



Celebrating 100 years of Reno Rodeo

# BULLSHEET

The Official Newsletter of the Reno Rodeo Association

Volume 5 Number 10 May 2019

## OVER SEVEN HUNDRED LINEAR FEET OF RODEO

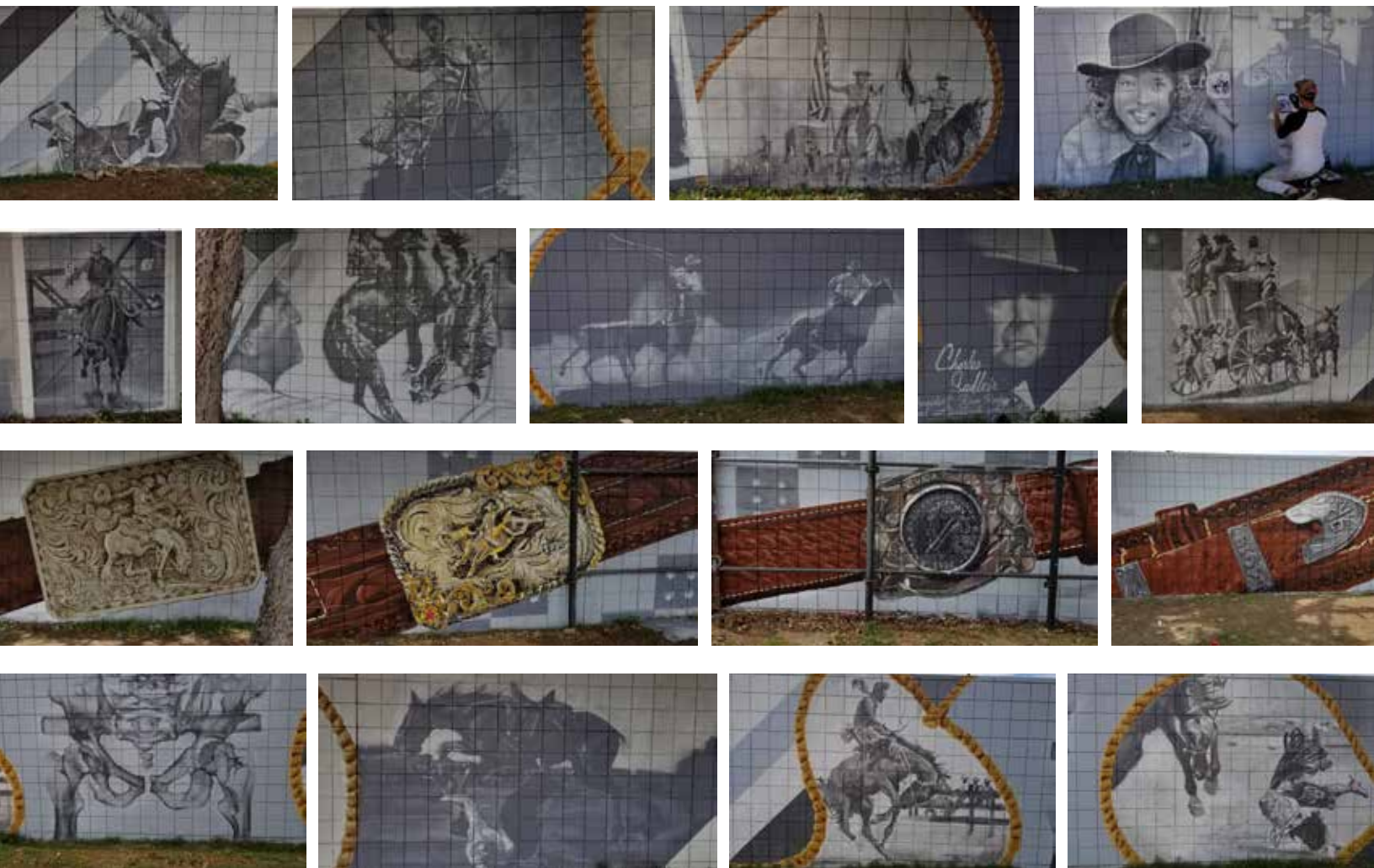
If you have not driven down Sutro recently, make a trip over there to see what's going on. Muralist Erik Burke is working on what will be an enduring record of the first hundred years of the Reno Rodeo. The mural started with 1919 on the north end of the wall, and will finish with 2019, essentially at gate 6.

The artwork is amazingly realistic. Erik spent weeks working with photos gleaned from a variety of sources. He has also had the opportunity to hear stories from 100 Year Committee Chair Clint Wells, Tom Cates, and Mike Mentaberry, among others.

Each of the ten sections includes images of people and events representing a decade, and the belt motif has buckles which also match the culture of each ten-year period. Detailed images are portrayed almost lyrically, and the whole is tied together with cowboy rope.

Erik and brother, Mike Burke, have been prepping and painting since Monday, April 8. Logan Needham is doing some of the design work on the project as well.

What you see here is only the beginning. Watch as the entire concept emerges. It is fascinating.





# PRESIDENT'S MESSAGE



First, I want to thank all of you who ran for the various positions open during the election on April 18. Just the act of running is a sign of your commitment to this great organization. You are to be commended. Congratulations to the winners. If you were not successful, as hard as it is, I hope you maintain your passion for making the Reno Rodeo the best

special event in Reno. I understand there were four people who did not vote out of a voting block of around seventy-five voters. That is a 95% voter turnout. Our association is healthy with that kind of participation.

As I write this, we are 61 days from Reno Rodeo 2019! Holy #\*&!!!! Things are moving very quickly.

We had a chair meeting on April 16. The Manpower Committee presented a very comprehensive training program to help ensure every chair is fully aware of their responsibilities regarding budget management, and the very important task of evaluating the work each of you do. It is so important that you all get full credit for your efforts. That part about getting done what each committee must get done... it will happen.

The MURAL! Quite simply, you need to go drive down Sutro Street on the east side of the property, and see what is happening. It is amazing. As good as I think the commemorative buckle and art turned out, I really believe this could be the defining thing that sets this 100th year apart for years to come. It really is amazing. Funny how some things just turn out so amazing. When we were discussing the mural, I really had no sense it would be this impactful.

