



Celebrating 100 years of Reno Rodeo

# BULLSHEET

The Official Newsletter of the Reno Rodeo Association  
Volume 5 Number 8 March 2019

## THE PONY EXPRESS RIDES AGAIN!

A trail of dust appears in the distance as a young, weathered rider emerges across rolling hills of cheatgrass and sagebrush. The sounds of the exhausted man and his animal break the tranquility of this peaceful scene as they finish their leg of the rugged trail. A new rider and horse stand in the shade of an old cottonwood, anxiously awaiting their exchange. The incoming rider brings his horse to an abrupt halt. Getting down from his mount, he lifts a mochila (leather mailbag) from the saddle. The fresh rider then places it on the new horse. He steps into the stirrup, climbs atop the saddle, and with a swift jab of his spurs begins his stake of the journey.



*Modern day Pony Express rider statue near Ruby Valley, Nevada*

There were limitations on how we kept in contact from coast to coast prior to railroad and telegraph lines criss crossing our beautiful country. The Pony Express was created to fill this gap by providing mail delivery with continuous horse-and-rider relays between St. Joseph, Missouri, and Sacramento, California, from April 1860 to October 1861.

The breed of the horses used varied according to the terrain. Most common were half-breed Mustangs in the west; in the east, it was Thoroughbred / Morgan. The horses that they used would prove to be very valuable as they were faster and demonstrated better stamina than most Indian mounts. This was a significant concern due to the likelihood of a hostile attack while on the trail. These horses often saved the lives of riders who were able to outdistance their attackers.

Of course, the best horses were of no use without experienced riders. The business of the Pony Express sought out young men born to the saddle and undaunted by danger.

They were generally slight of build to minimize the strain on their mounts.

Despite being a brief, financially disastrous enterprise, the Pony Express employed a few famous riders, including William "Buffalo Bill" Cody and Robert "Pony Bob" Haslam.

Though the original Pony Express went belly up due to the advancement in communication technologies, the legacy continues on in what they call a Re-Ride.

Each June, over 750 members of the National Pony Express Association (NPEA) reenact the Pony Express in a Commemorative Re-Ride over a ten-day period. Letters are carried in a mochila over the original trail. The 1,966 mile ride covers eight states and is conducted 24 hours a day until the mail is delivered to its destination, either Sacramento, or Saint



*left to right Petra Keller, Mell Petersen, Diane Garland*

Joseph (alternating annually). The national Re-Ride event is an opportunity for young and old to ride the historic trail, and to send a letter via the Pony Express.

This year the Reno Rodeo will have a special performance depicting the hand-off of mail, as well as a unique tie-in with our military veterans on Patriot Night.

Letters to veterans will be delivered and presented to the Veteran's Coalition during The Pony Express performance on Patriot Night, showing how it was done in the Wild West.

You can take part in this event by writing letters that will be delivered during the performance by going to their website

<https://nationalponyexpress.org> / then follow the Reno Rodeo link and print out the template on which to write your own letter.

Send it to **Pony Express Letters for Veterans, c/o Reno Rodeo, P.O. Box 12335 Reno, NV 89510.**

**Mell Petersen**



# PRESIDENT'S MESSAGE



One of the greatest privileges of being President of Reno Rodeo Association is you get to find an artist, and have them create an original work of art to commemorate the year you are president. Make no mistake, it is pretty darn stressful also. Will people like it? Will it be done on time? I found an artist based upon some pictures I saw in Western

Horseman magazine. Through the wonders of the internet I was able to contact that artist. It turns out she had done work for Montana Silversmiths; a pleasant coincidence. The pictures were of cowgirls, but they were of a time past, as opposed to "old cowgirls!" During our first conversation about whether she would be interested in being the 2019 artist, she mentioned she liked to draw "old timey" cowgirls and pictures. Bingo! That phrase really captured what I wanted the poster to be. We had several conversations about what I was looking for. I sent her a copy of Guy Clifton's book. We talked some more. I am extremely happy with the results. Granted, there is some artistic license taken and you will likely understand that when you see the painting. I hope you like it as much as I do. We will reveal it at the March 22nd membership dinner.

You may have seen the newspaper article about the shortage of tickets already. What a nice problem to have! However, it is also creating some concerns about third party ticket sellers, and we are working to ensure our fans get the best seats possible at the right price!!!

I periodically take the time to review the calendar in Ride, and make sure I have every meeting I should have on the calendar in my phone. I must tell you it is getting pretty darn busy. I think most of you are, in fact, thinking about what it will take to do better than last year already. That is great. However, for me personally, it is scary! You know that emoji that has the big eyes, red cheeks, funny mouth? I believe it is the emoji for being scared or super surprised! Wow is that ringing true. As I am walking through the Ride calendar making sure my phone

is up to date, suddenly, I am in June! Yikes. I have been told things would start moving fast, but WOW! Great job! Keep after it!

I have set April 16 as the date for the next committee chairmen meeting. We are CLOSE to rodeo if you have not noticed. I encourage all of you to start thinking about your role in putting on the best rodeo out there, and figuring out how you can do it better than last year.

Under the heading of it is finally an advantage to be living in Carson City, an added nuance for the 2019 rodeo is the fact it is an odd numbered year. That means the Nevada Legislature is in session! Clint Thiesse and I are having numerous meetings with legislators to help restore the funding for the planning project to take the next step in the Legacy Project. I am cautiously optimistic. There is tons of work to do still, including gathering the support of people who are not in the legislature. We will keep you posted, but we are trying to leave no stone unturned.

