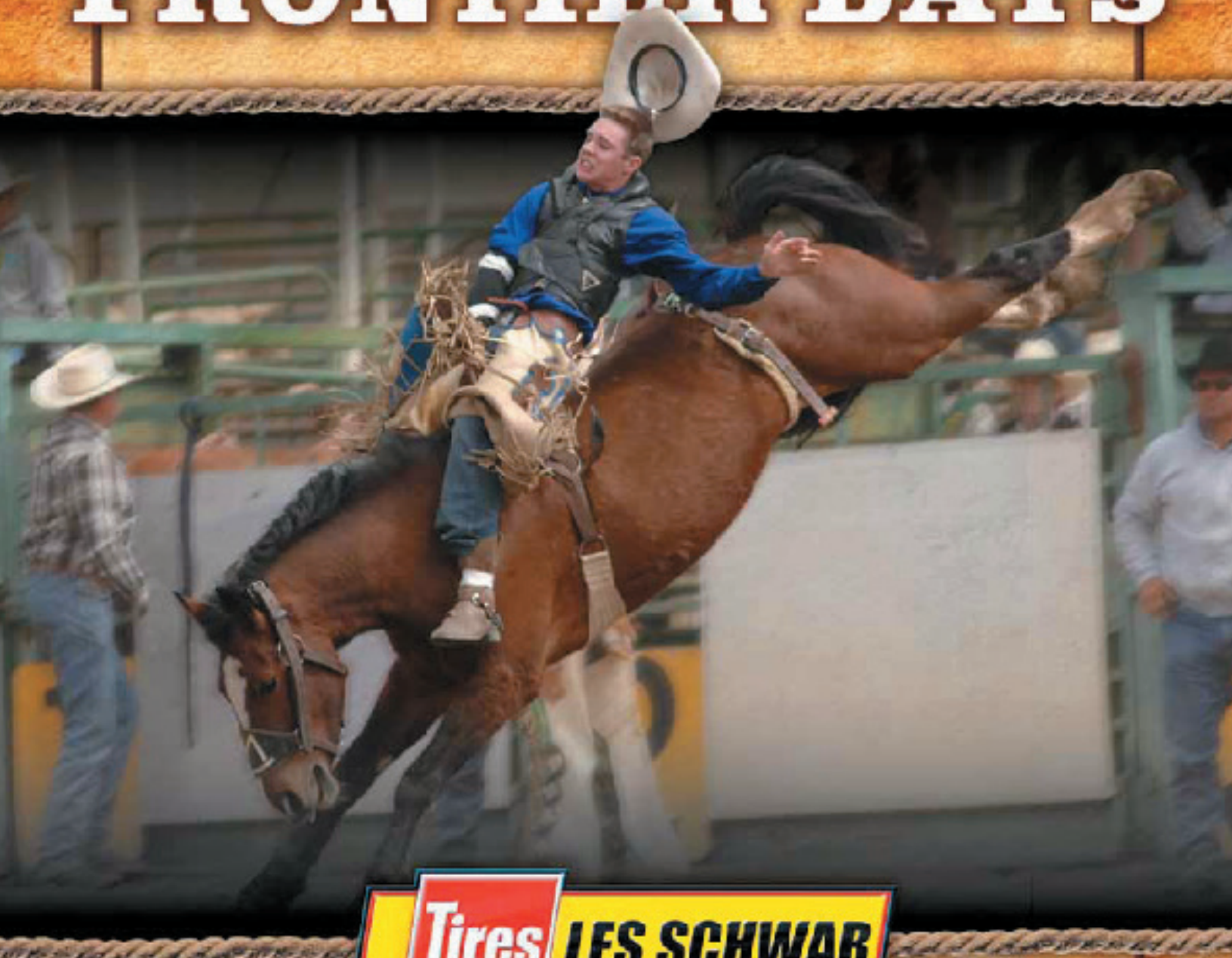


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Hats Off & Thank you!

The Executive Board, Board of directors and Staff Committee Chairpersons wish to express our heartfelt gratitude to the “folks” who just show up “because” and who lend a helping hand with the many tasks that need doing before, during and after our annual 4th of July celebration. You made.

We sincerely apologize if we have missed listing any of our “caretakers” and hope you will understand and forgive us. With so many of you showing up over the past few weeks, it is near impossible to keep track of all the comings and goings. Please know this is far from being a complete list of those we want to publicly acknowledge, but our gratitude is heartfelt just the same.

Cloyd and BarbaraTaylor	Ray & Peggy Hebard	Jack Tharp	Chamberline Creek fire crew
Mike and Angie Miller	Tim & Pam Shields	Soroptimists International of Willits	Michele Briggs
Brian Bouley	Dr. Sheri Cronin	Mendo Mill & Their Employees	Fred & Marcy Barry
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Mary Garrity	Laura McBride	Marcus Burke	Mike Griggs
Larry Wyatt	Willits Police Department	Wayne and Tina Shull	Tom Robinson
Black Bart Gun Fighters	Ukiah Ambulance	Willits Boy Scout Troop	Mike Frahm
Mike Horger	Shelley Powers	Linda Presley	Lisa Wright
Bobbie Tilley	Charlie and Debbie Clark	Christine McConnell	Michael Frahm
Mike Persico	Kathy Lundgren	Monique Samuels	Amy Forrester
Bill & Carlin Horger	Willits Junior Horsemen’s Assoc.	Lynn Kennelly	Jan Patereau
Les Schwab Tire Center, Willits	Cody Goss	Pam Baskins	Eric Hoggatt
Nor-Cal Recycled Rock and Aggregate	Josh Allman	Teri Whitby	Brittany White
Little Lake Fire Department volunteers	Julie Goss	Stacy Slover	Keith Johnson
Jerry & Kat Harris	Nita Tharp	Tanya Peticlerc	Jeff Cook
Brooke Harris	Brent Horger	The City of Willits & employees	Mike and Anne Wilson
Kenny & Bobbie Persico	Katie Horger	Rich Russell	Tracy LeGris
Ashley Persico	Diane Ford	Cole Munderlough	Ashton Bloomquist
Casey Persico	Elmer French	Jake Munderlough	Lee Persico
Lions Club	Art Cooley	Rotary Club of Willits	Jack and Candi Tharp
Chuck Persico	Cody Sizemore	Tyler Yadon	
Pete & Jodi Hathaway	Tyler Sizemore	All the helpers for the BBQ	
T&T Salvage	Kathy Lundgren	Denny Pinon	
Darren Day	John Pinon	Darren Bowlds	
Elaine Figg-Hoblyn	Pro-Flame	Mary Burgess	
Courtney Figg-Hoblyn	Steve Kesling	Chris & Mary Horger	
Davis Figg-Hoblyn	Daniel Alvarez	Lana and Steve Eberhard	
Marshall “Kelly” Figg-Hoblyn	Chris Ceresa	John Mayer	
Kathy Graves	Willits Rental Center	Jake Standley	
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President's Message