The Legacy Project is still moving forward. "Our" bill (SB466) was heard in the Senate Finance Committee on April 15th. The hearing went well, and we received good support from SMG, as their general manager testified in support of the project. The more of that, the better, for sure. No action was taken

on the bill that day, but that is not unusual. We will continue to stay vigilant and take every opportunity to promote the passage of the bill, so we can take a substantial step forward. Clint Thiesse, our lobbyist, Joe Guild, and I continue to meet with individual legislators, and any other person with the ability to help us cross the finish line successfully.

On April 18, the Board of Directors approved a contract with a fund-raising firm. That contract is to develop a plan to secure significant commitments of funding to contribute to the completion of the Legacy Project. All these things are very important to keep the project moving forward. Remember the property is State property, but we are going to have to contribute significant resources to the project. There are simply too many competing projects for the funding. I think our commitment to the project is not going unnoticed, however.

In the last two weeks we have followed the chuck wagon to Oakdale and Red Bluff. My eternal gratitude goes out to Steve Edgar, Jenny Lesieutre (Or Jenny Lieutenant as she is known along the parade route in Red Bluff), and Jim Lindsey, the Chuck Wagon Crew. And don't forget Ralph Atkinson and PJ, our mule haulin' and drivin' dynamic duo. The chuck wagon looks great with a new 100-year cover, and Gyp and Jude do us proud. There is a cool video of the grand entry in Oakdale out there on Facebook thanks to Kristina and Jenny L. Those little mules amaze me.

I can't forget our queen Kaely Juzek! She has been doing great in the parades and in the arenas. And thanks to the Queen Committee for keeping her going. This is a busy time for sure. She has had great support on the road from Kristina Efstratis and Andi Morency. Ronda Gentry was also in Red Bluff to provide extra support. Fun fact...Kaely rode her own 5-year-old horse, Yankee, at the Red Bluff Round Up. Both did awesome. Yankee showed his age a little, being the playful youngster, but did awesome all weekend. Really fun to watch!

THANK YOU FOR ALL YOU DO FOR RENO RODEO!

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



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



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



**SECRETARY**  
**DEBBIE SPRAGUE**



**TREASURER**  
**GREG WILLIAMS**

## EXECUTIVE COMMITTEE

Mike Torvinen – President  
Craig Downie – 1<sup>st</sup> Vice President  
Josh Iveson – 2<sup>nd</sup> Vice President  
Debbie Sprague – Secretary  
Greg Williams – Treasurer  
Bill Summy – Immediate Past President  
Clint Wells – Past Presidents' Representative  
Bob Cose  
Terry Donshick  
Paul Gordon  
Carrie Ann Sattler

Sharon DeSimoni  
Troy Gardner  
Jim Neil  
Mark Sutton

## FINANCE COMMITTEE

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



# GENERAL MANAGER'S MESSAGE



Hey...what time is it?  
You guessed it, time for  
another article.

Here are a few more  
questions for you to  
answer also. How many  
days until Reno Rodeo  
100 years? How many  
directors on the rodeo  
board? How many  
members and wranglers?  
How many finance  
members? We just  
had elections for some  
positions and the results

are in. As we are getting into the rodeo swing, do you know what other rodeos join us in the Six Pack Rodeos? Do you know where our parade route is going to be? These are but a few sample questions that my staff and I receive daily at the office. If you are in the association, and want to know the answers to these questions, you can call in to the office and find out. The office staff and myself try to be a fountain of information for you. And as the rodeo gets closer, the questions called into our office double, triple; some days it seems to quadruple in volume. Please be aware of this and understand that emails and texts also increase (and sometimes get missed). If you do not get the answer you require, follow up with me and we'll get'r done! Better yet, don't wait until the last minute.

We do have some surprises for everyone this year. A new piece of art work is being completed and will be on the grounds before June. Once again, we are participating in the Rhythm and Rawhide event with the Reno Philharmonic on June 1st. A rodeo kickoff party will be held at the GSR on June 8th. There will be a new music act, roaming with ponies, around the grounds, so be on the lookout. Plus, each night, during the rodeo performance, there will be an inductee announced for our newly created Reno Rodeo Hall of Fame! And there will be

a beard contest, so get to growing your beards gentlemen.

As is our normal schedule of events prior to our rodeo, we are holding another "100 years 100 stories" event on May 10th at the Elks. We will hold our annual team sorting competition at Gandolfo arena on May 18. Also on May 18th, Aces baseball and Reno Rodeo are teaming up for Western night at the ballfield. Come check it out as there are jerseys to be auctioned off. Our annual golf tournament at Washoe Golf Course is being held on June 1st. Come participate or watch any of these events, and join your Reno Rodeo family in the fun!!

One last answer to an oft-asked question: yes, we do have some tickets left, but they are going fast so get yours NOW! And if you are interested, you can buy a package deal (except the concert night). you will receive 2 tickets for the same seats in Grandstand 3 and a VIP parking pass for a one-time fee of \$450. Check it out, and sit in the same seat every rodeo performance!

Also, keep your eyes and ears open, because by the middle of this month you are going to see and hear a lot about "The Wildest Richest Rodeo In the West" Reno Rodeo 100 years coming in June.

**George Combs**  
**General Manager**

## Reno Rodeo Charitable Golf Tournament

Reno Rodeo Association's annual charitable golf tournament, a 4 person scramble, will be held on June 1st, 2019 at the Washoe Golf Course. Check-in starts at 7 am, with a shotgun start at 8 am SHARP. The cost is \$540 per foursome. That includes Greens Fees, Cart, Food, Beverages, and more. Cost for an individual is \$135. Raffle tickets are available.

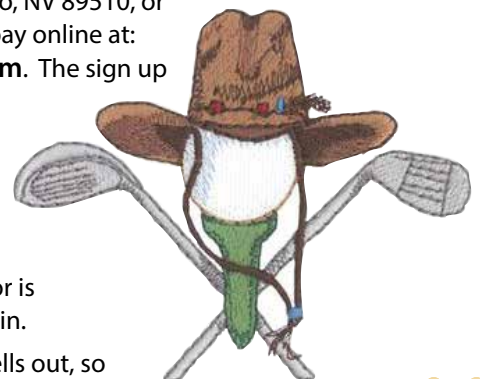
Barbeque Lunch will be cooked by the Past Presidents and served by the Reno Rodeo Flag Girls. Non-Playing Guests Lunch will cost \$25.00.