Justin Boots is creating a commemorative boot for our 100th year. Very soon, we will have boots in the office that you can try on so you can order the size that best fits you. There will be a men's version and a women's version. The boot is going to look great. The boot design is a collaborative effort with Justin Boots me, Craig, Josh, George, and our spouses and significant others. We collectively think it is a brilliant design! It will be a very quick turnaround, so when we make the announcement, please get in to the office right away to try on and order your 100 year boots.



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.

The rodeo was not held one year during WW II. What year was that?

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**  
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## EXECUTIVE COMMITTEE

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# GENERAL MANAGER'S MESSAGE



Recently, the officers and I, went to Nashville, Tennessee, to take a trip to Lynchburg, and tour the Jack Daniels distillery. The reason behind this trip was to choose the whiskey, from a newly tapped barrel, to bottle for sale in a commemorative gift pack specifically for this 100-year rodeo.

The day after our arrival in Tennessee, we were picked up and shuttled

to Lynchburg (about an hour away) through rolling pastures, woods, and limestone outcrops. The tour began at the main grounds of Jack Daniels' original homestead. After stepping out of his office (complete with the safe he kicked and injured himself on), we were taken to where they make charcoal. They burn pallets of wood in a very specific process that includes excess white lightning and water. The results of this procedure are eventually used for the filtration of the whiskey.

From there, we strolled by the opening in the rock wall where the actual water they use in making their whiskey flows out of their cave spring.

Next, it was on to the huge vats of mash that ferment until there are no more "bubbles" popping. After that it was on to the filtration system that is the key to Jack Daniels being what it is! In this building are more huge vats filled almost to the top with the smaller burned wood pieces made earlier. At the top is a drip system. The whiskey flows through and down to the bottom.

Another notable element that is key to Jack Daniels, are the barrels the whiskey is stored in until it's ready to be bottled. The barrels are so crucial to Jack Daniels, that they make their own barrels in two privately owned "cooperages".

When we left one of the many warehouses holding hundreds of aging whiskey barrels (note: they do not rotate their barrels), it was on to the bottling room. And on that day, they were putting labels on bottles heading to China, Russia, Germany and Poland.

We were then taken to the important tasting room, where we were given instruction on how to choose the whiskey; look, smell, and then taste. Before we left to head to downtown Lynchburg to have a homestyle dinner at "Ms. Bobo's," and shop the Jack Daniels gift store, we were given an extra special treat: touring the infamous underground cave!! This cave is seldomly visited by any other than Jack Daniels employees. It is locked and surveilled, as it is the main source of their water. Some openings inside have been geologically surveyed and are a mile deep or longer. The last stop on the tour was the mountain top lodge/event's area that looks down on the valley below.

If you find yourself in Tennessee, and have the chance to take this tour, you certainly should! You will have a greater understanding of the whiskey making process and the passion of the people behind it. There is so much more information, and there are so many interesting facts that I have no room for and can't remember!

Enjoy Jack Daniels more with this knowledge, and be ready to buy your gift pack when it goes on sale.

**George Combs**  
General Manager

## BITS AND SPURS

Congratulations to Royce (Bubba) and Rachael Prince on the birth of the daughter, Rory Lynn. Rory was born on January 26 at 4:45 p, weighing in at 7 lbs 10 oz. Royce is a member of the MAP and Security committees and the nephew of Map Committee co-chair Heather Creveling.

Kudos to one of our own, well sort of. Greg Mason's granddaughter and Reno Rodeo online-store model Charlotte Mason, along with her Reno High team has won the state competition of "We The People" and is on her way to nationals taking place in Washington D.C. We the People is a civic education program in which students are split into units, that mock committees, and present mock congressional hearings through testimony as well as cross examination questions. Charlotte's unit,

unit 4, is based on the constitutional principles and how they interact with our government today.

Our rodeo family has been hit hard in the last couple of months. We were all saddened by the tragic, on senseless, loss of Jerry and Sherry David.

In addition, long-time photographer Reno Rodeo Fred Cornelius lost his wife, of 52 years, Janet, after hard fought battle with cancer.

Allbridge "Al" Evans, a dedicated member of the Reno Rodeo Association and the contestant parking committee passed away unexpectedly on Christmas Eve. Al's wife Mary is a RRA member on the Contestant Parking Committee.

**Bill Price**





# FOUNDATION NEWS



## Reno Rodeo Foundation Community Grants Support Thousands of Northern Nevada Children

The Reno Rodeo Foundation 2019 Community Grants Committee, Chaired by Sharon Smith, recommended the distribution of \$105,000 to thirty Nevada registered nonprofits that will benefit almost 7,000 Northern Nevada children. The Committee's recommendation was approved by the Reno Rodeo Foundation's Board of Trustees at their February meeting. Congratulations to all of the deserving nonprofit grant recipients. The Reno

Rodeo Foundation Community Grants program is a core component of the foundation's contribution to our local community. Watch for next year's online grant application posted on the [www.RenoRodeoFoundation.org](http://www.RenoRodeoFoundation.org) in October 2019. Nonprofits working to improve the quality of life for Northern Nevada children and families are invited to apply. Nonprofits are also welcome to send an email to [info@renorodeofoundation.org](mailto:info@renorodeofoundation.org) to be put on the Reno Rodeo Foundation Community Grant electronic notification list when the online application is posted.

