



Celebrating 100 years of Reno Rodeo

# BULLSHEET

The Official Newsletter of the Reno Rodeo Association  
Volume 5 Number 6 January 2019

## 100 STORIES IS ON THE ROAD IN JANUARY

After three events at the Nevada Museum of Art, the "100 Years, 100 Stories" event will be moving to the Reno Elks Lodge on Kumle Lane, for the January 18th event. While we enjoyed the facilities at the NMA, it was difficult to meet their requirements on the content of our presentations. They were looking for more general Reno stories, which is not the direction we are headed with "100 Years, 100 Stories."

The Elks Lodge provides us with a perfect venue for our next event. Not only will it be an easy access, with plenty of parking, but we can also add snacks and beverages, all for the reasonable price of \$30. The price includes snacks, wine and beer, and of course, some unforgettable Reno Rodeo history. A no host bar is also available for those who prefer something other than wine and beer.

The live lineup for the January 18th event includes director emeritus Tim Ford, director emeritus Andy Andreson and past president Scott Peterson. We are still working on two more presenters and will announce them soon.

In addition there will be raffle prizes available at the event, which will include 3 baskets worth at least \$50 each. Raffle tickets will be priced at \$5 each, or five for \$20.

But wait, there's more. At each of the next three events (this one, a March event, and a May event) ten names will be drawn. At the January event, one of those names will win the 100-year basket featuring a 100-year silver

medallion. All ten names drawn will receive 2 vouchers to the rodeo. Those ten names will also move forward to the March event.

At the March event, three more baskets will be raffled, and ten more names will be drawn and added to the ten from January. A name drawn from the now 20 names will win a 100-year basket featuring the 100-year buckle. The ten tickets drawn in March will receive two vouchers to the rodeo. All twenty names will be moved to the May event.

In May we will have three more baskets and our final ten names drawn and added to the 20 from the previous events. The ten new names drawn will receive 2 vouchers to the rodeo. The first name drawn from the now 30 names will receive a 100-year basket featuring the 100-year coin, 100-year buckle, and some additional 100-year memorabilia.

Once that is completed, one additional name will be drawn from the 30 names for the grand prize, a 7-night stay at Casa Sacacorchos in Los Barillos, Baja Sur, Mexico. This does not include airfare or transportation. Some date restrictions apply. YOU MUST BE PRESENT TO WIN.

Casa Sacacorchos is the Mexico home of Marjie and Bob Swiatek and is located about an hour north of the Cabo airport on the Sea of Cortez side of Baja. The home has four bedrooms, four bathrooms, a pool with a swim up bar, and incredible views of the Sea of Cortez and surrounding areas. It's a great place to relax and enjoy the area.



*Sunrise on the Sea of Cortez from the main patio.*



*View of the swim up bar from the roof top patio*



*Casa Sacacorchos from the front driveway.*

# PRESIDENT'S MESSAGE



First, I hope all of you had a merry and blessed Christmas!

## PRCA CONVENTION/NFR

It's a wrap! The 2018 PRCA Convention could not have gone better for Reno Rodeo. We worked hard to prepare for the week, and it certainly paid off. Our meetings with national sponsors were extremely productive; what great partnerships

we have with all of them. That comes from putting on a rodeo they are all proud to support, because it benefits them to do so. We should all be very proud of that! Lots of talk about our 100th year, AND our Legacy Project. The word is out.

And yes, the hospitality suite was, hands down, the best one at the convention, and I believe it continues to pay large dividends to Reno Rodeo. Hats off to the crew that was tasked with running the suite, a full-time job. Specifically, Marjie Swiatek, Bill and Denise Price, Heather Creveling, Bill Johnson, Josh "Picon" Iveson, and Royce Prince.

I will tell you that your Executive Committee worked very hard all week, was engaged in the convention, and took advantage of all the opportunities to expand their knowledge of the rodeo industry. Big goings on in the PRCA to improve the experience for fans and contestants alike. Still preliminary, but we will be paying close attention to ensure Reno Rodeo positions itself to benefit from all that is going on.

## FOR MEMBERS ONLY!

Our Gator or \$10,000 cash raffle is in full swing! We will sell, to members only, 2,000 tickets maximum. They are \$50 apiece or 3 for \$100. We intend to draw the winner this spring. Get your tickets before they are gone.

## SPECIALTY SALES AND BUCKLES!

The 100-year buckle is very popular! Get yours soon if you want one. We just ordered more, but it will take some time to get them here.

Ken and Marianne Minor and Melissa continue their work

on Specialty Sales. We have already had a planning meeting to get more organized than they already were, and it really paid dividends, as we identified areas where we could work smarter and improve the process. Just simple conversations about what we are doing will often yield great ideas to do even better.

Also, there is more and more merchandise available online.

## NEW WEBSITE

Speaking of online...have you seen our new website? It looks great! There is still some work to do but I think the new look is awesome, and in my experience, things are easier to find!