Make checks payable to the Reno Rodeo Association, and mail to P.O. Box 12335, Reno, NV 89510, or you can register and pay online at: **www.renorodeo.com**. The sign up deadline is May 15th.

Sponsorships are still available, and cost \$100 for a Hole or Tee Sponsorship Sign.

Our Corporate Sponsor is MANPOWER once again.

This event regularly sells out, so sign up now! June 1st is not that far away!



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

Who won the 1981 calf roping, what was his nickname, and who was the president of Reno Rodeo that year?



# FOUNDATION NEWS



## Texas Hold'em Charity Poker Tournament Great Fun For All

The Reno Rodeo Foundation's Texas Hold'em fundraising event, held on Friday, April 12th at the Grand Sierra Resort, was enjoyed by all. The event raised close to \$11,000. Thanks to LP Insurance, who was the event's title sponsor. There was lots of excitement as

the ten players made it to the final table: 10th Henry Ziesse, 9th Nick Heathman, 8th Chris Mulloy, 7th Bob Martini, 6th Kami Biamonte, 5th Scott Peterson, 4th Mike Berry, 3rd Greg Lightning Williams, 2nd Lisa Richardson, and 1st Mike Herman. Congratulations!

Special thanks to the volunteers who helped support the event: Rhiannon Butler, Dan Bybee, Stacey Kaplan-Tonzi, Lynne Liebelt, Sharon and Rod Smith, and Debbie Sprague. The coveted 1st place winner's belt buckle is a prize that is yearned to be owned by many. We hope to see you at the next poker tournament and wish you all good luck.



Some of the Texas Hold'em Volunteers

## 2019 Reno Rodeo Foundation Distributes \$133,500 in Scholarship Awards

The Reno Rodeo Foundation Board of Trustees approved the recommendation of the Scholarship Committee to distribute \$133,500 in awards to seventy-six scholarship recipients.



2019 Texas Hold'em Final Ten Players




Congratulations! 1<sup>st</sup> Place Mike Herman, 2<sup>nd</sup> Place Lisa Richardson, and 3<sup>rd</sup> Place Greg Lightning Williams

The student scoring the highest, Jannelle Tan, received \$5,000 for the Phyllis and Howard Weiss Scholarship. It's so exciting to have three Western Arts & Culture scholarship recipients. Two students will be receiving \$2,500 for 1st place, and one runner-up student will be receiving \$1,000.

We are grateful to Reno Rodeo Association 2019 President, Mike Torvinen, who graciously extended an invitation to the

2019 Scholarship recipients to attend the May 16 membership luncheon. On behalf of the entire Reno Rodeo Family, we support all of the 2019 Reno Rodeo Foundation Scholarship recipients in their quest to achieve their career goals, and send best wishes to each of them as they travel through their journey in pursuit of achieving their dreams. Watch for the 2020 online application to be posted in October 2019.

**Clara Andriola**  
Executive Director




## SAVE THE DATE

JUNE 1, 2019 • 6PM

RHYTHMANDRAWHIDE.ORG

Downtown Reno Ballroom





PRESENTING SPONSOR

## DOLAN

AUTO GROUP

GET IN AND JOIN THE FAMILY

PROCEEDS BENEFIT THE  
RENO PHIL AND RENO RODEO  
FOUNDATION PROGRAMS.



# LETTER FROM THE QUEEN



Hello May!!! We have been waiting a long time to say that. It looks like spring is finally here. Reno Rodeo's 100th year rodeo is a month away! I want to tell all of you how incredible you are. As a rodeo, we have worked our booties off gearing up for the 100th! Thanks to everyone for all that you do!

Miss Reno Rodeo Queen applications are in. The contestants will be making

several appearances. Make sure you all come and say, "Hello".

Oakdale was a blast! I got to ride in the chuck wagon for the parade. Riding in the chuck wagon for parades is definitely my favorite! It feels like you're going back to the old wild west.

I got to ride Molly for queen flybys in Oakdale. She's a very

good girl. The president at Oakdale asked me to push cows on Sunday, so I rode one of Jeff's other horses, Busy. She did an awesome job! She was super cowy, and very fun to ride.

While I was in Oakdale, the One Armed Bandit was the specialty act there. Right now, he's using his zebra in his act. The zebra was in his pen right by the panel, and



*Oakdale - Miss Reno Rodeo meets zebra*

I thought "this is my chance to touch a live zebra!" It turns out that the zebra didn't want to be touched! He tried to bite me, and then he proceeded to walk away and show me his rear end.

Right now I'm here at Red Bluff. I brought my little five-year-old, Yankee, to this rodeo to make sure that he would be good to go for Reno. He has been incredible! Yankee has been very relaxed about everything going on, even the flybys by the fighter jets. The noise from the speakers doesn't bother him. He seems to really enjoy pushing the cows. At times, he does get a little impatient waiting for his turn in the arena. I'm so proud of my little boy



*Miss Reno Rodeo on Yankee, with Reno Rodeo Officers*

doing such a great job at his first rodeo. I am thankful that I had the opportunity to take him with me.

I can't wait to tell you all how the next few rodeos go. In May I am going to Helldorado Days, and Bishop Mule Days. I can't believe how fast this month has already gone by. Before I know it, you all will be getting updates from Miss Reno Rodeo 2020!

Talk to you all soon!

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



*Red Bluff - Miss Rodeo California and Miss Reno Rodeo*

## ***RR Volunteers Just Keep Volunteering***

Forty volunteers from Truckee Rodeo and Reno Rodeo, including Past Presidents Wayne Lund and Clint Wells, helped out with the rodeo put on by the Washoe County High School Rodeo Club. Bill Summy provided the sound system. We logged a total of 460 hours altogether, and did every job—timing, arena crew, stock sorting, goats, stripping, gates, etc. There were about 200 high school and junior high school contestants from all over the state; some even from out of state.

The Sierra Nevada Junior Rodeo Club is having their Annual Rodeo at our Reno Rodeo 100 Celebration! It will happen on last two days of our rodeo on June 28th and 29th. There will be 160 contestants ranging in age from 5 to 18-years old, who will compete in eleven different events. If you are interested in volunteering for this event, please contact Violet Richards at [vrichards@outlook.com](mailto:vrichards@outlook.com) or 775-303-2341. You will receive volunteer hours for working this event, and have a whole lot of fun.