## Reno Rodeo Family Meets Nevada Governor-Elect Sisolak

The Reno Rodeo Foundation and the Reno Rodeo Association were invited to attend a get together before the Governor's formal Inaugural Ball. Reno Rodeo Foundation representatives, Jeff Turnipseed (President), his wife Cindy, and Clara Andriola (Executive Director) joined Reno Rodeo

Association's Past Presidents Brad Sidener (2017) and Clint Thiesse (2012) at the event. The conversation with Governor Sisolak was memorable and we know that he didn't forget meeting the fine gentlemen wearing the cowboy



hats. Mike Torvinen, Reno Rodeo Association President, was out of town at the time, but he received an appreciation gift from the governor-elect that was passed to him by Jeff Turnipseed through Scott Peterson at the Reno Rodeo Foundation Board meeting.

**Clara Andriola**  
Executive Director

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AUTO GROUP  
GET IN AND JOIN THE FAMILY

## SAVE THE DATE

JUNE 1, 2019 • 6PM  
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### DOWNTOWN RENO BALLROOM

JOIN US **FOR** A NIGHT OF FUN, PARTICIPATORY ENTERTAINMENT AND EXHILARATING MUSIC. THIS COUNTRY WESTERN-FLAVORED FUNDRAISER FEATURES THE TALENTS **OF** THE RENO PHIL CONDUCTED BY LAURA JACKSON WITH GUEST ARTISTS RACHEL POTTER & PATRICK THOMAS SINGING MANY **OF** YOUR FAVORITE COUNTRY HITS!

PROCEEDS BENEFIT THE RENO PHIL **AND** RENO RODEO FOUNDATION PROGRAMS.

# LETTER FROM THE QUEEN



Hello Rodeo Family!!! Like most of us, I'm praying for much warmer weather. Let's start this month out with more sunshine and more outdoor activities.

The 2019 Reno Rodeo Clinic was a huge success! There were nothing but smiling faces the whole two days. The ongoing support from not only the queen committee, but from the security team, sponsors, local news

personnel, and our 2019 Reno Rodeo President was incredible. We were so blessed to have so many people wanting to be involved and help with the clinic this year. It definitely showed when everything came together so well. We got many compliments from volunteers, our speakers, and the future queens that attended the clinic.

The amount of knowledge that came from Lisa Lageschaar, our wonderful clinician, packed all of our brains to the max with study techniques, tips and tricks, and "how to" for hair, make up, clothing, and interviews.

Incorporating horsemanship into the clinic definitely added to it's benefits. The horses were all beautiful, and all behaved perfectly. All of the girls enjoyed it, and felt like it was a challenge. After all, if you attended the clinic and felt like you could do everything 100%, there would be no point in going.

We had so many volunteers that we were able to have breakout sessions so that each girl could have individual time to focus on interviewing, modeling, hair, make up, and horsemanship. We really wanted to feel like each girl had every opportunity to ask any questions that she had about going forward with her future queen career.

We are so thankful that we had the beautiful Rancharra facility for our two day clinic. The classroom set up was perfect. There was plenty of room to have multiple breakout sessions. The arena, of course, was superb. Rancharra was generous enough to do a fresh drag right before we started the riding portion of our clinic.

We are hoping, with the large number of girls that attended the clinic, that the number of girls that run for Miss Reno Rodeo this year will increase. I have my fingers crossed that we are able to get six girls.

I'm looking forward to heading back to Las Vegas for a quick trip to watch the Miss Rodeo Nevada

Pageant. Everyone keep your fingers crossed for Jennifer Fisk as she competes to be our Miss Rodeo Nevada 2019!!!

Looking forward to seeing everyone in warmer weather!

**Kaely Juzek**  
**Miss Reno Rodeo 2019**

Over the weekend of January 26th and 27th, the Reno Rodeo Queen's Committee hosted a spectacular queen clinic to fifteen young queen hopefuls. The participants came from all over Nevada and California, ranging in ages from nine to twenty-four, to learn what it takes to be a Rodeo Queen. The event was held at the Rancharra indoor arena and conference room. The setting could not have been more perfect for this fun-filled event. Miss Rodeo America 2017, Lisa Lageschaar, hosted the event, sharing all her knowledge and experience with the girls. The topics ranged from how to interact with the media and create the best version of themselves on paper, to tips and tricks in the arena, and how to be successful on an unfamiliar horse.

This event would not have been possible without all of the help from various people around the community and the Reno Rodeo queen committee members. Thank you to each and every person that played a role in this event to make it such a great success.

**Stephanie Tobey**





# WE ARE THE RENO RODEO – DAN EHORN

Born and raised on the west side of the Nevada, California state-line, Dan Ehorn can remember visiting Reno, and its wild and rich rodeo, from his earliest days. "I remember in my younger years when Mom, Dad, my brother and I would come to Reno, stay at the Mapes, shop for clothes at Parker's Western Wear, and attend the Reno Rodeo," Dan fondly recalled.

Dan was very active while growing up in Red Bluff. He participated in the Future Farmers Association, raising livestock, and he also participated in several high school sports. "This past year, our football team was inducted into the Red Bluff Spartan Hall of Fame for being undefeated in Northern Athletic League, and Northern Interstate League Champion."

In addition to football, Dan also competed in rodeo in high school, considering his rodeo relationships as his most dear. "I have spent all of my life around ranching and rodeos. I started rodeoing in high school, moved on to amateur, and then professional rodeos. I was a bull rider, and also rode bareback," Dan stated. "I grew up with Johnny Growney, and I've known Cotton Rosser all of my life."

It was through a relationship with Bob Britton that Ehorn first got involved in the Reno Rodeo. "I became a member of the Washoe County Sheriff's Search and Rescue in the early '80s where I met Bob Britton," Ehorn said. "He and Harvey Fenton got me involved in the Reno Rodeo. I did three years as a wrangler before becoming a member." Ehorn went on to become a director in 2000 where he still serves today.

