

Celebrating the 86th Annual Event of
California's Oldest Continuous Rodeo

WILLITS FRONTIER DAYS



JUNE 23 - JULY 4, 2012

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PRESIDENT'S MESSAGE —



I would like to welcome everyone to our 86th Annual Frontier Days Celebration, the longest continuous rodeo in the State of California. I have been involved with Frontier Days for 19 years, in some way or another, and have enjoyed it all.

My sincere appreciation goes out to all of the volunteers and local businesses who support us every year. Without you, there would be no rodeo!

I would also like to say a very special thank you to my husband Fred Barry and daughter Danielle for their continued support.

I look forward to meeting up with you at the rodeo and making some new friends too! Let's make some lasting memories together!

Thank you again for your support — Marcy Barry, President

bc

TOP HANDS AWARDS -

Art Cooley



Local rancher and logger, Art Cooley, has been selected as a Special Award recipient of Willits Frontier Days.

A 1975 transplant to the Willits area, Cooley's attraction to Willits was his CalPoly friend and soon-to-be wife, Annette Whitaker. She managed to convince him to move to the Willits area and to eventually partner

with her mother and father on the Whitaker Horseshow Ranch, which he manages today.

Cooley followed his lifelong interest in horses and cattle, becoming one of the favorite "pick up men" for the 4th of July rodeos. Most recently, Cooley is one of the "invisible" workers in the calf and steer pens during roping events.

It is not unusual to see Cooley standing over a wood flame barbeque at the Award Dinner as well as many barbeque fundraisers held in the area throughout the year. His friends jokingly give him a hard time for the fire scorched hair on his arms. He's a dedicated and good friend.

Cooley remarked, "I can't believe all the years and all the different people that work so hard to make the 4th of July events so successful."

Fred Barry



Fred Barry has been honored for his more than twenty years of service to Willits Frontier Days. A nearly forty year resident of this community, this busy husband and father has managed to serve Willits Frontier Days and this community in many and varied roles.

Fred's first memory of Willits Frontier Days is working on the "ground crew" cleaning up behind the grandstands and wielding a paint brush. He enjoys the opportunity of being part of this wonderful event to make sure it continues on for the benefit of his daughter and all the other younger generations.

A member of the Board of Directors, Fred can be seen throughout the festivities - watch for him at the Truck Pulls driving his favorite toy truck, or pulling the handle of the beer wagon.

Fred and his family especially enjoy the relationship of all the volunteers that work hard to make Willits Frontier Days, the "longest, continuous rodeo in the State of California".

STAFF & COMMITTEE CHAIRPERSONS



2012 Executive Board

Marcy Barry, June Sizemore, Dale Briggs, and Tracy LeGris. Not Pictured - Chris White



2012 Board of Directors

Billy Rutler, Kelly Figg-Hoblyn, Jeff Cook, Harold Potter, Lisa Wright, Tyler Yadon, Elaine Figg-Hoblyn, and Bobbi Persico. Not Pictured - Mattie Pinion, Kenny Persico, Dan Pinion, Mike Persico and Angie Miller.



Committee Chairpersons & Staff

***** WELCOME *****

Schedule of Events

Saturday, June 23			
8 am	Horse Show	Jack Thompson Arena	Free
10 am	Sweetheart Judging	Jack Thompson Arena	Free
(to follow)	Gymkhana	Jack Thompson Arena	Free
Thursday, June 28			
5 pm - 9 pm	Hometown Celebration	Downtown Willits	Free
Friday, June 29			
6 pm - 9 pm (to follow)	Truck Pulls Street Dance	Jack Thompson Arena Rodeo Grounds	Adults: \$10 Kids: \$5
Saturday, June 30			
	Carnival Opens	Old West Town	
Sunday, July 1			
7 am	Lion's Breakfast	Recreation Grove	Adults: \$5 Kids: \$2
10 am	Cutest Cowkids Contest	Rodeo Grounds	Free
Noon	National Anthem Contest	Rodeo Grounds	Free
4 pm	Junior Rodeo	Jack Thompson Arena	Adults: \$5 Kids: \$2
Tuesday, July 3			
5:30 pm	Waterfights	Humboldt Street	Free
7 pm	CCPRA Rodeo	Jack Thompson Arena	Adults: \$10 Kids: \$5 \$5 off for Seniors
9 pm	Western Dance	Rodeo Grounds	Free
Wednesday, July 4			
10:15 am	1-Mile Foot Race	Main Street	Free
11 am	Parade	Main Street	Free
Noon	Barbecue	Recreation Grove	Adults: \$10 Kids: \$5 Seniors: \$5 Children: \$2
3 pm	Black Bart Gunfighters	Rodeo Grounds	Free
4 pm	CCPRA Rodeo	Jack Thompson Arena	Adults: \$10 Kids: \$5 \$5 off for Seniors