# WE ARE THE RENO RODEO – SHANE AKERSON

If you ever find yourself in need of medical attention during the Reno Rodeo, seek out Shane Akerson and his team of volunteers on the Medical Committee.

Shane is a first responder, a fire captain, and paramedic for Truckee Meadows Fire Protection District. It is his dream job. “I am quite literally living my dream. And I love what I do,” Shane explains.

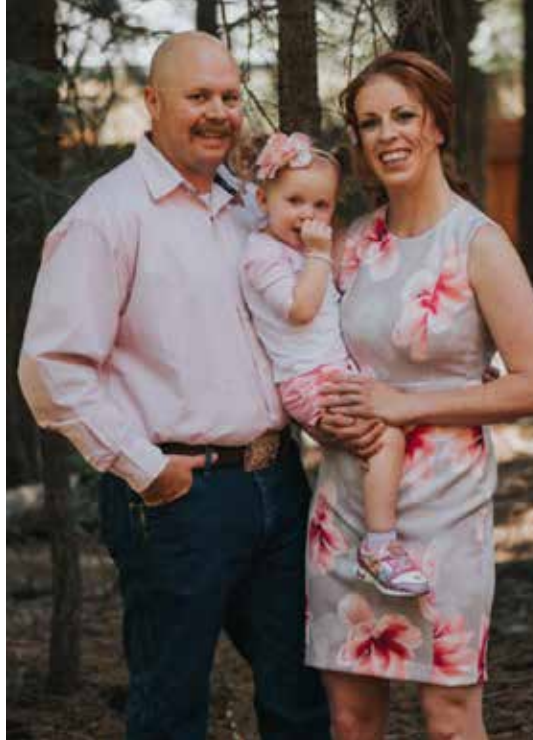
Shane grew up in the Reno area. He was born into a military family; a Navy family. Shane’s father, now a retired veteran, was stationed in Southern California. When it came time to start a family, they decided to move to Nevada and leave behind the asphalt jungle. The Akersons soon learned that living in Reno came with the annual perk of attending the Reno Rodeo.

It became evident that being a first responder would be his calling. “Even though my family was a military based family, I wasn’t interested in carrying that tradition forward, but I still wanted to do something that gave back,” he explains. Before pursuing his dream of becoming an EMT Paramedic, Shane attended Galena High School and Damonte Ranch High School. Following graduation, he took courses in CPR and underwent training to become a diving first responder.

Volunteering for Reno Rodeo all started with an invite from his EMT class administrator, to assist with medical needs during the cattle drive. That was just enough exposure to spark additional interest in volunteering. Curious what else he could do; he roamed our grounds and quickly found a spot helping out with team sorting and cutting events. He then joined the Medical Committee. He soon earned

his position as chairman for the Medical Committee, and eventually was voted in as a director.

Shane’s wife Katie also volunteers her time with our rodeo family. They dedicate their time to the Medical and Security Committees. “It’s a brotherhood in first response and public safety as well,” he says.



They have one daughter, Emily, who will be three years old for this year’s rodeo. She was born one week prior to the 2016 rodeo and has made every performance since that time.

To Shane, home means Nevada. “I love our weather. The four different seasons, sometimes multiple seasons, and quite often multiple seasons in the same month. My family and I enjoy the freedom this state allows with access to wilderness recreational activities, proximity to the desert, as well as Bay Area activities. I couldn’t imagine living my life any place else,” says Shane.

“Rodeo has taught me a brush-it-off-and-keep-on-running attitude. To me, this personifies

a Western tradition of learning livestock and husbandry in the old ways,” he explains. “I love what the foundation stands for and what we do for our community and beyond. The brotherhood and family orientation of the association is what keeps me motivated and involved.”

If you see Shane or Katie during the rodeo, be sure to give them a special thanks for all they do for Reno Rodeo, and especially our community.

**Mell Petersen**

## 2019 Magazine Hardcover Opportunity

This year the Magazine Committee, with the support of the MAP Committee, will be selling a commemorative hardcover edition of the 2019 magazine.

### All sales proceeds will support the Legacy Project.

You can choose from two different options.

There will be limited quantities of each so get your order in soon.

#### Anniversary Edition – Hard Bound Special Edition Cover

- 2019 Magazine plus a 32-Page Insert from the 2019 rodeo
- Hard Cover with dust jacket
- Price \$75

#### Premium Edition – Quantity Limited to 250 copies, Hard Bound Special Edition with Slip Cover

- 2019 Magazine plus a 32-Page Insert from the 2019 rodeo
- Special Edition Hard Cover
- Foil Stamped Slip Cover with Commemorative Picture
- Price \$100

This publication will soon be available for pre-order to anyone who is a member or wrangler now, and will go on sale to the general public only if any copies are still available.

Please contact Melissa Butler in the RR Office to place your order today.

**Mark Sutton**



## Big Truck, Little Truck, Old Truck, New Truck!

This year's Reno Rodeo Cowboy Truck Show rolls into high-gear Sunday, June 2nd, at the Bonanza Casino.

Registration and truck parking begins at 11am, the show is from 1pm to 4pm. Truck registration fee is \$10 in advance and \$15 the day of the show.

We're looking for all trucks or anything that resembles a truck or 4-wheel drive rig. Big, small, new, vintage, tricked out or something you found in the desert and wanted to tow in.

We'll have a food truck on hand and a tasty adult beverage station to quench your thirst. Plus, music to keep the show a hoppin'.

Thank you, Bonanza Casino, for being such a great partner to the Truck Show these past few years.

Register your truck at: **CowboyTruckShow.com**

If you would like to volunteer please email Greg at: **mgreg141@gmail.com**

Photos of a few of last year's winners.



Best Chevy – Darrel Dillard 1955 Chevrolet 3100



Best Ford – Grant Davis 1956 Ford F-100



Best Dodge – Cassie Larrien 1994 Dodge Ram 3500

## Contestant Parking Committee

Contestant Parking is in the northeast corner of the grounds with Stalls and Public Parking. Gate 3 opens at 5 am and closes at midnight, or later. During that time, we have 60 to 70 people handling parking and shuttling.

We are the first people the Contestants meet on the grounds and the last to wish them "safe travels" as they head for home, or the next rodeo.

