

# Willits FRONTIER DAYS

93<sup>RD</sup> ANNUAL



JUNE 21 - JULY 5  
2019

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**Date/year business started:** Opened November 2007

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**Tell us a little more about your business:** Store owner Darlene opened J.D. Redhouse to offer locals quality pet food and livestock feed without having to drive out of town. Little by little, the store filled with clothing for men, women and children as well as a variety of toys and gifts. In the beginning you could find coffee, ice cream and candy in our sweetshop, but we now offer handmade fudge, sandwiches and salads, too!

A locally owned mercantile

**J.D. REDHOUSE & CO.**

707-459-1214

**Jake Whitehurst**  
Manager

www.jdredhouse.com | 212 South Main Street  
 jake@jdredhouse.com | Willits, CA 95490

**The business is owned by:**  
Darlene Bixler

**How many employees:** 19

**Biggest selling items/service:**  
Our top-selling items are our dog food, pet supplies, hay and grain.

# WFD CREW

**2019**

**At left:**  
**Board of Directors:**  
 From back row, left: Jeff Cook, Alexis England, Billy Rutler, Kera Colvard and Shelly Rutler. Sitting, from left: Lee Persico, Cathy Moorhead and Bruce Cartwright.

**Below:**  
**Executive Board**  
 From left: Willie England, Marcy Barry, June Sizemore, and Fred Barry. Not pictured: Tracy Legris.



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 Foord, 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.

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.



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

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.

# PRESIDENT'S MESSAGE

## FRED BARRY

Below: The Barry family: Marcy, Danielle and Fred Barry.



Welcome to the 93rd 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 at all the events.

I personally would like to thank my family, Marcy and Danielle Barry, for hanging in there with me – you guys are my rock. Thank you again for all the continued support.



President Fred Barry.

### Past Presidents of Willits Frontier Days

- |                  |                     |
|------------------|---------------------|
| Marcy Barry      | Chuck Persico       |
| Chris White      | Dr. Raymond Babcock |
| Dale Briggs      | Lee Persico         |
| Kent Standley    | Louis Zanella       |
| Kathy Goss       | Galen Hathaway      |
| Richard White    | Merrill Williams    |
| Jim Jennings     | Kenneth Jamieson    |
| Jack Tharp       | Gus Goren           |
| Ralph Baker      | Mel Clatty          |
| Dennis Rohrs     | Frank Whitney       |
| Logan Anker      | Faris Whitney       |
| Rick Crowder     |                     |
| Harold Jorgenson |                     |

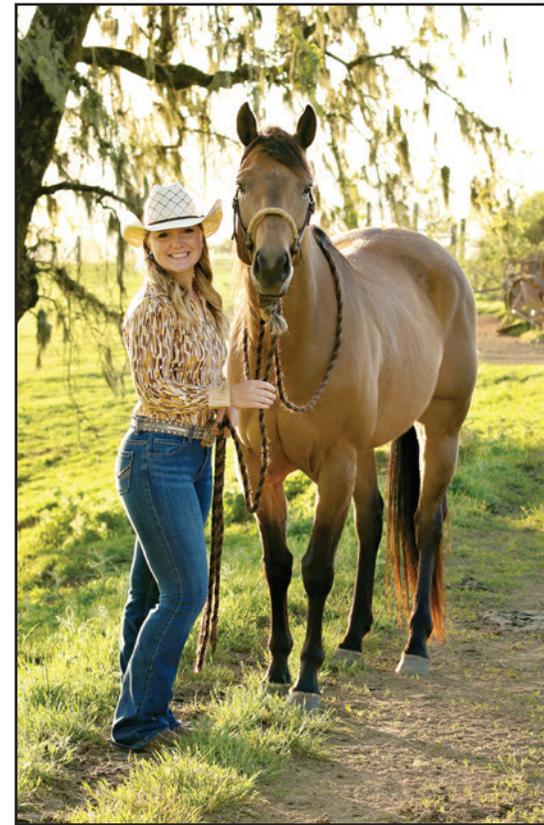


Lee Persico, left, Marcy and Fred Barry.

Program cover, content and design: Maureen Moore, Marcy Barry and Karen Cavanaugh Program printing: Western Web

Distribution by: Willits Weekly, inserted in June 20, 2019 edition Photography: Maureen Moore (unless otherwise noted) <http://photographpress.zenfolio.com/willitsfrontierdays>

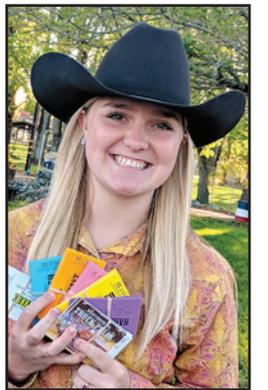
# JADEN DOAK SWEETHEART CONTESTANT



Jaden Doak is running for the title of 2019 Willits Frontier Days Sweetheart and is trying to sell as many tickets as possible, earning herself a percentage of the sales, and representing the rodeo life and cowboy way to her community.

"I'm so excited to be running for Sweetheart," said Doak. "I will be everywhere selling tickets and can't wait to see you at the 4th of July events. I would sincerely appreciate your support."

Doak will be the sole contestant this year, following in the footsteps of solo contestant and winner, Lilah Garman, who ran in 2018 and holds the current title. While running unopposed might relax the motivation of some contestants, Doak hopes to follow in Garman's footsteps with a hefty grand total, even if she's the only one selling. Doak has tickets available for all of the Fourth of July events including the Barbecue, Junior Rodeo, CCPRA Rodeos, Lions Club Breakfast and Truck Pulls. Doak is selling tickets now through the end of June before the Sweetheart dinner, and can be reached at 707-513-9040.



