

# Willits Frontier Days

June 22 - July 5, 2014



Eleanor Ruth  
Shannahan-Pinches  
1937

88th annual event  
California's Longest-Running Continuous Rodeo



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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 and the American Legion Post, a plan was hatched, and the first Willits Frontier Days Rodeo occurred in July 1927.

Coincidentally, at this same time, Frank R. Howard, the young son of Charles S. Howard, owner of Ridgewood Ranch and champion racehorse Seabiscuit, was injured in an automobile accident at the ranch. The boy's doctor, Dr. Babcock, approached Howard about erecting a hospital in Willits in memory of young Frank, who did not survive the fatal crash. Mr. Howard agreed and decided to build 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 for the event anyway.

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 businessmen and ranchers took over the proverbial "reins" of the event. The continuity of Willits Frontier Days has remained unbroken since 1926.

As a non-profit organization, Willits Frontier Days still operates as it did in the beginning, with no associated 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.

Interested in getting involved and helping the tradition of Willits Frontier Days continue into the future? Call 707-459-6330 or email us at: [willitsfrontierdays@gmail.com](mailto:willitsfrontierdays@gmail.com) for information on joining.



Committee Chairs and WFD Volunteers

## Willits Frontier Days

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2nd Vice President Mattie Pinon, Secretary Tracy Legris, President Marcy Barry, Vice President Billy Rutler and Treasurer June Sizemore,

### Board of Directors

Kelly Figg-Hoblyn, Lisa Wright, Tylor Yadon, Lee Persico, Dean Verdot, Rachel Verdot, Fred Barry, Karen Cavanaugh, Angie Miller, Mike Miller and Harold Potter.

Not pictured: Jeff Cook

## 88th annual event

Est. 1926

### Contact us:

[www.WillitsFrontierDays.com](http://www.WillitsFrontierDays.com)  
[willitsfrontierdays@gmail.com](mailto:willitsfrontierdays@gmail.com)  
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**President's  
Message**  
2014  
**Marcy Barry**

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Official Willits Frontier Days Photographer: Maureen Moore  
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**Welcome to the  
88th annual  
Willits Frontier Days!**

This is my moment to thank all of the dedicated volunteers and businesses that have continued to support us year after year.

Thank you to my husband, Fred Barry and daughter Danielle Barry along with all my friends and family who have supported me the last three years.

I am looking forward to seeing a lot of old friends and meeting new ones. Let's make new memories that will be talked about for years to come.

Thank you again for your support.

*Marcy*

WFD 2014 President



**Getting Ready for  
Frontier Days**

To the Editor:

As July approaches, Willits Frontier Days is looking forward to another great year of events. This year, a few changes are planned to reserve resources and help ensure a safe and fun Fourth for all.

With the drought sure to still be a large concern for the Willits area come this summer, Willits Frontier Days, with the agreement of Little Lake Fire Department

Fire Chief Carl Magann, has decided that we will forgo holding the annual water fight this year. We sadly came to this decision after much deliberation, but felt that it was more important to reserve what precious water we have, not only in case of a fire or emergency, but also to tide the community through until rains can replenish the reservoirs next winter.

WFD extends a huge welcome to the would-be-visiting fire departments and hopes that they still will come and enjoy a seat at the rodeo or our Main Street parade and that they will already be getting prepared for next year's sure-to-be-epic battle.

A few rules will also be more heavily enforced at the two street dances this year, hoping to ensure the safety and legality constraints associated with the events. No backpacks or large bags will be permitted at the dances, and a strict policy of "21 or older" will be enforced for those wanting to enter the dance and beer booth area inside the marked tennis court fence. We want to stress that the dances will continue to be family-friendly, though, and a special "family" area will be set up outside the tennis court, where a soda booth and hot dog stand will be available for our younger crowd to enjoy.

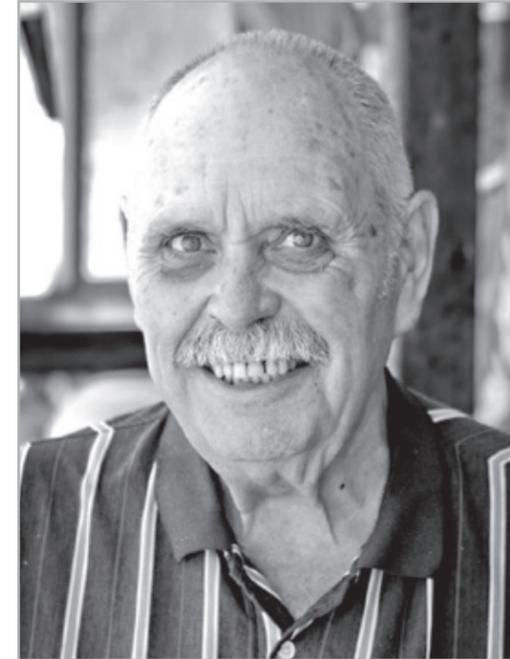
We hope the community understands these necessary changes and will come out and support all of our fun and exciting planned events for the 2014 season. We look forward to seeing you all soon and hope to have a great Fourth of July celebration.

Marcy Barry,

Willits Frontier Days president

**Regarding the  
Water fights and  
other changes  
this year**

*Originally published in Willits  
Weekly's Letters to the Editor page  
in the April 17, 2014 edition*



Carl Gallups moved to Willits when he was just 8 or 9 years old and, now at age 74, Carl fondly calls Willits his hometown.

"It's such a great place, everyone knows you and you know everyone!" laughed Carl.

He first became "hooked up" with Willits Frontier Days when his brother-in-law, Jack Tharp, was named Heritage Award winner. Now also honored with that award, Carl is happy to carry on the family tradition.

