



Celebrating 100 years of Reno Rodeo

BULLSHEET

The Official Newsletter of the Reno Rodeo Association
Volume 5 Number 9 April 2019

MAP AND THE MARKETING OF RENO RODEO

By the time you receive this issue of the BullSheet, we'll be less than 80 days away from the 2019 Reno Rodeo, and "it's a big damn deal." So, it's time to bring you up to speed on what's happening with the MAP committee, and our marketing partners.

Let's start with the Wrangler Network. Starting at 100 days out from the rodeo the Wrangler Network began posting historical tidbits about the rodeo. Wrangler Network will live stream broadcast all ten days of our rodeo, plus all of the BFI Week roping events. Last year they reached over 2 million viewers. If you miss a performance, you can go back after the rodeo to their site and watch it in its entirety.

KBUL Radio started giving tickets away with their 100 days /100 tickets promotion in mid-March. The promotion will run through the rodeo. In addition, their promotion includes "Rodeo Bucks" to help promote the Double R Marketplace. And, this year's KBUL/Reno Rodeo Kick-Off concert on June 19th will feature country artist Chris Jansen. His music includes songs like "Buy Me a Boat" and "Drunk Girl," and his songs keep climbing up the country music charts. He's the perfect choice to headline for our 100-year celebration.

If you are driving around the area, check out the Lamar Outdoor digital boards. For the next six weeks we will be running teaser ads for the 2019 rodeo. They start out looking like soil. It is soil. Then, they will continue to reveal more detailed the 1st of June. If you see one of their boards, send us a picture. You may not recognize the website address, but be assured, it takes the reader to Reno Rodeo.



Are you flying anywhere between now and the rodeo? If you are, be sure to take a look at the Reno Rodeo video in both concourses at the airport. Starting April 1st, they will run through the end of the rodeo. It's a short 20 second video

that plays every minute or so, seven days a week, and 24 hours a day. In addition, starting on June 1st, Reno Rodeo will have two large posters in the baggage claim area of the Reno-Tahoe International Airport.

Since January 1st, our Facebook site has reached more than one million people, and our Facebook events have reached over 200,000. We are also running contests on Facebook and Instagram to promote the 2109 rodeo.

As you can see, our media partners have stepped up to make the 2019 rodeo a "Big Damn Deal".

Here are some dates you need to mark on your calendars:

With help from YELP and Breakthru Beverages, on April 15, we start the first-ever Reno Rodeo Whisky Round-up. Seven local bars have signed up to promote our favorite whiskeys, along with some small bites, for \$10 a person. You'll be given a card to get stamped at each bar, and roughly six weeks to visit all seven locations. Prizes will be drawn at the end of the process. By the time you receive this BullSheet, you should have received a list of all seven locations. Have a good time.

April 25, the Sparks Nugget will host our Rodeo Idol completion. 12 contestants are vying for the opportunity to sing the national anthem at the Reno Rodeo. Eight winners will be selected from the group. The event starts



at 6 pm in the Nugget Showroom, and is free to the public. Invite your friends and come to enjoy these incredible contestants.

Don't miss the next 100 Stories event on May 10th at the Reno Elks Lodge. The cost is \$30 per person, including wine and beer, and small bites. The event starts at 6 pm. Tickets are available at the rodeo office. This will be the final event, until the grand finale in late August or September.

And that's just what's happening in April and early May. Stay tuned for more exciting events in May, and of course, the "Big Damn Deal" in June.

PRESIDENT'S MESSAGE



First off, I want to congratulate Flying U Rodeo Company for their successes at Rodeo Houston! Their bucking horses carried a lot of winners!

We are selling more of everything already! Tickets, buckles, sponsorships, vendor spots, hats, shirts, stuff! Everything. How great is that? The buzz is contagious.

The Foundry, our PR folks, are doing an amazing job. I was just interviewed by Western Horseman! That was really interesting as the person doing the interview had spent some time out in Tuscarora, Nevada, doing a story on the Van Norman Ranch. My brother Greg and I (Greg more than me lately) have spent a lot of time in and around that valley in the fall for many years. In fact, our father and uncle went out there for 50 years straight to a little cabin we fondly call the Tuscarora Hilton. I have spent a lot of time horseback out there, bought my horse off a ranch out there, and really developed my respect for the ranching lifestyle out there and here in northwest Nevada, thanks to Ray Callahan, our 2010 President. And as you know, ranching is the true seed for the sport of rodeo. Some of my best days ever have been horseback in the fall gathering cattle. To see the newborn calves frolicking around like puppy dogs. To see them work so hard to keep up with mama. They do, in fact, turn grass in to steak! I am so very grateful for the opportunity. Perhaps, just perhaps, that could possibly explain my passion for Reno Rodeo. I think there is a good chance!

Remember I said the buzz is contagious? Ticket sales remain very strong. As of March 18, total sales are well ahead of last year's pace. We remain vigilant in our efforts to prevent sales to third party resellers so we can ensure our fans get the best seats possible at the right price!!!

We still have plenty of tickets for the Gator raffle. Remember,

this was designed as an opportunity for the members. The secondary benefit is a nice donation to the Legacy Project.

Up top in this editorial, article, opinion piece, column I tried to explain a little of why I am so passionate about Reno Rodeo. Why did I commit the time and energy to run for President? Why do I gladly sit here at 10:45 pm writing this Bullshead editorial, article, opinion piece, column? It is being part of something so very important to this community. Can you imagine Reno without the Reno Rodeo? Really! I can't. NO WAY. NO HOW.