Most of the contestants have traveled all night, or several days, and are tired when they arrive. Sometimes it's been a hard trip with weather, mechanical problems, or a sick horse. We have learned to be creative in solving problems. We can get about anything fixed while contestants are on the grounds, and can give directions to anything they need to find in Reno.

People who have been with us a while have seen lots of changes – from 2 or 3 horse trailers or a 6-horse stock trailer pulled by a pick-up, to rigs in excess of 70 feet. The side-load horse trailers and trailers with pop out living quarters are a challenge! It takes creative positioning to have room to reach storage spaces with enough room to walk between them. (We are good at puzzles too!)

A fun part of the early a.m. and late p.m. shifts is when a contestant parties too hard, and doesn't get back before the gates close. Cowboys can climb fences. There are many interesting stories from the north lot over the years! A lot more goes on there than you can imagine.

Every minute of the ten days of rodeo is different, and that's why we love the part we play in the success of the GREAT Reno Rodeo.

## 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. Chairs, please plan to send me a short article for the June or the July issue.

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

Thanks to Contestant Parking for answering the challenge for the May issue.

Editor: Lynne Liebelt

Staff Writers: Bill Price, Marjie Swaitek

Staff Photographer: Fred Cornelius

Copy proofing: Jim Lindsey and Teresa Lindsey

Published by: MAP Committee

Bill Price, Marjie Swiatek, Co-Chairs

Reno Rodeo Association, P.O. Box 12335, Reno, NV 89510

**receptionist@renorodeo.com**

**Fax: (775) 329-4625**

**BSLynne@outlook.com**



# HISTORY—RENO RODEO LIMITED EDITION ART PRINTS

## 1983 Reno Rodeo President Lee McKenzie

The Limited Edition poster is a reproduction of a painting by



Gene Stewart, done especially for the Reno Rodeo Association.

Model for the work was Joe Marvel, former world champion saddle bronc rider from Nevada. Bob Tallman says, "He's a bust your ass kind of guy. He's a grassroots buckaroo and that's a plus. He loves it out there on the range and he's good at what he does". Tallman can't say enough about Marvel.

Gene Stewart, a Texas native, began his career by painting rodeo scenes. Since that time, his work has been exhibited in galleries and museums across the country and has won many awards. His paintings have appeared on the cover and inside of Western Horseman magazine, as well as other publications.

President, Lee McKenzie, a native Nevadan, honed his fisherman skills along the banks of the Truckee River. He enjoyed riding horses and hunting with his faithful dog, Buck, in the surrounding hills during his younger years.

McKenzie enjoyed the western ranch traditions, Lee combined his ranching lifestyle with his merchandising and sales skills to open Lee's Western Wear in 1971 at Sparks' K-Mart Shopping Center. He retired in 1997 when he sold the business to Miller Stockman which was subsequently purchased by Corral West and then Boot Barn.

As a natural part of the western wear business, Lee was very actively involved in the Reno Rodeo Association. Starting out by selling programs, he was later to advance to President of the Reno Rodeo Association in 1983. His accomplishments include heading up the first National Sponsor Program and starting the Reno Rodeo Golf Tournament. He went on to serve on the Professional Rodeo Cowboys Association's Board of Directors and served as the PRCA's President for two years. During that time, he played a key role in negotiating the PRCA's move of The National Finals Rodeo from Oklahoma City to Las Vegas, signing the second contract, as Chairman, between Las Vegas Events and the PRCA. He served for four years on the PRCA Hall of Fame Selection Committee.

Excerpts from RGJ

## 1984 Reno Rodeo President Tim Grinsell

When I was elected president of Reno Rodeo for the 1984 Rodeo, I was delighted. The Rodeo is such a great family oriented event. I had been in the association for about fifteen

years when I got elected.

One of the first tasks to be accomplished was to get an artist to produce a decent poster.

As I checked around, I found a name that was well respected in the western art community.

Keith Christie was the artist I targeted. I started talking to people and up pops a guy who not only could vouch for Mr. Christie's ability but was a personal friend of his, Grant Dalen. I contacted Mr. Christie and we got together and developed the poster concept.

During our first meeting, it was revealed that Mr. Christie also did sculptures, and had created a stagecoach with six horse team that measured five and a half feet long. He did it for himself. Word got out, and Wells Fargo Bank swooped down and commissioned him for a dozen of his stagecoach with teams for their banks.

Mr. Christie was more than enthusiastic about creating our "Reno Rodeo" poster. He remarked that doing a poster for such a major event was a real "feather in his cap".

When I first saw the poster it looked just like me on a line back dun horse. Grant Dalen says it's a photo of him. We will let you decide. I'm sure it's me!



**Tim Grinsell**

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





# PAST PRESIDENT'S REPORT



By the time you receive this issue of the Bull Sheet, we will have less than fifty days countdown to the 2019, 100th Year Celebration of the Reno Rodeo, THE WILDEST, RICHEST RODEO IN THE WEST!

At the Committee Chairmen's meeting on April 16th, it was apparent that we are prepared and ready, thanks to our volunteers. We also couldn't do this without our sponsors. Thank you to All!

We certainly have enough activities leading up to the Big Damn Deal—The 100th Year Stories on May 10th, the Aces Reno Rodeo night on May 18th, the Team Sorting the same day, with the Golf Tournament and Rhythm and

Rawhide next on June 1st. Then the Kickoff Party on June 8th.

Congratulations to all that were elected at our Annual Meeting on April 18th—Second Vice President, Greg Williams; Treasurer Jim Neal; Secretary, Debbie Sprague; the Executive Committee: Bob Cose, Carrie Ann Sattler, Sharon Desimoni, and Greg Torvinen; Past President Representative, Tom Cates; as well as directors Francine Donscheck and Nick Heathman.

Completion of the plans for the construction of the patio off the Past Presidents' room is going to be too close to call at this time. We are hopeful that it will come together this year.

One more issue of the Bull Sheet after this one, before the Wildest, Richest Rodeo in the West will be happening. Thanks to all the contributions of all the Rodeo Family.

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

## LEGACY COMMITTEE



A few brief updates from the Legacy Committee:

- Senator Parks of Clark County introduced SB 466, a bill to provide funding of \$1.5 million to the State Public Works Division for Advanced Planning Money for the Reno Sparks Livestock Event Center. SB 466 had an initial hearing before the Senate Finance Committee, but no action

has been taken to date. If it passes Committee, it would need to go to the full Senate; and if passed, on to the Assembly; and finally to the Governor. Action needs to happen soon or it will die in committee. Getting this far is definitely a positive sign. I guess all the meetings in Carson City may have paid off.