In addition to serving on over a dozen committees, and chairing the Grounds and Capital Improvements Committee over the years, Ehorn is most proud of all the carpentry work he has participated in over the years. A carpenter by trade, Ehorn has been involved in multiple renovations and improvements around the grounds. "When I was the grounds chairman, we built grandstand four and five box seats, and constructed the top of the dugout so people would not fall

into it. I remodeled Bob Tallman's announcer booth; the area behind the bucking chutes; the old Reno Rodeo office. I have been the all-around carpenter since joining," he explained.

Recognizing the importance of including everyone in the rodeo fun, Dan has an affinity for the Special Kids' Rodeo and Mutton Busting events. "To see the expressions on all the little cowboy's and cowgirl's faces as they perform is great. I love

helping to bring their little dreams to life." Additionally, Dan loves to work around the animals and counts some of his best experiences working the stripping chutes. "I remember I got to show my ability in close quarters as I came face to face with a bull. After the bull got tired of throwing me up in the air several times, he felt I was a waste of time, and off he went."

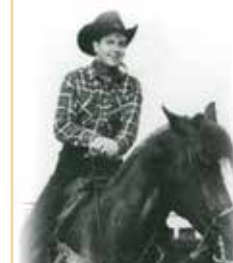
Dan is married to his wife of 40 years, Bonnie, and they have seven grown children, between the two of them. "We're like the Brady Bunch," joked Bonnie.


Together they enjoy camping with friends. Dan is also an avid Denver Broncos fan and NHRA drag racing enthusiast.



**Mark Sutton**

## More Sticker Pictures







# 100 YEARS 100 STORIES

**Join Us For Our Next Live Event**  
**March 8, 2019**  
**Reno Elks Lodge on Kumle Lane**  
COCKTAILS 6:00 PM • STORIES 7:00

**\$30 per person**  
*Includes Wine, Beer and Small Bites*  
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*Plus 3-Event Raffle*

**TICKETS ARE AVAILABLE AT THE RENO RODEO OFFICE**  
TICKETS ARE ALSO AVAILABLE  
FOR THE MAY10, 2019 LIVE 100-STORIES EVENT

*In partnership with Reno Rodeo Foundation  
and Reno Rodeo Association,  
with funding, in part, by the City of Reno  
Government Arts and Culture Commission,  
and supported by the Nevada Historical Society.*



# COUNTDOWN TO 100

In 1977, the R.J. Reynolds Tobacco Co. was heavily involved as a sponsor of the pro rodeo with its annual Winston Awards. Reno was the designated site for the presentation of the awards for the first half of the rodeo season. Each event leader would receive a bonus check of \$2,500, which would be presented during the Reno Rodeo. Reno Rodeo Association President Frank Knafelc said having the awards would virtually guarantee every top cowboy in the country would come to the Reno Rodeo. Assured of being in attendance were Miss Winston, Cindy Alexander, and her husband Joe, the great bareback rider.

The rodeo was expanded to six performances, and the opening performance on Wednesday night was designated as "Family Night." Wilbur Plaughter was back as the rodeo clown after a five-year absence, and spent some time opening night showing off a picture of himself in the rodeo program that showed him as a bronc rider in the 1940s. "I used to ride in all events, but I'm mostly clowning now," Plaughter told a Nevada State Journal reporter. The legendary Casey Tibbs was in town to promote the rodeo, and also took part in the parade. The rodeo queen was Teresa Pratt.

Opening night drew an overflow crowd of 8,500 for family night, and more than 1,000 people had to be turned away at the gates. The Journal reported that cars were backed up from the Fairgrounds to the Wells Avenue overpass.

A new event this year was actually the return of an old event – the wild horse race. "It seemed to be a crown pleaser," publicity director Ken Dennis said. "It's a rough action thing. More men get hurt than horses."

Joe Marvel, the Battle Mountain bronc rider, turned in a spectacular ride in the championship go-round on Sunday

to win the silver spurs for the saddle bronc. Another Battle Mountain resident, Christi Venturacci won the barrel racing. Fallon's DeMar Thurman captured the title in the steer wrestling. Other champions included Jack Ward in bareback and Bill Nelson in bull riding. Corky Warren and Ed Herdis tied for first in the calf roping. Reg and Leo Camarillo were the champion team ropers.

The Rodeo Association said 40,000 fans attended the event, with opening night and the Sunday finals announced as complete sellouts.

Fans returned in droves to the 1978 rodeo, as well, with average attendance about 7,800 for the five days of competition. Only the Saturday afternoon show, when the Washoe zephyrs were howling from the west, failed to sell out. William Elwell was the rodeo association president, and Reno attorney Paul Richards was the first vice president. Genny Buttram, a University of Nevada student, was the rodeo queen.

Richards spent part of the rodeo dressed up in a "Black Bart" clown suit. He provided some comic relief to the crowd, but did suffer a painful experience in the process. The Nevada State Journal explained it this way: "No serious injuries to the riders or stock were reported during the rodeo although a number of cowboys were seen limping from the arena... Richards himself may have been one of the most grievously injured when, with a dash of over-exuberance on the part of the costumers, his Black Bart clown suit was overloaded a bit with an explosive charge that, in his own words, 'singed my rear end a bit.'"

Inside the arena, there were some memorable performances, especially in the saddle bronc, where Canadian cowboy Wilf Hyland scored an 87 in the championship go-round, one of the highest totals ever in the event at the Reno Rodeo. Hyland's ride was good enough to give him the championship, by a point, over former world champion, "Monty Hawkeye" Henson, and Bill Pauley.