## CIGARS!

Although admittedly not for everyone, the cigars are a hit! They are handmade and a very nice cigar. They are flying out the door. Don't worry we have more! The box set of an assortment of five cigars comes in a very cool wooden box with our 100-year logo burned into the top. That sells for \$50. Even if you don't like cigars, the box is great. Reno Rodeo obtained a retail tobacco sales license, and we are following all the rules. They are available in the office. If you don't want a box, we have individual cigars for sale also.

## PLANNING MEETINGS

Like I said last month, when we did our debriefs of the 2018 rodeo, we heard a lot of great ideas. Now is the time to start thinking about what we need to do to implement them. The ideas were too great to let die. We have at least one meeting scheduled already (sometimes I am the last to know...haha), and will be scheduling more very soon. If you want to have a meeting with us, please do not hesitate to let us know. Just remember...the sooner the better. Time is a fickle mistress!

## TRIVIA

Trivia Rule – To get your swag you must approach me personally at a Reno Rodeo membership function (lunch or dinner), and give me the correct answer. You must approach me after the "official" start time of the function.

Who won the Nevada Round-Up steer wrestling in 1919 and bull riding in 1920? What significant fact made this cowboy unusual in Reno?

THANK YOU FOR ALL YOU DO FOR RENO RODEO!

**Mike Torvinen**  
**President 2019**



**1ST VICE PRESIDENT**  
**CRAIG DOWNIE**



**2ND VICE PRESIDENT**  
**JOSH IVESON**



**SECRETARY**  
**DEBBIE SPRAGUE**



**TREASURER**  
**GREG WILLIAMS**

## EXECUTIVE COMMITTEE

Mike Torvinen – President  
Craig Downie – 1<sup>st</sup> Vice President  
Josh Iveson – 2<sup>nd</sup> Vice President  
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Greg Williams – Treasurer  
Bill Summy – Immediate Past President  
Clint Wells – Past Presidents' Representative  
Bob Cose Sharon DeSimoni  
Terry Donshick Troy Gardner  
Paul Gordon Jim Neil  
Carrie Ann Sattler Mark Sutton

## FINANCE COMMITTEE

Greg Williams – Chair  
Jim Neil – Assistant Chair  
Justin Thomsen – Assistant Chair  
Alex Bybee  
Andi Morency  
Josh Iveson  
Mike Long

# GENERAL MANAGER'S MESSAGE

Is the New Year really measured from January 1 to January 1? Or is it more like season to season, school year to school year or ...rodeo to rodeo? Let's get this party started...bring on Reno Rodeo 2019, 100 Years!! Mike, are You Ready? What about all of you? It's going to be "A Big Damn Deal".

As many of you know, we (the collective of rodeo committees from all over the USA) just recently attended the Professional Rodeo Cowboys Association convention during NFR. As in past years, many committees, including Reno Rodeo, hosted a hospitality room! We had many, many visitors come and converse with the officers on strategies for the future of rodeo. I believe all those who attended the convention came away with a greater insight and readiness for this next year. The comments I have heard so far state this convention was the most worthwhile ever. The PRCA unveiled new branding and logos for marketing itself, and for us to help market professional rodeo.

I would also like to note a final farewell to Trevor Brazille who was this year's All-Around champion. He gave a passionate few words about the future of rodeo, the strength of the PRCA, and the great fans the sport has. Keith Martin also is retiring and stepping down from the San Antonio Rodeo and Stock Show. The "Man of the Year" award went to a country music star and advocate for our western heritage: Cody Johnson. Maybe if we asked, he would come be our star for our concert!

We will be making two trips soon into the new year. The first is

to Nashville, Tennessee, to visit the Jack Daniels distillery for our new whiskey and barrel. The second is to San Antonio, Texas, for the San Antonio Rodeo and Stock Show.

News on our home front: the empty armory building and the exhibit hall will be torn down before the 2019 rodeo. This will be a needed improvement and will help with the direction that we are moving towards with the new Legacy arena.

Plus, a new parade route for our 2019 Reno Rodeo Parade is scheduled for downtown. Once we get all the logistics done, we will unveil it to you. It's going to be very exciting.

FYI: this year's commemorative buckle is selling like hot cakes (both numbered and unnumbered), so don't wait to get yours!

I hope the New Year is merry and bright for each of us,

**George Combs**  
General Manager



## JOHN DEERE XUV835M CAMO

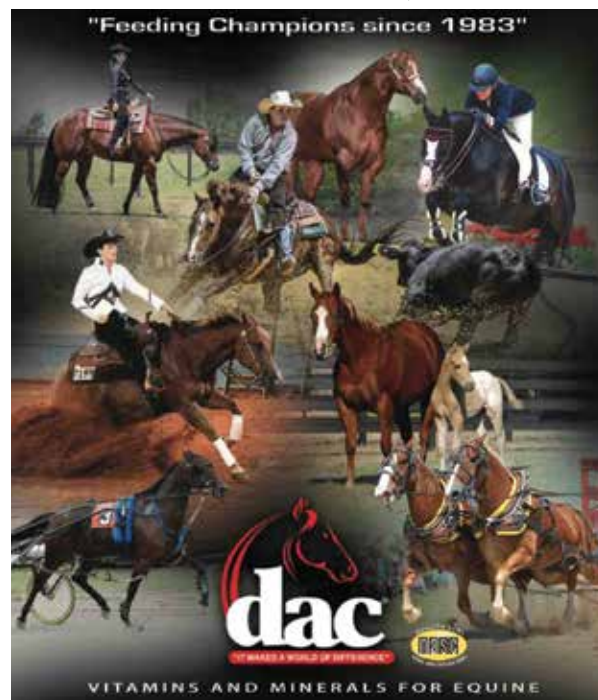


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**Tickets \$50 each, or 3 for \$100**