"I was surprised to hear I had gotten the nomination," said Carl. "I am honored to carry the title this year, and am proud to have been nominated!"

Another family tradition is also underway: Carl's grandson Thomas is now working at Carl & Kenny's Barbershop, a shop Carl first opened more than 50 years ago.

Carl also noted he spent some 50 years volunteering with the Willits Kiwanis Club, including serving as the club's president three times and even being a past lieutenant governor.

One of the things Carl loves about the Willits Frontier Days festivities is how it brings together old friends.

"You get to see all the people you went to grammar school and high school with, and everyone gets to come together and celebrate," he said.

Carl attended grammar school at the Little Lake Grange building and attended Willits High School back when there were only a few buildings on campus.

**Heritage  
Award**

**Buckle Sponsor  
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**2014 Winner  
Carl Gallups**

*Pictured at left*

**Grand  
Marshal**

**Buckle Sponsor  
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& RV**

**2014 Winner  
Nita Tharp**

*Not pictured*

**See them:**

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on July 4  
and the CCPRA Rodeos  
on July 3 & 4

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# WILLITS FRONTIER DAYS

## 2014 Schedule of Events

Date	Day	Time	Event	Location	Admission
June 22	Sun	8:00 am	Horse Show	Jack Tharp Arena	Free
		10:00 am	Cutest Little Cowboy & Cowgirl Contest	Rodeo Grounds	Free
		12 noon	National Anthem Contest	Rodeo Grounds	Free
		to follow	Sweetheart Judging	Jack Tharp Arena	Free
		to follow	Gymkhana	Jack Tharp Arena	Free
June 26	Thurs	5:00-9pm	Hometown Celebration	Downtown Willits	Free
June 27	Fri	6:00 pm	Truck Pulls	Jack Tharp Arena	\$13-Adult
		to follow	Street Dance		\$5-Child
July 1	Sat		Carnival Opens	Old Ball Field by Rodeo Grounds	
July 3		7:00 pm	CCPRA Rodeo	Jack Tharp Arena	\$15-Box Seats
		9:00 pm	West Coast Rodeo Stock		\$12-Adult
			Western Dance		\$5-Child
					Free
July 4	Fri	9:00 am	Horseshoe Contest	Recreation Grove	Free
		10:30 am	Foot Race	Hwy 101	Free
		11:00 am	Parade	Hwy 101	Free
		12:00 noon	Western BBQ	Recreation Grove	\$15 -Adult
		TBA	Black Bart Gun Fighters	Recreation Grove	Free
		4:00 pm	CCPRA Rodeo	Jack Tharp Arena	\$15-Box
			West Coast Rodeo Stock		\$12-Adult
					\$5-Child
July 5	Sat	7:00 am	Lions Club Cowboy Breakfast	Recreation Grove	\$8 - Adults
		10:00 am	Jr. Rodeo	Jack Tharp Arena	\$5-Child
					\$5-Adult
					Child Free

FOR EVENT ENTRIES AND UP-TO-DATE INFORMATION:

[www.WillitsFrontierDays.com](http://www.WillitsFrontierDays.com)



Giving  
Back  
to the community

Lions Club member  
Glen Helton, Soroptimist  
International Willits' Loraine  
Patton, Willits Rotary's Jerry  
Turner and Denise Rose, Lions  
Club member Verd  
VanBezooyen, Little Lake Fire  
Department's Kevin Reedy and  
John Thomen, Willits Frontier  
Days President Marcy Barry,  
and Willits Frontier Days' Lee  
Persico.

Willits Frontier Days tries to give back funds to the Willits community to help support programs and groups in need. This year, \$2,500 was the amount divvied up, with the thoughtful assistance of members of the Little Lake Fire Department, Soroptimist International of Willits, the Willits Lions Club and the Willits Rotary Club and Little Lake Fire Department.

The Willits High School baseball team received funds for new batting cage netting; a donation was made to the fire department's Smoke Detector Program; and monies were given to help work on the Willits W up on Red Hill.

Additional funds went to support the TRAIL program at Ridgewood Ranch; to Aurelie Clivaz who works with youth and teens; and to Willits Daily Bread, to help feed the hungry in our community.

SAVE THE DATE:  
**Ranch Rodeo**  
**9/20/2014**

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# CCPRA Rodeos

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**All-Around CCPRA:**  
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**Local Team Roping Header:**  
Hollifield Construction

**Local Team Roping Heeler:**  
Sparetime Supply

## WHEN & WHERE

7/3 | 7 pm  
Jack Tharp Arena  
\$15/box, \$12/adult, \$5/kids

7/4 | 4 pm  
Jack Tharp Arena  
\$15/box, \$12/adult, \$5/kids

The California Cowboys Pro Rodeo Association is a group of top-ranked cowgirls and cowboys who participate on a circuit of professional-grade rodeos throughout the state.

The contestants participate in eight events – bareback, saddle bronc, team roping, calf roping, steer wrestling, breakaway roping, barrel racing and bull riding – hoping to win the coveted All-Around title. After the points from all the events are tallied, the cowgirl and cowboy with the highest cumulative scores win the title, coordinating engraved buckle created at Outlaw Saddlery, a wad of cold hard cash and bragging rights for the duration of the year.

The livestock for the events, the bulls, broncs and horned-alike – ‘rodeo stock’ as they are referred to in the trade – are provided by Humboldt County’s Lou Bugenig and Mike Mora of West Coast Rodeos. Known throughout the state as premiere stock contractors, West Coast bulls and broncs give the boys a challenge to hang on to, and the steer and calves try to give the ladies a run for their money.