Think about it! Where would all of our fans go to have a great time in June for 10 days? Nobody else can give them what we give them. Nobody. What each and everyone of you do is so important to so many people!

It starts with the ticket buying experience. This year it is a bigger challenge than it has ever been (Legacy Project). Then when they get to the grounds, parking is not the easiest thing. But have we worked to make it as painless as possible? I think we are doing a great job with what we must work with. (Legacy Project) The parking committees work wonders, I can tell you that. Now our fans and family are walking in the gate. Are we smiling and welcoming them to the Rodeo? Of course. It is what we do! Right? The excitement builds. The kids look around in wonder at all that is going on—he carnival, the shopping, the food court. They get to their seats. Tallman is welcoming them to the Reno Rodeo. The music is playing. The Flag Team is doing amazing things in the arena. You can just feel the anticipation! Wayne rides into the arena and he starts to emcee the grand entry! The cheers are amazing! Then we have a rodeo, the wagons, the clown, the specialty acts. Again, every one of you, when you do what you do, make it happen. Then it is over, the grand finale takes place, and you can just see the smiles on our fans faces as they leave the grandstand—except for those headed to the arena for the autograph party of course.

Reno Rodeo does not happen without the members of Reno Rodeo. Everyone has an important role in making this happen. I just want to thank all of you for doing what you do to make Reno Rodeo the best rodeo I have ever attended. Thank you.

Mike Torvinen
President 2019



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2ND VICE PRESIDENT
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GENERAL MANAGER'S MESSAGE



Snow is still on the mountain tops, but we are done with another month. Soon it will be springtime, April, and with it comes Easter. Plus, of course, Reading Round-up; which signals the beginning of our 100-year Rodeo count down. We will also have the Rhythm and Rawhide event on June 1st, as well as the

Reno Rodeo team sorting event May 18th. Fun times for everyone to enjoy, and not just for RR association people. Please check these events out! Once again, we will hold our RR golf tournament at Washoe Golf Course on June first. We just held a membership dinner at the Nugget Casino and showcased Mike's poster! I'm sure this 100-year item will sell like hot cakes as have the buckles and boots. And ticket sales are ahead of schedule; please, if you plan on buying tickets, unnumbered buckles, numbered and autographed posters, or the special series boots...Do Not Wait.

Committee people, please pay attention to your calendar schedules, RIDE emails and messages. We will be having our last Chairman's meeting on April 16, 2019 at Pinocchio's at 5:30 pm. If you are not getting information about the Many upcoming meetings, it is your responsibility to check your contact info and please contact the office to update, if it is not correct. It will help all of you stay on top of your assignments.

I have been busy meeting with the City of Reno about permits for the parade, parking, police, and Cattle Drive, and we are set for this year. I am also starting the process for monies to take care of these necessary items into next year. They will not be tearing down the armory, nor the south exhibit hall, as things crawl at a snail's pace in government.

But on a positive, we are going ahead with a patio deck on the back of the President's room.

Please stop by the office anytime to purchase your Gator Raffle tickets, Vodka, and Cigars.

George Combs
General Manager

BITS AND SPURS

Congratulations to Director Emeritus Mike Angelis and his wife Angie. They are celebrating the 25th anniversary of their restaurant, Paisan's Old World Deli and Catering. The restaurant is currently located on south Longley Lane in Reno, but will be moving to a new location in late 2019. The new location will be at 6550 Longley Lane, which is on the corner where Airway Drive and Double R Boulevard cross Longley Lane. Over the years Paisan's has catered several events for Reno Rodeo.

Don't forget there's still Reno Rodeo vodka available in the rodeo office. It's for sale for \$20 per bottle, or \$15 per bottle if you buy a case. Empty bottles are \$10 each. This program has been discontinued, so here's your chance to pick up an inexpensive gift. Contact the rodeo office if you are interested.

There are also raffle tickets still available for a chance to win a side-by-side John Deere Gator, or \$10,000 cash. Tickets are \$50 each or three for \$100.

Proceeds support the Reno Rodeo Legacy Project. At this time it is a members only raffle. The winner will be drawn at the 2019 Reno Rodeo Kick-Off Party. Tickets are available at the Reno Rodeo office.

The Bob Tallman bronze has been completed and should be on display at the rodeo office by the time you receive this BullSheet. Stop by the office and check it out.

As I mentioned last month our rodeo family has been hit hard with loss these past few months. Our thoughts and prayers go out to all who have lost family members. Whether they are members of our association, or connected with someone who is a member, they are all part of the Reno Rodeo family. We send our condolences to the families of member Dennis Taylor; former 1st Lady Sheila Solari; Cyndi Callahan-Post, who lost her husband Tim; Peggy Stromer, who lost her husband, and sister; and Vicki and Randy Broman, who lost their son.



Bill Price



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.

What was the first year for barrel racing at the Reno Rodeo?

THANK YOU FOR ALL YOU DO FOR RENO RODEO!