- The Reno Rodeo Association has entered into a contract with The Blueprint Collaborative to assist the Legacy Committee with the major task of our fund raising campaign. They will be on-board starting May 1, so I anticipate we will see them beginning their first-hand insight into our Rodeo, our membership, our sponsors, and last but not least, our fans. They may not be too visible, but more under cover.

- Our Strategic Plan Update survey will be coming to all Directors and Past Presidents at the end of April. That will allow the first ten days, or so, of May for completion. To help us out, when you receive the survey, please fill it out right away. Your input is extremely valuable in assuring we are following the desires of the Association as a whole. Hopefully, the update will be complete in late July or early August to begin our 2020 Rodeo year.

- The next Legacy Committee meeting is May 14, then nothing until July after the 2019 Rodeo.

**Clint Thiesse**  
**Legacy Committee Chair**

100 year limited art print available now—get yours before they are gone.

If you are starting your collection, ask about the low numbers we have available this year.



In partnership with Yelp and Breakthru Beverages, the Reno Rodeo is sponsoring a new event which will start May 15 and end June 8.

Each of seven locations has created a drink and small plate combo priced at \$10. When you purchase the combo, you will get a card for that location. Save your cards because they will have a trade-in value at the Kick Off Party, June 8, at the GSR. The trade in has not been announced, but it will be well worth your time to investigate seven great whiskeys, seven delicious snacks, and seven supportive enterprises.

- W** Chop 40 – Mahogany Whiskey  
1155 hwy 40 #C, Verdi, (775) 384-6622
- F** Famous Dave's – Black Label Jack Daniels Whiskey  
4925 Kietzke Ln, Reno, (775) 826-7427
- I** PJ & Co Restaurant and Saloon – Jack Daniels Rye Whiskey  
1590 S Wells Ave, Reno, (775) 323-6366
- S** Peppermill Terrace Lounge – Woodford Bourbon  
2707 S Virginia St, Reno, (775) 826-2121
- K** Pizza Reno – Jack Fire Whiskey  
26 W 2nd St, Reno, (775) 322-2002
- E** Whispering Vine – Woodford Rye Whiskey  
4201 W. 4<sup>th</sup> Street, (775) 786-1323
- Y** Blind Onion – Jack Honey Whiskey  
5077, 834 Victorian Ave, Sparks, (775) 351-2000 ext. 1

If you get a chance, thank Bill Johnson for organizing this event, and let the businesses know you appreciate their involvement..

## Museum Musings

This year the Reno Rodeo Museum will have the pleasure of playing the music of Richard Elloyan, 2018 International Western Music Association Songwriter of the Year! Richard has generously licensed his songs to us to play in the museum during open hours. If you are not familiar with his music, you might find a new favorite or two. One of Richard's CDs will be raffled off, and purchase information will be available.

Student Art contest winners' art can be bid on in a silent auction. What I have seen so far is really nice work. The students will share 50/50 in the proceeds. Student art will also be featured in calendars available through Specialty Sales, thanks to the help of Ken Minor.

The Reno Rodeo Museum is looking for the stories that go with the remarkable donations we have received. If you donated, and have information about what you donated, PLEASE get in touch with me at [BSLynne@outlook.com](mailto:BSLynne@outlook.com).

**Lynne Liebelt**  
**Reno Rodeo Museum Heritage Chair**

The "Wildest, Richest Rodeo in the West" returns to the Biggest Little City for the 100th year June 20-29, 2019. Tickets for the 2019 Reno Rodeo are on sale and are going fast. Ticket prices should range between \$16 to \$27, depending upon date and seat location. Each tickets cost an additional \$4 on the day of the event.

Season tickets are now on sale, only at Lawlor Events Center. Season tickets are \$250 for the same seat in Grandstand 3, for all 10 performances. A VIP parking pass for the 10 nights is \$200.

Rodeo fans are encouraged to be aware of third-party ticket outlets, which have been known to markup tickets as much as 400 percent. Reno Rodeo Association management stands behind **mynevadatickets.com** as the only internet site licensed to sell tickets for the Reno Rodeo. Fans have three options for purchasing tickets:

1. In person at the **Lawlor Events Center ticket office**. No handling charge or service fee.
2. Online at **renorodeo.com** to download a PDF of the ticket order form, which can be scanned, faxed or mailed, with a single fee of \$7.00 per order, regardless of the number of tickets purchased.
3. Online at **mynevadatickets.com** or by calling **1-800-325-7328**. Per ticket service and handling fees apply.

**The RSLEC Ticket Office on the rodeo grounds is opening June 10, 2019.**

Please tell anyone you know that has special seating requirements to arrange for ADA accessible seating at the time tickets are purchased. When someone shows up at the rodeo with a ticket for an inaccessible seat, it's much harder to find suitable seating at that time; and sometimes ADA seating is not available for that night.





# MANPOWER/NOMINATING COMMITTEE



By the time you read this, the 100th Anniversary Edition of the rodeo will be about six weeks away.

For starters, we recently had the spring elections. Greg "Lightning" Williams is your 2nd Vice President elect; Jim Neal will be our new Treasurer; Debbie Sprague was elected to her third term as your Secretary; Bob Cose, Sharon Desimoni, Greg Torvinen, and Carrie

Ann Sattler have been returned to the Executive Committee for a second term; and Francine Donshick and Nick Heathman have been elected to the Board of Directors. You also chose Tom Cates as the next Past Presidents representative. Congratulations to each of you. Also, a big thank you to all of the candidates who stepped up to vie for leadership roles in the Association. We all appreciate your commitment to making this such a great organization.

We have scheduled our annual mandatory Wrangler orientation for May 13th from 5:30-7:30 in the Exhibit Hall. We have a busy agenda. Terry Donshick will be taking photos for your badges, and Ken and Marianne Miner will be on hand with some new and exciting merchandise for sale.