**Limited Edition Reno Rodeo series collection for sale**  
**Complete set**  
**starts with 1988 buckle through present**  
**Contact Randy Bell at 775-690-4793**

  
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# FOUNDATION NEWS



## Spreading Christmas Joy to thousands of Children with New Toys

It was a joyous Christmas for thousands of Northern Nevada children served by the Reno Rodeo Foundation. All made possible because of the hard work of over 100 volunteers. In addition to the RRA volunteers there were corporate partners who sent their employees including

Charles River Laboratories, Hometown Health, IBEW Local 401, IGT, Intuit, Microsoft, Plumbers & Pipefitters Local 350, Q & D Construction, and Renown. Lots of unpacking and set-up took place to organize over \$500,000 worth of new toys. It was like watching a well-choreographed dance routine with volunteers just making it work, and not missing a step to the beat! Trucks were loaded to deliver new toys to foster children in the rural areas as well as to the foster programs on several of Northern Nevada Indian Reservations.

Foster families arrived at the Exhibit Hall after everything was arranged. Thirty-eight new bikes were included. They had been put together by Local 350 and 401 members. So many big smiles and happy faces. It was clear the holiday spirit of giving was truly in the air. Everything was so efficient that we finished on Friday, December 7, and all foster families were served.

Our fantastic partners were amazing: Karla Delgado and her team from the State of Nevada Division of Child and Family Services, Victoria Bowers and her team from the Washoe County Human Services Department, and the Boys and Girls Club – Thank You!



Special thanks to ATEC for storing the toys, Marcus Gentry, the wonderful truck driver, Morrey Distributing for donating the truck, and Reno Forklift. Appreciation to Dan Bybee, RRA Team 355 Chair, and Mark Munoz, Assistant Chair, who coordinated the logistics for the event. This Christmas Holiday Toy Distribution will always be remembered as one of the best! It was an amazing team effort. Thank you.

## A Special Gift to a 2018 Reno Rodeo Wish Recipient and his Family

What an incredible adventure for William Strange, a 2018 Reno Rodeo Wish recipient.

He was one of only twenty children from across the country with challenging medical issues who were selected to be a Wrangler NFR Golden Circle of Champions participant. His parents, Lora and Dennis, and his younger brother, Chris, enjoyed a VIP experience with a special luncheon officiated at by the great Bob Tallman.



They met world class NFR contestants, attended an NFR performance, and watched a Junior NFR competition while visiting Cowboy Christmas. William received an entire western outfit; new duds from head to toe. His new look included cowboy boots, jeans, belt, a hat signed by all of the NFR competitors, and a custom belt buckle.

It was the first time the boys had ever flown on an airplane, and staying in a hotel was a treat.



*continued on page 6*



*100 Volunteers helped with the 2018 RRF Toy Distribution Event*

# LETTER FROM THE QUEEN



Happy New Year!!! I am so happy that it is finally 2019! I hope you all had a wonderful holiday season with your loved ones and families. Now the race is on! Only six months until rodeo! I can't express to you all how excited I am! It's a big damn deal!

Well, as promised, I have many stories from Vegas, the NFR, and the Miss Rodeo America Pageant. I learned, more than

anything, that Vegas just makes me homesick for Reno. In my opinion, it definitely does not compare to the Biggest Little City in the World! Reno is still number one in my heart!

The Miss Rodeo America Pageant was absolutely incredible! I learned so much watching all twenty-eight of those beautiful ladies competing for the prestigious title of Miss Rodeo America 2019. Horsemanship was very educational for me. I learned some good techniques—what to do and what not to do. I also learned that there is a very slim chance that I will get an easy horse if I get the opportunity to run for Miss Rodeo America. All of the horses were pretty tough to ride, and those girls handled them beautifully.

Impromptu speeches were rather surprising. I thought that most of our girls who have run for Miss Reno Rodeo could have placed pretty high in the speech category. We are definitely getting our girls prepared for running for America. We have them speak at so many different events and talk to so many people in the community.

The Chaps Luncheon was a ton of fun. My personal favorite chaps were Hawaii's. They are wild! They are hand-painted and beautiful!

The fashion show was very exciting! The theme was The Greatest Showman! Our girl McKenzie, Miss Rodeo Nevada, killed it with her modeling at the fashion show!!!