FOUNDATION NEWS



Representing the Reno Rodeo Family at the Young Professional Networking Nonprofit Event

The Reno Rodeo Foundation and the Reno Rodeo Association representatives for RRT and Team 355 partnered again to share the great work done in the community during the

annual YPN Nonprofit event. There were so many wonderful people interested in learning more about the Reno Rodeo Family. YPN members were enthusiastic about becoming involved and were motivated to understand how thousands of children with extraordinary needs benefit from the talented and dedicated Reno Rodeo Volunteers.



Reno Rodeo Family Shares Great Work at YPN Nonprofit Event



Reno Aces and Reno 1868 FC Donate New Toys to the Reno Rodeo Foundation

Professional Rodeo Cowboys Association Twenty Year Recognition Presented to Howard Weiss

During the March Reno Rodeo Foundation Board meeting, Howard Weiss was presented with the PRCA Twenty Year Gold Committee Member Card for his years of service and contributions to the Reno Rodeo. Bill Summy's thanks to Howard for his participation and dedication to the "Wildest Richest Rodeo in the West" was echoed by the entire RRF Board.

The gesture was very special and meant a lot to Howard who shared, "It is a great honor to be recognized and I appreciate this so much". Accompanying the card was a letter signed by the PRCA CEO, George Taylor. Howard Weiss was one of the first board members to serve on the Reno Rodeo Foundation Board and now holds the distinction of Emeritus status; several years ago the Reno Rodeo Foundation Board named a scholarship on behalf of Phyllis and Howard Weiss for all their support in making a difference in the lives of so many.



Howard Weiss Received PRCA Twenty Year Committee Member Gold Card

Reno Aces Baseball Club and Reno 1868 Football Club Donate New Toys to the Reno Rodeo Foundation

Special thanks to the Reno Aces and Reno 1868 FC who generously donated new toys to the children served by the Reno Rodeo Foundation. It is great to have a strong partnership with a wonderful organizations like the Reno Aces and Reno 1868 FC, who are committed to giving back to our community. Thanks to Reno

Rodeo Association Committee Team 355 members who helped transport the toys so they can be distributed to kids in rural Nevada counties. The Reno Rodeo Foundation values the partnership and looks forward to strengthening the relationship for the benefit of so many wonderful children.

Save the Date

Friday, April 12, 2019 Texas Hold'em Charity Tournament, Grand Sierra Resort at 6:30 PM

Friday, June 1, 2019 Rhythm & Rawhide, Downtown Reno Ballroom at 6 PM

Clara Andriola
Executive Director

EVENT SPONSOR

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Texas Hold 'em 2019

Charity Poker Tournament

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Friday, April 12, 2019

Grand Sierra Resort Casino

Meet & Eat at 6:30 pm

Deal in' begins at 7 pm

♠♥♦♣

1st place _____ \$1,000 and a Custom Belt Buckle

2nd place _____ \$500

3rd place _____ \$250

Buy-in \$100 per person
or Table of 10 for \$900

Register at RenoRodeoFoundation.org

Reno Rodeo Foundation is a 501(c)3 non-profit

LETTER FROM THE QUEEN



Hello April!!!! I don't know if you've heard yet, but we Nevadans are ready for some spring weather. After months of trudging through mud up to my knees making my way to the horses, it's nice to have a few warm days. I don't

know about the rest of you, but I'm ready for some ninety degree days. Little Mikey Efstratis got to sit on my tried and true mare. She was more interested in eating Pam's pony than anything. We all know those redheads can be a little fiery. I brought my 5-year old gelding, Yankee, to his first rodeo event. He handled it great! Even when, unexpectedly, Lightning threw Blue up on Yankee's back for the photo! That cute little cow dog made the photo!

As I write this, I'm looking at the beautiful photos for Kids Day. The Kids Day Committee did a fabulous job organizing the photo shoot. Kids of all ages were racing around having a blast just being together and playing in the dirt. You guys missed quite a show with Pam's wild little pony bucking, crow hopping, and rolling on his saddle. He was having his own rodeo all on his own.



Kaely Juzek on Yankee, and Mikey Efstratis on Maggie

Photo credit Michael Efstratis

Spring time means pageant time! I headed down to Las Vegas to watch three great women compete to be Miss Rodeo Nevada 2019. Going down there was a great opportunity to see how the Nevada

board runs their pageant. It's a smaller pageant than Reno but more intense on the rules. Similar to how Miss Rodeo America is run. You stay in a hotel room, no electronics, no outside communication, and a chaperone with you 24/7 for three days. Getting to mingle with people from other states, and outside of the Reno area, is always so educational for me. I learned about

different boot camps and queen clinics that are offered around the country, and made lots of new friends.

Congratulations to our new Miss Rodeo Nevada, Ingrid Cuff!!! I look forward to our friendship growing, and getting to have some incredible adventures together over the next couple of months!

The next couple of weeks will be full of packing, cleaning, and getting organized for my April run of rodeos. I will have a load of new stories for you all next month, and I can't wait to share!

Kaely Juzek
Miss Reno Rodeo 2019



McKenzie McMurtry Miss Rodeo Nevada 2018 and Kaely Juzek Miss Reno Rodeo 2019,

SAVE THE DATE
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PROCEEDS BENEFIT THE
RENO PHIL AND RENO RODEO
FOUNDATION PROGRAMS.

WE ARE THE RENO RODEO –THE HAWN FAMILY

BRIAN, BARB, AND MATT

The Reno Rodeo is an outstanding association, and every one of its members has a unique and exciting story to tell. This fact became evident once again when I sat down to talk with the Hawn family; Brian, Barb, and Matt, last month.