IF ANY MEMBER OF THE ASSOCIATION WANTS A NEW PHOTO FOR YOUR BADGE THIS WILL BE AN IDEAL TIME TO GET IT DONE

**Doug Nicholson**  
Manpower/Nominating Chair



## Sticker Stops

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

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

Whittlesea Checker Taxi  
www.Taxirenotaho.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

Me Casa Too  
2205 W 4th St, Reno  
775-323-6466

Great Basin Brewery  
846 Victorian Ave, Sparks  
775-355-7711

Great Basin Brewery  
5525 S Virginia St, Reno  
775-284-7711

Pro One Automotive  
945 Terminal Way, Reno  
775-856-4434

Reno Type  
1020 S Rock Blvd, Reno  
(775) 852-8800

Squeeze Inn  
4670 Sparks Blvd #110, Sparks  
775-626-0100

DynaGraphics  
2001 Timber Way Reno  
775-786-2041

  
A-MAYS-ING EQUINE  
A DIVISION OF A-MAYS-ING RESULTS, Inc.

"Feeding Champions since 1983"



Lisa Mays • (775) 745-0840  
amaysingequine@me.com • amaysingequine.com



## Recognition Pins Received at the March and April Luncheons



45 years  
Steve Brown, Bob Beach



40 years  
Alan Kingsley



30 years  
Mert Haraughty



25 years  
Phil Salerno



25 year  
Stacie Scharbach, Jenny Lesieutre



15 years  
Carrie Ann Sattler



15 years  
Kim Surratt



10 years  
Stewart Friant, Matt Smith, Ericka Smith, Sarah Fowers, Linda Canavan, Dave Depoali, Michael Estratis, Greg Goss



10 years – Carol Fiechtl-Steiger, Shelia Capurro, Jessica Sutton, Scott Downie, Sally Hale



5 years – Marc Espin, Marie Espin, Kristina Elstratis, Mari Clark, Char Buehrle, Denise Mortlock, Cheri Langus, George Langus



5 years  
Crystal Bacher, Tara Miles, Kristen Torvinen



## Cowboy Church

Cowboy Church will be held on Sunday, June 23rd, from 10 to 11am in the Sponsors Tent.

Bring the Kids! There will be a Kids' Corner for the pre-schoolers.

Come as you are!  
Cowboy hats and boots welcome! Hey it's RODEO! Everyone is welcome!

Services will be conducted by  
Pastor Tom Chism and  
Pastor Greg Carr from LifeChurch, in Reno



5 years – Kelsie Hieber, Justin Thomsen, Lisa Richardson, Joshua Zion, Eva Werschky, Scott Freeman



# COUNTDOWN TO 100

The rodeo received nationwide coverage in 1981 as association president Clint Wells announced a deal with Blair Television to film the event. The grand marshal of the parade was Katharine Ross, the film actress who starred with Paul Newman and Robert Redford in "Butch Cassidy and the Sundance Kid." Ross was presented with the Silver Spurs Award, the first woman to receive the honor. Past winners included John Wayne, Glenn Ford, and Jimmy Stewart to name a few. Ross, who starred in the television movie "Rodeo Girl," rode in the Reno Rodeo Parade. The parade included seven mounted posses, a wagon train, several mule trains and even some camels, in addition to the bands and usual dignitaries. Gov. Robert List, U.S. Senator Howard Cannon, and Reno Mayor Barbara Bennett all participated in the parade. Reno's KTVN Channel 2 televised the rodeo parade live.

The purse for the rodeo, which was again dubbed the Reno High-Roller Roundup, was increased to a record \$188,000, which announcer Bob Tallman said would put the Reno Rodeo in the top five nationally, and the largest of its kind for a six-performance rodeo. More than 830 contestants were signed up to compete.

A story on veteran roper Roy Cooper that appeared in both the Nevada State Journal and Reno Evening Gazette helped illustrate the life of rodeo cowboys. Cooper took command of the calf roping with a time of 9.2 seconds heading into the championship go-round. At the same time he was leading the event in Reno, he was also leading rodeos in Poteau, OK, and Chickasha, OK, and was in the running for the title in a rodeo at Big Springs, Texas. He had caught a plane to Reno just in time to compete.

Cooper, a three-time world champion at that point in his career, went on to win the calf roping title in Reno. Two other world champions had winning performances in Reno. Gary Leffew captured the bull riding and Joe Alexander won the bareback. Jimmy Cooper was the all-around champion. The top team ropers were Mark Arnold and Mike Garrison, while Tom Miller won the saddle bronc, Neville McCarthy the steer wrestling, and Jan Hansen the barrel racing.

In 1982, Washoe County Sheriff Vince Swinney was the president of Reno Rodeo Association, and the event's name

was returned to simply the "Reno Rodeo." Both the PRCA and Women's Professional Rodeo Association announced the Reno Rodeo would be the richest on each organization's circuit that year. With added money of more than \$102,000 combined with the cowboys' and cowgirls' entry fees, the event had prize money worth more than \$300,000. Swinney told the Nevada State Journal that the rodeo deserved its slogan: "the wildest, richest, rodeo in the west."

The rodeo parade was moved from the Saturday preceding the rodeo finals to the first Saturday of rodeo week. Organizers figured it would be a good kickoff to rodeo festivities.

Other changes included the addition of a mounted drill team competition, and the addition of the Wrangler Rodeo Clown Bull Fighting Competition. Reno was selected as one of 30

rodeos nationwide in which the rodeo clowns could earn points toward a bull fighting championship.

Local businesses rallied around the rodeo with number of special events. They included a street dance, chili cook-off and a battle of the bands. The University of Nevada and Harrah's helped promote the rodeo with a concert at Mackay Stadium featuring Willie Nelson and Crystal Gayle, two of country music's hottest acts at the time.

More than 700 cowboys and cowgirls participated in the

rodeo and more than 45,000 fans attended the six shows. The all-around champion was Lane Johnson.

Other title winners included Allen Bach and Jake Barnes in team roping, Gary Hemstead in bareback, Jim Pratt in saddle bronc, Darryl Hoss in bull riding, Jimmy Cooper in calf roping, Paul Hughes in steer wrestling and Lynn McKenzie in barrel racing.

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



*Roy Cooper, the Super Looper, put on show at the 1981 rodeo, winning the calf roping title.*





## Reno Rodeo Vendors Add To The Fun

For most of us shopping is fun, and the Reno Rodeo vendors bring a wide assortment of products for all you cowgirls and cowboys, and everyone else. Take some time to wander and watch. There will be things you need, and things you may not need, but cannot resist.