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# TRUCK PULLS

**WHEN & WHERE:**  
6/28 | 6 p.m.  
Jack Tharp Arena  
Adult: \$14, Child: \$6

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.

Classes include: 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.

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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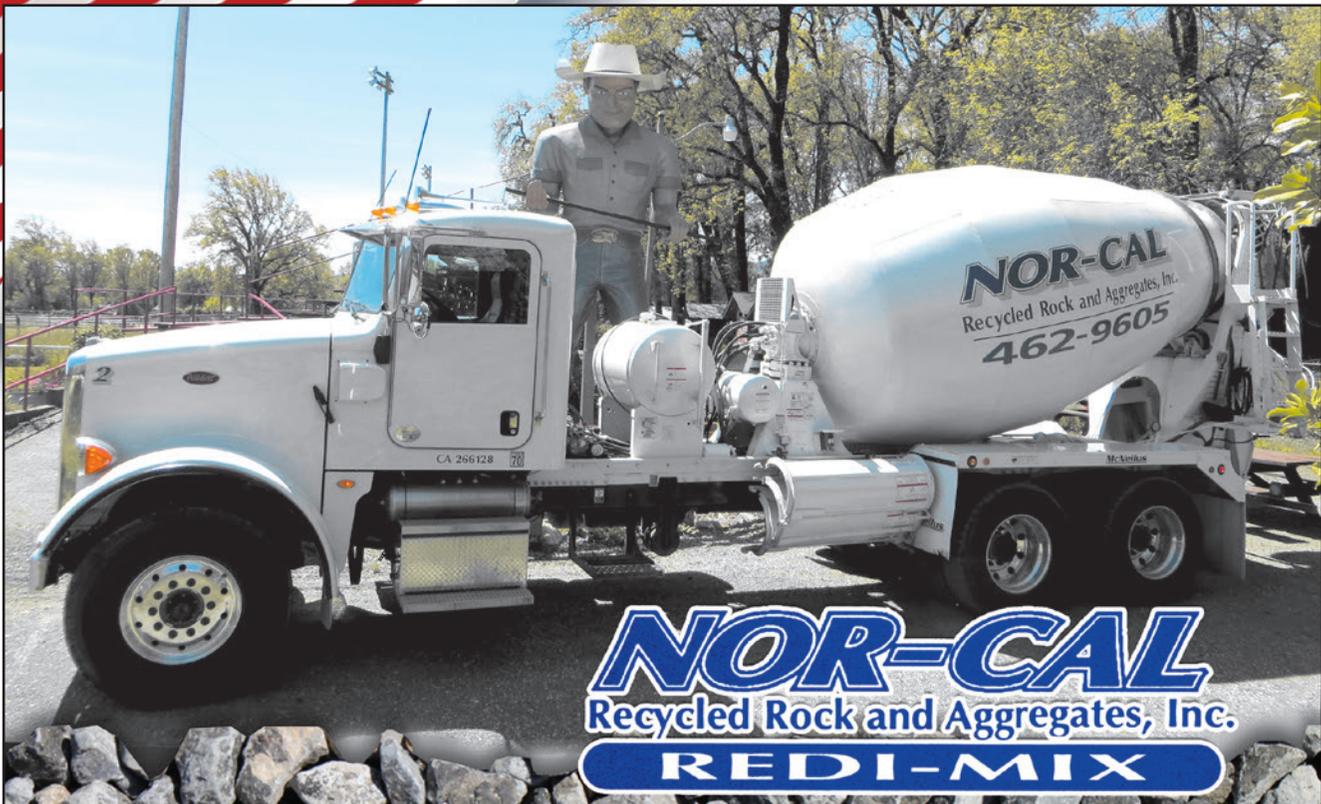
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**TOP HAND**

**BILLY RUTLER**

Willits Frontier Days is proud to recognize Billy Rutler this year as our 2019 Top Hand award recipient. No matter how large or small the project, Billy is always at the grounds, ready to help with whatever is planned. He has put so much hard work into Willits Frontier Days, and we are proud to recognize his efforts.

**Award sponsor:**

Willits Frontier Days

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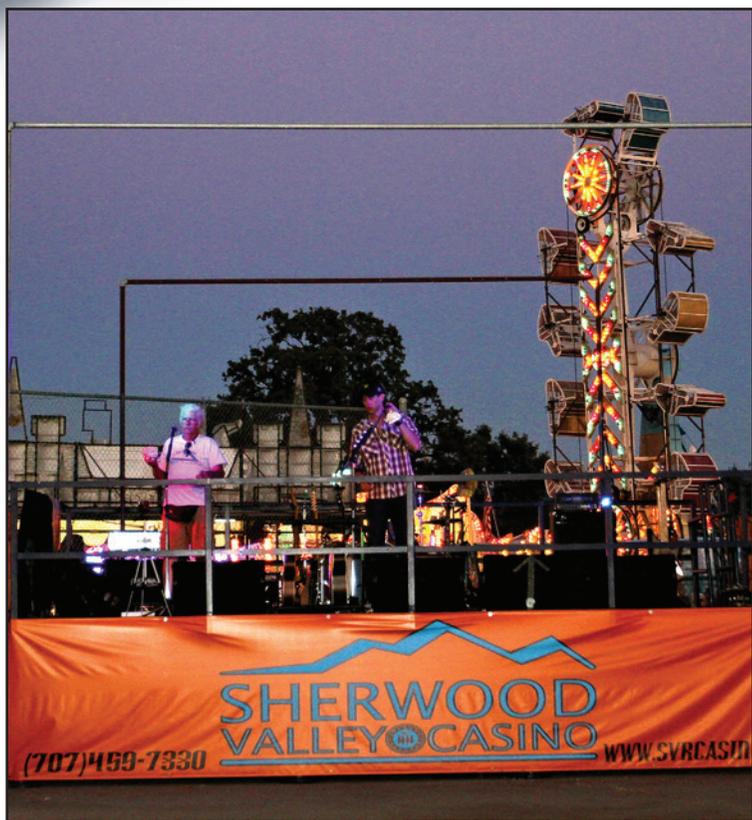
**WHEN & WHERE:** 6/28 | Following Truck Pulls & 7/3 | Following Rodeo | Rodeo Grounds | Free to Attend

