of having a rodeo to fund construction of a hospital was no longer necessary, the American Legion decided to carry on with their plans for the event anyway.

The celebration was an instant success, and the American Legion ran the show until 1932, when the Willits Volunteer Fire Department accepted the leadership role. Looking to the future, the fire department borrowed money to improve the rodeo grounds by having individual volunteer firefighters sign promissory notes.

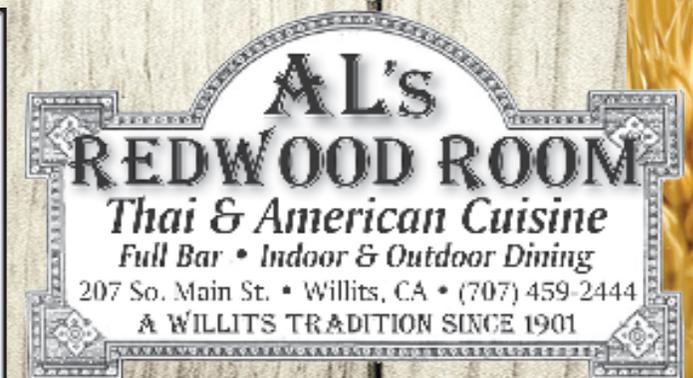
The Willits Frontier Days Association was born and incorporated in 1950, when a group of local businessmen and ranchers took over the proverbial "reins" of the event. The continuity of Willits Frontier Days has remained unbroken since 1926.

As a non-profit organization, Willits Frontier Days still operates as it did in the beginning, with no associated individual or organization getting any financial reward. Residents and clubs work together to put on the events and decide together how to spend the profits of each show to benefit our community.

Interested in getting involved and helping the tradition of Willits Frontier Days continue into the future? Call 707-459-6330 or email us at: willitsfrontierdays@gmail.com for information on joining.

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President's Message
 MARCY BARRY, 2016 PRESIDENT

**Welcome to the
 90th annual
 Willits Frontier Days!**

I would like to welcome each and every one of you to this year's Fourth of July events. These great events would not happen year after year without the volunteers and the generosity of our community. Hope your visit is not only entertaining, but memorable. Can't wait to see you all at the events. I personally would like to thank my family, Fred and Danielle Barry, for hanging in there with me – you guys are my rock. Thank you again for all the continued support.

Program & cover design: Maureen Moore / Mphotographress Official Willits Frontier Days Photographer: Maureen Moore
 Program printing supervised by: Western Web Distributed by: Willits Weekly / June 23, 2016



- PAST PRESIDENTS OF WILLITS FRONTIER DAYS**
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 - Kent Standley
 - Kathy Goss
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 - Jack Tharp
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Heritage Award

DON JEROME

The 2016 Heritage Award winner is Don Jerome, who exemplifies the qualifications required to earn the title. The award is set for a person or group who has stepped up for many years to help with Willits Frontier Days events and helps make the annual celebration possible.

Jerome has been involved with the events for 20-plus years and has worked behind the scenes helping install the new arena and pipes, worked as a gate man for the rough stock, worked the junior rodeos with Lee Persico, helped count money and tickets, and even commuted back and forth from Lake County to help get the grounds ready year after year.

Many remember "Don's Armpit Motel," which was the name given to the trailer Jerome brought over each year where he stayed during the Fourth of July events.

Jerome was the first recipient of the Top Hand award in 1999, which was given to him on his wedding day. He married his bride, Nora, 27 years ago and the Black Bart gang was in attendance at his wedding.

"Don has become a dear friend of Willits Frontier Days, and we cannot thank him enough," said Lee Persico. "Don receiving the Heritage Award is a great honor, and is well-deserved!"

Congratulations, Don!



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Boy Scouts, Troop 42:

Scoutmaster: Kara Watson

Assistant: Mike Miltimore

Service & fun: Putting out flags for holidays; cleaning up rodeo grounds; rigging up the monkey bridge at local hometown events

Meet: Scout Hut on Wednesdays at 6:30 pm
To join: Kara Watson: 245-2755

Cub Scouts, Troop 42:

Cubmaster: Michael Lockhart

Assistant: Bridgette Lockhart

Service & fun: Picked up litter at the Rec Grove

Park on Fourth of July; running Pinewood Derby

Meet: Kindergarten to second grade: Scout Hut on Tuesdays at 4:30 pm

Third grade to fifth grade: Scout Hut on Fridays at 4 pm

To join: Bridgette Lockhart: 841-3019

Boy Scouts, Troop 88:

Scoutmaster: Leon Anderson

Assistant: Randy Hayes

Service & fun: Erosion control at Thimble Berry trail; cleaning cemeteries; weed abatement of invasive species

Meet: LDS Church on Wednesdays at 7 pm

Join: Leon Anderson: 459-4031

Grand Marshal

WILLITS BOY SCOUTS

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Willits Frontier Days

Boy Scouts, Troop 212:

Scoutmaster: Ken Pedersen

Assistant: Jennifer Dellett and Roger Wear

Service & fun: Tiger Cub Safari, volunteering in kitchen at Camp Wente; helped with a book fair at the Willits Library; walking dogs at the Humane Society

Meet: First Baptist Church on Tuesdays at 7:30 pm

Join: Delores Pedersen: 972-3911

"We appreciate all the help at the grounds and all you do for the community!"