In addition to the eight CCPRA rodeo events, cowboys and cowgirls from Lake, Mendocino and Humboldt counties can compete in local team roping events as well. Trophy buckles, also engraved by Outlaw Saddlery, are awarded to the top scoring Header and Heeler.



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Sweetheart Contestant

Haley Schuck



Contact

707-485-4043  
haleyschuck@willitsunified.com

Haley, an 18-year-old senior at Willits High School, has lived in Willits since she was 2 years old and has been riding horses since she could remember.

Running for Sweetheart has been something she always has wanted to do, she said: a rite of passage she's looking forward to being a part of.

"I've always wanted to be a Sweetheart," explained Haley. "I have watched the others doing it while I was growing up, and I would love to be a part of that Willits history, too!"

Currently, Haley is riding with the Willits High School Rodeo team, enjoying running barrels in "big" arenas and breakaway roping off her 7-year-old Palomino mare.

"She's so tall and big that we really like to have the room to run and move when we do barrels," she laughed.

Last year, Haley also spent time at Camp Wente where she assisted with the Boy Scouts' horse camp program.

She lived at the camp during the event and helped with many aspects, including teaching horsemanship classes, the basics of bridling, saddling, grooming, types of breeds, colors, feeding and much more.

Contact her via phone or text at 485-4043 or email her at haleyschuck@willitsunified.com.



Sweetheart Contestant

Emily Leishman

Contact

707-354-0260  
Call or text

A 16-year-old sophomore at Willits High School, Emily Leishman is excited to throw her hat in the ring for the 2014 title of Willits Frontier Days Sweetheart. Along for the ride is her 11-year-old Palomino gelding Remington, who Emily currently enjoys running barrels with at many local junior rodeos and western events.

Emily started riding at the age of 8, when she "jumped on a little bay horse down the road from my house" and fell in love. She had her own horse, Abby, at the age of 11 and enjoyed taking lessons with Willits' Marta Bartow at the Little Lake Ranch. She also started riding Mickey, a seasoned gymkhana horse, and had fun taking him to events before finally pairing up with

Remington in 2011.

Emily also held the position of vice president for three years with the Willits Junior Horsemen, when she was a member of the club in her younger years. Now, her sights are set on the silver spurs and tiara of the Willits Frontier Days title and being able to represent Willits and the Fourth of July festivities for the coming year.

"I was born and raised here in Willits, and I have always believed that I wanted to run for my town," said Emily. "Other girls run for other rodeos, but I feel in my heart that I want to represent Willits and be a role model for all the young and upcoming riders!"

Contact Emily by calling or texting to 354-0260.

Sweetheart Contestant

Calayan Knight



Contact

707-841-6343  
calayansweetheart  
contestant.14@gmail.com

Calayan Knight, 18, is the third contestant to try for the title of 2014 Willits Frontier Days Sweetheart. She moved to Willits when she was just 4 and is excited to have the experience of running for Sweetheart in her home community. Calayan graduated from high school early through the New Horizons Independent Study program and is now working at Sparetime Supply and doing some volunteer work, too.

riding along courses with obstacles on expansive outdoor tracks. She also started riding Western with local instructor Elaine Mancini and enjoyed showing and competing over the years in local events. She also volunteers with the TRAIL program, where she assists program director Erin Livingston with everything from grooming to side walking to cleaning stalls and leading riders.

Currently, Calayan is riding her rescue horse, Comanche, a 10-year-old gelding appendix, a mix of quarter horse and thoroughbred. "He sure got the long body and long legs!" she laughed.

Calayan can be reached by phone at 841-6343 or by emailing calayansweetheartcontestant.14@gmail.com.

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# Beef Barbecue

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## WHEN & WHERE

July 4 | 12 noon  
Rec Grove  
\$15/adult, \$8/kids

Even as the parade comes to an end, the sizzling aroma of barbecuing beef can already be caught on the air, wafting out of the barbeque pit at the Rec Grove Park.

The line can get long, but anyone who's been through it before can testify that it's worth the wait – even when the team serves some 4,000 people during the luncheon.

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

direction of Mike Frahm and the help of many others, the event continues to be a success.

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 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, garlic-buttered French bread and corn on the cob.

Roasted over oak coals since the crack of dawn, the Black Angus tri-tip roast is absolutely delectable. Tickets are available from the Sweetheart contestants and at the event, which starts at noon.

## WHEN & WHERE

7/4 | 9 am  
Rec Grove Park  
Free to attend



# Lions Pancake Breakfast

## WHEN & WHERE

7/5 | 7 am  
Rec Grove  
\$8/adults, \$5/kids

After many full days of Fourth of July festivities conclude, the best place to be early the next morning is at the cowboy breakfast held at the Rec Grove Park.

The Lions Club gets busy early in the morning to make sure the hungry gathered crowd can grab a hot plate of hotcakes, ham, eggs and hot coffee.

Tables are available at the park to sit and eat, and many enjoy gathering to chat about the year's events.

Tickets for the breakfast are available from the Sweetheart contestants and at the event which runs from 7 to 11 am.



The Diablo Ladies Rodeo Drill Team is a group of riders who showcase their horsemanship skills at rodeos, demonstrations and parades all over Northern California.

The group was founded in 1996 by Murrel Lacy as a recreational team and a way for riders to meet other riders and improve on their own skills.

Murrel encouraged the team to perform with integrity, and above all, fun.

Based in Sacramento, the ladies have performed in large arenas like the Cow Palace, home of the Grand Nationals Rodeo.



## WHEN & WHERE

Half-time at the CCPRA Rodeos on 7/3 and 7/4

# Horseshoe Competition

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Stephen Summers  
367-2435

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**WHEN &  
 WHERE**

6/22 | 10 am  
 Rodeo Grounds  
 Free to Attend



Nothing is more darling than a pair of Wranglers when the patch is the width of the pocket, and a plethora of these mini-pants attached to some pretty cute little faces can be found at the Cutest Little Cowgirl and Cowboy contest.