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 Chad Bushnell and Bobby Zoppi and the Corduroys will perform for the gathered crowds, Zoppi on 6/29 and Chad Bushnell on 7/3.

The Beer Garden offers cowboys and cowgirls a watering hole, and something for the youngsters to long for.

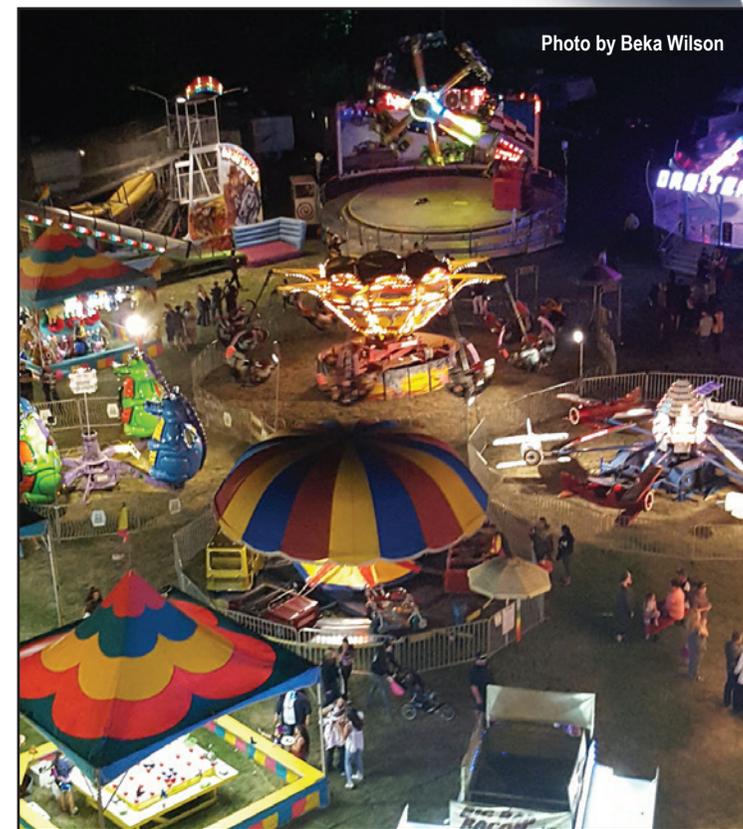
Remember: no backpacks will be allowed. Please leave them at home. Dances are held at the Rodeo Grounds from 9 pm until midnight. Be safe, have fun, and make each dance a night to enjoy for all!



# CARNIVAL FUN

**WHEN & WHERE:** 6/27 | Opens at 4 p.m.  
Next to Rodeo Grounds  
Wristbands: presale thru 6/26:  
\$25 at J.D. Redhouse

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.



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# NATIONAL ANTHEM

**WHEN & WHERE:**  
6/23 | 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 hand at the patriotic stanzas of "The Star Spangled Banner," including some very young kiddos, dads, moms, amateurs, semi-professionals and even a barber-shop quartet. Everyone is invited to come and cheer on their favorite singer at the contest held at the Rodeo Grounds.



At left: Last year's winners, from left: James Johnson was chosen to sing at the July 4 Parade and rodeo; Camryn Johnson was chosen to sing at the July 3 rodeo, and Jemma Apodaca for the July 1 Junior Rodeo. Below: 2018 National Anthem contestants and event organizers pose together after the contest, including, from left: first-place winner James Johnson, second-place winner Camryn Johnson, and third-place winner, Jemma Apodaca, in front, left.



Event organizers and family include: John Turner, Jeanette Turner, Kera Colvard, Alysa Colvard, Johnetta Thomen and Natalie Lippincott, in front, right.

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**The J.D. Redhouse family, including, from left: Jake Whitehurst, Ashtan Bloomquist, Darlene Bixler, Kaleb Whitehurst, and Aybrie Whitehurst, front.**

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# GRAND MARSHAL

**J.D. REDHOUSE & CO.**

J.D. Redhouse is a locally owned mercantile in the heart of downtown Willits with family roots in Mendocino County that span five generations.

It has been the goal of J.D. Redhouse, from its inception, to work together with local groups and leaders to support the Willits community.

We donate our time and resources whenever possible to help assist our schools, youth sports, and many other charitable organizations. Working together with Frontier Days has always been an enjoyable way to give back to our community, and we look forward to many more years of service.

It is an honor to be named the Willits Frontier Days 2019 Grand Marshal. We invite you all to join us in displaying "Community Pride" by celebrating the history of our community and country during this year's festivities.

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## TED DWYER RODEO ANNOUNCER

With almost 40 years experience in the sport of rodeo, starting with riding rough stock including bareback, saddle bronc, and bull riding.