It is my pleasure, as the Willits Frontier Days President, to welcome you to the 85th anniversary celebration of the longest continuous rodeo in the state of California

I have been involved with the “Willits Frontier Days organization since 1992 when I began serving beverages with Richard Huddle and my dad Cecil Dalton. My involvement progressed to many different aspects of the Willits Frontier Days Celebrations, from helping Mary Fonsen with the Sweethearts Raffle to sprucing up the grounds by pulling weeds and planting flowers, to serving as Vice President under Chris White and now as your President.

Frontier Days is a community organization, requiring hours of work and dedication from all of our wonderful volunteers. Please enjoy the celebrations and if given the opportunity please thank the volunteers that keep this event going.

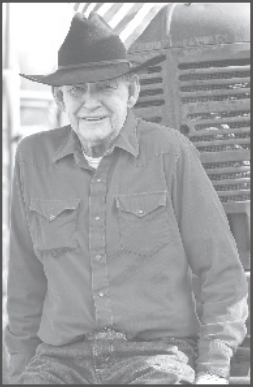
I would like to thank all the sponsors and local businesses for their continued support. I would also like to thank my husband Fred Barry for all his help.

Marcy Barry, President

Past Presidents

ChrisWhite,DaleBriggs,KentStandley,KathyGoss,Richard White,JimJennings,JackTharp,RalphBakerDennisRohrs, LoganAnker,RickCrowder,HaroldJorgenson,ChuckPersico,Dr. RaymondBabcock,LeePersico,LouisZanella,GalenHathaway, MerrillWilliams,KennethJamieson,GusGoren,MelClatty,Frank Whitney, and Faris Whitney.

A TRIBUTE TO Jack Tharp



Jack Tharp became involved with Willits Frontier Days at my request, remembers Lee. In those days we were involved every year with building the old wooden chutes, arena and grandstand.

Soon after Jack’s involvement, the City of Willits entered into an agreement with a local race contractor to build a dirt track for hardtop car racing. This meant tearing out all of the wooden chutes, corrals and arena. By removing the

interior fencing and chutes, the race contractor could haul in the required dirt to build the race track with the steep banked turns which left the rodeo committee with no facilities to stage the annual upcoming rodeo. With Jack’s help we obtained the temporary use of a portable arena from the fairground in Petaluma. Jack coordinated the donated trucking and drivers to go to Petaluma and haul the chutes, panels, etc. needed to put on a rodeo, plus these all had to be returned after the 4th of July. That in itself was a major undertaking.

But that was just the start of a major rebuild project. We had enough money to buy the eight bucking chutes and the roping chute, but that was all. We then obtained iron pipe that was in a defunct local bottling company. This meant cutting and removal of several thousands of feet of iron pipe and hauling to the grounds to be manufactured into arena panels and holding pens. All panels and pens had to be made portable in order to be moved to facilitate the car racing association during the racing season.

After a couple of years the car racing association realized that it was not profitable and decided to quit. That left Frontier Days with the dilemma of removing the dirt race track. Again, Jack rose to the occasion and obtained donated loader to remove the pile of dirt and grader to replace the arena so that we could produce a rodeo.

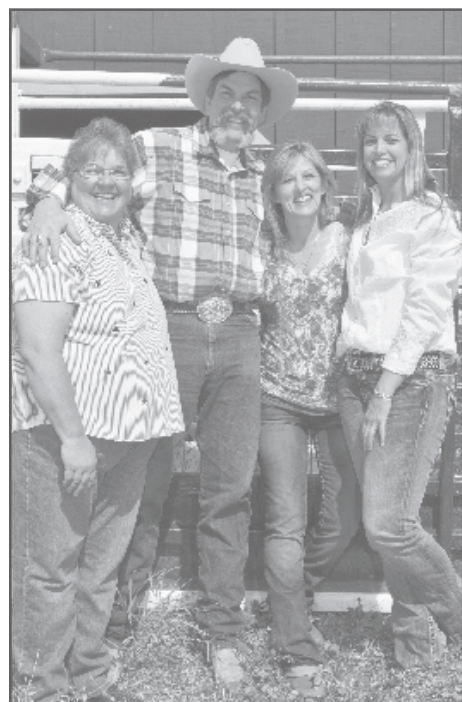
Jack sat on the board of directors for many years and also served as president for several years. Jack has a deep love for the Frontier Days celebration and even married Candy of the evening of July 4th 1985.

Jack has given more of his time to the maintenance and repair of the grounds and facilities. It is with this unselfish dedication that Frontier Days has survived throughout all the turbulent history. It is an honor to be Jack’s friend and to have worked with him all these years. In these fast paced times, it is gratifying to know there are people like Jack who you can count on for any project or emergency that might arise.

Jack’s saying when asked, can we get this done, was “not to worry.” Jack is truly a Willits Frontier Days legend and the backbone of the organization.