Held at the Rodeo Grounds, contestants in two age groups: 4-5 and 6-8, are dressed up in Western attire and are asked to answer questions about their interest in Willits Frontier Days, knowledge of rodeo and more.

A boy and girl in each age group are chosen, and both receive a belt buckle, get to ride in the parade, and be announced at the rodeo events as well.

Buckle sponsors: Shusters & Savings  
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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.

**Sheri Cronin**  
 Mobile Equine  
 Veterinary  
 Services

We are delighted that Dr. Sheri Cronin of Mobile Equine Veterinary Services is joining us again on site this year to lend a helping hand, should the need arise.

She is available in the event of an injury to or illness of an animal, and also to ensure that all rodeo animals are treated humanely.

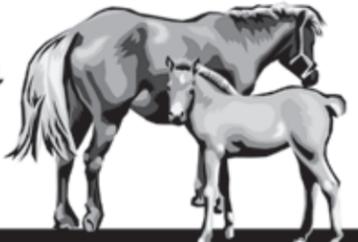
Please remember Dr. Cronin whenever you need assistance with your large animals.

Thanks to our wonderful attending veterinarian, Dr. Cronin.

She can be reached at 459-6781.




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## Horse Show

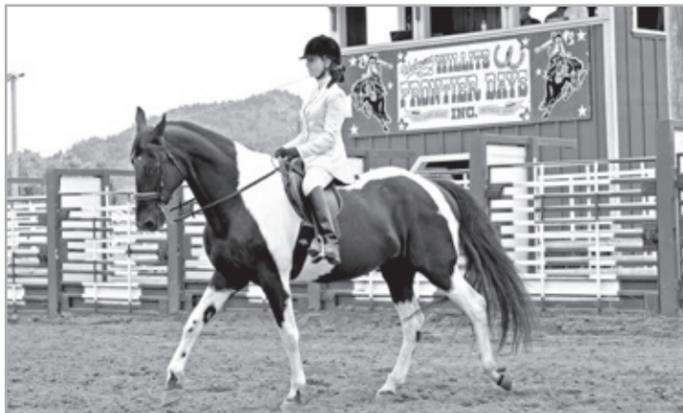
Equestrians have been showing their skills as accomplished riders at the Willits Frontier Days Horse Show since the beginning of the event in the late 1920s. English and Western disciplines are both showcased, and a high point and reserve high point winner are selected from each group and are awarded prizes for their day's efforts. Five local perpetual trophies are available: Barbara Hamilton, John Fish, Randy Clark and Don and Petie Coleman, the R Horse Ranch, and the Goss family. These trophies are for local riders aged 17 and under who live in Mendocino County.

The Willits Frontier Days Gymkhana is a fast-paced, event-driven display of fast and furious horses and focused riders. Events at the gymkhana include Cloverleaf, Speed and 5-Can Barrels, Washington Poles and Single Stake. Like the horse show, age groups are specified, and two winners of each group are selected to win the high point and reserve high point awards. There are also three lead line events, which gives the littlest cowpokes the chance to participate.

### WHEN & WHERE

6/22 | 8 am  
Jack Sharp Arena  
Free to attend

Overall Buckle Sponsors: Bud Garman Construction, Laytonville Rodeo and Regina Dickson



## Gymkhana

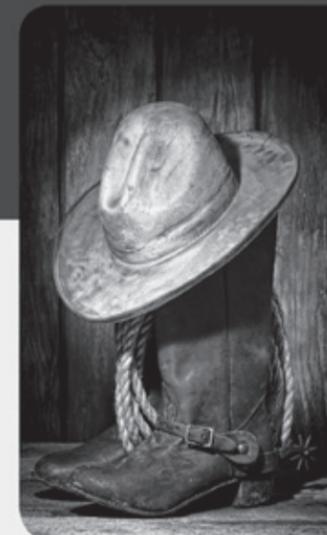
### WHEN & WHERE

6/22 | to follow horse show  
Jack Sharp Arena  
Free to attend

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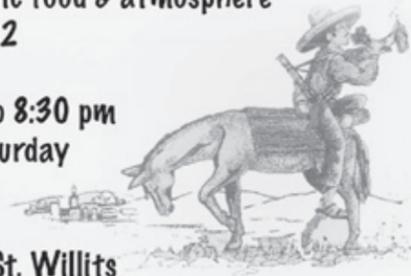


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## Junior Rodeo

### WHEN & WHERE

7/5 | 10 am  
Jack Tharp Arena  
\$5/adults, free/kids

### Buckle Sponsors

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**C**CPRAers have to start somewhere, and the Junior Rodeo event is the place for the little buckaroos to hone their arena skills before competing with the big guys and gals. Many of the junior contestants also have been in the saddle since they were very little, many with practical ranch experience already under their belts.

Events at the junior rodeo include many of the CCPRA events, just on a smaller scale. Calf and steer riding offer the little ones a chance to get ready for the bulls, and the Mystery Scramble gives everyone – contestants AND spectators – a great giggle.

Though competition can be fierce even on the smaller scale, the parents of these little ones are always cheering them on and supporting them in every event.

Like the CCPRA rodeos, the stock is provided by Humboldt County's Lou Bugenig and Mike Mora of West Coast Rodeos, and the winner of the event also receives the All Around title and an engraved buckle. The overall high-point winner for the day will have the honor of receiving the Bud Suttles Memorial Trophy.