Event times subject to change

www.WillitsFrontierDays.com

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***** WELCOME *****

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 2012. This year the 4th of July extravaganza represents 86 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.

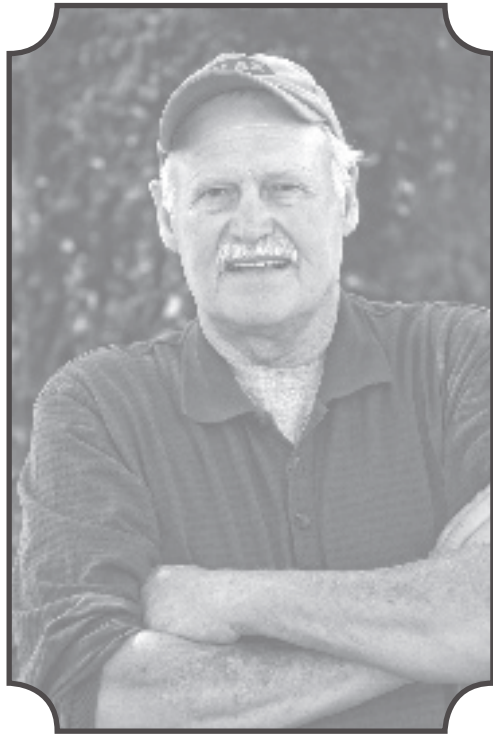
Even though the original idea of having a rodeo to fund construction of a hospital was no longer necessary, the American Legion decided to carry on with their plans. They used the meager Willits Frontier Days profits to benefit the community in many other worthwhile ways.

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.

2012 HERITAGE AWARD - Bud Garmon



Willits native Buddy Garman has been selected to receive the Willits Frontier Days Heritage Award for 2012. Heritage Award Committee Chairman Doug Goss remarked "it is about time we acknowledged and thanked Buddy for his decades of service to Willits Frontier Days!". Garman, along with his former business partner were, and continue to be very generous to the organization by donating materials, equipment and their own "sweat labor" to improve the grounds and facilities. Most recently, Garman and his sons, Beda and Heath, have made huge contribution to the success of the Truck Pulls.

Many local individuals and businesses often donate parts; equipment; materials and supplies to support this organization – often with little to no payment. Without these donations, it is hard to imagine how the events would be produced on a site as challenging as the rodeo grounds.

Garman's earliest memories of Willits Frontier Days date to the 1950's – he recalled his mother bought raffle tickets from a sweetheart contestant and won a brand new television. He laughed as he said "I spent a lot of time up on our roof with a pipe wrench turning the antenna so the reception would be better!".

More recently, Garman has enjoyed watching his grandchildren participate in many of the youth events, including riding in the parade; gymkhana and the horseshow. Smiling broadly, Garman admitted "I love watching all my grandkids and their friends riding their horses at the ranch".

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 2012 Willits Frontier Days theme is "*Willits - Yesterday, Today, & Forever*" 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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GRAND MARSHAL - Willits Chamber of Commerce



Established in 1926, the Willits Chamber of Commerce has been an advocate for a strong and healthy community for more than 80 years. Executive Director, Lynn Kennelly has been with the chamber since 1986. The board of directors includes: President, Ron Moorhead, directors, Rita Rowland, Carlin Horger and Chuck Persico.

From the beginning of Frontier Days the Willits Chamber of Commerce has worked with many volunteers to assure visitors receive up to date information. In the months leading up to Frontier Days, the Chamber interacts with thousands of visitors.