In 1974 Ted turned to the baggy pants and the football cleats of a rodeo clown and bullfighter, working about 35 shows per year for about 10 years. He was injured in a career-ending bull fight in 1984. After that injury Ted worked on a few movie series, but love for the sport kept him involved in rodeo.

In 1987, Ted got started announcing rodeos and now is announcing about 50 performances per year. He also announces about 20 ice hockey games per year as well.

Ted has been voted the International Pro Rodeo Associations "Western Region Announcer" of the year eight times, and has been selected to be the announcer for the California Cowboys Pro Rodeo Association five times, as well as for the Pacific Collegiate Hockey Association's Adams Cup Playoffs & Finals.

Dwyer hopes his work as a rodeo announcer helps give rodeo-goers a feeling for the way the Wild West was, while also blending in an understanding of the difficulties of the modern-day cowboy.



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# HERITAGE AWARD

## LANA & STEVE EBERHARD

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"Lana and I are very honored to be recognized by the Willits Frontier Days organization as this year's Heritage Award recipients," said Steve Eberhard.

The pair were chosen for their past service to Willits Frontier Days. Steve was the official photographer for more than a decade, while Lana created the WFD program and managed our website from 2004 to 2011.

"We were just new to town when we became involved with Frontier Days in 2002. We were never treated as outsiders or strangers; instead we were treated like family and warmly welcomed into our new community," said Steve.

A Vietnam veteran, and talented photographer, Steve appreciates the spirit of the Fourth of July and its importance to Willits. He saw taking photos as a great way to tie that spirit back into community. He especially enjoyed showcasing all the WFD events and activities, and capturing special moments like the crowning of the Sweetheart.

Lana is a certified graphic designer, and used her skills to showcase Steve's photos on posters for the rodeo as well as the Truck Pull event which started during their years with WFD. Lana recently retired from the Mendocino College Foundation where she served as Marketing/Program Specialist and Scholarship Coordinator. Last September she was diagnosed with a recurrence of breast cancer after 19 years cancer-free. She is now in the final stages of her treatments and expects to make a full recovery.

"I am deeply touched by all the support we have received from our friends in the community, and from everyone at Frontier Days," said Lana. "We understand that many of the cowboys and cowgirls will be wearing pink during this year's events to help raise awareness in the fight against cancer. That is simply amazing."

Although Lana's treatments might make it impossible for the Eberhards to attend this year's Frontier Days festivities as Heritage Award recipients in the traditional sense – riding on the float in the parade, being presented at the rodeos, etc. – you can count on them being there in the true spirit that exemplifies Willits Frontier Days.



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## MICHAEL DWYER

At left: Michael Dwyer works on rodeo sound. Below: Michael, left, and his dad, Ted Dwyer.

Michael Dwyer grew up on the rodeo trail with his dad Ted Dwyer, who is a rodeo announcer.

Michael started Mutton Bustin and Steer Riding, and from the age of 6, he also played youth Ice Hockey for the Fresno Junior Falcons and the Fresno Junior Monsters, which won the State Championships. He also played for the Golden State Eagles, and was then asked to play hockey for the Casper Coyotes Junior A Team in Casper, Wyoming, then he got traded back to the Fresno Monsters Junior A team with the Western States Hockey League.

Michael's hockey experience was during the rodeo off-season; every summer, he was traveling with his dad, learning the rodeo business.

## MUSIC & SOUND

Michael started doing sound and music about two years ago, setting up sound equipment and putting music for the events together. He has been busy ever since, not only for his dad and his shows, but also for Monster Trucks shows and other rodeos, working with some of the top entertainers in the sport of rodeo.

He was also selected as Music Director for the California Cowboys Pro Rodeo Association State Finals last October, where he was also presented with a nice new belt buckle.

Michael continues to do about 30 events per year around the western states, such as Rodeos, Bull Riding Events, Monster Trucks, Destruction Derby, and Moto Cross events.



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# HORSE SHOW

**WHEN & WHERE:** 6/23 | 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.

### The Frank R. Howard Foundation

Ensuring quality medical care remains an integral element of the region through an acute care general hospital

In May, 2018 the community helped celebrate the hospital's 90th Anniversary. It was a time to appreciate how far we have come from that day ninety years earlier when the Frank R. Howard Memorial Hospital admitted its first patient. Folks born at HMH lined up for a photo in front of the new hospital; a living testament to the importance of our little hospital in the lives of those who call this community their home.

#### Avenues to Wellness:

##### Free-to-the-public programs —

- Monthly Speaker Event • Healthier Living Workshop
- Website ([avenuestowellness.org](http://avenuestowellness.org)), FB, wellness column

#### Commonwealth Garden:

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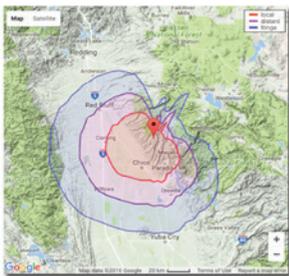
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# RANCH RODEO

**WHEN & WHERE**

10/5 | 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.Willits-FrontierDays.com](http://www.Willits-FrontierDays.com) for more information and entries when they become available.