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Willits Frontier Days | 2014 Event Program



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Tuesday - Saturday: 9:00 a.m. – 4:00 p.m.

### COVELO TRANSFER STATION

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### LAYTONVILLE TRANSFER STATION & RECYCLE CENTER

1825 Branscomb Rd, Laytonville  
Wednesday: Friday 10:00 a.m. – 4:00 p.m.  
Saturday: Sunday 9:00 a.m. – 4:00 p.m.

### WESTPORT TRANSFER STATION & RECYCLE CENTER

37551 N Hwy 1, Westport  
Thursday & Friday: 10:00 a.m. – 2:00 p.m.  
Saturday: 10:00 a.m. – 4:00 p.m.

### BOONVILLE RECYCLE CENTER

14400 Hwy 128, Boonville  
Wednesday - Saturday 9:00 a.m. - 4:30 p.m.

### CASPAR TRANSFER STATION

15000 Prairie Way, Casper  
Monday - Wednesday: 9:00 a.m. – 3:00 p.m.  
Saturday & Sunday: 9:00 a.m. - 4:00 p.m.

### GUALALA RECYCLE CENTER

39225 S Hwy 1, Gualala  
Wednesday - Saturday: 9:00 a.m. – 4:30 p.m.

### ALBION TRANSFER STATION

30180 Albion Ridge Rd, Albion  
Wednesday: 12:00 p.m. – 4:00 p.m.  
Saturday & Sunday: 9:00 a.m. – 4:00 p.m.

### SOUTH COAST TRANSFER STATION

40855 Fish Rock Rd, Gualala  
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### BOONVILLE TRANSFER STATION

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Saturday & Sunday: 9:00 a.m. – 4:00 p.m.

### POTTER VALLEY TRANSFER STATION

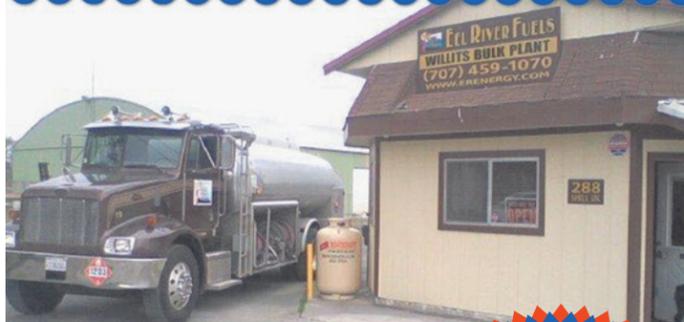
8923 Main St., Potter Valley  
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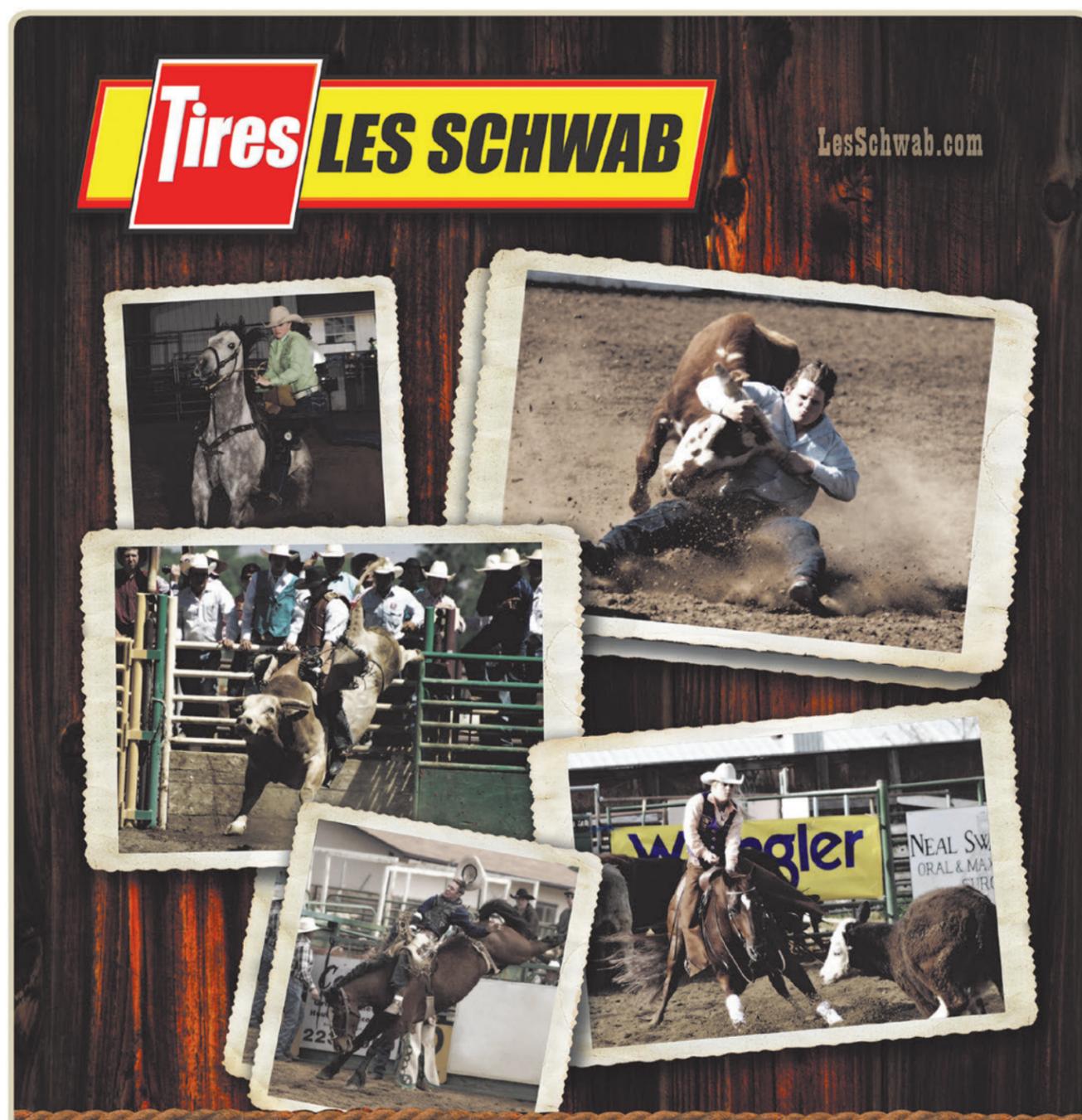
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## Black Bart Gunfighters