One of the hallmark accomplishments through the years is the "Willits Arch" a gift from the city of Reno, Nevada. The Arch spans Highway 101 welcoming

visitors to "the Heart of Mendocino County - Gateway to the Redwoods." The Chamber also helped launch the first renewable energy event in the nation, Solar Energy Expo & Rally (SEER), which led to the formation of Renewable Energy Development Institute (REDI), Ridgewood Ranch and the famous "Seabisquit", the annual Festival and Car Show, Willits Local First, Business Alliance for Local Living Economies (BALLE), and recently a new program the North Coast Women In Business Network.

As we move forward through the next century our Chamber will continue to build strong relationships through citizen involvement and dedication. The Willits Frontier Days organization salutes the Willits Chamber of Commerce for its dedication to our community and Frontier Days. Photo: Maureen Moore



CCPRA PROFESSIONAL RODEO 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 bull riding.

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 awards \$600 per event as a jackpot prize, per 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, Jackets by BJ Embroidery at Carhartt of Willits, 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.



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AMERICAN LEGION POST 174



Willits American Legion Post 174 and its Ladies Auxiliary heartily welcomes you to the Willits Frontier Days Celebration. 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 92 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.



As proud Americans, the members and volunteers of Willits Frontier Days celebrate our nation's independence with you. We salute our active military and all veterans, and thank you for your service, sacrifice and bravery.

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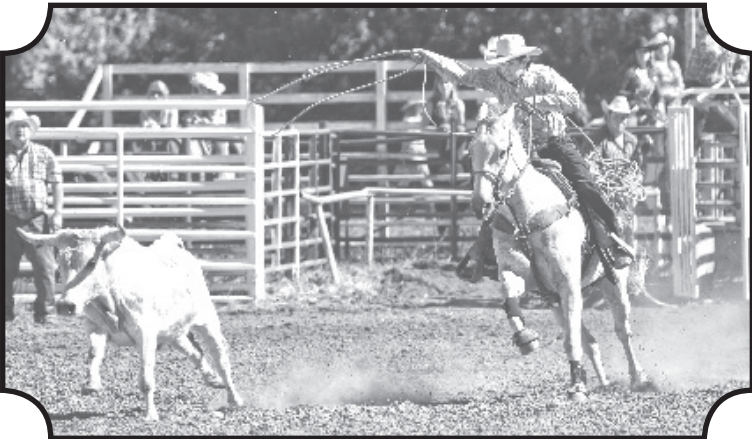


CALIFORNIA COWBOYS Junior Rodeo!



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. Photo: Maureen Moore



| Willits History Quiz: 1) When was the ground breaking for the hospital?



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FRONTIER DAYS Gymkana & 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 and horse show are put on by hardworking volunteers. We'd like to thank each and every one of these dedicated individuals because without them events like these 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.

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. Four 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.

Photo: Kerri Griggs & Maureen Moore



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Anita Tharp and the barbecue fire crew light the coals around midnight to make sure they are just right by the time the cooks arrive around 6:00 a.m. The Odd Fellows Lodge, Rotary Club and many 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."

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

Putting this monumental meal together takes the combined efforts of many local individuals, service clubs and businesses. However, under the

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Lions Club Breakfast



A local favorite, our Cowboy Breakfast draws hundreds to Willits' Recreation Grove for great grub prepared by the Lion's Club of Willits. Please join us on Sunday, July 1st from 7:00-11:00 a.m.

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 serving line.

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

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WILLITS ROTARY CLUB —



Individual Rotary clubs belong to Rotary International. Individual members, or Rotarians, belong to a club. The club is where most of Rotarians' meaningful service work is carried out. Clubs can be engaged not only in their communities, but also internationally. What Rotarians get out of the Rotary Club depends largely on what they put into it.

The Rotary motto Service Above Self conveys the humanitarian spirit of the organization's more than 1.2 million members. Strong fellowship among Rotarians and meaningful community and international service projects characterize Rotary worldwide.

After 25 years of hard work, Rotary and its partners are on the brink of eradicating Polio, this tenacious disease. A strong push is needed now to root it out once and for all. It is a window of opportunity of historic proportions. Reaching the ultimate goal of a polio-free world presents ongoing challenges. Rotarian advocacy for government support can help enormously. As long as polio threatens even one child anywhere in the world, children everywhere remain at risk. The stakes are that high.