California cowboy Dudley Little captured the all-around title, and also won day money for Sunday's short go-round with the fastest times in steer wrestling and team roping.

The bareback competition featured a pair of future PRCA Hall of Famers battling for the title. In the end, Bruce Ford edged Joe Alexander by three points to claim the championship.

It was a year for ties in several other events. A three-way split in bull riding saw Hall of Famer Donny Gay share the title with Brad Richman and Jerry Beagley. In calf roping, Pax Irvine and Lyle Cochran split the winnings, and in steer wrestling, C.R. Jones, Jack Hannum, and Dan Torricellas all finished with identical times.

Julio Moreno, a longtime pick-up man at the Reno Rodeo, teamed with Denny Watkins to win the team roping overall title. Gail Tyson won the barrel racing.

## *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.

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

Thanks, Lynne

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The stories for Count Down to 100 are excerpts from  
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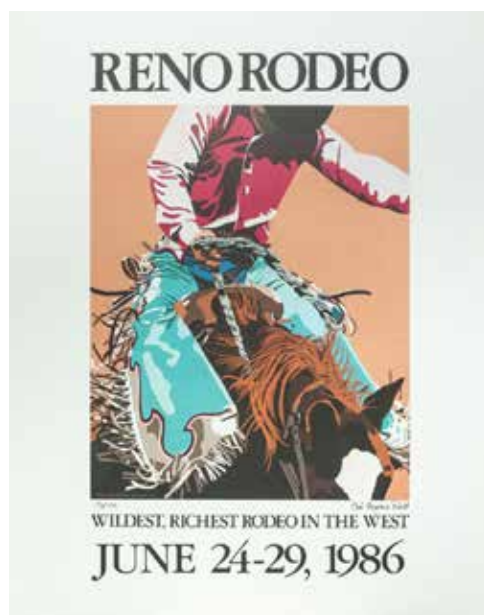
# HISTORY—RENO RODEO LIMITED EDITION ART PRINTS

**Jim Caselli, Reno Rodeo 1986 President**

This year's Limited Edition Art was created by Tad Cheyenne Schutt of Las Vegas. Born in Cheyenne, Wyoming, Tad has studied in California and Washington and holds Bachelor of Arts degrees in both interior design and photography.

Encouraged by a friend, Tad became interested in rodeo and photographed over 100 events since 1976. This past year she was named official photographer for the National Finals Rodeo in Las Vegas.

The painting is a graphic illustration of the tension, strength,



and style of the saddle-bronc rider, a colorful detail of the rider's action points.

Excerpt from RGJ

**Bob Beach Reno Rodeo 1987 President**

Behind the wildest and richest rodeo in the West are 250 volunteers who make the Reno Rodeo a reality.

"It's very time consuming, takes a lot of responsibility, and we enjoy doing it," said Rodeo Association President Bob Beach.

"It's a great bunch of people to work with. I look at it as a way to put something back into the community."

In addition to the parades, parties, and performances, local art buffs can capture rodeo excitement at several quieter, calmer locations.

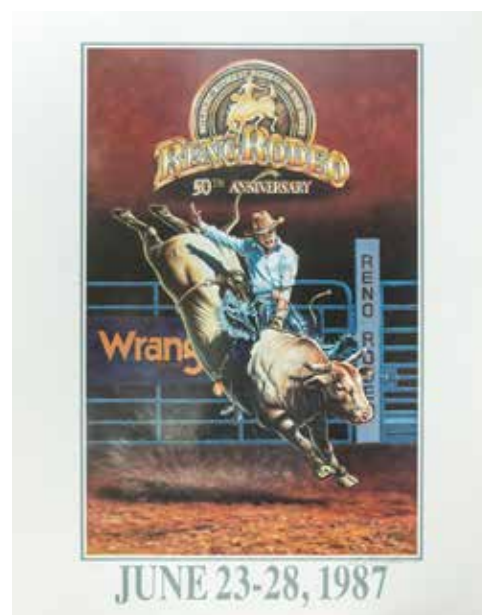
Artist John Bradshaw, whose golden anniversary painting of the Reno Rodeo was used for this year's poster.

This year's limited-edition art, a lithograph commemorating the rodeo's 50th anniversary, depicts a bull and rider in the Reno Rodeo arena. The rider's face bears a striking resemblance to Bob Beach.

To get a feeling for rodeo, Bradshaw, a wildlife artist from Martinez, Calif., said he attended every performance of the 1986 rodeo, taking more than 500 photographs of events.

Excerpts from RGJ

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



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## 100 Years Art Contest

Aiming to include as many folks as we can, Reno Rodeo Association is sponsoring a student poster art contest.

- Work will become the property of the Reno Rodeo and will be displayed as part of this year's advertising.
- Prizes will be awarded in three divisions based on age.
- All entries are due by Tuesday, April 30, 2019

For complete information or questions, email  
**RenoRodeoArt100@outlook.com.**



# PAST PRESIDENT'S REPORT



Well, March seems to be roaring in like a lion, and will leave like a lamb.

Can you believe that when you receive this issue of the Bullshead, we will be just a little over a 100 days 'til rodeo time? Remember that the annual meeting, and election will be held on April 18th, and the candidates will be featured next month.

We will have the Meet and Greet for the candidates on Monday, March 25th, at

Pinocchio's, Reno, beginning at 5:30 p.m.

We are moving the deck of the President's Room right along; it is in the final stages before getting to the permit process. We hope to complete the project this year.

We are planning for a good turn out of Past Presidents for our 100

year Parade. Plans are to have Andy Andreason tow a flat bed with his restored tractor.

