

WILLITS FRONTIER DAYS

The
No. 89
ANNUAL EVENT

CALIFORNIA'S
Longest Running
CONTINUOUS
RODEO

HELD IN WILLITS, CALIFORNIA FROM
JUNE 25 TO JULY 5

ONLINE: WWW.WILLITSFRONTIERDAYS.COM



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REWARD: \$4,591,214



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Executive Board

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.



Board of Directors

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 for information on joining.



Committee Chairs and WFD Volunteers

Willits Frontier Days

Executive Board

President, Marcy Barry; Vice President, Mattie Pinon; 2nd Vice, Tylor Yadon; Secretary, Tracy Legris; Treasurer, June Sizemore.

Board of Directors

Bill Rutler, Willy England, Fred Barry, Harold Potter, Dan Pinon, Rachel Verdot, Dean Verdot, Angie Miller, Karen Cavanaugh, Mike Miller, Jeff Cook, Kelly Figg-Hoblyn, Jack Tharp*, Lee Persico*, Rick Crowder* and Alexis Rutherford (*Not on board, but serving as senior advisor)

89th annual event

Est. 1926

Contact us:

www.WillitsFrontierDays.com
willitsfrontierdays@gmail.com
www.facebook.com/OfficialWillitsFrontierDays

President's Message
2015
Marcy Barry

Past Presidents

Chris White
Dale Briggs
Kent Standley
Kathy Goss
Richard White
Jim Jennings
Jack Tharp
Ralph Baker
Dennis Rohrs
Logan Anker
Rick Crowder
Harold Jorgenson
Chuck Persico
Dr. Raymond Babcock
Lee Persico
Louis Zanella
Galen Hathaway
Merrill Williams
Kenneth Jamieson
Gus Goren
Mel Clatty
Frank Whitney
Faris Whitney



Welcome to the 89th annual Willits Frontier Days!

As Minnie Pearl would say, "HOWDY! Let's get the fun started!" I would like to welcome each and every one of you to this year's Fourth of July events. These great events would not happen year after year without the volunteers and the generosity of our community. Hope your visit is not only entertaining, but memorable. Can't wait to see you all at the events. I personally would like to thank my family, Fred and Danielle Barry, for hanging in there with me – you guys are my rock. Thank you again for all the continued support.

Marcy WFD 2015 President

No waterfights again this year due to drought

As July approaches, Willits Frontier Days is looking forward to another great year of events.

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 again forego holding the annual water fight.

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 again 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.

We hope the community understands these necessary changes and will come out and support all of our fun and exciting planned events for the 2015 season. We look forward to seeing you all soon and hope to have a great Fourth of July celebration.

Program & cover design: Maureen Moore / Mphotographress Official Willits Frontier Days Photographer: Maureen Moore
Program printing supervised by: Printing Plus Distributed by: Willits Weekly / June 25, 2015

Heritage Award

Pendants Sponsor
Harrah Industries



2015 Winners
Mary Burgess & Diane Ford

Good friends Mary Burgess and Diane Ford have been volunteering with Willits Frontier Days for many generations of riders, starting with their own kids (who happened to be in similar age brackets and went through events together – gymkhana, Junior Rodeo, high school rodeo, etc. – several decades ago. The pair volunteered at the team penning/gymkhana/branding events of Frontier Days past, and now enjoy being timers at the Junior Rodeo.

Mary moved to Willits in the 1970s and raised her two kids, Robert and Nikki, who also still living in Willits. She now has three grandkids. Diane moved to Willits in the 1950s, met and married her high school sweetheart and raised three daughters, Deena, (currently in Alaska), and Tracey and Tia, who both reside here in Willits. She is also the proud grandmother of nine grandchildren.

The friends are excited again this year about their favorite event: the Junior Rodeo. "We've always loved that event," the pair laughed. "It's great to see the kids start there and move their way through the rodeo events."

Grand Marshal

Buckle Sponsor
Yokums Body Shop



2015 Winner
Eddie Schmidbauer

Ed Schmidbauer was born in Willits in 1933 and has since raised his family and made a life here in our small community. He met his wife, Erylne, on a blind date and married her in 1967, and the pair raised four kids, Andrew, Lisa, Lynda and Hardy. They are now the proud grandparents of 13 grandchildren, too.