Lee Persico

Staff & Committee Chairpersons



2011 BOARD OF DIRECTORS

Dale Briggs, Jeff Cook, June Sizemore, Kent Standley, Tracy Legris, Marcy Barry, Elaine & Kelly Figg-Hoblyn, Mike Persico, Lee Persico & Jack Tharp

2011 EXECUTIVE BOARD

June Sizemore, Dale Briggs, Tracy Legris, Marcy Barry



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In 1996, the California Cowboys Professional Rodeo Association required rodeo committees to have a veterinarian on-site during rodeo performances. Willits Frontier Days set the standard years ago by recruiting a local large animal veterinarian to attend our rodeo performances. Experienced professional veterinarians available in the event of an injury to or illness of an animal, also ensure that all rodeo animals are treated humanely.

We are also delighted that Dr. Sheri Cronin of Mobile Equine Veterinary Services is joining us again this year to lend a helping hand should the need arise. Please remember Dr. Cronin whenever you need assistance with your large animals. Thanks again to our wonderful attending veterinarian, Dr. Cronin. Willits Frontier Days is very grateful for your many years of dedicated services!

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Schedule of Events

Friday, June 24 6:00pm 9:00pm	Truck Pull (Gates Open 5PM) Street Dance - D.J.	Arena - \$13/\$5 Rodeo Grounds - Free
Saturday, June 25 8:00am	Horseshow Gymkhana Following Horseshow	Arena - Free Arena - Free
Sunday, June 26 10:30am	Sweetheart Judging	Arena - Free
Thursday, June 30 5:00-9:00pm	Hometown Celebration	Downtown Willits
Friday, July 1 5:00pm	Carnival Opens	Ball Fields
Saturday, July 2 10:00am Noon 4:00pm	Cutest Little Cowboys/Cowgirls Parade National Anthem Contest Junior Rodeo	Arena - Free Arena - Free \$5 - Under 18 Free
Sunday, July 3 7:00am 4:00pm 7:00pm 9:00pm	Lions Club Breakfast Waterfights CCPRA Rodeo Western Dance	Rec Grove \$8/\$5 Firehouse/Commercial St Arena - \$15/\$12/\$5 Rodeo Grounds - Free
Monday, July 4 11:00am 12:00pm 3:00pm 4:00pm	Parade Barbecue Gunfighters CCPRA Rodeo	Main Street - Free Rec Grove - \$15/\$8 Rec Grove - Free \$15/\$12/\$5

www.willitsfrontierdays.com

2011 HERITAGE AWARD John & Bobbie Tilley



Husband and wife team, John and Bobbie Tilley have been chosen to receive the 2011 Willits Frontier Days Heritage Award. Doug Goss, Chairman of the Heritage Award Committee made the announcement recently.

Lifelong residents of the Willits and Redwood Valley areas, John and Bobbie have been integral contributors to the success of Willits Frontier Days for four decades. Lee Persico, former past president, and previous recipient of the Heritage Award praised the contribution of this key team particularly to the Jr. Rodeo.

Bobbie has teamed with Lee since the first Jr. Rodeo staged forty years ago!

"She's the steam behind the engine and responsible for the success of this continued event", remarked Lee. Bobbie's official title "Secretary" of the Jr. Rodeo embodies more than the title alludes - from the entry form to the chalk for the judge's scoreboard, Bobbie works hard to make sure every detail is looked after to ensure another great event.

Mindful of the safety of the competitors, John Tilley is ever-present in the arena during the events. You'll notice him on horseback monitoring the contestants as they make their way through each of the timed events. You might even see him herd a chicken or two during the fun-filled Mystery Scramble.

John and Bobbie have focused their energy throughout the years on the events that impact the youth of our community. In addition to the Jr. Rodeo - they have been active contributors to the safety and success of the Willits Frontier Days Gymkhana events. Willits Frontier Days is proud to honor the years of service from John and Bobbie Tilley.

The Heritage Award is sponsored by the R. E. "Bob" Harrah Family in his memory

Past Heritage

Award Winners

- | | |
|------|-----------------------------|
| 1977 | LEANDRO "DINK" PERSICO |
| 1978 | HAROLD JORGENSEN |
| 1979 | LOGAN ANKER |
| 1980 | DON COLEMAN |
| 1981 | VIRGINIA CIANCIO |
| 1982 | GRACE & RALPH LASWELL |
| 1981 | GEORGE KINCADE |
| 1984 | FRANK BOOMER |
| 1985 | THE COLLI SISTERS |
| 1986 | LEE PERSICO |
| 1987 | ANNETTE CIANCIO PINON |
| 1988 | R.E. "BOB" HARRAH |
| 1989 | KEN JAMIESON |
| 1990 | FLORENCE PERSICO |
| 1991 | ORVAL ARCHER |
| 1992 | FRED STEELE |
| 1993 | JACK THARP |
| 1994 | CHUCK PERSICO |
| 1996 | LITTLE LAKE FIRE DEPARTMENT |
| 1997 | GEORGE & JANE AKINS |
| 1998 | JIMMY HEN & RUSSO AKLEY |
| 1999 | FRED PAGE |
| 2000 | RICK CROWDER |
| 2001 | JOHNNY MAYER |
| 2002 | DAN PINON |
| 2003 | DON NORRED |
| 2004 | EVELYN PERSICO |
| 2005 | RICHARD & FRANCES WHITE |
| 2006 | KATHLEEN GOSS |
| 2007 | DOUG GOSS |
| 2008 | JUNE SIZEMORE |
| 2009 | CLAUDIA SMITH HILL |
| 2010 | CARLIN & BILL HORGER |

Carnival - July 1st



The Carnival opens Friday, July 1st. Johnston Amusements carnival is the newest addition to Willits Frontier Days. For three generations and over 50 years, Johnston Amusements has been bringing quality family entertainment to Central and Northern California fairs and festivals. With a selection of both new and classic kiddie rides, riders of all ages can experience the thrills of the carnival. One and all are invited to enjoy the games, rides and aromas that can only be experienced at a carnival. Laugh and enjoy great food, popcorn, candy apples, ice cream, and treats, as you, your friends, and family enjoy our large selection of games as you stroll through a clean and well lit midway.