We recommended to the Executive Committee that a plaque in honor of Jerry and Sherry David be placed in Grandstand 3. I believe as well as a plaque, there will be a bench on the new Past President's deck.

We are summoning all Past Presidents to go to the Rodeo office and sign the new tables for the Branding room before the 1st. of April, so that the bar finish can be applied to seal all of the signatures.

Our next live 100 Stories for 100 years will be at the Elks Lodge on March 8th. Cocktails at 6:30 p.m., and the program will begin at 7:00 p.m. The cost is \$30.00 per person. We have some nice raffle prizes with our 3 event raffle to be given at our May event. Tickets are available at the Reno Rodeo office for both up and coming events.

HAPPY APRIL FOOLS' DAY! BE BLESSED

**Clint Wells**

**Past Presidents Representative**



## RENO RODEO'S FACES OF FINANCE



**Greg "Lightning" Williams**  
Chairman



**Jim Neil**  
Assistant Chair



**Justin Thomsen**  
Assistant Chair



**Alex Bybee**



**Andi Morency**



**Josh Iveson**



**Mike Long**

## Calling All Runners And Walkers!

Don your cowboy hats and running gear and join us for the 2019 Reno Tahoe Odyssey. There is a new team in town, and we are looking for a few good Reno Rodeo members! If you can run or walk a 10K and enjoy the fellowship of like-minded individuals, this event is for you. Together, our 12-person team will complete 178 miles around Northern Nevada the weekend of May 31 – June 1. If you are interested in learning more, please contact Ann Quinn for details at (775) 530-2235.

**Ann Quinn**

## Washoe County High School Rodeo

Many of you who have been working the rodeos for our local kids have asked when the next opportunity is. Our next rodeo is April 13th and 14th. This rodeo will be for the Washoe County High School Rodeo Team. They'll probably have a couple hundred contestants, so it will be a busy weekend. They have asked for a lot of people. We will need to help them with just about everything from runners, to stock, to gates; and they've made a special request for six timers. You must have experience timing to be a timer. For those of you who have not worked one of these events, but you think you may like to consider coming out, I can tell you we have a ton of fun working with these kids, and they REALLY appreciate us coming out to help the next generation. Please remember your hours helping do not count for Reno Rodeo hours. I know it's an early call, but it's our 100 year coming up. We're all busier than usual. Please mark your calendars, and email me as soon as you know if you can help. I'll be helping to assign tasks so if you're not livestock friendly, or have limitations, please be sure to mention that. I hope to see a big bunch of us out there supporting our local kids! It's important. Thanks.

**Violet Richards**

## Ticket Sales

If any of you still need to buy tickets, now is the time to buy, they are selling fast. 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**

## Save up and Plan Ahead to Do Your Shopping With One Of Our Many Excellent Vendors

Michael Buis has shared this list with the BullSheet, and all of you reading this issue, with the intention of providing exposure to our loyal, and, frankly, terrific vendors. If you can patronize one or more of these good folks, please do!

The list is not complete, but as you can see we are filling up!

|  |   |
|--|---|
| 3 Barrels Up   | Out West Buildings, LLC                 |
| All American Car Decals                              | Pegasus AirBOOTS LLC.                   |
| All Around Products                                  | Pro Champion Horse Gear                 |
| American Cowboy Team Roping Association              | Quiet Woman Cattle Company              |
| Archundi Enterprises                                 | Red Leather                             |
| Australian Saddle Company                            | Ritzzy & Rustic Boutique                |
| Barb's Custom Embroidery                             | RockNSoulCouture                        |
| Buckaroo Bistro & Bargains                           | Rodeo Boot Company                      |
| Coats Saddlery                                       | Rogers Cowboy Supply                    |
| Cowboy West, LLC                                     | Ropes Galore                            |
| CSI Saddlepad  | Sandy's Candies                         |
| Cutco Cutlery  | Sassy Leather Boutique                  |
| Desert Sage Bead Art                                 | Shop Lularoe Voss Girls                 |
| Distinguished Firearms, LLC                          | Smart Roping                            |
| Epic MSM Natural Health Solutions                    | Southwest Designs                       |
| Gear Up Hats   | Stitchin' Horse Ranch                   |
| Girls Gotta Have It                                  | Timber Fox Traders                      |
| GQ Distribution                                      | TLA Treasures                           |
| Grant's Leather                                      | TM Leather and Saddlery                 |
| International Leather & Hat Co                       | Trader Rick's Southwest Art and Jewelry |
| Katie & Jaime Coble, Independent Scentsy Consultants | Triggers Boutique                       |
| Me Designz LLC                                       | TriKee Tack                             |
| My Forever Cowgirl                                   | Vaquero Brand                           |
|  | Western Braiders                        |

If you have something nice to say about one of these vendors, let us know. We'll share your comments.



# TRIP TO JACK DANIELS TO PICK A BARREL OF WHISKEY

Josh, George, and I, along with Jamie, Jenn, and Shannon, made a trip to Lynchburg, Tennessee, on January 24th to pick out a barrel of Jack Daniels for our 100-year celebration. Mike was not able to make the trip, but his words to us before we left were "choose wisely." The pressure was on.

The tour of the Jack Daniels facility was very informative. We learned they make their own charcoal to filter the whiskey using sugar maple wood. They use a fire extinguisher filled with 140 proof whiskey as the starter fluid. Josh and George got a little sprayed on their fingers to taste. I was listening to our tour guide and missed out. They said it was really smooth. The key to the charcoal is the timing in adding the water.