Willits Rotary programs for students and youth can change the lives of those who participate. Through these programs, young people can earn scholarships, travel on cultural exchanges, or help a community through a service project.

What would it take to change the world? Rotary's 1.2 million members believe it starts with a commitment to Service Above Self. In more than 34,000 clubs worldwide, you'll find members volunteering in communities at home and abroad to support education and job training, provide clean water, combat hunger, improve health and sanitation.

Willits History Quiz: 2) What was the population of Willits in 1930?

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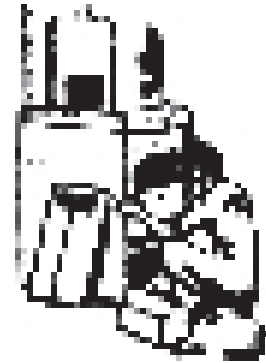
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4th of July Barbecue Event
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In 1925 the Willits Development Association began discussing the need for a modern hospital. Working with the American Legion Post #174, they sponsored an old fashioned 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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Photo: Maureen Moore

Rachel Belvin

Hi, my name is Rachel Belvin.

I graduated from Willits High School in 2010 and am going into my third year at University of California, Davis studying animal science and management. I am the daughter of Bobbi Lippmann (Belvin) and Richard Roper and granddaughter of Jim Belvin. When you see me wearing purple that is because my step-father Rick Lippmann has pancreatic cancer, and purple is the representative color and I would like to bring awareness to pancreatic cancer. It has been a tough road, but it has taught me to always have hope and never give up.

I have ridden horses my whole life and hope to be riding through the Willits Frontier Day's parade when I am 88 like my grandpa. My first debut was in 1993 (I was one) when I won the cutest cowgirl competition and that was also my first year I rode in the parade. I have competed in many local gymkhanas starting out in the lead line classes always telling my mom "run faster mommy run faster!!" Throughout high school I was active in a variety of sports, clubs, music, and I was the Willits FFA treasurer for 2 years. In Davis I have an internship at the UC Davis Horse Barn and belong to the Rodeo Club. I am also a member of the Willits Horseman's Association.

I would like to thank the entire Willits and surrounding communities and my family and friends for all their support. I hope to see everyone at the festivities. Have a happy and safe 4th of July celebration.

Please call me for tickets at 707-367- 9319.

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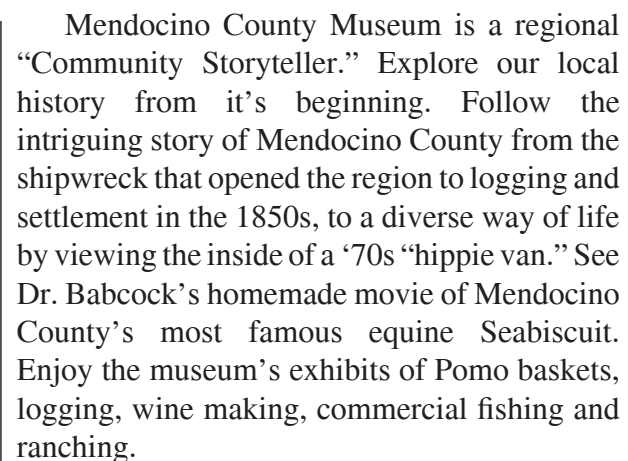
Ashley Persico

Hi, I'm Ashley Persico, I'm 18 years old and I'm graduating from Willits High School. I'm planning on going to Mendocino Jr. College and possibly transferring to Yuba Jr. college to become a Veterinarian Technician.

I am the granddaughter of Lee and Evelyn Persico, and daughter of Ken and Bobbie Persico. I'm a fourth generation Persico/horsemen in Willits California. I have lived in Willits my whole life and for as long as I can remember I have been around horses. When I was younger I remember looking up to the sweethearts and that's when I decided to run for Sweetheart when I grew up. As of right now, I have my own horse which I trained myself and worked for myself. I have spent the past few summers with my cousin Nicol Persico Kunka, a past sweetheart, who has taught me so much in working with horses and working on my horsemanship. My aunts Kathy Graves and Liz Day were also past sweethearts, so you can say it's a family tradition. Besides riding horses, I have learned to rope along with my sister Casey Persico and Michael McKinnon.

I hope everyone has a happy and safe 4th of July!
Please call me for tickets: (707) 354-3995.