Both Brian and Barb attended the University of Southern California, Brian on a Navy ROTC Scholarship. After graduating in 1979, Brian was commissioned as a Naval Officer, attended flight school, and spent the next eight years as a Naval Aviator. "One interesting fact is that his father, a retired Air Force Colonel, had the honor of swearing Brian into the Navy," Barb explained. Brian spent his naval career flying a P-3 Orion, a four-engine turboprop surveillance airplane.

The couple married in 1988, and spent the next three years in Corpus Christi, Texas, before relocating to Reno in 1991. At the time, Brian was working as a pilot/federal agent for the U.S. Customs Service, now known as the Department of Homeland Security. Despite moving to Reno, Brian continued to be stationed in Corpus Christi, and the couple had a commuter marriage for the next 23 years. "He would work ten days on and have five days off," Barb explained. "He would come home on weekends and holidays, and we made the best of it."

Born in 1993, Matt grew up in Reno and is a 2011 graduate of Bishop Manogue Catholic High School. He continued his studies at the University of Nevada, Reno, where he finished his undergraduate degree in biochemistry and molecular biology. He is currently working on his Master of Science in Biotechnology and plans to pursue a Ph.D. in Physiology and Pharmacology. "I would like to work in the pharmaceutical industry, initially starting in research, but eventually moving over to the business and lab management side of the industry," he explained. On top of everything else, Matt is a small business owner, ATCG Web Design, that is currently a Reno Rodeo sponsor for the third year.

Barb and Matt both got involved with the Reno Rodeo in 2011. Barb as a wrangler and Matt working on a day-pass basis. Brian became a wrangler in 2014 after retiring. They all became members after their mandatory time as wranglers and express a sincere love for the rodeo and what it represents within the community. "We love the association and its philanthropic approach to everything it does," Barb stated. "It's not just ten days of rodeo fun, but it's also 355 days of giving back to the community. The Denim Drive, scholarships, everything the rodeo and the foundation do for the community is just great!"

One of their favorite rodeo memories took place in 2017 when after the first Friday of rodeo, Barb, and fellow member and friend, Julie Morris, went out back to see the horses and were greeted by a litter of puppies running around. The puppies belonged to pick-up man Jeff Shearer, and Barb was lucky enough to bring one home. They named the rodeo puppy Hawn Solo in honor of the 40th anniversary of Star Wars.

The Hawns are also true-blue Nevadans, and they love their Wolfpack football and basketball. "We are avid March Madness fans, and we are hoping they do well in the NCAA tournament," Barb stated.

Mark Sutton



MANPOWER/NOMINATING NEWS



April is a big month with the the Chairman's meeting on the 16th, at Pinocchio's, Reno; and the Spring election on the 18th. Please be sure to read the candidates statements in this issue. Early voting begins on April 4th, and ends at the close of business on the 17th. If you need an absentee ballot, please contact the rodeo office.

We recently requested that each of you review your profile on RIDE and update it as needed.

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.

Doug Nicholson
Manpower/Nominating Chair

COUNTDOWN TO 100

In 1979, with Paul Richards as president, the Reno Rodeo became a self-sustaining entity. Underwriting from local businesses was not required. The purse was increased significantly with more than \$115,000 in prize money being offered.

Legendary cowboy Casey Tibbs watched the rodeo from the stands. Cotton Rosser was the stock contractor and Bob Tallman the announcer. The entertainment included Benny Binion's stagecoach and a group of performing monkeys who made up Rosario's Monkey Review. The rodeo was filmed by New York-based Blair Television, who made an hour-long special featuring six-time world all-around champion Larry Mahan and Bob Tallman. It was narrated by legendary sports announcer, Curt Gowdy, of American Sportsman fame. Mahan was doing double duty during the rodeo. Not only was he competing, but he was also appearing at the Shy Clown Casino as a singer.

The queen was Julie Solari, Daughter of past president George Solari.

The all-around champion was Doug Brown of Silverton, Oregon, who also won the bull riding. Julio Moreno and Denny Watkins defended their title in the team roping, as did Gail Tyson in the barrel racing. Other champions included Paul Tierney in calf roping, J.C. Trujillo in bareback, Bobby Berger in saddle bronc, and Pat Nogle in steer wrestling.

The 1970s ended with the Reno Rodeo a resounding success. It also ended with a vow from the Reno Rodeo Association directors to continue to increase the purse and make the Reno Rodeo one of the country's premier events.

In 1980, the Reno Rodeo underwent a name change, chosen to illustrate the growing prominence of the event in terms of prize money on the Professional Rodeo Cowboys Association circuit. It was dubbed the Nevada High Roller Round-Up. (It was changed back to the Reno Rodeo in 1982.) The purse was more than \$140,000, and Reno had become a must-stop rodeo for all the top cowboys on the PRCA circuit.

The Reno Rodeo Association president was Reno veterinarian Jack O. Walther, following in the footsteps of his father, Jack T. Walther, who was the association president in 1964.

The parade was believed to be the largest ever in the city and certainly compared to the giant Fourth of July affairs of the 1950s. Featuring the Budweiser Clydesdales and grand marshal Merle Haggard, it stretched more than three miles and lasted 2 ½ hours. People lined the streets downtown and all the way to the rodeo grounds on Wells Avenue. Haggard, the famed country singer, also received the Silver Spurs award, which had been discontinued in the '60s. The award recognized celebrities who helped carry on the western traditions.