The coronation had me on the edge of my seat the whole time! I couldn't wait to see who was going to be the next Miss Rodeo America. I felt like I was up there with those girls because I was so nervous for them. McKenzie McMurtrey, Miss Rodeo Nevada, placed in the top 10. She did a fantastic job, and I couldn't be more proud of her! The new Miss Rodeo America is Taylor McNair! She is from Mississippi. She is an incredibly sweet girl whom I had the privilege of spending some time with when she was here for the 2018 Reno Rodeo, and again at Pendleton. I'm so happy for all of the ladies who



competed. They did a fantastic job representing their states! I hope someday that I get the privilege to represent Nevada, and do half as well as these amazing ladies.

The NFR was incredible! It's everything that I imagined it would be. It was surreal getting to experience it in real life. I couldn't believe how quickly the rodeo went and how fantastic all of the cowboys and cowgirls did. That is a whole other level of commitment to make it into that arena.

The schedule worked out perfectly, so that I was able to attend some of the rodeo conferences with the officers on the Executive Committee. I learned so much going to these meetings, and I truly enjoyed hearing about the new and upcoming plans for professional rodeo. It was so much fun getting to attend the Pro Rodeo Hall of Fame dinner, as well as the Professional Cowboys awards dinner. The back number ceremony was so much fun. I got to see all those cowboy's and cowgirl's smiles on their faces as they received the back numbers that they worked so hard for.

Thank you to everyone that made it possible for me to have this incredible trip. Those eight days went way too fast. I can't wait to see what this 2019 year has in store for all of us! I know that it is going to be one for the history books! Can't wait to see you all in 2019!

**Kaley Jusek**  
**Miss Reno Rodeo 2019**

SECOND ANNUAL

## RENO RODEO COMMITTEE BOWLING TOURNAMENT

BENEFITING JUSTIN COWBOY CRISIS FUND

**Saturday, January 19th**  
**10:00 am to 2:00 pm**  
**Grand Sierra Bowling Center**

### ENTRY FEE/SPONSOR

Each committee is asked to have a team participate. Team entry is \$40. Additionally, each team is asked to find a sponsor for the game. Sponsors pledge to donate\*:

Pin knocked down- \$0.25  
Spare- \$5  
Strike- \$10  
Gutter Ball- \$25

\*not to exceed \$500

**ALL PROCEEDS BENEFIT THE JUSTIN  
COWBOY CRISIS FUND**



# WE ARE THE RENO RODEO –JESSICA JAYNE SUTTON

Born and raised near Ann Arbor, Michigan, it is easy to understand why Jessica Sutton is a big fan of the University of Michigan. "There's nothing like football in the Big House. My dad has had season football tickets at Michigan for more than 30 years," Jes explained. So someone might wonder why this Rochester Hills, Michigan, native chose to attend the University of Nevada, Reno. "I knew I wanted to go to school at UNR when I was a freshman in high school," Jes claimed. "My dad thought I was crazy, but said that he would support me with whatever I wanted to do."

It all started in 2004, when Jessica's aunt, Jari Sutton, contacted Jes' mom, Mary Jane, to inquire if Jes could travel to Reno to visit and attend the Reno Rodeo. "I got on an airplane and traveled out to Reno. It was my first introduction to rodeo. I was hooked immediately." The following year she traveled to Reno with her mom, an experience that she will never forget, as her mom passed later that summer after fighting breast cancer for three years. Jes has never missed a Reno Rodeo since that first visit.

Fast forward to 2010 when Jes left her home in Michigan and moved to Reno to start her freshman year of college. "The first two months were great, but I didn't know what I was getting myself into. I was not ready to be that far away from home, but with help from my dad and stepmom, Laura, I was able to persevere." Jessica graduated with an English writing degree in 2015, and is now the Northern Nevada portfolio manager for Automotive Finance Corporation.

As a member of the Reno Rodeo, Jes has served on multiple committees including Stalls, Local Sponsors, Magazine, and Kids' Day. She has chaired the Kids' Day activities for the last



three years and will continue at the helm in 2019. Her efforts paid off in 2017 when Brad Sidener recognized her with a RR necklace. Jes looks forward to further developing her role within the association and has even considered running for director someday.

Jes notes the camaraderie within the association as one of her favorite parts of the Reno Rodeo. "The rodeo changed the course of my life, but what I cherish most are the friendships

I've developed along the way."

Jessica recently got engaged to Jeff Hinxman, a native Nevadan, who she met at Night in The Country in 2016. "Jeff is the greatest, I mean he has to be to put up with me," she joked. Jeff studied information systems at UNR and is in the IT field for his day job. Additionally, he is the owner of Tahoe Wood Co., specializing in a variety of handmade wood products.

Jes and Jeff are currently planning an October 2019 wedding.

**Mark Sutton**

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*"Foundation News" continued from page 4*

The family extended their stay and visited many other Las Vegas attractions.

This was a once in a lifetime experience for William and his family; an adventure they are sure to always cherish. William was sponsored by a partnership of the Reno Rodeo Association and the Reno Rodeo Foundation.