Tennessee has a lot of limestone, and as the water passes thru the limestone the iron gets filtered out. No iron in the water makes for a better product. The whiskey is filtered through ten feet of charcoal. For the Gentleman Jack brand they filter it again through another three feet of charcoal.

They make approximately 2200 of their own oak barrels a day, and they only use a barrel once. They burn the inside of the barrels— but for how long and at what temperature is a tight-lipped secret.

When the barrels are full, they are put into barrel houses. These are not climate-controlled. Once the barrels are placed in the racks of the barrel house, the barrels are never rotated, and they stay in the same position until they are removed for bottling.

The barrels that are placed at the top of the house and on the sides will get a greater fluctuation in temperature throughout the year causing the wood to expand and contract more than the barrels that are in the middle. This allows the whiskey to move in and out of the wood giving different tastes to the whiskey in different barrels. We were shown a couple of barrel slats. There were lines in the wood showing how deep the whiskey had penetrated. This is why Jack Daniels single barrel whiskey may not taste the same from one bottle to another.

If you look at the label on a bottle of single barrel, it will have a barrel number on it. If you like that bottle you can look for that barrel number on another bottle and it will taste the same. If you have a bottle from a different barrel number it may have a slightly different taste. They get about 240 bottles out of a barrel.

Our taste master, Goose, was very entertaining, and made our tasting experience quite enjoyable. His job of whiskey taster is one I would really enjoy. Goose, and the barrel man, Kevin, had samples from three different barrels for us to choose from. Mike's words of "choose wisely" were now resonating in our heads. The samples were labeled "37", "40", and "42." Goose had our group try each sample one at a time, and make notes on each. Goose asked each of us to pick the one we liked the best. Samples 40 and 42 were the favorites; no one picked 37.

He then had us do another tasting after adding four drops of



*Our tasting room with Goose and Kevin*

water to each sample. That changed the character of each one, and number 37 became the favorite. Our group was amazed how four little drops of water could change the character so much.

I was able to bring the sample bottle of number 37 home for Mike to taste. Mike sampled it, and gave us the thumbs up on the choice. Once we receive our bottles, buy one, try it, and let us know how you like it.

After the tasting we were treated to an authentic, and very



*In front of the water cave with Janelle, Kevin, and Bill*

tasty southern lunch, at Miss Mary Bobo's boarding House. After lunch, we were given the opportunity to visit the cave their water source comes through. It is not normally open to the public. There we learned that Jack Daniels is a 97 percent recyclable company. The used barrels are sent to England, or to wineries for use in their aging processes. The charcoal is sent to Kingsford, and the left-over mash is used to feed livestock.

Our group was treated extremely well by all the people we came in contact with, and we had a thoroughly enjoyable time.

**Craig Downie  
President 2020**



# YEARS OF SERVICE AWARDS—FEBRUARY LUNCHEON

Though the snow was a major challenge the day of the February luncheon, the attendance was great. Pins were awarded to honor years of service. This year Clint Wells received his 50-year pin. Imagine that! A half century of service to the Reno Rodeo.



## Always on the best horsepower.

— Silver State Wire & Cable owner Howard Weiss on a 1947 Harley, Guantanamo Naval Base, 1947.



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Josh Lee





5-year pin  
Gordon Quong, Steven Kelly, Mary Kelly (not shown: JoAnn Capurro)



10-year pin  
Eric Logsdon, Rich Pettinari, Sharon Smith, Donald Bourquin



15-year pin  
Paulette Pallaoro, Jim Lindsey, Mell Petersen, Linda Reed



20-year pin  
Mike Berry



30-year pin  
Clint Thiesse, Garry Jackson



35-year pin  
Larry Stacy, Pete Huntsberger, Greg Torvinen



40-year pin  
Dan Carlson



50-year pin  
Clint Wells

25-year pin  
Dellice Steadman

## Some of this Year's Jewelry

These are on display at the Reno Rodeo office, along with other lovely pieces. Come by and shop for this year's items from Montana Silversmiths.





**June 20-29 at the 2019 Reno Rodeo**

# The Branding Room

**The Reno Rodeo Branding Room is a unique way for you and your group to enjoy the Reno Rodeo in VIP style! Enjoy an intimate and fun atmosphere for you and your guests for a pre-rodeo experience!**

**TICKETS INCLUDE**

- ♦ Catered dinner by Famous Dave's / Savory Catering
- ♦ Open Bar ♦ Live entertainment
- ♦ VIP parking (Gate 6)
- ♦ VIP performance seating
- ♦ Tapsnap Photo Booth

**TICKET PRICES**  
**\$100 per person**

**FOR RESERVATIONS**  
**Reserve your table now!**

BrandingRoom@RenoRodeo.com  
Deana Christy - 775-530-5922  
Char Buehrle - 775-813-7779








## Sticker Stops

Please support these local businesses with your trade.  
They display RR stickers!

**Casale's Halfway Club**  
2501 E 4th St, Reno  
775-323-3979

**Whittlesea Checker Taxi**  
www.Taxirennotaho.com  
775-322-2222

**Smiling With Hope Pizza**  
6135 Lakeside Drive #101, Reno  
775-825-1070

**Metro Carwash**  
4991 Longley Ln, Reno  
775-828-9234

**Kruse's Feed & Hardware**  
3235 Eastlake Blvd,  
New Washoe City  
775-849-2077

**Carson City Trailer**  
5410 Hwy. 50E, Carson City  
775-885-7444

**Taco Johns**  
770 S Wells Avenue, Reno  
775-786-8422

**Famous Dave's**  
4925 Kietzke Ln, Reno  
775-826-7427

**Pinocchio's Bar & Grill**  
5995 S Virginia St., Reno  
775-826-5151

**Lightning Auctions**  
870 S Rock Blvd, Sparks  
775-331-4222

**Benson's Feed**  
2750 US-50, Carson City  
775-882-3999

## Manpower/Nominating News



All members, directors, past presidents, members emeritus, and directors emeritus should have received their wallet size Member ID cards. If you have not, please contact me or the office and we will take care of that.