- Marcy Barry, Willits Frontier Days President



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Calayan Knight
SWEETHEART CANDIDATE

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Age and Schooling: 20, Junior at Mendocino College, working towards an associate degree in business. Graduated from New Horizons in 2013.

Horse: Peaches, a 12-year-old mare Quarter Pony.

Residency: Moved to Willits from Laytonville when she was 4 years old.

Plans for the Future: Owning her own therapeutic riding facility or other entrepreneurial endeavor.

Riding experience: Has been riding for 16 years, owned horses for 10. Started with English riding, showing, some dressage, and some hunter/jumper. Recently doing more Western and enjoying trail riding.

Family and support: Mom Gail Lawner; friends Thea Grusky-Foley and Joan Whitney. Calayan comes from a family with three other siblings.

Why she's competing: "The experience of running for Sweetheart was such a fun experience last time when I ran for the 2014 title. I want to use the lessons I learned and now, with knowing more, give it another try!"

Sweetheart Spurs
Sponsor
Soroptimist International of Willits



Cheyenne Walters
SWEETHEART CANDIDATE

Age and Schooling: 17, Junior at Willits High School.

Horse: Nani, a 16-year-old mare Paso Fino.

Residency: Lived in Willits all her life.

Plans for the Future: Become an X-ray technician, maybe attend Sacramento State.

Riding experience: Enjoys spending time riding with her mom and doing trail rides, especially at the McKee ranch.

Family and support: Mom Jami Whitman and dad James Walters of Willits. Cheyenne comes from a family with seven other siblings.

Why she's competing: "Running for Sweetheart has been something I've always wanted to do. I knew I'd regret it if I didn't run!"

Sweetheart Dinner Sponsor J.D. Redhouse

Sweetheart Dinner
Flowers
Flower Lady of Willits

Runner-Up Stirrup
Sponsor
Willits Frontier Days



Sierra Skinner
SWEETHEART CANDIDATE

Age and Schooling: 18, Senior at Willits High School.

Horse: Cinder, an 11-year-old Palomino.

Residency: Moved to Willits in 2014 from Senora.

Plans for the Future: Become an agriculture teacher. Study at Shasta College and then return to Willits to teach.

Riding experience: Has been riding since she was 5 years old, enjoying trail riding and packing with pack stations, and recently became involved in goat tying, too.

Family and support: Mom Jennifer Skinner of Willits and father Dan Skinner. Sierra comes from a family of four other siblings.

Why she's competing: "I thought it would be a great experience, and it's something I've always wanted to do.

"They have similar competitions in Senora, and I thought it would be fun to run here this year."

Sweetheart Tiara Sponsor Soroptimist International of Willits

Runner-Up Pendant
Sponsor
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Sweetheart Saddle
Sponsor
J.D. Redhouse



Halee Reed
SWEETHEART CANDIDATE

Age and Schooling: 17, graduating this year from New Horizons via independent study.

Horse: Twilight, a 15-year-old gelding Quarter/Morgan.

Residency: Lived in Willits all her life.

Plans for the Future: Become an underwater welder and attend school in Florida.

Riding experience: Competed in horse shows, gymkhanas and trail riding. Enjoyed Western Pleasure, but recently learning more English riding, too.

Family and support: Dean and Laura Reed of Willits. Halee comes from a family with six other siblings.

Why she's competing: "I thought it would be a great experience and give me a way to spend more time with my horse.

"I'm looking forward to meeting lots of new people. I am excited for this summer job."

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At left: Vicki Ham and Loraine Patton of Soroptimist International of Willits pose with Willits Frontier Days past president Rick Crowder and current president Marcy Barry and Kevin Reedy and John Thomen of the Little Lake Fire Department.

Willits Frontier Days gives back \$3,000 in donations to Willits community

Each year, Willits Frontier Days makes donations back to other service clubs, groups and organizations as a way of saying "Thank You" back to the community.

This year, six groups received donations, including the Little Lake Fire District, that received \$350 for their smoke detector program; the Soroptimist International of Willits, who received \$500 for human

trafficking awareness and \$250 for their book project; Willits High School's peer empowerment summit received \$300; the TRAIL program at Ridgewood Ranch received \$1,000; the Willits High School swim team received \$300; and the Willits 4-H sheep program received \$300. All in all, donations totaled \$3,000 for 2016.

Representatives from many of the organizations attended the Willits Frontier Days monthly meeting when donations were announced to receive their checks. Attendees included Loraine Patton and Vicki Ham from the Soroptimist International of Willits, John Thomen and Kevin Reedy from the Little Lake Fire Department.

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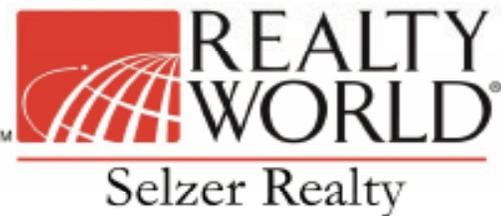
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WHEN & WHERE

6/26 | Noon | Rodeo Grounds | Free to Attend

Being the one chosen to sing the iconic National Anthem at the Willits Frontier Days Parade, Junior Rodeo and CCPRA rodeo is something the winner of the annual contest will be able to remember for years.

In years past, vocalists of all ages and singing styles have tried their hands at the patriotic stanzas of the “Star Spangled Banner,” including some very young kiddos, dads, moms, amateurs, semi-professionals and even a barbershop quartet. Everyone is invited to come and cheer on their favorite singer at the contest held at the Rodeo Grounds.