The rodeo association was stressing community involvement, urging businesses to decorate their storefronts in western style.

Businesses were also encouraged to sponsor teams for the annual Businessman's Steer Decorating Contest. This event consisted of two-man teams. One was responsible for holding



Teams hold on for dear life in the 1979 businessmen's steer decorating contest.

the steer while the other raced across the arena and tied a ribbon to the steer's tail. Bob Beach, publicity director for the rodeo in 1980, recalled one poor businessman who was advised to put the steer's tail in his mouth so that he could have both hands free to tie the ribbon. "Well, the steer took off and that guy didn't let loose of it's tail and he lost his front teeth," Beach told the Reno Evening Gazette.

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

Committee Chair Challenge

Committee Chair Challenge: Write a couple hundred words about a success, a challenge, a plan. Share your committee's strengths and triumphs. Each Chair, please plan to send me a short article for the May or the June issue.

Due date for BullSheet content is the 20th of April for the May issue, and the 20th of May for the June issue.

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HISTORY—RENO RODEO LIMITED EDITION ART PRINTS

1985 the Reno Rodeo president was Chuck Ewoldt.

You would expect the president of the Reno Rodeo Association to look like a cowboy, and current President Chuck Ewoldt fits the bill. From the top of his black cowboy hat ("white hats get too dirty") to the sole of his boots, the tall, lean, Ewoldt looks every inch the cowboy.

But instead of pushing cows across the range, Ewoldt has spent the past year pushing paper and pencil across a desk. In his role as president, Ewoldt has worked on the 1985 Rodeo since April of last year, directing a force of 42 committees and 200 volunteers who make up the Reno Rodeo Association. It has turned out to be a full-time job. "It's a lot of work," Ewoldt said. "It's amazing the hours and hours it takes to put this together."

"Putting all the pegs in the holes is a complicated process." His duties include lining up corporate sponsors, ticket sales, promoting the event and a myriad of small details to help the rodeo run smoothly.

Ewoldt was born in Sturgis, South Dakota, and lived there for 25 years, moving to Reno in 1964. He graduated from South Dakota State University, and was active in rodeo through his years in high school. In college, he was president of the rodeo club. His favorite event is bulldogging, which coincidentally, was his event during his rodeo days.

The silver-haired Ewoldt has been associated with the Reno

Rodeo Association for 16 years in various capacities, including secretary and vice-president. "It's a lot of work," Ewoldt said. "It's been interesting, it's been fun." "But one year is enough."

The 1985 Reno Rodeo Limited Edition Poster was a reproduction of a painting of a cowboy sitting on a bale of straw talking with his son as he prepares his equipment for competition in the bareback riding.

The original painting was done by Martha Jane Spurlock of Ft. Worth, Texas. She was born in Gallop, New Mexico, and has lived all her life in the Southwest.

The 1985 Limited Edition Art is still available for sale. We only have a few left so if you are interested in adding this beautiful print to your collection contact Carol at renorodeoprints@yahoo.com.

Carol Fiechtl-Steiger
Limited Edition Art Prints Chair

Washoe County High School Rodeo

The Washoe County High School Rodeo Team rodeo is April 13th and 14th at Gandolfo Arena. Come help if you can. You won't earn rodeo hours, but you will be doing a good deed for our young'uns, and having a good time.

Please let Violet Richards know if you are coming so she can plan ahead.

100 Years Art Contest

We have received our first entry, and it is good!

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


Do you know an artist aged 7-years old to 19-years old who would like to enter. Help that kiddo get involved.

Prizes will be awarded in each of three age groups, and work will be displayed as part of the ad campaign.

For complete information or questions, email

RenoRodeoArt100@outlook.com.




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PAST PRESIDENT'S REPORT



The countdown for the 100th year celebration has begun. Through the dedication and hard work of all our Rodeo Family of Volunteers, this promises to be the best RODEO ever!

Receiving a 50-year service pin was another of the many highlights of my Reno Rodeo membership. It is a great honor to be a part of this organization. Thank you!

Don't forget the Annual Meeting and Election on April 18th. We have a very well qualified slate on the ballot. When you receive this issue of the Bull Sheet, we will have had the Meet and Greet for the candidates, held on March 25th, at Pinochios.

The Rodeo Day at the Aces Ball Park is going to be fun, with the auctioning of baseball jerseys, benefiting the Legacy Project. It

will be held on May 18th. The kick off party at the GSR will be on June 8th. More information will follow. Should be a blast!

Our Concert Entertainer will be Chris Jansen, and we think everyone will be pleased. Thanks to K BULL!

Dates have been set for the Sorting and Golf Tournament, details will follow.

We are all going to be very busy from now till rodeo time. There are certainly enough activities for everyone to enjoy.

The deck off the Presidents' Room is proceeding well. It looks like we will have it done just in time, thanks to the hard work of Clint Thiesse and Paul Gordon for guiding us through the permit process. Kudos to Granite Construction and Matt Cates for stepping up to build the deck. It will be a very nice improvement to the Presidents' Room experience.

The 100 year story event at the Elks lodge on March 8th was well attended. Over 100 people enjoyed Shannon Bohach's, Dr. Joe Coli's, and Fred Cornelius's nice presentations.