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**WHEN & WHERE:**

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

Even as the parade comes to an end, the sizzling aroma of barbecuing beef can already be caught in 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 the Annual Beef Barbecue is 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 Josh Colvard 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 ar-

# BEEF BBQ

**Horseshoe Tournament**

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

**Rodeola**

7/4 | Noon | Rec Grove Park | Free to Attend

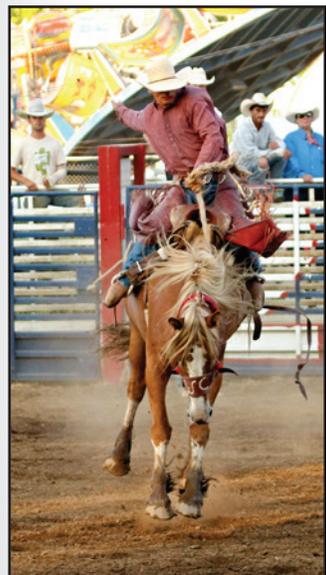
rive around 6 a.m. The Odd Fellows Lodge, Rotary Club and many dedicated volunteers work through the night and into the day preparing cowboy-style beans, salad, garlic-buttered French bread and corn on the cob. Roasted over oak coals since the crack of dawn, the Black Angus tri-tip roast is absolutely delectable. Tickets are available from the Sweetheart contestants and at the event, which starts at noon.

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# CCPRA RODEO

**WHEN & WHERE:** 7/3 | 7 p.m. & 7/4 | 4 p.m.  
Jack Tharp Arena | Box: \$15, Adult: \$12, Child: \$5

The California Cowboys Pro Rodeo Association is a group of top-ranked cowgirls and cowboys who participate on a circuit of professional-grade rodeos throughout the state.

The contestants participate in eight events – bareback, saddle bronc, team roping, calf roping, steer wrestling, breakaway roping, barrel racing and bull riding – hoping to win the coveted All-Around title. After the points from all the events are tallied, the cowgirl and cowboy with the highest cumulative scores win the title, a coordinating engraved buckle created at Outlaw Saddlery, a wad of cold hard cash, and bragging rights for the duration of the year.

The livestock for the events, the bulls, broncs and horned-alike – ‘rodeo stock’ as they are referred to in the trade – are provided by Humboldt County’s Lou Bugenig and Mike Mora of West Coast Rodeos. Known throughout the state as premiere stock contractors, West Coast bulls and broncs give the boys a challenge to hang on to, and the steer and calves try to give the ladies a run for their money.

In addition to the eight CCPRA Rodeo events, cowboys and cowgirls from Lake, Mendocino and Humboldt counties can compete in local team roping events as well. Trophy buckles, also engraved by Outlaw Saddlery, are awarded to the top-scoring Header and Heeler.

*All-Around CCPRA:*  
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*Steer Wrestling:*  
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*Bull Riding:*  
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*Tie-Down Roping:*  
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*Bareback Riding:*  
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*Saddle Bronc Riding:*  
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*Barrel Racing:*  
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*Local Team Roping Header:*  
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*Local Team Roping Heeler:*  
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*Local Barrel Racing:*  
Willits Frontier Days Juniors

Thank you to those  
who sponsored buckles for these  
CCPRA events!

# SERVICE CLUBS

## The American Legion

meets on the second Tuesday of the month at 7 pm at the Veterans Hall

## American Legion

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.



## Willits Rotary

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 Willits Rotary Club

meets every Thursday from noon to 1:30 pm at Szechuan Asian Restaurant

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# JUNIOR RODEO

**WHEN & WHERE:** 7/5 | 7 p.m.  
Jack Tharp Arena | Adult: \$5

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 and supporting them in every event.

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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# BLACK BART



Period clothing and a commitment to character make the members of the Black Bart Gunfighters Theatrical Group a living-history addition to the Willits Frontier Days festivities, and to other events wanting to add some western flair to the guests' experience.

In addition to meeting and greeting Willits Frontier Days attendees during the parade, Hometown Celebration and rodeo events, the group also performs skits at KOA Campground throughout the summer season.

The group also sponsors a schol-

arship to a graduating senior student. In past years a \$500 scholarship in the name of "Al Robinson Crusty Dumeé", has been presented to a lucky Willits High School senior.

The group is always looking for new members to join; anyone interested can attend a meeting or call for more info.

Meetings are held at 6 pm on the third Thursday of the month at the Mendocino County Museum. Contact Linda Palmer at 707-299-6143 for additional information on membership, event scheduling or hiring the group for upcoming events.

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# LIONS CLUB BREAKFAST

**WHEN & WHERE:** 6/23 | 7 a.m.  
Rec Grove Park | Adult: \$8, Child: \$5

One great tradition of Willits Frontier Days is the Willits Lions Club Cowboy Breakfast held at the Rec Grove Park on Sunday morning. The Lions Club gets busy early to make sure the crowd can grab a hot plate of pancakes, ham, eggs and hot coffee. Tables are available at the park to sit and eat, and tickets are available from the Sweetheart contestants and at the event, which runs from 7 to 11 am.



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# ANNOUNCING THE WINNER

**WHEN & WHERE:** Appearance & Poise: 6/22  
12 to 3 p.m. | Community Center | Free to Attend

Horsemanship: 6/23 | During Horse Show  
Jack Tharp Arena | Free to Attend

Crowning of 2019 winner: 6/29

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 WFD 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.



Above: 2018 winner, Lilah Garman, left, with 2017 winner, Hailey Riley.

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# HOMETOWN CELEBRATION

## ON MAIN STREET

**WHEN & WHERE:** 6/21 | 5 to 9 p.m.

Main Street - Downtown Willits | Free to Attend

The Hometown Celebration is 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 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 attendees as they stroll around downtown.