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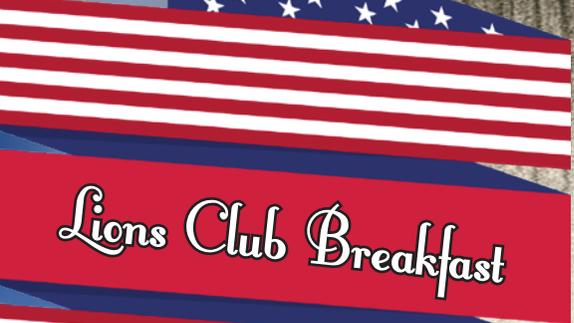
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Lions Club Breakfast

WHEN & WHERE
6/26 | 7 a.m. | Rec Grove Park | Adult: \$8, Child: \$5

After many full days of Fourth of July festivities conclude, the best place to be early the next morning is at the cowboy breakfast held at the Rec Grove Park.

The Lions Club gets busy early in the morning to make sure the hungry gathered crowd can grab a hot plate of hotcakes, ham, eggs and hot coffee.

Tables are available at the park to sit and eat, and many enjoy gathering to chat about the year's events.

Tickets for the breakfast are available from the Sweetheart contestants and at the event which runs from 7 to 11 am.



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In time, Adventist Health constructed the new Frank R. Howard Memorial Hospital which was completed and opened to the public in October, 2015. While the hospital was nearing completion, the Foundation moved forward with the construction of a medical office building north of the hospital site.

Currently at their new office located in the Lamprich Center at Three Marcela Drive, Suite A, the Foundation will be joined by Adventist Health in adjoining suites to include a rural health clinic, pharmacy, and a physical therapy facility.

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Past Sweethearts



Crowning the Winner

POISE, PERSONALITY & HORSEMANSHIP

WHEN & WHERE

Horsemanship: 6/26 | During Horse Show
Jack Tharp Arena | Free to Attend

Appearance & Poise: 6/18 | 12 to 3 p.m.
Veteran's Hall | Free to Attend

Selecting the next lady to represent the Willits Frontier Days celebration is decided on ticket sales, poise and personality, modeling, a speech, equestrian knowledge and a horsemanship riding pattern. Candidates are responsible for helping create awareness of the events by selling tickets in the community. Those crowned Frontier Days Sweetheart help out in the arena every year, handing out awards, chasing cattle, riding in the parade, and posing with winners for photos, as well as making appearances at other rodeos in the name of Willits Frontier Days.



1926	None	1956	Betty Ann Stansberry Erbes	1986	Kristine McBride Tyrrell
1927	Marie Scholegel Novaglie	1957	Patricia Moreno Door	1987	Kim Colwell Lebo
1928	Martha Warner Kelton	1958	Letha Schumaker Wiley	1988	Nicole Persico Kunka
1929	Lola Butts	1959	Marian Whitely Ross	1989	Dina Pinon Parker
1930	None	1960	Carol Collier McClendon	1990	Melanie Ulvila
1931	None	1961	Mardi Wilson Hinton	1991	Lanae Shuster Lamkin
1932	Enola McKenzie Reed	1962	Linda Allen Banks	1992	Amanda Hiatt Hower
1933	Betty Akins	1963	Susan Fonsen Neilson	1993	Amy Ford
1934	Amy Gardner	1964	Sue Hardaway	1994	Marta Trevey
1935	Jemma Pedroncelli Serventi	1965	Sharon Baker Arno	1995	Tori Nunnemaker Minton
1936	Elizabeth Wendt Ferguson	1966	Leslie Cogburn Scaglione	1996	Georgeanne Dawson Crosky
1937	Alice Gibellini Wade	1967	Joan Scholegel	1997	Patricia Garrity
1938	Dorce Brown	1968	Clydeen Smith Dick	1998	Ileah Leone
1939	Ernistime Casteel DeBoer	1969	Mousey Clatty	1999	Mary Garrity
1940	Evelyn Robley Bergson	1970	Kam Maize LaLaguna	2000	Olivia Grupp
1941	Pauline Standley Perez	1971	Margaret Smith	2001	Katherine Whitby
1942	Melba Dempsey Lewis	1972	Paulette Wilcott Somdahl	2002	Sandi Short
1943	Ann Cox McGinnis	1973	Jann Clatty Rickey	2003	Mattie Pinon
1944	Anna Ford Hardwick	1974	Kathy Persico Graves	2004	Tina Holguin
1945	Lillian Kroh Nolan	1975	Lorraine Soulliere Crabtree	2005	Ashtan Bloomquist
1946	Georgia Stovall Welch	1976	Tami Tharp Romberg Mayfield	2006	Darcy Ford
1947	Anne Crabtree Henderson	1977	Kelly Bielenberg Eoff	2007	Courtney Figg-Hoblyn
1948	Lillian Kroh Nolan	1978	Julie Canepa Belvin	2008	McKenzie Barlow
1949	Betty Mast Campbell	1979	Liz Persico Day	2009	Lindsey Bowlds
1950	Wanda Lane Johnston	1980	Cindy Kostanecki Kelly	2010	Stephanie Standley
1951	Gretchen Mullen Weber	1981	Stacey Blalack McKinley	2011	Riata King
1952	Yvonne Dusseau Leever	1982	Caroline Kostanecki Durupt	2012	Rachel Belvin
1953	Claire Huffman Robertson	1983	Sandra DuCross Norman	2013	Lilja Lamkin
1954	Joan Neary Von Weien	1984	Chrissy Kostanecki	2014	Haley Schuck
1955	Shirley Merritt Nikolashin	1985	Tracey Ford Moody	2015	Caitlyn Forrester