Special thanks to Tina Tonascia and her incredible team from the Santa Maria Elks Rodeo, and James Miller from Red Bluff Round-Up. This team was the nicest group of people you'd ever meet. Deep appreciation to Las Vegas Events President, Pat Christenson; PRCA CEO, George Taylor; and the Nevada Children's Cancer Foundation team. Everyone worked tirelessly to put this amazing program together. There are too many people and organizations to list individually. Thanks to all who helped make this memorable experience come to fruition!

**Clara Andriola**  
**Executive Director**

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## Ticket Sales

Tickets went on sale October 1st. Sales have started out strong. The number of tickets sold and the revenue are double what they were last year at this time.

If any of you are interested in tickets, now is the time to buy. Last minute ticket requests will be difficult to accommodate.

To buy tickets in person (no fees) - **Lawlor Events Center**  
10am -5pm Monday through Friday

Online - (service fees apply)

<http://www.mynevadatickets.com/>

Telephone - (service fees apply) via TicketsWest

**1 (800) 325 - SEAT (7328)**

**Colleen Schaar**  
**Ticket Chair**

## Reno Rodeo Foundation Upcoming Events

- Saturday, January 5, 2019—Denim Drive Sorting from 9 am to Noon at the Kids Kottage
- Friday, January 25, 2019—Denim Drive Distribution Set-up from 9 am to Noon at the Kids Kottage
- Saturday, January 26, 2019—Denim Drive Distribution Event from 9:30 am to 1:00 pm at the Kids Kottage
- Friday, June 1, 2019—Rhythm & Rawhide

# COUNTDOWN TO 100

In 1972, rodeo association president Ernie Martinelli was promising a thrilling show. He didn't know how thrilling until a brahma bull escaped from the rodeo grounds and had to be chased down by stock contractor Cotton Rosser and roping champion Julio Moreno in the parking lot of the Holiday Inn several blocks away.

Bindee Benson, the Reno Rodeo Queen, was joined by two other Nevada women in the festivities – Miss Rodeo America Pam Martin of Las Vegas and Miss Rodeo Nevada Sue Copely of Lovelock.

The parade grand Marshal was trick roper Monte Montana, would also provide entertainment for the rodeo.

More than \$30,000 in prize money was put up, and all of the top cowboys in the country were entered in the competition, including Larry Mahan, on his way to a sixth all-around world title. The rodeo clowns included Hall of Famer Wick Peth, Larry Clayton, and John Taylor.

The all-around title went to Don Scott, who also captured the calf roping championship. Other champions included Ace Berry in bareback, Larry Mahan in saddle bronc, Larry Clayman in steer wrestling, and Regina Clayman in barrel racing. The bull riding title was split between Spark Brown and Marvin Shoulders, son of the famed cowboy Jim Shoulders. The top team ropers were Ron Poindexter and Howard Nichols.

In 1974, the rodeo returned to television as rodeo association president signed a deal with CBS for the event to be shown on the CBS Sports Cavalcade. This was also the year a near tragedy occurred during the final performance when Benny Binion's stagecoach overturned, injuring country singer Sue Thompson and rodeo director and past president George Solari. Thompson was taken to St. Mary Hospital and kept for several days. She was reported as stiff and sore from the ordeal. Solari suffered a cut on his head and required several stitches, but he was back at the rodeo grounds shortly after the incident. He described his injury as "a beautiful shiner."

This was also the year the rodeo was expanded to a record five performances – Thursday and Friday nights, both an afternoon and evening show on Saturday and the finals on Sunday.

Miss Reno Rodeo Melody George was joined by Miss Rodeo America Donna Howsley for the annual parade. The grand marshal of the parade was past president Ray Peterson.



*Jerald Camarillo gets his silver spurs as the all-around champion in 1974*

Jerald Camarillo of Oakdale, California, was named the all-around champion. Joe Alexander, the multi-time world bareback champion, captured the event in Reno. Other champions included the legendary Deal Oliver in calf roping, Bill Pauley in saddle bronc, John Quintana in bull riding, Lynn Perry in steer wrestling, and Charlene Jeperson in barrel racing. The team roping champions were David Motes and Denny Watkins.

Rodeo officials were thrilled with the record attendance brought about by the added performance. "Whatever we're doing wrong, we're going to keep doing it wrong," president Jack Utter told the Reno Evening Gazette. "This is has been the biggest rodeo we've ever had."

The stories for Count Down to 100 are excerpts from  
*A History—The First 80 Years*,  
by Guy Clifton, Edited by Bill Price.

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## 2019 Reno Rodeo 100 Years Buckle Is Here!

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The 2019 Buckle is a real beauty. Be sure to get in to get yours before they are all gone. They will be sold out soon.

Price is \$160 for members, and \$190 for non-members.

Call ahead, but you should be able to purchase one at the office most days, as long as we have 'em.