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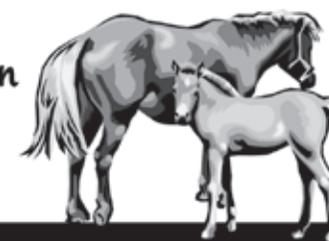
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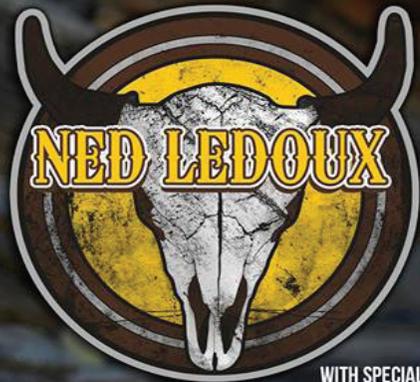


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# MAIN ST. PARADE

**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 Main Street 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 Persico families and many others.

Annual favorites include the 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, 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.

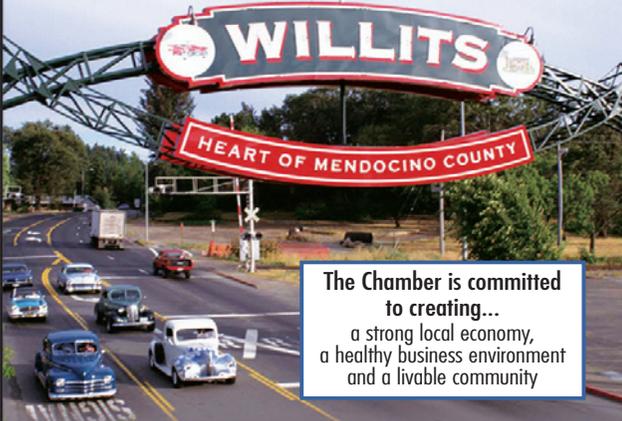
Though many viewers stake out seats in the coveted shady locations in the early hours of the morning, the parade starts at 11 a.m. and is free to attend.



**Business, Visitor & Community information & assistance**



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# COMMUNITY SUPPORT

Supporting the community that supports Willits Frontier Days is a year-round effort.

This year, the Boy Scouts received \$2,000 for their scout hut; the Little Lake Fire Department received \$1,000 for their smoke detector program; the Willits High School swim team received \$500; the Seabiscuit Therapeutic Riding Program received \$1,000; the Willits FFA sheep group received \$1,000; and the Willits FFA goat group received \$1,000. As always, Willits Frontier Days donates to the Willits Toy Run for the Willits Christmas Kids Program held for the holiday season.

Keeping the grounds ready for all the festivities is also a big job, and WFD appreciates all the help from the Willits Frontier Days Juniors and other volunteers who paint, plant flowers, and more to make it all happen!

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## Chad Bushnell

**WHEN & WHERE:**

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



Born and raised in Red Bluff, California, Chad Bushnell has been playing the guitar and singing since the age of 4. His father played lead guitar and sang in a country band when he was a young boy, and Chad knew right then that's what he wanted to do in life. Much of his family is involved in music including his great-grandmother who plays piano and his aunt and uncle who play the guitar and sing. Chad grew up singing the National Anthem at numerous rodeos, football games and other events. His parents have been the biggest supporters of his music, and he thanks his little sister for keeping him grounded. He has performed at many fairs, political events, fundraisers, casinos, coffee shops, bars, church functions and convention centers. He has opened for big names in the industry. He recently finished Top 10 in the American Country Star contest in Nashville and came out with his latest single titled "Nothin' Quite Like Summer." He also enjoys team roping, hunting, fishing and spending time with friends and family. He is a graduate of Chico State University with a degree in Business Administration. Chad gives a special thanks to his fans and everyone who supports his music.

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# SHERWOOD VALLEY CASINO

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Bobby Zoppi has been a lead singer/songwriter for many years. He has had three major recording contracts in the music business starting with Qwest/Warner Brothers Records in the '90s, Warner/Chappell publishing, and MCA/Universal records in 2000. He was nationally recognized by Billboard magazine for his voice and MCA debut record. Bobby had a single that was on the radio in various markets around the country, and he has continued to hone his voice. Bobby's current project "The Corduroys" is rooted in Bobby's early roots in country music.

He grew up listening to the likes of George Jones, Randy Travis and George Strait, but has also been influenced by Tim McGraw and Rascal Flatts and is currently a big fan of Florida Georgia Line, Kenny Chesney, and Luke Brian, amongst others. The Corduroys perform many of the old school hits as well as current country/rock on the radio and a few originals.

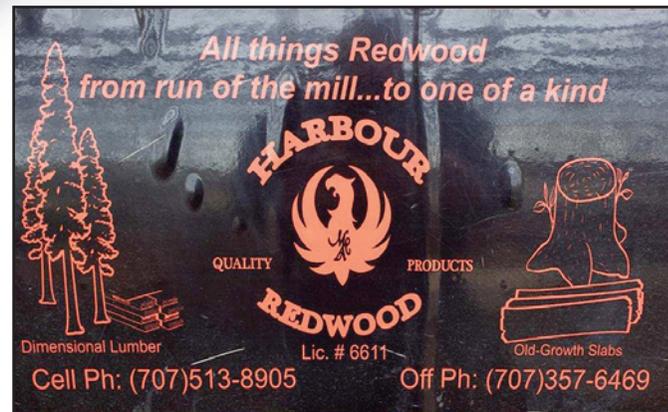
## Bobby Zoppi and The Corduroys

**WHEN & WHERE:**

6/28 | Following Truck Pulls | Rodeo Grounds | Free to Attend



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

The Roots 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](http://www.rootsofmotivepower.com).

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# RIATA RANCH

PRCA  
Dress Act of  
the Year Nominee  
2011, 2013, 2014,  
2015, 2016.