SWEET SUMMERTIME

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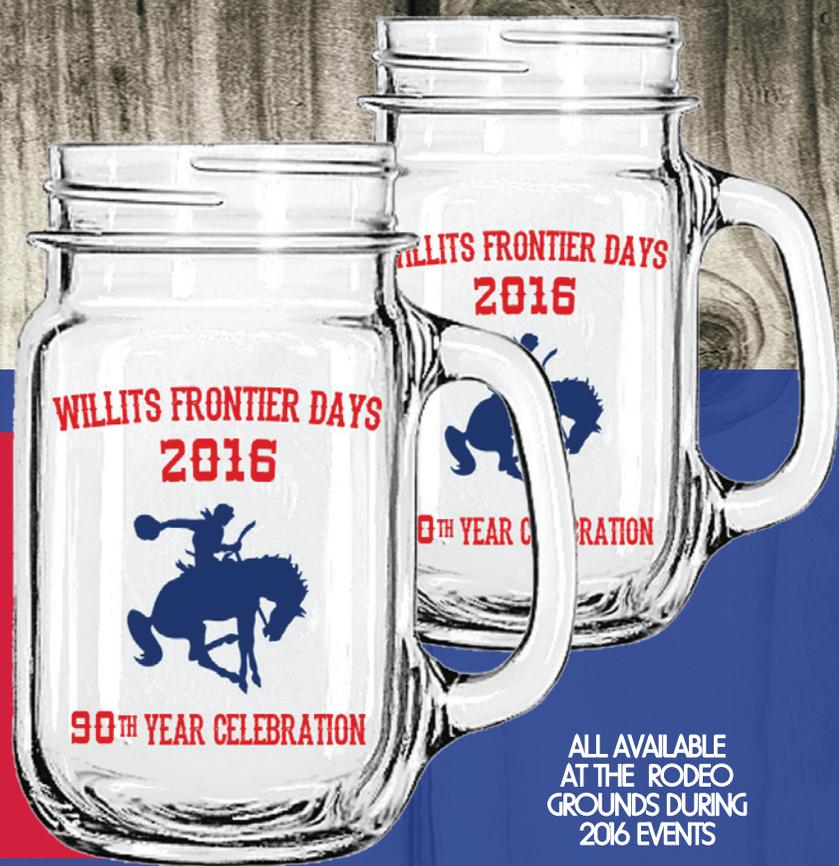
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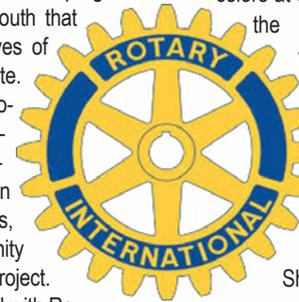
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Willits Frontier Days!**

The Willits Rotary Club

helps with the annual Willits Frontier Days Barbecue, helping to coordinate and serve the delicious lunch to the hungry crowd. The Rotary International motto "Service Above Self" conveys the humanitarian spirit of the organization's more than 1.2 million members. Strong fellowship among Rotarians and meaningful community and international service projects characterize Rotary worldwide. Willits Rotary offers programs for students and youth that can change the lives of those who participate. Through these programs, young people can earn scholarships, travel on cultural exchanges, or help a community through a service project. To become involved with Rotary, contact 707-391-0433.



The American Legion Post 174

and the Ladies Auxiliary helped initiate the 4th of July Parade and Rodeo in 1926 to raise funds toward building the hospital. In 1927 the event was made permanent, and has occurred ever since with no interruptions. This is a record that Willits and the Frontier Days Committee are justifiably proud of. The American Legion Color Guard has led the 4th of July Parade each year. The Guard also presents the colors at each Rodeo, and raises the huge garrison-sized flag while the National Anthem is sung. Post 174 and its Ladies Auxiliary meet at 7 p.m. the second Tuesday of each month in the Veterans Memorial Building at the intersection of Sherwood Road and Main Street. If you would like to become involved with the post, contact 707-272-1997.



Local Service Clubs
WHO HELP MAKE OUR EVENTS POSSIBLE

The Soroptimist International of Willits



group is in charge of each year's Sweetheart contest, assisting the girls from May 1 though the dinner when the winner is crowned. Each contestant receives a binder with pertinent information for the year's contest that the group puts together, and they also offer guidance, assistance with poise and personality skills, and encourage the contestants to sell those tickets! Globally, the Soroptimist International group is a service organization for women who are committed to a world where women and girls, together, achieve their individual and collective potential, realize aspirations and have an equal voice in creating strong, peaceful communities worldwide. If you would like to become involved with the Soroptimists, contact: 707-459-5363.

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Beef Barbecue

SPONSOR: GEIGER'S LONG VALLEY MARKET

WHEN & WHERE

7/4 | Noon | Rec Grove Park
Adult: \$15 & Child/Senior: \$8

Even as the parade comes to an end, the sizzling aroma of barbecuing beef can already be caught on the air, wafting out of the barbecue pit at the Rec Grove Park.

The line can get long, but anyone who's been through it before can testify that it's worth the wait – even when the team serves some 4,000 people during the luncheon.