### WHEN & WHERE

7/4 | TBA  
Rec Grove  
Free to attend



In 1970, the Black Bart Gunfighters, formerly known as the "Wild Bunch," formed in Willits, and to this day they provide entertainment at the Willits Frontier Days parade, barbecue and rodeo events. The group is comprised of good guys, bad guys, gunfighters, dance hall girls, youngsters, bootleggers, old pioneers and a traveling minister. Each member must go through a gun safety course before participating in any skits that involve gunfights, and at the beginning of every show they give a gun safety demonstration. For donations and more info see: [www.blackbartgunfighters.com](http://www.blackbartgunfighters.com)

Roots of Motive Power acquires, restores and preserves steam logging and railroad artifacts of historical importance. Its collection of over 60 pieces of machinery ranges from small stationary engines to locomotives. Roots was first organized in 1982 and began with a single piece of equipment. The Roots building 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. To learn more, visit the Roots of Motive Power web site at: [www.rootsofmotivepower.com](http://www.rootsofmotivepower.com).

## Roots of Motive Power

### WHEN & WHERE

Events throughout the year.  
See [www.rootsofmotivepower.com](http://www.rootsofmotivepower.com) for schedule



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## Carnival and Games

### WHEN & WHERE

7/1 - Carnival opens  
Old Ball Field  
Tickets & Wristbands



The night sky overlooking the Jack Tharp Arena glows bright with the lights from the Johnston Amusements carnival every year.

The carnival offers rides, food and fun for kids and adults.

Classics like the Gravitron and the Zipper give those hoping for a thrill a run for their cotton candy, and carnival games including darts, ping pong balls for goldfish, and more test the skills of all attendees.

Everyone is welcome to enjoy tasty food including popcorn, candy apples, ice cream, and treats as they stroll through the clean and well-lit midway.

Johnston Amusements has been bringing these quality family entertainment options to Central and Northern California fairs and festivals for over 50 years, spanning three generations.



The street dances and band performances give the over-21 crowd a chance to hang out with friends or make new ones while dancing the night away to DJ or band-made country tunes.

This year, Double Standyrd and Chad Bushnell will perform for the gathered crowds.

The Beer Garden offers cowboys and cowgirls a watering hole, and something for the youngsters to long for. Also, a new family-friendly "Soda Garden" will be a great hang-out spot for the younger dancers. Remember: no backpacks will be allowed in either area. Please leave them at home.

Dances are held at the Rodeo Grounds usually from 9 pm until midnight. Be safe, have fun, and make each dance a night to enjoy for all!



## Street Dances

### WHEN & WHERE

6/27 | 9 pm & 7/3 | 9 pm  
Rodeo Grounds  
Free to attend



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# Main St. Parade

Event Sponsor  
Frank R. Howard  
Memorial Hospital

## WHEN & WHERE

7/4 | 11 am  
Downtown Main Street  
Free to attend



The strip of Main Street between Commercial Street and East Valley Street gets a holiday-themed makeover on the morning of July 4, as the annual parade kicks off and turns Highway 101 into a red, white and blue extravaganza.

Community members and visitors from all over the county and beyond line the sidewalks of historic downtown Willits to watch the glitter, horses, dancers, floats, balloons, gunfighters, bands, flags, tractors – and usually a surprise or two – march down Main Street.

Several entrants have made the parade an annual or generational tradition for their families – some riding since they were just little buckaroos, including members of the Standley and Persico families and many others.

Annual favorites include the winning and runner-up Willits Frontier Days Sweetheart contestants, the current Grand Marshal and Heritage Award winners, Roots of Motive Power antique logging equipment, Willits Horsemen's Association, Willits Police Department, Little Lake and Brooktrails Fire Departments, CalFire and CDF, as well as many other emergency personnel – with sirens and lights blazing, of course.

The announcer's stand, located at the corner of East Mendocino Avenue and Main Street, introduces each entry and provides information on each group or individual participant. It also serves as the stage for the winner of the National Anthem contest to sing at the opening of the parade.

Though many viewers stake out seats in the coveted shady locations in the early hours of the morning, the parade starts at 11 a.m. and is free to attend.



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**Willits Rotary Club**



The Willits Rotary Club helps with the annual Willits Frontier Days Barbecue, helping to coordinate and serve the delicious lunch to the hungry crowd.

The Rotary International 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.

Willits Rotary offers programs for students and youth that 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.

To become involved with Rotary, contact 707-459-9082.

**Service Clubs**

**American Legion #174**



The American Legion Post #174 and the Ladies Auxiliary helped initiate 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. The Guard also presents the colors at each Rodeo, and raises the huge garrison-sized flag while the National Anthem is sung.

Post 174 and its Ladies Auxiliary meet at 7 p.m. the second Tuesday of each month in the Veterans Memorial Building at the intersection of Sherwood Road and Main Street.

If you would like to become involved with the post, contact 707-456-0399.