The next Story telling will be May 10th, again at the Elks. Thanks to Famous Daves for the eats.

THIS IS GOING TO BE A BIG DAMN DEAL!!

Clint Wells

Past Presidents Representative

LEGACY COMMITTEE



The Legacy Committee has been quite active since the last time I wrote. Three regular meetings (January was later in the month), a Special meeting to develop a request for proposals for a Professional Fund Raiser, and a sub-committee review of the proposals received. All-in-all, below is a summary of what has occurred.

- We were hoping the Armory and Exhibit Hall would be gone by this year's Rodeo. That will not happen as the demolition contract could have very well run into the Rodeo week, and that definitely would not have worked. Currently, both are proposed to come down shortly after Rodeo.
- We have a very good video of our schematic plan for our Legacy Project that serves well on our WEB page and for rolling info at various venues, but it is nearly five minutes long and does not serve well for one-on-one quick meetings or advertising snippets. We have requested Frame Architecture to also develop a 30-second, a 60-second, and a 90-second version so we will have a choice depending on the venue. Bob

Tallman Will once again help us with voiceover.

- Our Strategic Plan was completed in the spring of 2016, and is due for a review and update. We have contracted with OnStrategy once again for that effort. During the late April/early May time frame, they will be doing a survey of our directors and past presidents to review if we are still on course in the desired direction. Be ready to respond. The more information garnered, the more assistance with phase 2. Phase 2 will occur after the Rodeo. During Phase 2, we will use the information derived from the survey to modify or revise our Strategic Plan as appropriate.
- Ekay Economic Consultants have completed our Legacy Project Economic Feasibility Analysis (pending a couple minor additions), and will be completing our Business Plan, once we can provide some additional information.
- The Committee decided it was important to have a single page fact sheet about our project to dispense at meetings and events. A very good draft is complete and should be finalized soon. Thank you to Rich Pettinari for his work in that effort.
- With the huge price tag of our dream, it is essential we engage help to raise dollars, sooner rather than later, to help make that dream a reality. The Committee sought proposals from 3 recommended agencies, and all were

continued on page 12

CANDIDATES FOR SECOND VICE PRESIDENT – VOTE FOR ONE (1)



Paul Gordon

Decisive leader, who listens to our membership, wants to improve member and customer experience, and is committed to obtaining the funding for the Legacy Project. If my qualities appeal to you, I hope I have your vote for the 2nd V.P. this April.

Lightning Williams

Friends, I am excited that at this stage of my life to have the time and still have the energy to participate as a leader of our great organization. Reno Rodeo has been my singular hobby throughout most of my adult life. It is “top of the mind” nearly everyday! As 2nd VP, I hope to continue to share and spread my enthusiasm for RR.



CANDIDATES FOR SECRETARY – VOTE FOR ONE (1)



Doug Nicholson

I have been a proud, contributing, and committed member of this Association since 1981. I have chaired several major committees, served on Finance and Executive, and served as Secretary. I have taken every assignment seriously and given it my all. I would appreciate your vote and look forward to serving again in this very important role.

Debbie Sprague

My fellow Directors and Past Presidents, I am continuing on the path of Secretary for RR. I have enjoyed this position these past four years! In the past six years, being on the Executive Committee and Secretary I have not missed one meeting, I take my responsibility seriously! Asking for your vote April 18th, Thanks in advance.



CANDIDATES FOR PAST PRESIDENTS REPRESENTATIVE – VOTE FOR ONE (1)



Tom Cates

I have been active in the Rodeo Association since 1989; served and chaired many committees, served as president in 2004, and want to help our Legacy come to fruition.

Bob Martini

As a Past President, I will provide a fresh and experienced voice to the Executive Board, as I am very much committed to the future of Reno Rodeo, the Strategic Plan, Museum, and our Legacy Project. I have served on most committees, seven years on the Executive Board, and Treasurer for 2 years. I would like to thank you for your consideration.



CANDIDATES FOR EXECUTIVE COMMITTEE – VOTE FOR FOUR (4)



Bob Cose

I am running for a 2nd term on the Executive Committee. I have attended all the committee meetings, plus the Finance Committee meetings that precede them. This being our 100th year, we have a tremendous opportunity to show Northern Nevada what a fantastic family event the Reno Rodeo is.

Sharon DeSimone

Since moving to Reno in August 2006, my dream was to volunteer with an amazing group, and I found it in Reno Rodeo. I have served on many committees and hope with your vote to continue my service on the Executive Committee.



Greg Goss

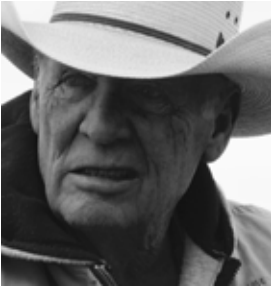
I'm running for the Executive Committee. Those that know me, know how hard I work at a task when I undertake it. In my eyes, this quality makes me a great candidate for your consideration when casting your vote.

Jenny Lesieutre

For twenty-five consecutive years it has been my privilege to be a part of this great organization, which gives so much back to our community. Having served on over twenty committees, chairing or co-chairing three, I understand the commitment necessary. It would be an honor to serve on the Executive Committee



CANDIDATES FOR EXECUTIVE COMMITTEE CONTINUED



Jim Lindsey

I am running for the Executive Committee to help Reno Rodeo continue to move forward with our great tradition."