Childhood carnival memories always stay with you. When you visit this year's carnival, let the magic of the sights, smells, and sounds transport you back to your childhood. It's in our heart-of-hearts where the lights, and smells stay with us into adulthood. In its own special way, the carnival makes us kids forever.

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Roots of Motive Power, Inc. acquires, restores and preserves steam logging and railroad artifacts of historical importance. Its collection of over 60 pieces of machinery ranges from small stationery engines to locomotives. One of the biggest attractions is a 1932 Bucyrus Erie Steam Shovel. Roots' members steam-up the restored equipment for community events, school groups, and special occasions. In the spring, summer and fall, Roots' volunteers have workdays on the first and third Sundays of the month at the Mendocino County Museum.

After nearly 20 years, Roots of Motive Power in collaboration with the Mendocino County Museum and Mendocino College realized their "Redwood Empire Railroad History Project (RERHP)." Roots was first organized in 1982 and began with a single piece of equipment.

The new RERHP building is a monument to

superb woodwork construction. It has two railroad tracks within the building and provides over 5,000 square feet of display space in the "Engine House" for heavy steam-powered equipment. It was made possible with a "Transportation Enhancement Act" grant through the Mendocino Council of Government Office of Ukiah. To learn more, visit their web site at: www.rootsofmotivepower.com

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INDEPENDENCE DAY *Parade*



The Willits Frontier Days 4th of July Independence Day Parade is always an entertaining event—and one you and your family won't want to miss.

The 2011 Willits Frontier Days theme is "Preserving Our Heritage" Traveling down the Main Street of Willits, the parade closes Highway 101 for several hours, and is an all-time favorite event during the Willits Frontier Days Celebration.

This hometown Independence Day Parade is filled with horses, floats, cars, gunfighters, and many other unique entries. And when we say "hometown" we mean just that because you will find folks who, years back, were in the parade as children and are in the parade now as grandparents.

So plan on staking your seat out early, and join us in a "hometown" celebration of our nation's independence this 4th of July at 11:00 a.m. in downtown Willits. We think you'll be glad you did.

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HONORARY GRAND MARSHAL

Grandma Mavis



Mavis Bromaghim was “Grandma Mavis” to many in the Willits area. Born March 13, 1918 on a farm in the northern Minnesota community of Shevlin, she was the oldest of seven children born to August and Lottie Marsh.

Mavis married Cy Bromaghim in 1938 and had two sons before World War II. Because jobs were hard to find at that time, Cy took a job in California at the Richmond Shipyards. Mavis soon followed him and her name is proudly displayed “The Rosie Memorial” that honors the women who worked in men’s jobs during the war.

Mavis and Cy loved California and decided not to return to Minnesota after the war. They first moved to Willits in 1950, then moved to the north coast in 1951 where Cy worked nine years for Wolf Creek Timber Company in the middle of what is now the Sinkiyone Wilderness State Park. By this time, they had five children, Lyle, Gary, Jani, Lorie and Kati. When the sawmill on the coast closed in 1960, Mavis and Cy moved back to Willits. They bought an old house on North Street, that they lovingly restored.

Cy died in January of 1970, leaving Mavis with a broken heart. She said that the only thing that helped her was “to just keep busy”, and that is just what she did! She worked tirelessly with

any organization that needed her. The local churches, garden club, theater and arts groups, and especially anything that concerned children, including the schools, PAL program, and the Foster Care program, Boy Scouts, Camp Fire Girls, and many other youth programs benefited from her positive energy.

Known as “Grandma Mavis” to almost all who knew her, she was known for her loving ways, her cooking, and her wonderful quilts, which she gave away as freely as her hugs! Smiling until the end, Grandma Mavis slipped away from us January 18, 2011. Her memory lives on as an inspiration to us all.

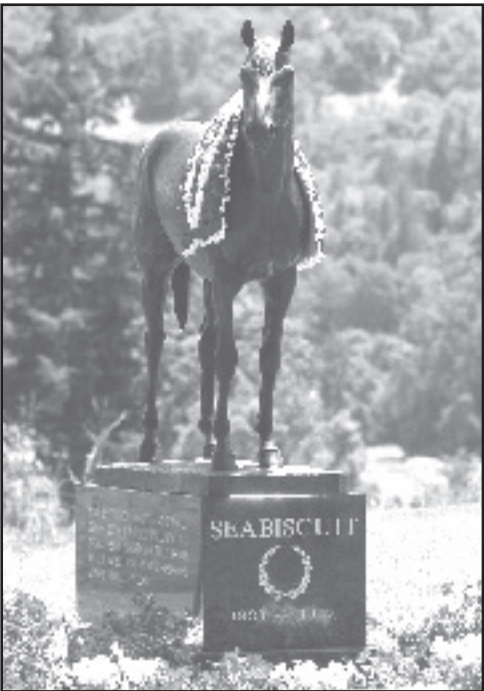


RIDGEWOOD RANCH

Home of Seabiscuit

Willits has, at one time or another, been called a “one-horse town,” and that “one horse” was Seabiscuit. The horse was catapulted back into the international limelight through Laura Hillenbrand’s New York Times best selling book “Seabiscuit: An American Legend,” an Academy Award nominated motion picture, and worldwide news coverage about Seabiscuit’s home Ridgewood Ranch. The incredible publicity brought people from around the world to Willits, and specifically to Ridgewood Ranch where jockey Red Pollard and Seabiscuit came to recuperate from injuries in 1939.

You’re invited to spend some time at Ridgewood Ranch—home of many historic buildings. A guided walking tour includes several buildings important to the Howard ranch operation. Stops along the tour include: the upper mare barn with hand-penciled notes on stall walls about Seabiscuit’s mates and offspring, and the house the Howards called home, with a special guest room set aside for crooner and horse race aficionado Bing Crosby.