**Soroptimist International of Willits**



The Soroptimist International of Willits group is in charge of each year's Sweetheart contest, assisting the girls from May 1 through the dinner when the winner is crowned.

Each contestant receives a binder with pertinent information for the year's contest that the group puts together, and they also offer guidance, assistance with poise and personality skills, and encourage the contestants to sell those tickets!

Globally, the Soroptimist International group is a service organization for women who are committed to a world where women and girls, together, achieve their individual and collective potential, realize aspirations and have an equal voice in creating strong, peaceful communities worldwide.

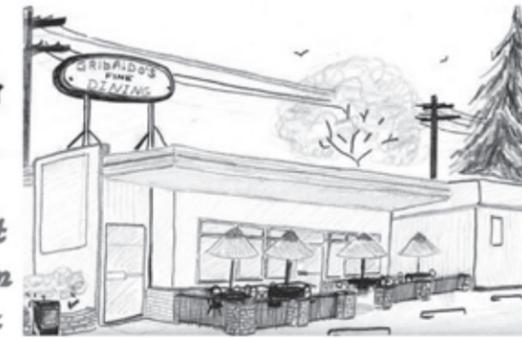
If you would like to become involved with the Soroptimists, contact: 707-459-5363.

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## Hometown Celebration

### WHEN & WHERE

6/26 | 5 pm  
Downtown Main Street  
Free to attend



**K**icking off the Willits Frontier Days event is the Hometown Celebration that is held in downtown Willits.

Many vendors open their doors with specials and sales to those who come and celebrate for the evening.

Booths are set up for many other businesses in the parking lot areas, and service groups, clubs and organizations set up games and fun for the kids, hold raffles and provide other interactive fun.

Food, treats and tasties are available from local restaurants and vendors who set up and serve many street-friendly eats for visitors' strolls around town.



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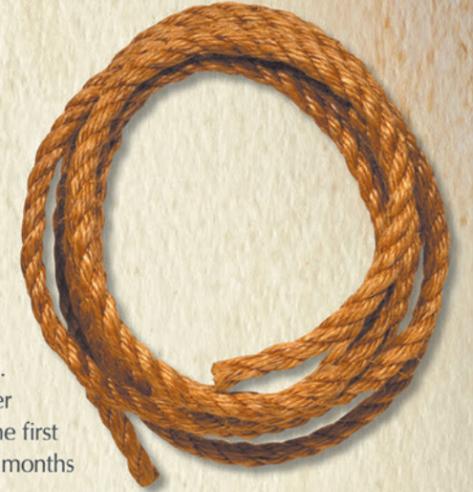


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# Celebrating Willits Frontier Days



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, Charles Howard's 15-year-old, Frank R. Howard, was injured in a serious automobile accident. Because of the seriousness of Frank's injuries, he was unable to save

him without a hospital or emergency equipment. The loss of his son moved Charles Howard to donate a generous sum of \$42,000 for the construction of Frank R. Howard Memorial Hospital. Today Charles Howard's legacy and vision for providing Willits with advanced, state-of-the-art health care continues as we open our new Frank R. Howard Memorial Hospital at the end of the year!



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Remembering  
**Cliff  
 Walker**

**L**ongtime Willits resident Cliff Walker passed away on Friday, September 20, 2013. Services were held Saturday, September 28 at the Agape Bible Church on Lenore Avenue for the well-known Willits community member and logger.

Walker started working in Willits mills in 1956 and began driving logging trucks just a few years later and eventually grew his love of the industry into his own business, Walker Logging.

"Cliff donated equipment for several years to get our Willits Frontier Days rodeo grounds together," remembered Willits Frontier Days president Marcy Barry. "He was always a great supporter of our organization. He will be missed."



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# National Anthem Contest

## WHEN & WHERE

6/22 | Noon  
Rodeo Grounds  
Free to attend

Being the one chosen to sing the iconic National Anthem at the Willits Frontier Days Parade, Junior Rodeo and CCPRA rodeo is something the winner of the annual contest will be able to remember for years.

In years past, vocalists of all ages and singing styles have tried their hand at the patriotic stanzas of the "Star Spangled Banner," including some very young kiddos, dads, moms, amateurs, semi-professionals and even a barbershop quartet.

Everyone is invited to come and cheer on their favorite singer at the contest held at the Rodeo Grounds.



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# Double Standyrd

## WHEN & WHERE

6/27 | 9 pm  
Rodeo Grounds  
Free to attend

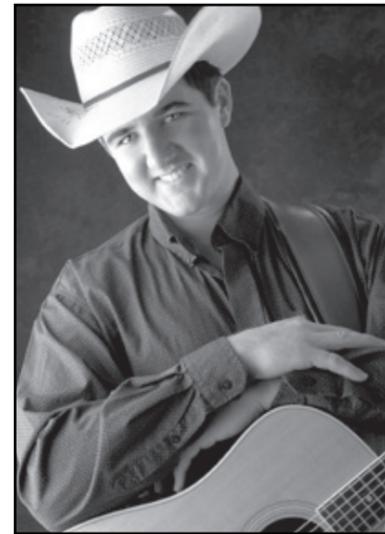
"Double Standyrd was formed after an Open Mic night in March 2012. Jim Switzer (Lead Guitar) held the Open Mic at The Office, in Ukiah, where Erick Fackrell (Male Vocalist) and Camille Villavicencio (Female Vocalist) were performers, each accompanied by Brad Hunt (Rhythm Guitar). It was Brad who, after hearing each of the singers, thought it would be a brilliant idea to put a band together, spotlighting the full bluesy quality of Erick's voice, complemented by the smooth sultry sounds that Camille offered. Soon after, they added Frank VanVranken (Bass) and Scott Wise (Drums), and Double Standyrd was complete! This six-member ensemble is ready to rock!"