# HISTORY—RENO RODEO LIMITED EDITION ART PRINTS

## 1990 Reno Rodeo President Bob Britton

Reno Rodeo fans might recall the fellow whose horse nearly threw him off during opening ceremonies in 1989.

The tall, lanky rancher who wears ostrich boots with his cattle brand stamped right on them.

But to hear rodeo official Corky Lingenfelter tell it, the only reason Britton kept his butt in the saddle was because he wrapped his long, skinny legs around his new grey horse.

Britton is a Steamboat Springs rancher, is this year's down-home, Reno Rodeo President.

This year's rodeo theme is – "For the fun of it", was Britton's idea. "I thought of it while I was taking a shower!"

The 1990 poster is by Missy Jenkins and carries out the theme: It features rodeo clown Leon Coffee, a rodeo clown dodging a wild bull.



Leon Coffee grew up around horses, rodeo, and football. He competed as a junior rodeo contestant in bull riding, bareback riding, steer wrestling, and calf roping. He joined the U.S. Army after high school and served for three years.

After encouragement from a friend and bullfighter Michael Moore, Coffee began fighting bulls instead of riding them. His signature act of dancing in front of an angry bull earned him the nicknames "Disco Bullfighter" and "Boogie Man." As a PRCA Gold Card Member and NFR barrel man, Coffee enjoyed a long and lively career in ProRodeo as one of only three cowboys to be both a barrel man and a bullfighter at the NFR.

Coffee said, "I enjoy putting smiles on faces, and my motto of life is God put me on Earth to do two things – make people happy and help people out, and I can do both in the arena," Coffee said.

Excerpts from RGJ

## 1991 Reno Rodeo President, Bob Lyle

Lyle said, "Time, money and Talent, that's what it takes to put on the Reno Rodeo and the many attractions that go with it each year."

But the rodeo isn't the only beneficiary of the work conducted by several hundred volunteer workers and directors. The Rodeo Association donates funds to many local organizations and groups.

Bob Lyle, a local attorney, and the 1991 Reno Rodeo President. Lyle himself began working on his year rodeo long before the 1990 rodeo was presented. "It takes a lot of hours and a lot of hard work," Lyle said. "But everybody does a great job."

Some of the top rodeo contenders competed in 1991. Ty Murray, Bob Harris, Tuff Hedeman. Jim Sharp, and Clint Branger to name a few.

Our popular announcer Bob Tallman is immortalized on the 1991 Reno Rodeo Poster. Tallman modestly said there are a dozen others more famous that could be on the poster.

In 1990, Tallman stunned the audience when he was seriously injured while doing a demonstration on horseback.

"He spooked and reared and lunged," Tallman remembered.



"I just tried to get off and all the wrong stuff happened at the wrong time."

Despite breaking his leg and hip in five places and breaking a shoulder, Tallman not only announced that year, but he also said he would be on horseback again in a few days. Now that's one tough cowboy!

Veteran Reno Rodeo announcer Bob Tallman is immortalized by longtime friend and artist Don Farmer of Elko.

Farmer has the artistic credentials and is a former professional rodeo competitor. What really qualified Farmer is the fact he's known Tallman for almost three decades competing against each other in Nevada high school rodeo.

"When I was told who they wanted me to paint and I said, 'Oh, my gosh,'" Farmer remembered. "I told them if I'm going to paint this, I'm going to try to get the look I remember-the Bob I know, very sincere."

The moment of truth came when Tallman saw the painting for the first time. Farmer remembers him saying, "Oh my gosh, Don, You're going to make my mother proud."

1991 Bob Tallman has been one of our most popular posters and completely sold out!

Excerpts from RGJ.

**Carol Fiechtl-Steiger**  
**Limited Edition Art Prints Chair**

# LEGACY COMMITTEE



When you read this it will most likely be the New Year, 2019, the year of our 100 Year Celebration. I anticipate our 100 Year Committee has a very busy five months facing them. But, with the individuals involved, I know we will have a very successful celebration and 2019 Reno Rodeo.

Speaking of success, what a couple of great events Rock Pile Productions

produced for us this fall in the Legacy Golf Tournament, and the Bob Tallman Legacy Dinner. Over \$150,000 was generated for our Legacy Project due to Rock Pile Productions creativity, dedication, and hard work. I know their names have been mentioned before, but they really do deserve praise for their efforts. Matt Cates of Granite Construction, Pinocchio's Bar & Grill's J.P. and Jillian, and our own Carrie Ann Sattler, Scott Downie, and Greg Goss – a BIG THANK YOU!

With regard to the Legacy Dinner, I'm somewhat embarrassed by the accolades Bob Tallman placed on me. I realize I have been involved with development of new facilities since its inception – but so have many other people. It's been a true TEAM effort to get us where we want to be. The fact is the original innovator of the idea to replace our antiquated bleachers was Scott Peterson in 2007. Scott had the contractor background, and he engaged me from an engineering site improvement aspect. Scott contacted Southern Bleachers for initial conceptual grandstand plans, Scott got money included in the 2008 Budget for architectural renderings, and Scott and I retained Den Mackay to prepare those renderings. The 2nd V.P. at the time, Ray Callahan, became totally engaged. Ray and Amy helped write our original Mission Statement. Ray asked Joe Martin to assist us with setting up meetings with our Congressional Representatives (Senator Reid, Senator Engsign, and Congressman Heller). Marie Baxter helped prepare a House of Representatives Grant Application. In late 2009, due to the dismal state of the economy and significant cuts in budgets on both the public and private platforms, our plans pretty much went into hibernation.