Ed served in the Army in 1955 as an Engineer in North Carolina and then returned to Willits, where he worked in the milling industry, as well as Remco for 35 years.

The Schmidbauers live on a beautiful working ranch at the south end of Willits, where they raise Suffolk-cross sheep and Angus-cross cattle.

Ed is looking forward to all the Willits Frontier Days events this year, and will enjoy the time celebrating with family and community.

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The Frank R. Howard Foundation was established in 1966 with the objective of guaranteeing high-quality hospital services for Willits and Northern Mendocino 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 receiving of funds raised for the new medical campus.

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

- A Medical Offices 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

WILLITS FRONTIER DAYS

2015 Schedule of Events

Get entries & more info online: www.WillitsFrontierDays.com

DATE	DAY	TIME	EVENT	LOCATION	COST
June 25	Thursday	5 pm	Hometown Celebration	Downtown Willits	Free to attend
		5 pm	Community Proj. Judging	Downtown Willits	Free to attend
June 26	Friday	6 pm	Truck Pulls	Jack Tharp Arena	\$14/Adult, \$5/Child
		9 pm	Street Dance	Rodeo Grounds	Free to attend
		6 pm	Carnival opens	Old Ball Fields	Tickets & Wristbands
June 27	Saturday	9 am	Gymkhana	Jack Tharp Arena	Free to attend
		10 am	National Anthem	Rodeo Grounds	Free to attend
June 28	Sunday	8 am	Horse Show	Jack Tharp Arena	Free to attend
		~	Sweetheart Judging	Jack Tharp Arena	Free to attend
July 3	Friday	7 pm	CCPRA Rodeo	Jack Tharp Arena	\$15/Box, \$12/Adult, \$5 Child
		9 pm	Western Dance	Rodeo Grounds	Free to attend
July 4	Saturday	9 am	Horseshoe Competition	Rec Grove	Free to attend
		11 am	Parade	Downtown Willits	Free to attend
		12 pm	Barbecue	Rec Grove	\$15/Adult, \$8 Child
		3 pm	Black Bart Gunfighters	Rec Grove	Free to attend
July 5	Sunday	4 pm	CCPRA Rodeo	Jack Tharp Arena	\$15/Box, \$12/Adult, \$5 Child
		7 am	Lions Pancake Breakfast	Rec Grove	\$8/Adult, \$5 Child
		10 am	Junior Rodeo	Jack Tharp Arena	\$5/Adult, Free/Child
		3 pm	Cowboy Poetry	Community Center	\$20/Adult, \$12 Child, 6-12



Giving Back to the community

From left to right: Tracy LeGris and Lee Persico of Willits Frontier Days, Loraine Patton of Soroptimist International of Willits, Kevin Reedy, president of the Little Lake Firefighters Association, Deputy Fire Chief John Thomen, Marcy Barry, president of Willits Frontier Days, and past WFD president Rick Crowder.

Each year, Willits Frontier Days gives back to the community in the form of donations and financial support for local activities and programs.

During a March 2015 meeting, \$2,500 was given back as follows: Little Lake Fire Department received \$250 for their smoke detector program; Soroptimist International of Willits received \$200 for their PEG program and \$250 for their book project; the Willits High School Swim Team received \$300 for new equipment; and the TRAIL program at Ridgewood Ranch received \$1,000.

Willits Frontier Days also donated \$500 for two full scholarships and one half scholarship for a three-day science camp at the Mendocino Coast this summer that sixth-grade students at Baechtel Grove Middle School were invited to attend. More than 100 students were invited, and each student needs to raise \$200 to attend.

SAVE THE DATE: Ranch Rodeo 10/17/15

See real-life cowboys, cowgirls and ranch hands compete in tasks commonly found on the ranch in the most practical of senses. Want to participate on a team in 2015?