The crown jewel of the tour is Seabiscuit’s barn! Charles S. Howard had the barn constructed for Seabiscuit’s homecoming after his triumphant win of the 1940 hundred-grander at Santa Anita. This structure was renovated by the Rotary Club of Willits, including its signature Howard logo and jockey and horse weather vane.

For reservations and information call 707-459-7910 or visit the Willits Chamber of Commerce web site at www.willits.org/seabiscuit.htm.

The Golden Rule Church Association is actively working with the Mendocino Land Trust for the long-term protection of Ridgewood Ranch. A conservation easement is being developed that would protect 4,600 acres of the ranch. The California Department of Conservation has already committed up to \$1,000,000 for a farmland easement on the property.

In addition, plans are being developed to preserve most of the historically significant buildings of this extraordinary ranch.



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The Frank R. Howard Foundation thanks the community for its support throughout the years, not only with the goal of constructing a medical campus, but also through contributions received that support the Foundation's Mission to establish, promote and support programs that maintain, as well as improve, health care for the community of Willits and the entire Northern Mendocino County area.

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LET'S RODEO! . . .

Willits Frontier Days CCPRA Rodeos feature top ranked cowboys and cowgirls in the State of California competing in one or more of eight rodeo events: bareback, saddle bronc, team roping, calf roping, steer wrestling, breakaway roping, barrel racing, and bullriding.

Our rodeo stock contractor is West Coast Rodeos, owned by Lou Bugenig and Mike Mora families of Humboldt County. Known throughout the State as premier stock contractors, their rough stock not only challenges the top ranked California riders, but their steers and calves are the fastest you'll see!

A trophy buckle is awarded to the CCPRA All-Around Champion. This beautiful buckle is hand-engraved by Matt at Outlaw Saddlery. Willits Frontier Days also awards \$600 per event to the jackpot prize to the timed events and \$1,100 to the rough stock events. In addition to the eight rodeo events, local cowboys and cowgirls from Lake, Mendocino, and Humboldt counties compete in Local Team Roping events. Trophy

buckles engraved by Matt at Outlaw Saddlery are awarded to the Local Team California Cowboys Professional Rodeo Roping Header and the Local Team Roping Heeler. Log on to www.willitsfrontierdays.com and get all the details on all the events, as well as other events taking place during this 4th of July celebration.

Buckle Sponsors: *Ardella's Downtown Dinner, Sparetime Supply, Fonsen Family & Future Baby Fonsen in memory of Don Fonsen, North Coast Plumbing, BAS Roofing, Frank R. Howard Memorial, & Willits Power Equipment*

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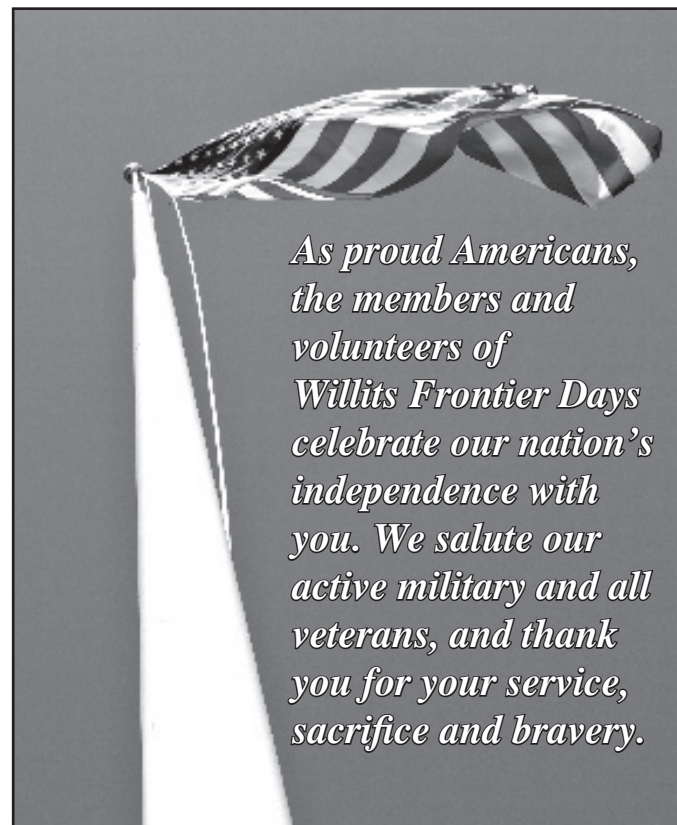


Willits American Legion Post 174 and its Ladies Auxiliary heartily welcome you to Willits, the Frontier Days Celebration, and the longest continuous rodeo in the State of California. Post 174 initiated the 4th of July Parade and Rodeo in 1926 to raise funds toward building the hospital. In 1927 the event was made permanent, and has occurred ever since with no interruptions. This is a record that Willits and the Frontier Days Committee are justifiably proud of.

The American Legion Color Guard has led the 4th of July Parade each year. It also presents the colors at each Rodeo, and raises the huge garrison-sized flag while the National Anthem is sung.

Each year Post 174 hold its "Community Programs Drawing" to raise funds for our many community programs. Winning tickets are drawn at the last CCPRA Rodeo. Winners need not be present. Drawing tickets will be available at each rodeo.

American Legion Post 174 and its Ladies Auxiliary have been an active part of the Community and assisted Veterans continuously since October 15, 1920—that's 91 years! Post 174 and its Ladies Auxiliary meet at 7:00 p.m. the second Tuesday of each month in the Veterans Memorial Building at 189/191 North Main Street. We have numerous functions open to everyone, and we warmly welcome all Veterans and their families to participate with us.