Despite the poor economic times, the Reno Rodeo continued to grow. This growth combined with lack of funding for necessary upgrades and maintenance from RSCVA magnified the dilapidated condition of RSLEC facility and Reno Rodeo's lack of parking, luxury boxes, box seating, and seating in general. In July of 2015, the onset of Scott Peterson's term as President, Scott and Kim Surratt woke up the hibernating project. They asked Brad Sidener, Mike Torvinen, and myself to join on the original planning team. Kim also took the bull

by the horns to get out our first Strategic Plan process off the ground. Shortly after our original meetings in August and September of 2015, Carrie Ann Sattler and George Combs became heavily involved in the Legacy Project, and remain so today. About the same time frames, Grant Dalen, Bob Lyle, and Kim were continuing with the Museum program, which in 2014 was the impetus for the first Legacy Dinner, the Cotton Rosser Legacy Dinner. Shortly after, Mark Sutton took over the reins of the Museum Committee, which started our on-site museum display during the rodeo.

During the Strategic Plan process in the Spring of 2016, Craig Downie, Bill Johnson, Paul Gordon, Bill Price, Margie Swaitek, Lightning Williams, Debbie Sprague, Clint Wells, Troy Gardner, Larry Stacy, and Rhonda Leach, all became key contributors to the Legacy Project. Outside key contributors have included Glenn Calvert of Priefert; Bill Payne, University of Nevada Dean of Agriculture; Jim Barbee, former State Director of Agriculture; Bob Tallman; Frame Architecture; Ekay Economic Consultants; and of course, J.P. Our current hardworking Legacy Committee includes: Carrie Ann Sattler, Rich Pettinari (who has assisted with all of the various plan preparation for the past 3 years), Brad Sidener, Scott Peterson, Clint Wells, Troy Gardner, Sharon DeSimoni, Andi Morency, and Melissa Rosenthal. Josh Iveson has gotten involved since his election, and both Ray Callahan and Larry Stacy have re-expressed their interest in helping how ever they can to keep the momentum alive. So, you can see, numerous people have contributed.

The true heroes throughout the process besides myself are Mike Torvinen, Brad Sidener, Scott Peterson, Carrie Ann Sattler, and George Combs. Everyone involved since the onset of the Legacy Project deserves the "pat on the back."

With the new year I anticipate various members of our group will be heavily involved with the upcoming legislative session. Our request for the \$1.5 million of advanced planning money remains in the Governor's Budget, but could be axed at any time by the new, incoming Governor, or one of the Legislative Bodies. It's our goal to keep it there. The \$150,000 generated by Rock Pile is a dribble in the 5 gallon bucket of funding we need. If the advanced planning money stays intact, that would be less than one half inch in that 5 gallon bucket – but a hell of a start towards moving forward to reach our goals. Then the goal to fill the bucket starts. More TEAM effort.

Upcoming this year we do anticipate updating our Strategic Plan. The process will begin around the April timeframe with the majority of the work and effort occurring after this year's rodeo. It's important that we know the current vision of our Board of Directors and Past Presidents, and assure ourselves we are following their direction and desire.

By the way, our Business Plan for the Legacy Project has been completed in a draft form. Once it is reviewed and finalized, we will get it posted for everyone's purview.



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The new PRCA logo is red, white, and blue for patriotism, and gold for the national champion buckle. Look for this logo on everything PRCA.

**WE ARE PRORODEO.**

## In the not so distant future:

|                  |  |
|------------------|--|
| February 1, 2019 | at 10 am, on line –<br>Mutton Bustin' SignUps<br>(last year sold out in 2 minutes) |
| April 25, 2019   | Reno Rodeo Idol  |
| May 8, 2019      | Media Appreciation Event   |
| May 15, 2019     | Bliss Babe Kick Off Party  |
| May 18, 2019     | Reno Rodeo Team Sorting  |
| June 1, 2019     | Rhythm and Rawhide   |
| June 2, 2019     | Truck Show   |
| June 5, 2019     | After-Five Business Event  |
| June 13, 2019    | MRR Queens Horsemanship  |
| June 14, 2019    | MRR Queens Dinner  |
| June 17, 2019    | Reno Rodeo Kick off Party  |
| June 18, 2019    | BSD Calcutta   |
| June 19, 2019    | Kick-off Concert   |
| June 22, 2019    | Reno Rodeo Parade  |
| August 1, 2019   | 2020 Cattle Drive tickets<br>go on sale<br>Sold out for 2019                       |