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CCPRA Rodeos

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

Buckle Sponsors

All-Around CCPRA:
Hollifield Construction

Local Team Roping Header:
Garman Construction

Local Team Roping Heeler:
101 Trailer and RV

Local Barrel Racing:
Taco Bell



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

Dalli Fonsen

Contact

School and home: graduate of Del Oro High School, Willits resident

Horse: Joseph, 16, Quarter Horse

Contact: 530-790-5421 / df713@yahoo.com / on Facebook under "Dalli Fonsen"

Photo by Maureen Moore



Dalli Fonsen is one of three contestants running for the title of 2015 Willits Frontier Days Sweetheart. A graduate of Del Oro High School in Placer County, Fonsen returned to Willits "the day after graduation" and started classes at Mendocino College where she is working towards a degree in Business Accounting.

Her family has been ranching and riding in this community for years – her dad is Kelly Fonsen, who is the son of Marie Jenkins. Dalli Fonsen's grandfather was the late Don Fonsen. Don's widow, Ginger, still lovingly called "grandma," and Ginger's now-boyfriend, Ronnie Miner, also enjoy riding and ranching, and they support Dalli in her run for Sweetheart.

Dalli continues to enjoy team roping and barrel racing here in the Willits area. She rode in the California High School Rodeo Association's District 3 for a year before graduating, is a Willits Horsemen's member, and has looked forward to running for Sweetheart to be a role model for her three younger cousins.

"I want to show the girls that you can be the ranching beauty, smart, tough, beautiful, determined, not afraid of hard work, gutsy, courageous and a winner!" said Fonsen, noting her feelings of similarity towards Sandra Bullock's character in the blockbuster movie "Miss Congeniality." "Not all cowgirls are rugged: we can be glamorous, but still tough, princesses!"

Dalli expressed her appreciation to all her friends, family and sponsors.

Fonsen asks for your support in her run for the title and is currently selling tickets to all the Willits Frontier Days events.

Sweetheart Dinner Sponsor | Sherwood Valley Casino

Sweetheart Tiara Sponsor | Willits Chamber of Commerce

Sweetheart Spurs Sponsor | Soroptimist International, Willits

Runner-up Stirrup Sponsor | Taco Bell

Runner-up Pendant Sponsor | T&T Towing

The youngest contestant for this year's Willits Frontier Days Sweetheart contest is Caitlyn Forrester. Caitlyn has been riding, technically, since before she was born as her mom, Amy Forrester, enjoyed riding while pregnant with Caitlyn.

Now riding in the saddle, Forrester enjoys attending gymkhanas, horse shows and clinics, riding English and Western, and most recently, reining. She has been working with Olivia Wilburn on her reining skills and hopes to join the California High School Rodeo Association soon and compete in the recently added reining events.

When not on a horse, Forrester enjoys sports at Willits High School; she is a member of the swim, basketball and volleyball teams and also is a member of FFA and 4-H. Through her livestock groups, she enjoys showing sheep, goats, beef and horses at the local fairs.

What is the plan after graduation? Still to be determined, but Forrester thinks it will be along the agriculture lines, including attendance at Cal Poly State University. "Maybe a vet? Maybe an ag teacher? I just don't know yet," explained Forrester.

Caitlyn wanted to note her thanks to her friends and family, Natalie Campbell, Gravier's Chevron, and Geiger's Long Valley Market for all their support.

Forrester asks for your support in her run for the title and is currently selling tickets to all the Willits Frontier Days events.



Sweetheart Contestant Caitlyn Forrester

Contact

School and home: Sophomore at Willits High School, Willits resident

Horse: Peppy, 11, Quarter Horse

Contact: 707-972-7803 / on Facebook "Caitlyn Forrester 4 Sweetheart"

Photo by Natalie Campbell

Thais Reed took her first ride on a horse way back in preschool and says she has "been in love ever since." Running for Sweetheart was something she always wanted to do, despite her friends and family thinking this whole "riding" thing might just have been a phase.

"No way!" Thais laughed. "I never grew out of it, and I never plan to!"

During the 2015 Willits Frontier Days Sweetheart campaign, Reed hopes to get to meet new people, to gain experience with public speaking, and to "get me and my horse out there!"

Reed moved to Willits from Palm Springs in 1998 and has lived in Willits ever since. Reed has enjoyed riding in many local horse shows and gymkhanas, being out on trail rides, jumping fences, and more. She has taken lessons from local trainers Elaine Mancini and Lana Grieve, and currently boards her horse at San Vicente Ranch in the Willits valley.