Provided photos

**WHEN & WHERE:** Half-time during  
the CCPRA Rodeos on 7/3 and 7/4

Since the performance team's founding in 1976, Riata Ranch Cowboy Girls have performed in 20 countries, on five different continents, building their reputation as world-class performers. Over the years, their unique brand of entertainment has taken them from the rodeo arena dirt to professional sporting arena turf to Windsor Castle in England. Riata Ranch Cowboy Girls present an entertaining western vignette incorporating American-style trick roping, trick riding, Australian Stock whips, and horses at liberty that is truly breathtaking and entertaining. The team consists of masterful equestrians from the United States and Australia, making this the only international team in professional rodeo. Their unique brand of entertainment, under the direction of Jennifer Nicholson, has led to performances at rodeos and events around the world such as the Wrangler National Finals in Las Vegas, Reno Rodeo, Pendleton Round Up, Salinas, Cheyenne Frontier Days, Dodge City and many more.



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# MENDO MILL

WILLITS FRONTIER DAYS GIVES A BIG

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**FALL 2019** [www.mendocino.edu/register](http://www.mendocino.edu/register)

## Mendocino College WEEKENDS TO SUCCESS North County Center

*Full time work and college are now possible!  
Find your success this Fall at the North County Center in Willits. Fall registration is now available.*

**Enroll full time on just Fridays and Saturdays by selecting 12 or more credits from the courses offered below:**

FRIDAY (Traditional Course)				
ENG 200	Section 1040	English Composition	5:30-8:20PM	3 units
SATURDAY (Hybrid Online courses with *Mandatory On-Ground meetings* alternate Saturdays - check WebAdvisor for details)				
POL 200	Section 0054	American Government & Politics	9:00-11:50AM	3 units
BIO 200	Section 0176	Concepts of Biology	12:30-3:20PM	3 units
PHL 230	Section 0068	Religions of the World	9:00-11:50AM	3 units
COM 203	Section 0084	Intro to Public Speaking	12:30-3:20PM	3 units
AST 200	Section 1120	Astronomy	3:30-6:40PM	3 units
AST 200L	Section 2004	Astronomy Observation	6:50-10:00PM	1 unit

# 93<sup>RD</sup> ANNUAL Willits FRONTIER DAYS

JUNE 21 - JULY 5 2019

## Friday, June 21:

### HOMETOWN CELEBRATION:

5 to 9 p.m. | Main Street – Downtown Willits Free to Attend

## Saturday, June 22:

### SWEETHEART JUDGING:

Appearance & Poise: 12 p.m. | Community Center | Free to Attend

## Sunday, June 23:

### LIONS COWBOY BREAKFAST:

7 a.m. | Rec Grove Park | Adult: \$8, Child: \$5

### HORSE SHOW:

8 a.m. | Jack Tharp Arena | Free to Attend

### SWEETHEART JUDGING:

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

### NATIONAL ANTHEM CONTEST:

Noon | Rodeo Grounds | Free to Attend

## Thursday, June 27:

### CARNIVAL:

Opens at 4 p.m. | Next to Rodeo Grounds | Wristbands: presale thru 6/26: \$25 at J.D. Redhouse

## Friday, June 28:

### TRUCK PULLS:

6 p.m. | Jack Tharp Arena | Adult: \$14, Child: \$6

### STREET DANCE:

with Bobby Zoppi & the Corduroys  
Following Truck Pulls | Rodeo Grounds | Free to Attend

## Saturday, June 29:

### SWEETHEART CROWNED:

Rodeo Grounds

## Wednesday, July 3:

### CCPRA PROFESSIONAL RODEO:

7 p.m. | Jack Tharp Arena  
Box: \$15, Adult: \$12, Child: \$5

### WESTERN DANCE:

with Chad Bushnell

Following CCPRA Rodeo | Rodeo Grounds | Free to Attend

## Thursday, July 4:

### HORSESHOE CONTEST:

10 a.m. | Rec Grove Park | Free to Attend

### PARADE – “Community Pride”:

11 a.m. | Main Street – Downtown Willits | Free to Attend

### BARBECUE:

Noon | Rec Grove Park | Adult: \$15, Child/Senior: \$8

### COUNTRY MUSIC RODEOLA:

Noon | Rec Grove Park | Free to Attend

### CCPRA PROFESSIONAL RODEO:

4 p.m. | Jack Tharp Arena | Box: \$15, Adult: \$12, Child: \$5

## Friday, July 5:

### JUNIOR RODEO “Under the Lights”:

7 p.m. | Jack Tharp Arena | Adult: \$5

## THANK YOU TO OUR 2019 MAJOR SPONSORS:



# OUR PAST SWEETHEARTS

Sweethearts who attended the 2018 dinner including, from left: Rachel Belvin, Ashtan Bloomquist, Tina Shull, Olivia Grupp, Mary Fonsen, Nicol Kunka, Hailey Riley, Liz Day and Kathy Graves.