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Music



Friday, June 24
Willits Frontier Days presents DJ Hal for the dance following the Truck Pull on Friday, June 24. On this night, the entertainment will feature Country & Western music, as is the tradition at Willits Frontier Days. Requests are always welcome and DJ Hal is rarin' to go with the lively Willits crowd. For more information, visit: www.DJMendocino.com



Sunday, July 3rd
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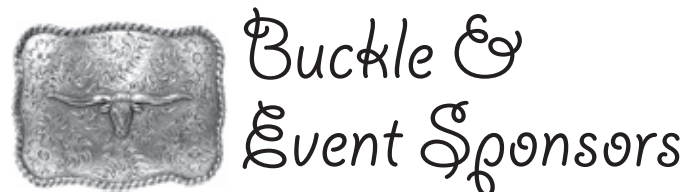
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Frontier Days History

What has been billed as the longest continuous rodeo in the State of California, will once again be a featured attraction of the Willits Frontier Days Celebration in 2011. This year the 4th of July extravaganza represents 85 years of spirit, cooperation and pride in the community of Willits by its citizens.

In 1926, the Willits Development Association came up with the idea of sponsoring a community activity to raise funds for the construction of a much-needed hospital. Through the efforts of many prominent citizens including Dr. Raymond Babcock, Frank Taft, Judge E.M. Whitney, Judge Fred Foord, Deed Wimmer, Frank and Bill Whitney, Joe Quadrio, Edward Morris, Carl Edenfeldt, Allen Sacry, the American Legion Post adopted the plan. The first Willits Frontier Days Rodeo occurred in July 1927.

It was at this time that Frank R. Howard, young son of Ridgewood Ranch owner Charles S. Howard, was fatally injured in an automobile accident while vacationing at the ranch. Dr. Babcock, whom ministered to the injured boy before his death, approached Howard about erecting a hospital in Willits in memory of his son. Howard built the Frank R. Howard Memorial Hospital shortly thereafter.

Even though the original idea of having a rodeo to fund construction of a hospital was no longer necessary, the American Legion decided to carry on with their plans. They used the meager Willits Frontier Days profits to benefit the community in many other worthwhile ways.

The celebration was an instant success, and the American Legion ran the show until 1932 when the Willits Volunteer Fire Department accepted the leadership role. Looking to the future, the Fire Department borrowed money to improve the rodeo grounds by having individual volunteer firefighters sign promissory notes.

The Willits Frontier Days Association was born and incorporated in 1950 when a group of local businessman and ranchers took over. The continuity of Willits Frontier Days remains unbroken since 1926.

A non-profit organization, Frontier Days still operates as it did in the beginning with no individual or organization getting any financial reward. Residents and clubs work together to put on the events and decide together how to spend the profits of each show to benefit our community.

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CALIFORNIA COWBOYS! Junior Rodeo!



Have you ever wondered where all those strong, athletic cowboys and cowgirls come from you see competing in rodeos? Why from strong, athletic little cowboys and cowgirls like the ones you'll see at our Junior Rodeo.

Many of these young folks have been riding since they could walk, and their ages and experience vary. The excitement is always high and the concentration intense—especially for the moms, dads, and many others behind the scenes supporting them. You'll see some real talent here, folks. You'll also get a taste of the hard work and commitment Lee Persico and Bobbie Tilley have put into the Junior Rodeo for over 30 years. They give their hearts to this event and help create the performance of a lifetime for both the audience and these budding young

cowboys and cowgirls. It is an action-packed event. Mike Mora and Lou Bugenig of West Coast Rodeo Company provide the stock. And never fear, veterinarian Sheri Cronin will be on hand to ensure the animals' safety and well-being. Kathleen Goss will once again be our announcer. She always does a fantastic job, and we are always delighted to have her help. We are also pleased to have Mary Burgess and Diane Ford on board as our timers. Timing is often overlooked, but it ensures all the contenders have a fair chance at the coveted All-Around Buckle. We always remember our judges, too, and gratefully applaud Art Cooley and Mike Persico for their willingness to be up front and center. We also want to acknowledge our bullfighter Tim Goss who has volunteered for one tough and sometimes risky job. These folks make it all happen, and we can't thank them enough.

Stick around for the announcement of this year's All-Around Cowboy and All-Around Cowgirl. The overall high-point winner for the day will have the honor of receiving the Bud Suttles Memorial Trophy. Bring your family and friends and join us, you just might catch a glimpse of a future big name in rodeo.

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Rona Jergensen

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Josue Ramirez

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Victoria Vanbezooyen

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Cutest Little Cowboy and Cowgirl



The Willits Frontier Days Association is please to present the 5th annual "Cutest Little Cowboy and Cowgirl" competition. The competition will be for youngsters from four and five years old and ages six to eight years old. One boy and one girl from each age group will be chosen as a winner. The children are judged by poise and personality, with no props allowed. Winners will are introduced at the July 3rd rodeo and receive a custom belt buckle by the Willits Frontier Days Sweetheart. If you have a little cowboy or cowgirl that is interested you can go to: www.willitsfrontierdays.com, Willits Chamber of Commerce for entry forms.

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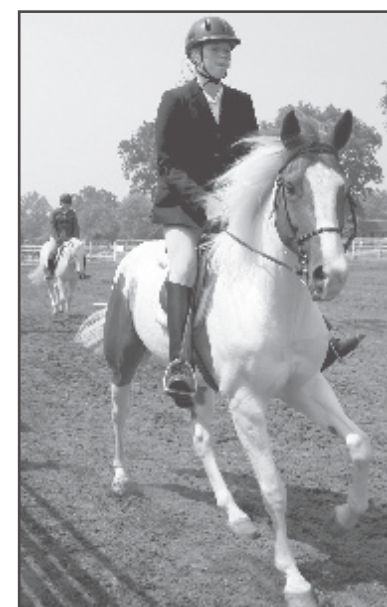
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FRONTIER DAYS Gymkhana & Horse Show

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With this year's Willits Frontier Days Gymkhana. The fast-paced display of horse and rider talent exhibited in these speed events is amazing to watch. Riders compete in their age group for the High Point and Reserve High Point awards. There will also be three lead line events. This gives our littlest cowpokes the chance to participate.