Currently a full-time student with New Horizons Independent Study, Reed hopes to move to the "horse country" in Montana, where she will attend college with plans of becoming a diesel mechanic and then a pilot with the U.S. Air Force.

Reed noted her thanks to Brian and Maureen Scarbery of San Vicente Ranch and to her sponsor, Bar Bell Cattle Company, for all of their help with the run for Sweetheart.

Reed asks for your support in her run for the title and is currently selling tickets to all the Willits Frontier Days events.

Sweetheart Buckle Sponsor | Willits Frontier Days

Sweetheart Saddle Sponsor | Sherwood Valley Casino

Sweetheart Contestant

Thais Reed

Contact

School and home: Graduating this year from New Horizons Independent Study, Willits resident

Horse: Princess, 9, Mustang

Contact: 707-354-0784 / thaisreed@gmail.com

Photo by Maureen Moore



Advertisement for Restaurant El Mexicano, featuring a photo of the building and text: RESTAURANT EL MEXICANO, Great authentic food & atmosphere, 707-459-5702, Open 10 am to 8:30 pm Monday - Saturday, 166 S. Main St. Willits.

Advertisement for ASK Hay Sales, featuring the ASK logo and text: Sean Koplring HAY SALES, Alfalfa, Alfalfa Grass, Orchard Grass, Oat and Straw, (707) 322-0273, Delivery Available.

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WHEN & WHERE

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Beef Barbecue

Event Sponsor
Geiger's Long Valley Market

WHEN & WHERE

7/4 | 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 barbecue 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.