1926	None	1955	Shirley Merritt Nikolashin	1987	Kim Colwell Lebo
1927	Marie Scholegel Novaglie	1956	Betty Ann Stansberry Erbes	1988	Nicole Persico Kunka
1928	Martha Warner Kelton	1957	Patricia Moreno Door	1989	Dina Pinon Parker
1929	Lola Butts	1958	Letha Schumaker Wiley	1990	Melanie Ulvila
1930	None	1959	Marian Whitely Ross	1991	Lanae Shuster Lamkin
1931	None	1960	Carol Collier McClendon	1992	Amanda Hiatt Hower
1932	Enola McKenzie Reed	1961	Mardi Wilson Hinton	1993	Amy Ford
1933	Betty Akins	1962	Linda Allen Banks	1994	Marta Trevey
1934	Amy Gardner	1963	Susan Fonsen Neilson	1995	Tori Nunnemaker Minton
1935	Jemma Pedroncelli Serventi	1964	Sue Hardaway	1996	Georgeanne Dawson Crosky
1936	Elizabeth Wendt Ferguson	1965	Sharon Baker Arno	1997	Patricia Garrity
1937	Alice Gibellini Wade	1966	Leslie Cogburn Scaglione	1998	Ileah Leone
1938	Dorce Brown	1967	Joan Scholegel	1999	Mary Garrity
1939	Ernistime Casteel DeBoer	1968	Clydeen Smith Dick	2000	Olivia Grupp
1940	Evelyn Robley Bergson	1969	Mousey Clatty	2001	Katherine Whitby
1941	Pauline Standley Perez	1970	Kam Maize LaLaguna	2002	Sandi Short
1942	Melba Dempsey Lewis	1971	Margaret Smith	2003	Mattie Pinon
1943	Ann Cox McGinnis	1972	Paulette Wilcott Somdahl	2004	Tina Holguin
1944	Anna Ford Hardwick	1973	Jann Clatty Rickey	2005	Ashtan Bloomquist
1945	Lillian Kroh Nolan	1974	Kathy Persico Graves	2006	Darcy Ford
1946	Georgia Stovall Welch	1975	Lorraine Soulliere Crabtree	2007	Courtney Figg-Hoblyn
1947	Anne Crabtree Henderson	1976	Tami Tharp Romberg Mayfield	2008	McKenzie Barlow
1948	Lillian Kroh Nolan	1977	Kelly Bielenberg Eoff	2009	Lindsey Bowlds
1949	Betty Mast Campbell	1978	Julie Canepa Belvin	2010	Stephanie Standley
1950	Wanda Lane Johnston	1979	Liz Persico Day	2011	Riata King
1951	Gretchen Mullen Weber	1980	Cindy Kostanecki Kelly	2012	Rachel Belvin
1952	Yvonne Dusseau Leever	1981	Stacey Blalack McKinley	2013	Lilja Lamkin
1953	Claire Huffman Robertson	1982	Caroline Kostanecki Durupt	2014	Haley Schuck
1954	Joan Neary Von Weinen	1983	Saundra DuCross Norman	2015	Caitlyn Forrester
		1984	Chrissy Kostanecki	2016	Halee Reed
		1985	Tracey Ford Moody	2017	Hailey Riley
		1986	Kristine McBride Tyrrell	2018	Lilah Garman

# WFD THANKS

## Major sponsors of 2019:

Budweiser-Eagle Distributing ♦ Adventist Health Howard Memorial  
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Nor-Cal Recycled Rock & Aggregates ♦ Geiger's Long Valley Market  
Willits Power & Hardware

At right: Willits Frontier Days board members and volunteers gathered together at the grounds to welcome the start of the 2019 season including, back row, from left: Bruce Cartwright, Deanna Rutledge, Jeff Cook, Alexis England, Rick Crowder, Alyssa Colvard, Willy England, Kera Colvard, Shelly Rutler, BJ Rutler, Billy Rutler and Earl Rambauth. Front row, from left: Marcy Barry, Lee Persico, June Sizemore, Jaden Doak, Danielle Barry, Fred Barry and Cathy Moorhead. Below: Fred and Jaden smile together at the grounds.



### 2019 Committee Chairs

<b>Rodeo:</b> Lee Persico	<b>Security:</b> Rick Crowder and Bruce Cartwright
<b>Junior Rodeo:</b> Riata King	<b>Behind Chutes:</b> Deanna Rutledge
<b>Horse Show:</b> Mattie Owen and family	<b>Carnival:</b> Marcy Barry, Tracy Evans and June Sizemore
<b>BBQ:</b> Mike Frahm and Jeramy Lippincott	<b>Grounds:</b> The WFD crew
<b>Parade:</b> Kara Colvard and Ron Moorhead	<b>Arena:</b> Fred Barry and Bill Rutler
<b>Gates:</b> Cathy Moorhead and Ron Moorhead	<b>Flowers:</b> WFD crew and Willits Frontier Days Juniors
<b>Breakfast:</b> Lions Club	<b>Sweetheart Raffle:</b> Shelly Rutler and Erin Rambauth
<b>Advertising:</b> Karen Cavanaugh, Marcy Barry and Maureen Moore	<b>Margarita Booth:</b> Shelly Rutler and Tammy Cartwright
<b>Sweetheart Contest:</b> Persico family, Tina Shull and Kiri Silva	<b>Beer Booth:</b> Fred Barry, Willie England, Bruce Cartwright and Rod Cavanaugh
<b>Sweetheart Dinner:</b> June Sizemore	<b>Vendors:</b> Alexis England
<b>Entertainment:</b> Marcy Barry	<b>Hometown Celebration:</b> Ashtan Bloomquist
<b>Truck Pulls:</b> Marcy and Fred Barry	

## Thank You!

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; Bouthillier's Construction; the Chamberlain Creek and Parlin Fork fire crews; the Cavanaugh family; Christine Houslashelt; Cloyd and Barbara Taylor; the Dalton family; Deanna Rutledge; Diane Ford; Twila, Rita and Doug King; Doug and Kathy Goss; the Duncan family; Danielle Barry; the Garman family; Jack and Candi Tharp; Katelyn Garcia; 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; Amerigas Propane; the Riley family; Rotary Club of Willits; Shuster's Trucking Co.; Skip A-Z; 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; and Willits Weekly.

*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.*

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