Putting this monumental meal together takes the combined efforts of many local individuals, service clubs and businesses. However, under the direction of Mike Frahm and the help of many others, the event continues to be a success.



Anita Tharp and the barbecue fire crew light the coals around midnight to make sure they are just right by the time the cooks arrive around 6 a.m. The Odd Fellows Lodge, Rotary Club and many dedicated volunteers work through the night and into the day preparing cowboy-style beans, salad, garlic-buttered French bread and corn on the cob.

Roasted over oak coals since the crack of dawn, the Black Angus tri-tip roast is absolutely delectable. Tickets are available from the Sweetheart contestants and at the event, which starts at noon.

HORSESHOE TOURNAMENT

7/4 | 10 a.m.
Rec Grove Park
Free to Attend

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WHEN & WHERE
6/23 | 5 to 9 p.m. | Main Street - Downtown Willits
Free to Attend

Kicking off the Willits Frontier Days event is the Hometown Celebration held along the Main Street corridor in downtown Willits. Many brick-and-mortar vendors, restaurants, cafes and shops open their doors with specials and sales for those who come and celebrate for the evening. Pop-up booths are set up for many other businesses in several parking lot areas. South-of-town and other businesses, service groups, clubs and organizations – and the Farmers Market this year – offer goods to buy, raffles, and games and fun for the kids. Food, treats and tasties are available from local restaurants and vendors who serve many street-friendly eats for visitors' strolls around town.

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Main Street Parade

EVENT SPONSOR: HOWARD HOSPITAL

WHEN & WHERE

7/4 | 11 a.m. | Main Street - Downtown Willits
Free to Attend

The strip of Main Street between Commercial Street and East Valley Street gets a holiday-themed makeover on the morning of July 4, as the annual parade kicks off and turns Highway 101 into a red, white and blue extravaganza.

Community members and visitors from all over the county and beyond line the sidewalks of historic downtown Willits to watch the glitter, horses, dancers, floats, balloons, gunfighters, bands, flags, tractors – and usually a surprise or two – march down Main Street.

Several entrants have made the parade



an annual or generational tradition for their families – some riding since they were just little buckaroos, including members of the Standley and Persico families and many others.

Annual favorites include the winning and runner-up Willits Frontier Days Sweetheart contestants, the current Grand Marshal and Heritage Award winners, Roots of Motive Power antique logging equipment, Willits Horsemen's Association, Willits Police Department, Little Lake and Brooktrails Fire Departments, CalFire and CDF, as well as

many other emergency personnel – with sirens and lights blazing, of course.

The announcer's stand, located at the corner of East Mendocino Avenue and Main Street, introduces each entry and provides information on each group or individual participant. It also serves as the stage for the winner of the National Anthem contest to sing at the opening of the parade.

Though many viewers stake out seats in the coveted shady locations in the early hours of the morning, the parade starts at 11 a.m. and is free to attend.

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Double Standyrd

PERFORMING AT STREET DANCE

WHEN & WHERE

6/24 | Following Truck Pulls
Rodeo Grounds | Free to Attend

Double Standyrd is a Mendocino County band, crossing several genres of music. If you're into Blues, Southern Rock, Country, or even good old-fashioned Rock-N-Roll, DS is a must see! The band was formed in March 2013 and has been putting people on the dance floor ever since. Double Standyrd gets people on their feet and moving! Whether it be to a "kick up your heels" southern rock song, or the groove of their blues music, you'll be on the dance floor, having a great time. Sing along to some of your favorite southern rock songs, some hot new country, or the occasional rock anthem. This six-person ensemble is made up of: Camille Villavicencio/Lead Vocals – John Perez/Vocals – Brad Hunt/Rhythm Guitar – Jim Switzer/Lead Guitar – Frank VanVranken Jr./Bass – Scott Wise/Drums.



Johnny Young Band

PERFORMING AT WESTERN DANCE

WHEN & WHERE

7/3 | Following CCPRA Rodeo
Rodeo Grounds | Free to Attend

Country roots, with a Rockin' soul, The Johnny Young Band delivers a high-octane mix of Country, Rock, and Pop favorites guaranteed to set any dance floor ablaze. Based in Northern California, the band is made up of seasoned touring musicians, led by award-winning Vocalist/Guitarist Johnny Young.

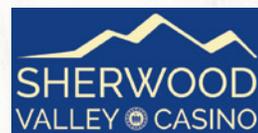
Johnny and the guys have dedicated their lives to music, and as individuals have played a multitude of venues from NBC Today Show, to Warped Tour, to The Grand Ole Opry respectively. Since their inception a mere six months ago, The JYB can already be found performing in top venues around the West Coast.



The band has their sights set on a national tour upon completion of their debut album, set for release next year.

The Johnny Young Band is: Johnny Young on Vocals & Guitars, Nick Ford on Bass Guitar, Rik Pietriewicz on Guitars & Backing Vocals, Sid Walker on Fiddle, and Michael Masters on Drums

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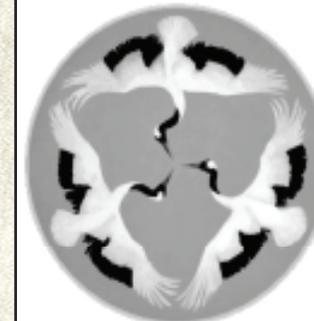
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WHEN & WHERE

7/2 | 4 to 9 p.m. | Jack Tharp Arena | Adult: \$5

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CCPRAers have to start somewhere, and the Junior Rodeo event is the place for the little buckaroos to hone their arena skills before competing with the big guys and gals. Many of the junior contestants also have been in the saddle since they were very little, many with practical ranch experience already under their belts.