93 **bc**



| Willits History Quiz: 3) What year did Frontier Days purchase the rodeo grounds?

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Initially, the water fight was between teams from Willits firefighters and 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 and 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 as well).

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

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The Frank B. Howard Foundation was established in 1986 with the objective of guaranteeing high-quality hospital services for Wilkes and Northern Mercedino County. In 2005, a new public foundation, the Howard Community Healthcare Foundation, was established to benefit those donating to the new medical campus. The mission of the Howard Community Healthcare Foundation is to advance excellence in healthcare, education, and research through philanthropy. Its primary focus is the financing of facility needs for the new medical campus.

Funding of the new hospital by Advenio Health will allow the foundation to concentrate its efforts on the remaining development of the new Medical Campus.

- A Medical Office Building (MOB) for area physicians.
- COMMONWEALTH Gardens, a 5-acre organic garden, to provide food for patients, visitors and staff.
- A Health & Wellness Center, Auditorium, and Campus Housing to complete the campus.

For additional information or to make a donation to the Frank R. Howard Foundation Medical Campus, please call (707) 459-2777 or visit www.HowardFoundation.org.



CUTEST LITTLE COWBOY & COWGIRL -



The Willits Frontier Days Association is pleased to present the 6th annual “Cutest Little Cowboy and Cowgirl” competition. The competition will be for youngsters from four to five years old and ages six to eight years old. One boy and one girl from each age group will be chosen as winners. The children are judged by poise and personality, without the use of props. Winners 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 or Willits Chamber of Commerce for entry forms.



| Willits History Quiz: 4) Who was the only sweetheart to win twice?

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DIABLO DRILL TEAM -



The Diablo Ladies Rodeo Drill Team was founded in 1996 by Murrel Lacy as a recreational team. It was, at this point, an all Arabian horse team. Murrel started the team as a way for riders to meet other riders, learn horsemanship skills, and build confidence in each team member as a rider and as a person. Murrel believed that every rider deserved a chance and if you build respect and confidence in that person as a rider, it will impact that person in their everyday life as well.

He encouraged the team to perform with integrity and, above all, have FUN!

Murrel coached the team for 3 years and then passed the baton on to the team’s present drill master. The team soon grew to include other breeds of horses and to go on to being a premier rodeo performance team.

The Diablo Ladies hold dear to the principals of their founding coach. We encourage each rider to be the best that they can be, to remember that your horse is your partner, to treat each other with respect, and that if you believe in yourself and your teammates, the sky is the limit. The team is from Sacramento, California.

| Willits History Quiz: 5) Who was the Grand Marshall in 1960?

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Music ...



Friday - June 29th
 Willits Frontier Days presents DJ Hal for the dance following the Truck Pull on Friday, June 29. 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



Tuesday - July 3rd

Whiskey Dawn, has broken the mold for 'California Country.' With the release of their first original album, "Dear Nashville", Whiskey Dawn's popularity sky-rocketed to unimagined heights. Regularly featured on 101.9 the Wolf and 105.1 KNCI in Sacramento, Whiskey Dawn's music has also been heard on multiple country stations up and down the State of California, Oregon, Nevada & Arizona. Whiskey Dawn has sold thousands of copies of "Dear Nashville" and are now in the process of recording their sophomore album. They will release two new singles this fall.

Whiskey Dawn has performed with several Nashville acts including Brad Paisley, Faith Hill, Eric Church, Luke Bryan, Clay Walker, Lady Antebellum and many more. Quickly becoming the favorite band at each new venue, Whiskey Dawn performs over 100 shows a year, captivating audiences with precision harmonies and dynamic instrumentation.

The foundation for Whiskey Dawn's success started over a decade ago. Troy and Mike began singing and playing music together in high school. It only took them ten years to realize how special it was to have uniquely talented friends - with a passion for music. With the addition of remarkable musician Johnny Myers out of Reno, Nevada, Whiskey Dawn has begun winning over country music fans throughout the western United States.