For those of you who want a more current photo in your file and on your rodeo badge, Terry Donschick will be at the February and March luncheons taking photos. For those of you who are happy with the photo we used for your 2018 badge, please DO NOT have another photo taken this year. We will be updating files and purging old photos, so now is the time.

The annual spring election will be held at the luncheon on April 18th. We will be electing a 2nd vice president, a treasurer, a secretary, a past president representative, four positions on the Executive Committee, and at least two directors. If you are interested in running for any of these positions, your letter of interest MUST be received by the Manpower/Nominating Committee no later than the close of business on March 4th. Please review Article IX of the By-Laws, which discusses the process and eligibility requirements or feel free to call me.

As a reminder—The Meet and Greet for the candidates is scheduled for Monday, March 25th. at Pinocchios, Reno at 5:30 p.m.

**Doug Nicholson**

**Manpower/Nominating Chair**

## Wrangler Applications Due

The Manpower Committee will be accepting wrangler applications until April 19, 2019. If you know someone who is interested in volunteering this year, please have them submit their application by this date to ensure they have a badge in June.

## IN THE NOT SO DISTANT FUTURE:

May 8, 2019 Media Appreciation Event

May 10 100 Years Event

May 15, 2019 Bliss Babe Kick Off Party

May 18, 2019 Rodeo/Aces Kick Off  
at aces field

May 18, 2019 Reno Rodeo Team Sorting

June 1, 2019 Rhythm and Rawhide

June 2, 2019 Truck Show at Bonanza

June 5, 2019 After-Five Business Event

June 8 Reno Rodeo Golf Tournament at  
Washoe County Golf Course

June 8, 2019 Reno Rodeo Kickoff Party

June 13, 2019 MRR Queens Horsemanship

June 14, 2019 MRR Queens Dinner

June 18, 2019 BSD Calcutta

June 19, 2019 Kick-off Concert

June 22, 2019 Reno Rodeo Parade

August 1, 2019 2020 Cattle Drive tickets  
go on sale  
Sold out for 2019

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- Maxxix Bighorn Radial Tires
- Split Bench Seat
- Manual Lift
- OSR Nets
- Front Brush Guard



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



# MARCH 2019

| S  | M   | T  | W  | T  | F   | S   |  |  |                                    |    |    |
|----|---|----|--|----|---|---|--|--|------------------------------------|----|----|
|    |   |    |  |    | 1   | Kid's Day Photo Shoot<br>11 AM • Little Pavilion<br>RSLEC 2 |  |  |                                    |    |    |
| 3  | Reno Rodeo Office<br>4:30 PM • Museum<br>5:00 PM • Election Apps to<br>office by this time<br>5:30 pm • NOM | 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  | 100 Year Event<br>6 PM social<br>7 PM stories begin<br>Elks Club | 8                                  | 9  |    |
| 10 |   | 11 | LPC Plan Update<br>5:30 pm • RR Office                               | 12 | Magazine Committee<br>5:30 • GMAA         | 13  | 14   |  | 15                                 | 16 |    |
| 17 |   | 18 | Reno Rodeo Office<br>4:30 pm • Finance Com<br>5:30 pm • Executive Bd | 19 |   | 20  | Board of Directors<br>5:30 • Tamarack Junction | 21   | Membership Dinner<br>5 PM • Nugget | 22 | 23 |
|    |   |    |  |    | April Bullsheet copy due                  |   |  |  |                                    |    |    |
| 24 | Candidate's Meet and<br>Greet • Pinocchios, Reno<br>5:30 p.m.   | 25 |  | 26 |   | 27  |  | 28   | 29                                 | 30 |    |
| 31 |   |    |  |    |   |   |  |  |                                    |    |    |

# APRIL 2019

| S   | M  | T  | W  | T  | F  | S  |   |
|---|--|--|--|--|----|----|---|
|   |  | 1<br>LPC Plan Update<br>5:30 pm • RR Office  | 2<br>100 Year Committee<br>5:30 pm • RR Office   | 3  | 4  | 5  | 6 |
| 7<br>Reno Rodeo Office<br>4:30 PM • Museum<br>5:30 pm • NOM | 8<br>Reno Rodeo Office<br>4:30 pm • Finance Com<br>5:30 pm • Executive Bd  | 9<br>Buckles, Jewelry,<br>Limited Ed Art Sale<br>noon • RR Office<br>Magazine Committee<br>5:30 • GMAA | 10   | 11   | 12 | 13 |   |
| 14<br>First Day of Whiskey<br>Round-Up                      | 15<br>Committee Chair<br>Mtng • 5:30 PM •<br>Pinocchio's,<br>Reno          | 16<br>Public Parking Mtng<br>5:30 PM • RR Office   | 17<br>Luncheon<br>Noon • Silver Legacy<br>Board of Directors<br>5:30 • Tamarack Junction | 18   | 19 | 20 |   |
| 21  | 22<br>Reno Rodeo Office<br>4:30 pm • Finance Com<br>5:30 pm • Executive Bd | 23   | 24   | 25<br>Reno Rodeo Idol<br>6 PM • Nugget Show-<br>room, Sparks | 26 | 27 |   |
| 28  | 29   | 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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