Events at the junior rodeo include many of the CCPRA events, just on a smaller scale. Calf and steer riding offer the little ones a chance to get ready for the bulls, and the Mystery Scramble gives everyone – contestants AND spectators – a great giggle. Though competition can be fierce even on the smaller scale, the parents of these little ones are always cheering them on

Like the CCPRA rodeos, the stock is provided by Humboldt County's Lou Bugenig and Mike Mora of West Coast Rodeos, and the winner of the event also receives the All Around title and an engraved buckle. The overall high-point winner for the day will have the honor of receiving the Bud Suttles Memorial Trophy.

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WHEN & WHERE
6/24 | 6 p.m. | Jack Tharp Arena | Adult: \$13,
Child: \$5

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Super Street, Street Diesel, OMG Class, Stock Diesel, 4,500-pound, 5,500-pound, 7,200-pound, Pro Modified trucks, 5,800-pound tractors, Country Modified, 6,000-pound and 8,000-pound.

The Jack Tharp Arena gets to serve a different use on Friday night, when the Truck and Tractor Pulls replace the bulls and broncs that usually inhabit the space.

Local boys and girls, and a roster of professional drivers who are a part of the MLM Motorsports crew, try their trucks and tractors against The Terminator, a weighted sled that is hooked to competitors' vehicles.

The drivers must begin from a parked position, be hooked to the sled, then methodically, or with much gusto, drag the sled down the arena and hope to make it across the 300-foot-mark finish line.

The sled has an increasable weight that can be altered to allow different levels of resistance for each class of drivers.

Awards are given, as are bragging rights, to those who are able to dominate The Terminator. Many drivers compete with MLM at their other events, and come back to Willits year after year for this fun event.

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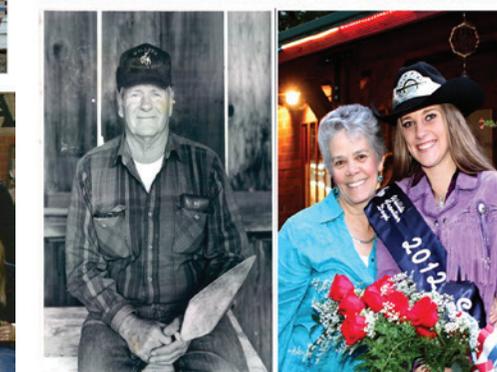
LLFD Fundraiser

EVENT SPONSOR: WILLITS FRONTIER DAYS

WHEN & WHERE

6/25 | 10 a.m. to 2 p.m. - drawing at 3 p.m.
Rec Grove Park | Free to attend

Our Little Lake Fire Department volunteers will be selling hamburgers, hot dogs, chili beans, nachos, and other tasty treats during this fundraising event. As a show of appreciation to our community, we will also be planning for a public safety awareness day, and hope that each of you can participate in some way. We will also be providing demonstrations in auto extrication, fire extinguisher training, demonstrating apparatus, providing discussion about the new firehouse, volunteering as a firefighter, and many other items. Throughout the day we will be drawing names for the Association Fundraising Event. Well-known local favorite Tova Scotia will be emceeing our event, and also be our DJ for the afternoon.



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Horse Show

WHEN & WHERE

6/26 | 8 a.m. | Jack Tharp Arena | Free to Attend

Equestrians have been showing their skills as accomplished riders at the Willits Frontier Days Horse Show since the beginning of the event in the late 1920s.

English and Western disciplines are both showcased, and a high point and reserve high point winner are selected from each group and are awarded prizes for their day's efforts.

Five local perpetual trophies are available: Barbara Hamilton, John Fish, Randy Clark and Don and Petie Coleman, the R Horse Ranch, and the Goss family. These trophies are for local riders aged 17 and under who live in Mendocino County.

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Carnival & Games

WHEN & WHERE

6/24 | Opens at 4 p.m. | Next to Rodeo Grounds

The night sky overlooking the Jack Tharp Arena glows bright with the lights from the Johnston Amusements carnival every year. The carnival offers rides, food and fun for kids and adults. Classics like the Gravitron and the Zipper give those hoping for a thrill a run for their cotton candy, and carnival games including darts, ping pong balls for goldfish, and more test the skills of all attendees. Everyone is welcome to enjoy tasty food including popcorn, candy apples, ice cream, and treats as they stroll through the clean and well-lit midway. Johnston Amusements has been bringing these quality family entertainment options to Central and Northern California fairs and festivals for over 50 years, spanning three generations.



Ranch Rodeo

AN OFF-SEASON WFD EVENT

WHEN & WHERE

10/1 | 10 a.m. | Jack Tharp Arena | Free to Attend

After the official Willits Frontier Days and Fourth of July events are over, the Jack Tharp Arena quiets down for a few months, but when October rolls around, it livens up once again and plays host to the annual Ranch Rodeo event.



The Ranch Rodeo differs from the traditional rodeo events by offering teams of riders the chance to try their hands and hooves at more practical, working ranch-lifestyle tasks like "ranch doctoring," "trailer loading," and "team sorting." These events are more common for everyday life on a ranch and take a different skill set than, say, barrel racing. A barbecue, Calcutta auction and more are held during the Rodeo. Check out "Year-Round Events" on www.WillitsFrontierDays.com for more information and entries when they become available.