Support the vendors who support the Reno Rodeo—the sales they make support them, and the space fees they pay support us.

Watch for more information in the "Bits" email.

**NEW!**

# Smokin' Deals

**MONDAY**  
*Monday 'Que Madness*  
\$6 CHOPPED PORK, BBQ PULLED CHICKEN OR DOUBLE STACK CHEESEBURGER

**TUESDAY**  
*Kids Eat Free*  
WITH PURCHASE OF AN ADULT ENTREE

**WEDNESDAY**  
*Half Rack Hump Day*  
HALF RACK RIBS \$15.99

**THURSDAY**  
*Bottomless Tips Thursday*  
ALL-YOU-CAN-EAT RIB TIPS \$13.99

**FRIDAY**  
*'Que for 2*  
ONLY \$29.99

**SATURDAY & SUNDAY**  
*\$5 Happy Hour*  
ALL DAY IN THE BAR

**SUNDAY**  
*Feast Sunday*  
\$10 OFF ALL-AMERICAN FEAST FOR 4 OR \$5 OFF THE FEAST FOR 2

4925 KIETZKE LANE  
RENO, NV 89509  
Visit [FAMOUSDAVES.COM](http://FAMOUSDAVES.COM)

**Famous Dave's**  
AMERICA'S FAVORITE BBQ  
SINCE 1984

### 3 Barrels Up

All American Car Decals

All Around Products

American Cowboy Team Roping Association

Archundi Enterprises

Australian Saddle Company

Barb's Custom Embroidery

Buckaroo Bistro & Bargains

Coats Saddlery

Cowboy West, LLC

CSI Saddlepad

Cutco Cutlery

Desert Sage Bead Art

Distinguished Firearms, LLC

Epic MSM Natural Health Solutions

Gear Up Hats

Girls Gotta Have It

GQ Distribution

Grant's Leather

International Leather & Hat Co

Katie & Jaime Coble, Independent Scentsy Consultants

Me Designz LLC

### My Forever Cowgirl

Out West Buildings, LLC

Pegasus AirBOOTS LLC.

Pro Champion Horse Gear

Quiet Woman Cattle Company

Red Leather

Ritzy & Rustic Boutique

RockNSoulCouture

Rodeo Boot Company

Rogers Cowboy Supply

Ropes Galore

Sandy's Candies

Sassy Leather Boutique

Shop Lularoe Voss Girls

Smart Roping

Southwest Designs

Steer Gear

Stitchin' Horse Ranch

Timber Fox Traders

TLA Treasures

TM Leather and Saddlery

Trader Rick's Southwest Art and Jewelry

Triggers Boutique


TriKee Tack

Vaquero Brand

Western Braiders



# 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	NOM • RR Office 5:30 pm Media Appreciation Luncheon	8	9	10	11		
12	Museum • RR Office 4:30 pm Wrangler Orientation So Exhibit Hall • 5:30 pm	13	Legacy Plan Update 5:30 pm • RR Office	14	Whisky Round-up Today through June 8	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 Event starts at 4:30 pm Game starts at 6:45 pm	18
19	Reno Rodeo Legislative Day Capitol, Carson City	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		27	28	29	30	31					
			Stalls Meeting Presidents' Rm • 5 pm			New Member Dinner (tentative) • Pinocchio's, Reno					

# JUNE 2019

S	M	T	W	T	F	S
						Golf Tournament Washoe Golf Course 7 am Rhythm and Rawhide Downtown Reno Ballroom 6 pm
Truck Show • Bonanza registration 11 am show 1 - 4 pm		Buckle Sale • 4 pm Grandstand 5 Reno Rodeo Office 4:30 pm • Finance Com 5:30 pm • Executive Bd	Buckle Sale • 4 pm Grandstand 5 Business After 5 Event Members' Bar • 5 pm	Bliss Babe Kick Off Rancharrah Sales Pavilion 5:30 pm		Reno Rodeo Kick-Off Party • Starts at 6 pm at the LEX at GSR
	Reno Rodeo Office 4:30 PM • Museum 5:30 pm • NOM	Buckle Sale • 4 pm Grandstand 5	MRR Meet and Greet Contestants and Judges 9 am Buckle Sale • 4 pm Grandstand 5	MRR Horsemanship Outdoor Arena • 9 am MRR Luncheon • 12 pm Presidents' Room MRR Written Test • 3 pm RR Office Conference Rm	Queen's Dinner 5:30 pm • TBD	All Committees Work Day • 8 am Parade Committee Mtng 8 am • Manpower trailer
		Reno Rodeo Office 4:30 pm • Finance Com 5:30 pm • Executive Bd BSD Calcutta • 5 pm Sponsor's Tent	KBUL/Reno Rodeo Kick-Off Concert Outdoor Arena • 7 pm	Cattle Drive Arrival Sutro & Oddie • 11 am Extreme Bulls-Retro Night Outdoor Arena • 7 pm  July Bullsheet copy due	Patriot Night Outdoor Arena • 7 pm	Buckaroo Breakfast Harrah's Concert Area Reno • 7 am Parade • 10 am UNR to Downtown Dodge Ram Night Outdoor Arena • 7 pm
Kids' Day • 10 am Indoor Arena Cowboy Church • 10 am Sponsor's Tent Special Kids' Rodeo Pavilion • 1 pm NV Energy Night Outdoor Arena • 7 pm	Jack Daniels Night Outdoor Arena • 7 pm		Wolf Pack Night Outdoor Arena • 7 pm	Coors Night Outdoor Arena • 7 pm	Tough Enough to Wear Pink Night Outdoor Arena • 7 pm	





## 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.

FOLLOW US ON SOCIAL MEDIA



## RENO RODEO ASS'N



P.O. Box 12335  
Reno, NV 89510  
(775) 329-3877 x102  
[www.renorodeo.com](http://www.renorodeo.com)  
office open 8-5 Mon-Fri  
Closed May 27

RSVP for Luncheons or  
Dinners at:  
(775) 329-3877 x224  
[RSVP@renorodeo.com](mailto:RSVP@renorodeo.com)

## Always on the best horsepower.

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



## Silver State Wire & Cable, Inc.

All your wire  
and cable needs

Specializing in

- Mil-spec wire
- Heat shrink tubing & boots
- Custom Cables

50 East Greg, Suite 113  
Sparks, Nevada 89431

775-356-8969

Josh Lee