Carrie Ann Sattler

If re-elected, I will focus on advancing the Legacy Project, representing membership interests and utilizing my cross-committee experience to advance Association goals.



Dellice Steadman

Long time actively involved member and Director, 15-year history as Committee Chair and Assistant Chair, I would bring experience and knowledge to the Executive Board.

Greg Torvinen.

I've been in the association for thirty-five years and have been involved with many committees. I am seeking a seat on the Executive Committee so that I can help move the Legacy Project forward to its completion. Our future depends on this project becoming a reality.



CANDIDATES FOR DIRECTOR – VOTE FOR TWO (2)



Francine Donshick

Riding for the Brand. To me that means being involved with Reno Rodeo year-round. In my thirteen years as a member, six of which as a Director, I have worked several committees. This year I am on eight, two of which I chair, Reading Roundup and Special Kids Rodeo.

Carol Fiechtl-Steiger

I started with RR in 2009. In 2014, I became a member, in 2016 the Assistant Chair, and in 2017, the Chair of Limited Edition Art Prints. Volunteering for Reno Rodeo is the one organization I truly love! With the changes and growth we are experiencing, my knowledge of business, sales, and marketing will help the Reno Rodeo!



Nick Heathman

I can best serve the Reno Rodeo as a Director with my experience in finance, management, and business ownership. I currently serve as the Stalls Chair and want to use my skills to move the Rodeo forward, while respecting the principles it is built on.

Lynne Liebelt

Since 1912, I have worked on various committees, produce the BullSheet, and am Chairing the Museum Heritage Committee. I have grown to believe that the Reno Rodeo and it's people are one of the region's greatest resources. I find great joy in supporting and promoting the Wildest, Richest Rodeo in the West, and will continue to do so.



Mell Petersen

As a director I will work to ensure our legacy lives on by:

- Employing marketing strategies to address the 'digital age' and keeping 'youth engaged.'
- Taking an active part in the RR planning process.
- Working to improve recruiting of volunteers & increase member retention.

Kimberly Surratt

I have been a Reno Rodeo Director since 2008, after first volunteering in 2003. I have served on the Executive Committee, and I have chaired numerous committees, while working on many other committees, including: contestant parking, vendors, 50/50, Kids' Day, junior roping, sponsors, and national sponsors.



continued on page 12

CANDIDATE FOR TREASURER – VOTE FOR ONE (1)



Jim Neil

Executive Committee member, Director, Assistant Chair- Finance Committee, Assistant Chair-Sorting event, and Arena Committee member. My year-round involvement in the Association, especially my last four years on Finance Committee, combined with over 35 years of commercial banking experience, provides me with the qualifications to serve as Reno Rodeo Treasurer.

the Legislature. I believe ten, to date, plus the Budget Director, in an attempt to get the planning monies back in the State's upcoming fiscal year budget. Everything seems positive to date.

I always thought lobbyists were kind of shady individuals. Then I was told I was breaking the law by not being registered, and after reading the rules realized I had been engaged in criminal activity by meeting with representatives outside my districts. I am now a registered lobbyist.

We will be working on setting up several more meetings before the session is over.

Clint Thiesse
Legacy Committee Chair

Legacy Committee, continued from page 9

very good. After a sub-committee review, and interviews by the full Committee, we have selected a firm. I do not want to publicly disclose the name until they are under contract. Thank you to Andi Morency and Carrie Ann Sattler for putting together the RFP and guiding us thru the process.

- The Legacy Committee will be covering costs for a keepsake hard cover volume of this years 100 Year Program/Magazine. More info will be forthcoming. Hopefully we can generate a few dollars for our project.
- President Mike, Joe Guild, and myself have been meeting with several key Senators and Members of the Assembly at

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Josh Lee



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Smiling With Hope Pizza 6135 Lakeside Drive #101, Reno 775-825-1070	Benson's Feed 2750 US-50, Carson City 775-882-3999
Metro Carwash 4991 Longley Ln, Reno 775-828-9234	Me Casa Too 2205 W 4th St, Reno 775-323-6466
Kruse's Feed & Hardware 3235 Eastlake Blvd, New Washoe City 775-849-2077	Great Basin Brewery 846 Victorian Ave, Sparks 775-355-7711
Carson City Trailer 5410 Hwy. 50E, Carson City 775-885-7444	Great Basin Brewery 5525 S Virginia St, Reno 775-284-7711
Taco Johns 770 S Wells Avenue, Reno 775-786-8422	Pro One Automotive 945 Terminal Way, Reno 775-856-4434
Famous Dave's 4925 Kietzke Ln, Reno 775-826-7427	Reno Type 1020 S Rock Blvd, Reno (775) 852-8800
Pinocchio's Bar & Grill 5995 S Virginia St., Reno	Squeeze Inn 4670 Sparks Blvd #110, Sparks 775-626-0100

More Sticker Pictures



JOHN DEERE XUV835 CAMO

Tickets \$50 each,
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IN THE NOT SO DISTANT FUTURE:

June 1, 2019	Rhythm and Rawhide
June 1, 2019	Golf Tournament at Washoe County Golf Course
June 2, 2019	Truck Show at Bonanza
June 5, 2019	After-Five Business Event • Members' Bar
June 8, 2019	Reno Rodeo Kickoff Party • GSR – starting at the LEX
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)

Reno Rodeo Idol

Mark your calendars...it is almost Rodeo Idol time! Join us on April 25th, at the Nugget Ballroom, for a fun, behind the scenes look at Reno Rodeo's most talented singers. The evening will consist of the top twelve Facebook rodeo idol finalists competing for the brag-worthy opportunity to sing the National Anthem at Reno Rodeo's 100th year anniversary!