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Harold Potter
TOP HAND AWARD RECIPIENT 2016



This year's Top Hand award recipient is Harold Potter, an eight-year volunteer with Willits Frontier Days and decade-old Willits local. Potter moved to the area from Ukiah with the towing industry and has since retired, leaving more time to help with community projects. Potter is also retired from the Military. Potter serves on the Board of Directors for Frontier Days as well as being in charge of year-round security for the facility on East Commercial Street and maintenance for the grounds. During the events over the Fourth of July, Potter helps groom the arena for the events, keeps the facilities in good order, and also continues with his security and landscaping maintenance duties, too. See Potter as he is announced at the parade, the CCPRA rodeos, and at the Sweetheart Dinner. Thank you for all of your hard work, Harold! We're happy to honor you with this award!



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Hats Off & Thanks
VOLUNTEERS AND HELPERS OF 2016

2016 COMMITTEE CHAIRS:

Advertising: Karen Cavanaugh & Maureen Moore

Junior Rodeo: Lee Persico and Bobbie Tilley

Sweetheart Contest: Soroptomist International Willits, Evelyn Persico and Kathy Persico

Horse Show: Mattie Pinon and family

Carnival: Dean Verdote and June Sizemore

Parade: Kara Colvard and Ron Moorhead

Grounds: Jeff Cook, Fred Barry and Harold Potter

Arena: Fred Barry and Harold Potter

Flowers: Marcy Barry, Tracy Legris, Alexis England, Lori Ann Walker, Tammy Cartwright and Tracy Thomen

Margarita Booth: Dean and Rachel Verdote

Beer Booth: Fred Barry, Jeff Duncan, John Thomen and Willie England

Truck Pulls: Marcy and Fred Barry

BBQ: Darrell Buzzard

Vendors: Alexis England

Sweetheart Dinner Cooking: June Sizemore



Supporting Willits Frontier Days in spirit this year: Jim Yokum, Carl Gallups, Al Robinson and Luke Fryman. You will be missed, and we thank you for all of your support over the years. Our deepest condolences to your friends and families.

MAJOR SPONSORS FOR 2016 EVENT:

- Budweiser-Eagle Distributing ■ Les Schwab Willits ■ Sparetime Supply ■ Frank R. Howard Memorial Hospital ■ J.D. Redhouse & Co. ■ Sherwood Valley Casino ■ Nor-Cal Recycled Rock & Aggregates ■ Geiger's Long Valley Market ■

The Executive Board, the Board of Directors and Staff Committee Chairpersons wish to express our heartfelt gratitude to the folks who show up "just because" and lend a helping hand with the many tasks that need doing before, during and after our annual 4th of July celebration.

All BBQ Crew helpers; Annette and Art Cooley; Bobbie and John Tilley; the Chamberlain Creek fire crew; Bruce Cartwright; the Cavanaugh Family, Christine Houshelt; Cloyd and Barbara Taylor; the Dalton family, Darrell Buzzard and family, Lori Ann Walker, Darin Bowlds; Deana Rutledge; Sheldon Lunde; Diane Ford; Twila, Rita and Doug King; Doug and Kathy Goss; Duncan family; Danielle Barry; the Garman family; Jack and Candi Tharp; Jim Bean; John Sundstrom; Laura and Danny McBride; Willits Lions Club; Little Lake Fire Department volunteers; Mary Burgess; Maureen Moore; Mendo Mill of Willits; Mike and Michael Frahm; Nita Tharp; the parade crew; the Persico family; the Pinon family; Pro-Flame; the Riley family; Ron Moorhead; Rotary Club of Willits; Shuster's Trucking Co.; Skip A-Z; Soroptomist International of Willits; Sparetime Supply; T&T Salvage and Storage; Tammy Cartwright; the City of Willits employees; Ukiah Ambulance; Willits Boy Scouts; Willits Chamber of Commerce; Willits High School baseball team; Willits Police Department; Willits Weekly; Willits 4-H; Willits FFA; Bouthiller Construction; Sheldon Lunde; the Thomen family and Rick Crowder.

We sincerely apologize if we have missed listing any of our other "caretakers" and hope you will understand and forgive us. Please know this is far from being a complete list of those we want to publicly acknowledge, but our gratitude is heartfelt just the same.



Roots of Motive Power

WHEN & WHERE

Events throughout the year. See www.rootsofmotivepower.com for schedule

Roots of Motive Power acquires, restores and preserves steam logging and railroad artifacts of historical importance.

Its collection of over 60 pieces of machinery ranges from small stationary engines to locomotives. Roots was first organized in 1982 and began with a single piece of equipment. The Roots building has two railroad tracks within the building and provides over 5,000 square feet of display space in the "Engine House" for heavy steam-powered equipment.

To learn more, visit the Roots of Motive Power web site at: www.rootsofmotivepower.com.



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Sherri Cronin
MOBILE VETERINARIAN ON SITE

In 1996, the California Cowboys Professional Rodeo Association required rodeo committees to have a veterinarian on site during rodeo performances.

Willits Frontier Days set the standard years ago by recruiting a local large animal veterinarian to attend our rodeo performances.

We are delighted that Dr. Sheri Cronin of Mobile Equine Veterinary Services is joining us again on site this year to lend a helping hand, should the need arise. She is available in the event of an injury to or illness of an animal, and also to ensure that all rodeo animals are treated humanely. Please remember Dr. Cronin whenever you need assistance with your large animals. Thanks to our wonderful attending veterinarian, Dr. Cronin. She can be reached at 459-6781.