Free to spectators, the Gymkhana is put on by hardworking volunteers. We'd like to thank each and every one of these dedicated individuals because without them events like this and the horseshow couldn't happen. We would also like to thank the riders, parents, and spectators for their great sportsmanship and participation. Come join us at the Jack Tharp arena for the annual Willits Frontier Day's Horseshow - it's as old as Frontier Days itself. First held in



conjunction with the first Frontier Day's rodeo and July 4th celebration in 1926, the show was held on the rodeo grounds during the rodeo performances giving spectators the benefit of watching the rodeo or the horseshow. In 1976, it was moved from the race track and was scheduled as a separate event during the Frontiers Days celebrations.

Buckle Sponsor - Bud Garman & Sons Construction

2003 Past Sweetheart Mattie Pinon is our Show Manager and is assisted by her sister Dina Pinon Parker the 1989 Past Sweetheart. They are giving back to Frontier Days like their family has done for many years beginning with their great grandfather and including their grandmother, mom and dad, and brothers.

There are five local perpetual trophies. Three of the trophies are in memory of Barbara Hamilton, John Fish, Randy Clark and Don and Petie Coleman. The other two are sponsored by R-Horse Ranch, and the Goss family. These trophies are for local riders 17 and under who live in Mendocino County. The first perpetual trophy was offered in 1980.



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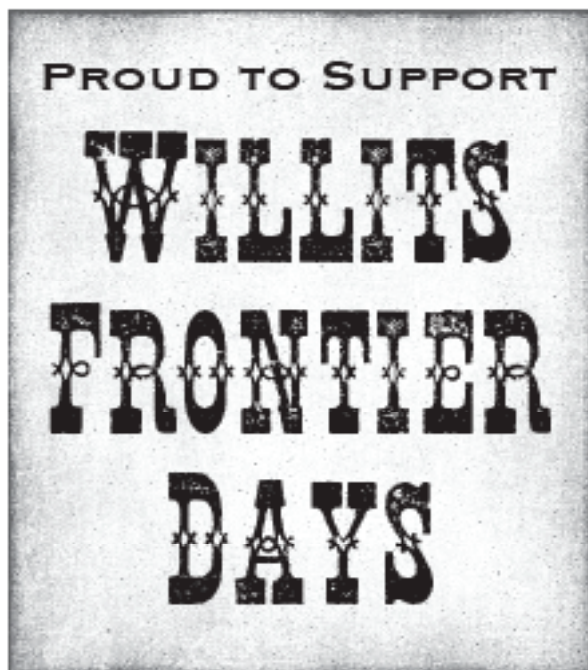
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WET & WILD! Waterfights



As Dave Shelton recalls, the Annual Water Fight got started in the late 40s or early 50s to promote community awareness of the need for Volunteer Firefighters. The object of a water fight is to drive a barrel, by means of water pressure and hose handling skill, into your opponents' area.

Initially, the water fight was between Willits firefighters team and a firefighting team from Fort Bragg. They battled each other for a perpetual trophy—first in Willits on the 3rd of July and then in Fort Bragg during Paul Bunyan Days. The match was the best two out of three, and was originally fought on East Commercial Street in front of Willits City Hall.

Dave remembers one year when he was a Willits' nozzle man. He went head-to-head with Fort Bragg's nozzle man for three hours in just one of the rounds. In the end, they both collapsed with no winner declared. After that a time limit was set, and because of liability, the loose barrel was tethered (the loose barrel would sometimes end up in the crowd).

Come have a blast, literally, in saluting our Volunteer Firefighters. You might just want to "cool off" in the mist after the watching exciting CCPRA Rodeo.

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OLD WEST STYLE Beef Barbeque



Each and every 4th of July, whether getting together with old or meeting new ones, you have the opportunity to eat some greatest food west of the Pecos. The annual Willits Frontier Beef Barbecue, held in the Recreation Grove Park next to the Grounds, is a mouth-watering delight.

Putting this monumental meal together takes the combined of many local individuals, service clubs and businesses. However, under the direction of Mike Frahm and the help of others, we manage to satisfy the appetites of nearly 4,000 buckaroos who have come to celebrate the birthday of our nation in the tradition of the Old West.

Anita Tharp and the barbecue fire crew light the coals around midnight to make sure they are just right by the time the cooks around 6:00 a.m. The Odd Fellows Lodge, Rotary Club and dedicated volunteers work through the night and into the day preparing cowboy style beans, salad fixin's, and garlic buttered French bread. Anyone with a spare minute helps

shuck and clean the freshly-picked corn on the cob. Roasted over oak coals since the crack of dawn, the Black Angus Tri Tip Roast provided by Ray's Food Place is absolutely delectable. Everyone involved is proud to help make this what is widely acclaimed to be the "World's Best Beef Barbecue." At noon the familiar sound of the dinner bell calls everyone to "come and get it."

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LIONS CLUB Breakfast



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A traditional fare of hotcakes, ham, eggs, and good hot coffee is the perfect remedy after an evening of kicking up your heels at the Street Dance! Purchase tickets from any of our Sweetheart contestants - \$8.00 for adults and \$5.00 for children. Tickets are also available the morning of the breakfast at the servingline.

Many thanks to the Lion's Club members for their endless achievements and work in our community.

Sweethearts



Photo courtesy of: Steve Eberhard

Julia Morganti-Cassetta

Hi! My name is Julia Morganti-Cassetta.

I'm a senior at the Willits Charter School, and have recently been accepted to an accredited veterinary tech school in Colorado, Bel Rea, which I plan to attend beginning this fall.

I have been around horses for most of my life and have been riding and participating in some of the annual Frontier Days events such as the gymkhana, horse show, and parade for several years. I've been a member of the Willits Junior Horsemen's Association for years as well, and have also been competing in their gymkhana buckle series. During the last horse show series I competed in, I rode a filly that I had broken and trained myself and placed really well for our first show.

In my spare time I enjoy riding my horse Lily, and giving riding lessons which I have been doing for the last couple of years, and a few other fun things like working on a couple of our classic cars, dirt bike and quad riding, and a little swimming, and surfing.

I'd like to give special thanks to Green Uprising Farm for all their help and support, along with a big thank you to all my friends and family.

For event tickets call me at 707-841-6737.