This year we will have fun giveaways for our audience members, as well as a people's choice award for your favorite singer. Bring your friends, show your support, and remember—this is a big damn deal! Hope to see you April 25th, at 6:00 pm, in the Nugget Ballroom.

If you have not yet voted for your favorite singer - please get on Facebook and "like" the photo of your favorite contestant.

Don't forget... "Rodeo is less than 100 days away!"

Eva Werschky



See Something, Say Something

It's an important day today as it is opening day for Reno Rodeo 2019, and it's a Big Damn Deal!

I decided to show up a bit early so I could meet up with my chairman and any new volunteers. In a hurry to get to my destination, everything going on around me appears to be in fast motion and kind of a big blur.

Making my way through the Carnival area, I catch a glance of a sobbing child hunkered down below one of the corn dog stands. I continue to walk past, and assume the child is just upset like any other toddler would be if his parents told them they couldn't have a corn dog, or cotton candy. Those situations usually take care of themselves, so I continue my walk.

Passing the Jack Tent, the main entrance to the rodeo grounds is in my sight now and I am almost where I need to be.

Sitting very close to the main gate and tucked away under the empty tables, I notice a backpack that appears to have a toy rifle sticking out the top. I think for a second that's odd, but maybe it was left by parent who got tired of carrying their kid's bag and put it there for safe keeping. I continue my walk.

Finally I arrive at my committee and there's no time to chit chat, as everyone else is here as well. I get strait to work, all but forgetting what I had observed on the way here.

Tonight is going to be a great night! I am so excited, yet there is something that is off.

In my mind I thought very little about what I saw during my walk, and in hindsight I should have just told someone (chairman, security, police officer) what I observed. Even if I believed it to be nothing threatening I still should have said something.

"See Something Say Something" is a phrase that you may have heard around the grounds, or during orientation. Simply put, it is a genre that promotes safety through awareness during our event. Staying vigilant while in and around our property is essential for a safe and successful performance from the first day to the last.

Mell Petersen

Ticket Sales

Very limited numbers of season tickets are available. Are you interested in purchasing the same seats for all ten nights, and parking all at one time?

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

If you can patronize one or more of these good folks, please do! It's good for all of us if our loyal vendors do well at the Reno Rodeo. This list continues to grow. We will keep you up to date

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

New Vendors for 2019

Ruff Tuff Ranch Toys
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Indoor Arena, booth 413



Cowboy and Cowgirl
Hardware
#1 Kids Western Wear
South Hall - Booth 604



APRIL 2019

S	M	T	W	T	F	S
	Reading Roundup 5:30 pm • RR Office 1	LPC Strategic Plan 5:30 pm • RR Office 2	100 Year Committee 5:30 pm • RR Office 3	Businessman Steer Decorating Preliminary RR Office • 6:00 pm 4	100 Year Mural RR Office • 3:00 pm 5	6
7	Reno Rodeo Office 4:30 PM • Museum 5:30 pm • NOM 8	Reno Rodeo Office 4:30 pm • Finance Com 5:30 pm • Executive Bd 9	Buckles, Jewelry, Limited Ed Art Sale noon • RR Office Magazine Committee 5:30 • GMAA 10	Team Sorting Planning Meeting 5:30 pm Pinocchio's Reno 11	Texas Hold'em 6:30 pm • GSR 12	13
14	First Day of Whiskey Round-Up 15	Committee Chair Mtng • 5:30 PM Pinocchio's Reno 16	Public Parking Mtng 5:30 PM • RR Office 17	Luncheon Members/Media/Election Noon • Silver Legacy Board of Directors 5:30 • Tamarack Junction 18	19	20 May Bullsheel copy due
21	22	Reno Rodeo Office 4:30 pm • Finance Com 5:30 pm • Executive Bd 23	24	Reno Rodeo Idol 6 PM • Nugget Showroom 25	26	27
28	29	30				

MAY 2019

S	M	T	W	T	F	S
			100 Year Committee 5:30 pm • RR Office 1	2	3	4
5	Mutton Bustin' 5:30 pm • Members' Bar 6	Reno Rodeo Office 4:30 pm • Finance Com 5:30 pm • Executive Bd 7	Media Appreciation 8	9	100 Stories Event 6 pm social 7 pm stories begin Elks Club 10	11
12	Reno Rodeo Office 4:30 pm • Museum 5:30 pm • NOM 13	LPC Plan Update 5:30 pm • RR Office 14	Bliss Babe Kick Off Rancharrah 15	Luncheon Members/Sponsors Noon • Atlantis Board of Directors 5:30 • Tamarack Junction 16	17	Team Sorting 9 am • Gondolfo Arena Rodeo/Aces Kickoff Party 18
19	Rodeo Legislative Day • Capitol 20	Sponsor Launch Party 5 pm location TBD 21	Reno Rodeo Office 4:30 pm • Finance Com 5:30 pm • Executive Bd 22	23	24	25
26	April Bullsheel copy due  Memorial DAY Office Closed 27	28	29	30	31	



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
We can make updates as necessary.

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