# Chad Bushnell

## WHEN & WHERE

7/3 | 9 pm  
Rodeo Grounds  
Free to attend



Chad Bushnell is an upcoming country music singer from Red Bluff, CA. He has been playing the guitar and singing since he was 4 years old and has performed at numerous events including fundraisers, campaigns, rodeos and church functions.

He has opened for country artists such as James Otto, Billy Currington, Mark Wills, Tracy Lawrence, Jarrod Neimann, Josh Gracin, Jason Michael Carroll and the Crist Family. He is accompanied by his band the "Space Cowboys" and showcases a blend of new and old country style music with a little rock influence. He just came out with a new CD titled "Stormy Day in June" with all original songs.

He has the Lord to thank as well as his parents for all they have done for him. In his free time he enjoys hunting, fishing and rodeo.

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# County Museum

Explore our local history from its beginning and follow the intriguing story of our unique county. Learn about the shipwreck that opened up the region, the logging heyday, settlements in the 1850s, and life lived in "hippie vans" through today. Watch a homemade movie from Dr. Raymond Babcock of times at Ridgewood Ranch, where the historic racehorse Seabiscuit lived with owner Charles Howard.

## WHEN & WHERE

400 E. Commercial St.  
Weds - Sun: 10 a.m. to 4:30 p.m.  
707-459-2736

Other exhibits in the museum showcase Pomo baskets, wine making, and commercial fishing and ranching endeavors.



Ridgewood Ranch, the home of the world-famous racehorse Seabiscuit, is just south of Willits and is undergoing restoration to preserve the buildings and mementos of the past. Guided tours are available in the summer months to see the stud barn, mare barns and more on the ranch. Charles Howard, owner of Seabiscuit and Ridgewood, was also heavily involved in Willits Frontier Days in the early days, and it was his son who the Frank R. Howard Memorial Hospital was named after. Watch the famous movie, read the heartwarming book, and come see where it all happened in real life this summer.

# Seabiscuit & Ridgewood Ranch

## WHEN & WHERE

16200 North Highway 101  
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# Proud Sponsor of the Willits Frontier Days!

## Hats Off & Thank You!

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

All the helpers for the BBQ, Art Cooley, BJ & Rocky Rutler, Bobbie & John Tilley, Brian Bouley, Brian Shuster, Chamberlin Creek fire crew, Cartwright Family, Cavanaugh Family, Christine Houshelt, Cole Munderloh, Cloyd and Barbara Taylor, Dalton Family, Dan and Loraine Walker, Darren Bowlds, Darren Day, Diane and Gary Ford, Doug and Kathy Goss, Duncan Family, Fonsen Family, Danielle Barry, Garman Family, Grey Simpsons Construction, Horger Family, Jack and Candi Tharp, Jim Bean, Willits Soil Products, John Sundstrom, Keith Johnson, Lana and Steve Eberhard, Larcy Wright, Laura and Danny McBride, Lions Club, LLFD Volunteers, Lynn Kennelly, Mary Burgess, Maureen Moore, Mendo Mill employees, Mike & Michael Frahm, Nita Tharp, Parade Crew, Persico Clan, Pinon Family, Pro-Flame, Riley Family, Ron Hurley - K/C Trucking, Rotary Club of Willits, Shuster Trucking Co., Skip A-Z, Soroptimist International of Willits, Sparetime Supply, T & T Salvage & Storage, The City of Willits Employees, Ukiah Ambulance, Willits Boy Scout Troop, Willits Chamber of Commerce, Willits High School Baseball Students, Willits Police Department, Willits Pro-Flame, Willits Weekly, Willits 4-H and WIPF Construction.

### Past Heritage Award Winners:

1977 - Leandro "Dink" Persico	1989 - Ken Jamieson	2002 - Dan Pinon
1978 - Harold Jorgenson	1990 - Florence Persico	2003 - Don Norred
1979 - Logan Anker	1991 - Orval Archer	2004 - Evelyn Persico
1980 - Don Coleman	1992 - Fred Steele	2005 - Richard & Fancee White
1981 - Virginia Ciano	1993 - Jack Tharp	2006 - Kathleen Goss
1982 - Grace & Ralph Laswell	1994 - Chuck Persico	2007 - Doug Goss
1983 - George Kincade	1996 - Little Lake Fire Department	2008 - June Sizemore
1984 - Frank Boomer	1997 - George & Jane Akins	2009 - Claudia Smith Hill
1985 - The Colli Sisters	1998 - Jimmy Nyhen & Russ Oakley	2010 - Carlin & Bill Horger
1986 - Lee Persico	1999 - Fred Page	2011 - John & Bobbie Tilley
1987 - Annette Ciano Pinon	2000 - Rick Crowder	2012 - Bud Garman
1988 - R.E. "Bob" Harrah	2001 - Johnny Mayer	2013 - Hal Wagenet

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We sincerely apologize if we have missed listing any of our other "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.

### Committee Chairs:

- Advertising - Karen Cavanaugh
- BBQ - Darrell Buzzard
- Jr Rodeo - Lee Persico & Bobbie Tilley
- Gymkhana - Kara Garman
- Sweetheart Contest - Loraine Patton
- Horse Show - Mattie Pinon & family
- Soroptimist International of Willits
- Carnival - Dale Briggs & Dean Verdort
- Parade - Kera Colvard & Tammy Cartwright
- Grounds - Jeff Cook & Harold Potter
- Arena - Billy Rutler, Fred Barry & Harold Potter
- Flowers - Marcy Barry, Tracy Legis, Tracy Duncan, Lisa Wright, Lorianne Walker
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