Photo courtesy of: Jennifer Seymour

Danielle Seymour

Hi my name is Danielle Seymour.

I am a junior at Willits High School. My parents are Robbie and Jennifer Seymour. I have been active in the Willits 4-H since I was 8, I took pigs for 6 years and a steer for 3 years. I have also taken my horse to fair since I was 9. Last year I took the grand champion steer at the Redwood Empire Fair. This year I will be taking a steer to fair also. I am also a member of the Willits Jr. Horsemen's.

In my spare time, I enjoy riding my horses Callie and EZ competing in gymkhanas, rodeos, horse shows and other events. I love being the outdoors. I also enjoy playing sports.

I look forward to serving as a positive role model to kids here in our community and representing Willits Frontier Days with honor and pride.

I'd like to thank the Willits community, businesses and friends and family that have supported me and the Willits Frontier Days organization over the years. Have a safe and enjoyable 4th of July celebration. For event tickets call me at 707-367-1387.

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Sweethearts



Photo courtesy of: Twila King

Riata King

Hi, my name is Riata King.

I am a Sophomore in high school. I have lived in Willits with my parents Doug and Twila King my whole life. My brother, Colter, has spent the last year at college in Coalinga, and rodeoed representing the West Hills College.

I come from a very strong rodeo background, starting from my great grandfather Fred Johnson who competed in the Frontier Days Rodeos, to my grandpa Rex Minton, uncle Casey Minton, and my father Doug King and all down through the generations. My first Frontier Days Parade was when I was one year old. On my first birthday I got my first horse and haven't left the saddle since. When I was younger I started out with mom and dad leading me through the parades and gymkhanas and now compete in local Jr. Rodeos.

I am also involved with the California High School Rodeo Association where I have competed in the barrel racing, pole bending, goat tying, breakaway roping and cutting events. I have been involved with 4-H and FFA since I was 5 years old. I showed rabbits and chickens for the first four years as a mini member and then moved onto sheep when I was 9 and have been showing them for 7 years.

I am very excited to be involved in the 2011 Willits Frontier Days Sweetheart contest. I would like to thank all of the people in the community for supporting us girls throughout our journeys this summer in our run for the title of Sweetheart. I wish everyone a very exciting and memorable 4th of July! I'll be seeing ya down the trail. For event tickets call me at 707-354-4298.



Photo courtesy of: Steve Eberhard

Josie Hunter

Hi, my name is Josie Hunter.

I was born and raised in Willits and graduated earlier this year from high school on an accelerated program. I plan to study culinary arts at Platt College in Oklahoma City in the fall. I became interested in cooking after being inspired by my mom's Italian cooking. My mom died in 2009 and always cooked. Ever since I was little I have wanted to attend a culinary arts program.

I've been riding horses since I was 5 years old and it's still one of my strongest passions. At 9 years old, I started endurance riding and concentrated in the 25 and 50 mile distances. I was the overall high point rider in several state wide endurance competitions.

In addition to riding and being outdoors, I've volunteered at the Daily Bread and helped younger students at Sherwood School. Plus I've volunteered at Willits Frontier Days for the past two years.

I believe I can represent the community well and keep up the good name and traditions of past sweethearts. For event tickets call me at 707-354-2325.



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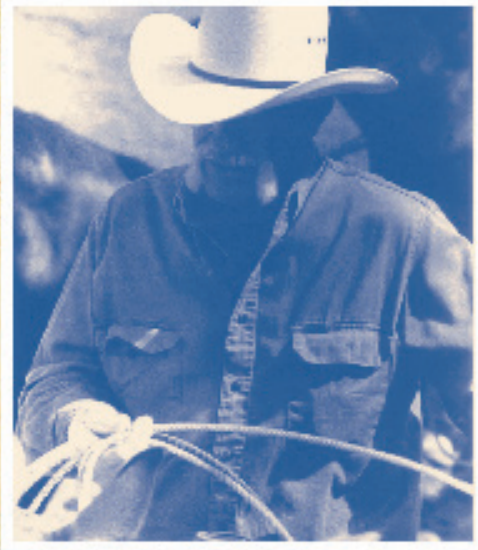

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In 1925 the Willits Development Association began discussing the need for a modern hospital. Working with the American Legion Post #174, they sponsored an old fashioned celebration on the 4th of July.

The proceeds were designated for the building of a Willits Community Hospital. Charles S. Howard, owner of a nearby ranch (and 10 years later the owner of the famed racehorse, Seabiscuit) was the first Grand Marshall of the Frontier Days Parade.

Just two months before the second annual Frontier Days, the son of Charles Howard, 15-year-old Frank R. Howard was injured in a very serious automobile accident. Because of the seriousness of the boy's injuries, he was unable to save him without a hospital or emergency equipment. The tragedy moved Charles Howard to donate the generous sum of \$42,000 for the construction of Frank R. Howard Memorial Hospital.

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In 1970 the Black Bart Gunfighters, formerly known as the "Wild Bunch" formed in Willits, California and to this day they provide entertainment at the Willits Frontier Days parade, bbq and rodeo. The group is comprised of good guys, bad guys, gunfighters, dance hall girls, youngsters, bootleggers, old pioneers and a traveling minister. They strive for authenticity with their costumes, props, and guns. At times they appear to be obnoxious while drinking moonshine, and even a little flirtatious. It's all part of the act.

In addition to local performances the group travels outside of the Willits area. Occasionally they make surprise appearances on the Skunk Train and appear at the local K.O.A. They also perform at private parties, weddings, birthday celebrations and special events. The group signs autographs on Black Bart money, and they enjoy letting the audience take photos and videos.

Each member must go through a gun safety course before participating in any skits that involve gunfights. And every show they give a gun safety demonstration.

The Black Bart Gunfighters group is a nonprofit organization. Money they earn provides scholarships for graduating Willits High School students. Donations are gratefully accepted by Al (Crusty) Robinson, P.O. Box 862, Willits, California 95490, 707-459-3409.

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Photo courtesy of: Dare Devils

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