**Mobile Equine
Veterinary Services**



1926 - 2016
MEMORIES AT WILLITS FRONTIER DAYS

87th Annual
LAKE COUNTY COBRA
RODEO
JULY 8 & 9 2016
GATE OPENS AT 5:00 PM
RODEO BEGINS AT 6:00 PM

SATURDAY RODEO DANCE INCLUDED WITH ADMISSION
RUNNING CREEK CASINO
FAIRGROUNDS IN LAKEPORT FREE PARKING

GARTON Budweiser DEFATTE EQUIPMENT

RODEO PARADE SATURDAY JULY 9th 2:00pm
For Tickets or more information call 707-263-5092
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Kids 12 & under free when accompanied by a Paid Adult
Photo Courtesy of Scott's Adobe Photo

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WHEN & WHERE

6/24 | Following Truck Pulls & 7/3 | Following Rodeo Rodeo Grounds | Free to Attend

The street dances and band performances give the over-21 crowd a chance to hang out with friends or make new ones while dancing the night away to DJ or band-made country tunes. This year, the Johnny Young Band and Double Standyrd will perform for the gathered crowds. The Beer Garden offers cowboys and cowgirls a watering hole, and something for the youngsters to long for.

Remember: no backpacks will be allowed. Please leave them at home. Dances are held at the Rodeo Grounds from 9 pm until midnight. Be safe, have fun, and make each dance a night to enjoy for all!

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7am - 10pm every day

Saturday NIGHT FUN!
June 4, 11, 18 & 25
HOT SEATS!

SUMMER CASH
Giveaway July 16th
\$7,000 to be WON
in one **EVENING!**



- Round #1: 11A to 2P:**
2 random winners/hour (2 winners).
Each winner will win \$50 in Free Play.
Players Club members must play minimally \$20 to be eligible for Round #1 Hot Seat drawings.
 - Round #2: 5P to 8P:**
2 random winners/hour (2 winners).
Each winner will win \$25 in Free Play.
Players Club members must play minimally \$20 to be eligible for Round #2 Hot Seat drawings.
 - Round #3: 9P to 10P:**
3 random winners/hour (3 winners).
Each winner will win \$100 in Free Play.
Players Club members must play minimally \$40 to be eligible for Round #3 Hot Seat drawings.
 - Round #4: 10P to 11P:**
3 random winners/hour (3 winners).
Each winner will win \$150 in Free Play.
Players Club members must play minimally \$50 to be eligible for Round #4 Hot Seat drawings. All winners must use their promotional Free Play by 2am the night they won, or the Free Play will be removed from their account.
- Customers may win up to two (2) times each

Entries for this promotion can be earned on;
Tuesday June 7, 14, 21, 28, July 5 & 12, 2016
20 pts/entry
Saturday June 4, 11, 18, 25, July 2 & 9, 2016 20 pts/entry
Saturday July 16, 2016 - 25 pts/entry
On July 16, 2016, drawings will take place at approximately;
7P (one winner) - 8P (one winner)
9P (one winners) - 10P (two winners)
Each winner will choose an envelope. After 10P each winner will open their envelope to determine their prizes.

Prizes

- \$3,000 Cash One Winner
- \$2,000 Cash One Winner
- \$1,000 Cash One Winner
- \$500 Cash Two Winners

Players Club members may only win ONE envelope



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"Oldest Continuous Rodeo Celebration in California"

Willits 90th Annual FRONTIER DAYS

www.WillitsFrontierDays.com



Saturday, June 18:

Sweetheart Judging, appearance and poise, 12 to 3 p.m., Veteran's Hall, free

Thursday, June 23:

Hometown Celebration, 5 pm to 9 pm, Downtown Willits, free

Friday, June 24:

Truck Pulls, 6 pm, Jack Tharp Arena, \$13/Adult, \$5/Child
Street Dance, 9 pm, Rodeo Grounds, free to attend
Carnival opens, 4 pm, Old Ball Fields, tickets & wristbands

Saturday, June 25:

Little Lake Fire Department Fundraiser, 10 am to 2 pm, drawing at 3 pm, Rec Grove Park, free

Sunday, June 26:

Lions Pancake Breakfast, 7 am, Rec Grove, \$8/Adult, \$5/Child
Horse Show, 8 am, Jack Tharp Arena, free
Sweetheart Judging, horsemanship, during show, Jack Tharp Arena, free
National Anthem Contest, noon, Rodeo Grounds, free

Friday, July 1:

Sweetheart crowned

Saturday, July 2:

Junior Rodeo, 4 to 9 p.m., Jack Tharp Arena, Adult: \$5

Sunday, July 3:

CCPRA Rodeo, 7 pm, Jack Tharp Arena, \$15/Box, \$12/Adult, \$5/Child
Western Dance, 9 pm, Rodeo Grounds, free

Monday, July 4:

Horseshoe Competition, 10 am, Rec Grove, free
Parade, 11 am, Downtown Willits, free
Country Music Rodeola, Noon, Rec Grove Park, free
Barbecue, 12 pm, Rec Grove, \$15/Adult, \$8 Child
CCPRA Rodeo, 4 pm, Jack Tharp Arena, \$15/Box, \$12/Adult, \$5/Child

Entry forms and additional information can be found on our website: www.WillitsFrontierDays.com



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