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# JANUARY 2019

| S                              | M  | T  | W                                      | T  | F  | S   |
|--------------------------------|--|--|--|--|----|---|
|                                | Happy New Year   | New Year's Day<br>Office Closed                                      | 1                                      | 2  | 3  | 4   |
| 6                              | 7  | Reno Rodeo Office<br>4:30 pm • Finance Com<br>5:30 pm • Executive Bd | 8                                      | 100 Year Committee<br>5:30 pm • RR Office<br>Magazine Committee<br>5:30 • GMAA | 10 | 11  |
| 13                             | Reno Rodeo Office<br>4:30 PM • Museum<br>5:30 pm • NOM | 14   | LPC Plan Update<br>5:30 pm • RR Office | 15   | 16 | Luncheon<br>Noon • Peppermill<br>Board of Directors<br>5:30 • Tamarack Junction |
| 20                             | 21   | Reno Rodeo Office<br>4:30 pm • Finance Com<br>5:30 pm • Executive Bd | 22                                     | 23   | 24 | 25  |
| February Bullsheel copy due    |  |  |  |  |    | MRR Queen Clinic<br>Rancharrah  |
| MRR Queen Clinic<br>Rancharrah | 27   | 28   | 29                                     | 30   | 31 |   |

# FEBRUARY 2019

| S  | M  | T  | W                                      | T   | F   | S  |
|----|--|--|--|---|---|----|
|    |  |  |  |   | 1   | 2  |
| 3  | 4  | Reno Rodeo Office<br>4:30 pm • Finance Com<br>5:30 pm • Executive Bd | 5                                      | 100 Year Committee<br>5:30 pm • RR Office | 6   | 7  |
| 10 | Reno Rodeo Office<br>4:30 PM • Museum<br>5:30 pm • NOM | 11   | LPC Plan Update<br>5:30 pm • RR Office | 12  | Magazine Committee<br>5:30 • GMAA   | 13 |
| 17 | 18   | Reno Rodeo Office<br>4:30 pm • Finance Com<br>5:30 pm • Executive Bd | 19                                     | 20  | Luncheon<br>Noon • Atlantis<br>Board of Directors<br>5:30 • Tamarack Junction | 21 |
| 24 | 25   | 26   | 27                                     | 28  | 29  | 30 |
| 30 |  |  |  |   |   |    |



## Don't forget to download the Reno Rodeo App!

Visit your respective app store and search for Reno Rodeo. Download the free app.

When you open the app for the first time you will be prompted to receive 'push notifications' please accept. These notifications will keep you up to date with rodeo news throughout the year. Thank you!

Please send comments to [greg@gmaagroup.com](mailto:greg@gmaagroup.com)  
We can make updates as necessary.

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## RENO RODEO ASS'N



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New this month!



14

**Chelsea Sidener**  
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## MANPOWER NEWS

### LEGACY COMMITTEE



**Doug Nicholson**  
Manpower/Nominating Chair



**Clint Thiesse**  
Legacy Committee Chair

#### Reno Rodeo Foundation Upcoming Events

- Monday, July 9, Free Kids Rodeo & Campfire Storytelling sponsored by Michael & Son's in partnership with the Reno Rodeo Foundation and Artown.
- Thursday, July 26 Reno Rodeo Foundation Blood Drive from 2:30 pm to 6 pm at Famous Dave's, K-Bull on-site & drawing prize for all the Blood Drive donors to win their All American Feast (feeds 4-6, value \$79.99) and every donor has their choice of chili or a salad and cornbread.
- Saturday, July 28, Back-to-School Denim Drive Distribution at Kids' Kottage, from 10 am to Noon



## PAST PRESIDENT'S REPORT



**Clint Wells**  
**Past Presidents Representative**

### *Contribute to the BullSheet*

We are eager to have you share your interesting rodeo stories. If you have something to share, please email, hand carry, fax, or snail mail to the office.

All submissions must be received on, or before, the 20th of the month prior to publishing. AND before you submit, please proofread. Thanks, Lynne

Editor: Lynne Liebelt

Staff Writers: Bill Price, Marjie Swaitek

Staff Photographer: Fred Cornelius

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Bill Price, Marjie Swiatek, Co-Chairs

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Fax: (775) 329-4625

[BSLynne@outlook.com](mailto:BSLynne@outlook.com)

## BITS AND SPURS

Bill Price



### *Monthly Luncheons*

Everyone enjoys the Reno Rodeo luncheons and dinners. The food is always exceptional, and these events provide an opportunity to find out what's going on with the Reno Rodeo and with your rodeo friends. To help ensure that the attendance count is correct, the Board of Directors has set the following rules.

If you do not RSVP, but show up, you will be charged the price of the meal, as well as having to wait for available seating.

If you do RSVP, do not call to cancel, and do not show up, you will be invoiced for the price of the meal.

If you need to cancel, please call and let us know.

Guest price ranges from \$30 to \$50 depending on the event.

**RSVP by phone at 775.329.3877 ext 224**

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**or by email at [RSVP@renorodeo.com](mailto:RSVP@renorodeo.com).**



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