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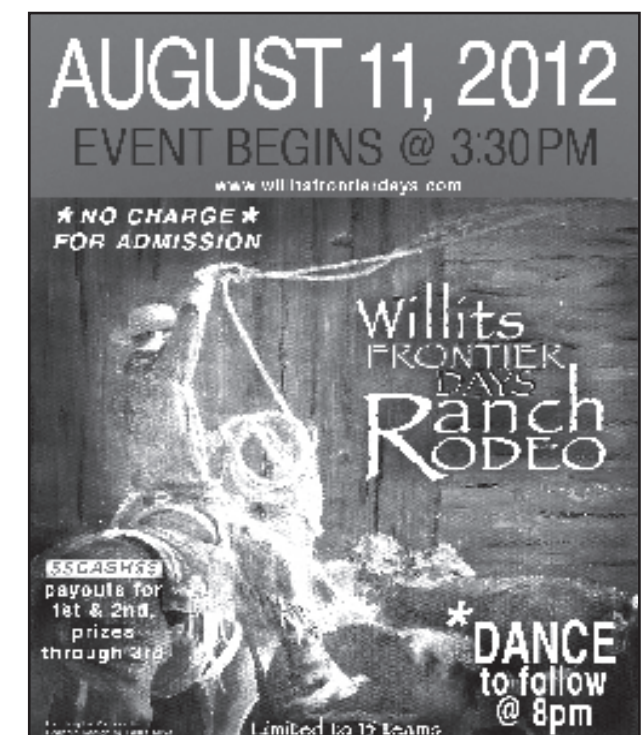


SOROPTIMIST OF WILLITS

You can't be in Willits long before you are confronted in almost every shop in town by numerous posters of sweet Northern California Cowgirls all competing for one thing, "Sweetheart" in the Willits Frontier Day's rodeo.

For the local folk this has been a contest that sometimes spans across 3 generations in one family. As one past contestant said, "I did it to show pride in my town". That folks is as Yankee Doodle as it gets. These girls work extremely hard to compete for winner. Ticket sales, horsemanship, poise, appearance & personality are all factors in winning. But it's the love of horses, rodeo and their town that drives these Sweethearts!

Another group of ladies who work hard are the ones that pull the whole thing together. You may not see them as they work behind the scenes but I assure you they have been pulling off this since 1973. Soroptimist International of Willits (SIW) enjoys the role they play in our wonderful community. They guide the girls in poise, help them tune ticket sales and over all add the stitching that holds this contest together. SIW ladies have the heart of lions and the spirit of Willits living inside them. It is their pleasure to be of service to this community and this event.



| Willits History Quiz: 6) What year did Soroptimist take over the Sweetheart Competition?

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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

| Willits History Quiz: 7) What year did the water fights become part of Frontier Days?

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Carnival - June 30



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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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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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***** WELCOME *****



Hat's Off & Thank you!

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

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.

All the helpers for the BBQ
Amy Forrester
Art Cooley
Ashtan Bloomquist
Bill & Carlin Horger
Black Bart Gun Fighters
Bobbie & John Tilley
Brian Bouley
Brian Shuster
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Willits Boy Scout Troop
Willits Chamber of Commerce
Willits Junior Horsemen's Assoc.
Willits Police Department

PAST HERITAGE AWARDS

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 DEPT
1997 GEORGE & JANE AKINS
1998 JIMMY NYHEN & RUSS OAKLEY
1999 FRED PAGE
2000 RICK CROWDER
2001 JOHNNY MAYER
2002 DAN PINON
2003 DON NORRED
2004 EVELYN PERSICO
2005 RICHARD & FRANCEE WHITE
2006 KATHLEEN GOSS
2007 DOUG GOSS
2008 JUNE SIZEMORE
2009 CLAUDIA SMITH HILL
2010 CARLIN & BILL HORGER
2011 JOHN & BOBBIE TILLEY

PAST PRESIDENTS

FARIS WHITNEY
FRANK WHITNEY
MEL CLATTY
GUS GOREN
KENNETH JAMIESON
MERRILL WILLIAMS
GALEN HATHAWAY
LOUIS ZANELLA
LEE PERSICO
DR. RAYMOND BABCOCK
CHUCK PERSICO
HAROLD JORGENSEN
RICK CROWDER
LOGAN ANKER
DENNIS ROHRS
RALPH BAKER
JACK THARP
JIM JENNINGS
RICHARD WHITE
KATHY GOSS
KENT STANDLEY
DALE BRIGGS
CHRIS WHITE

MANY THANKS....

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