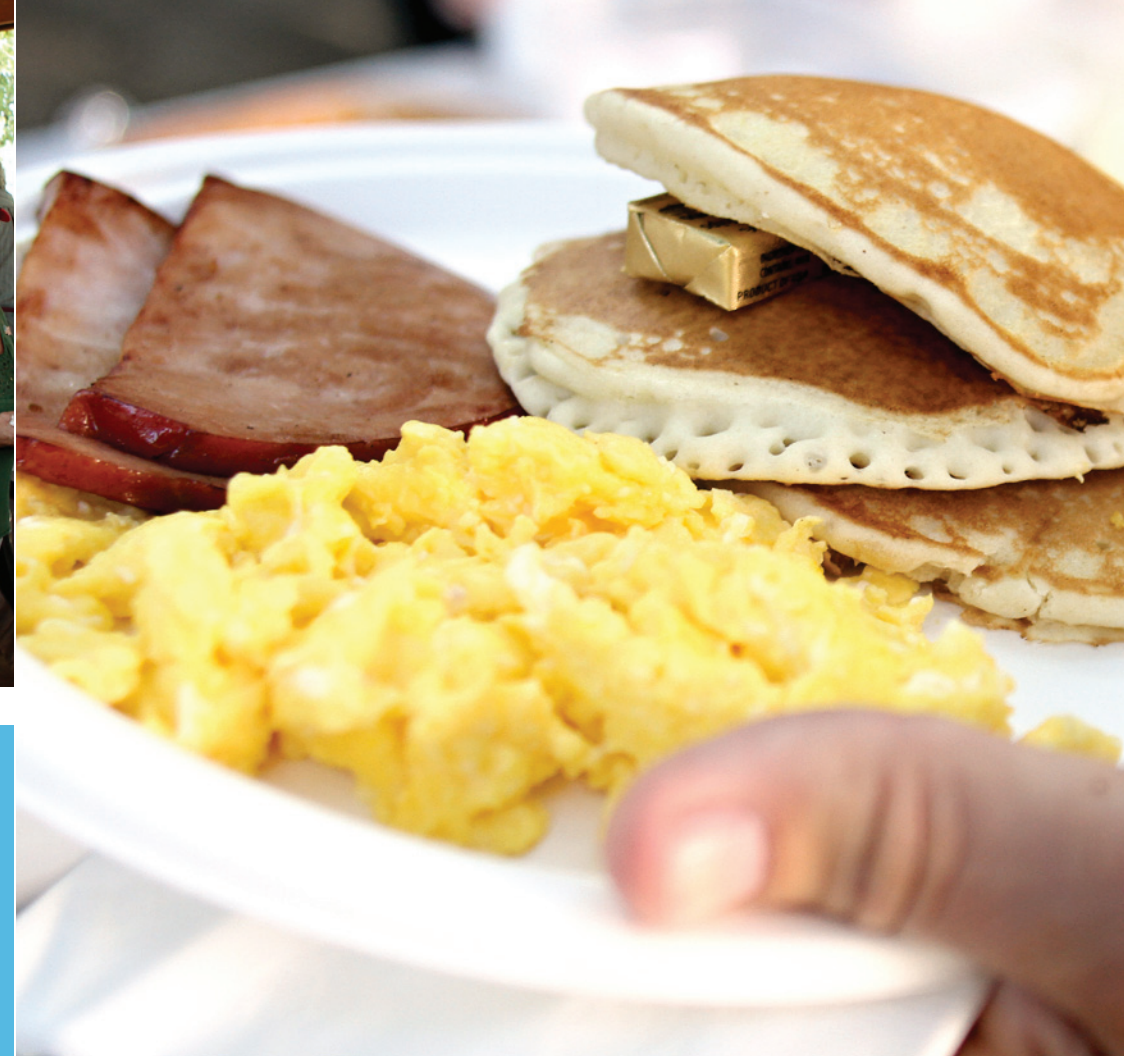
Horseshoe Competition

7/4 | 9 am | Rec Grove Park
Contact: Stephen Summers
367-2435

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.

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WHEN & WHERE

7/5 | 3 pm
Community Center
\$20/adult, \$12/child, 6-12

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Karen and Jim Ross

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Sheri Cronin

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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.

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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Gymkhana
 Event Sponsor
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WHEN & WHERE
 6/27 | 9 am
 Jack Tharp Arena
 Free to attend

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.

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Junior Rodeo



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WHEN & WHERE

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

CCPRAs 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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Black Bart Gunfighters

WHEN & WHERE

7/4 | 3 pm
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, barbeque 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



FRANK R. HOWARD MEMORIAL HOSPITAL

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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Carnival and Games

WHEN & WHERE

6/26 - Carnival opens
Old Ball Fields
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.

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Main St. Parade

Event Sponsor
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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 707-391-0433.

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 707-272-1997.

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 though 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.



Roots of Motive Power

WHEN & WHERE

Events throughout the year. See www.rootsofmotivepower.com for schedule

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.

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Hometown Celebration

Community Art Project Sponsor:
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WHEN & WHERE

6/25 | 5 pm
Downtown Main Street
Free to attend

Kicking 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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7PM to 10PM
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10P - Two Winners (Log Splitter & Chain Saw each winner)

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National Anthem Contest

WHEN & WHERE

6/27 | 10 am
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 hands 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.

Entry forms for all of our events are available online at www.willitsfrontierdays.com

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Chris Gardner Band



WHEN & WHERE

7/3 | 9 pm
Rodeo Grounds
Free to attend

With the release of their first album titled "The Answer" debuting April 2013, Nashville recording artist, the Chris Gardner Band, is just getting started. Excitement is buzzing over their first single, "Everybody Loves My Baby," and managing over 150 shows per year, it's sure to be heard! With their country-rock lyrics, soulful harmonies, high-energy performances and vulnerability on stage, the Chris Gardner Band always gives their best.

Six incredible musicians whose talents excel alone but thrive together are taking huge steps towards flourishing careers in music. It has been very rewarding for the band to open up for major country artists such as Chris Young, Luke Bryan, Love and Theft, Jerrod Neiman, Joe Nichols, Mark Chestnut, Josh Gracin and more.

At Country in the Park this year, they opened up for Billy Currington and amazed a sold-out crowd of 17,000 in Sacramento that was put on by CBS. They competed in the Colgate Country Showdown all the way to state championships in Nevada and entertained 10,000 people at the 2010 Monster Truck Show at Arco Arena in Sacramento.

Chad Bushnell



WHEN & WHERE

6/26 | 9 pm
Rodeo Grounds
Free to attend

Born and raised in Red Bluff, California, Chad Bushnell has been playing the guitar and singing since the age of 4. His father played lead guitar and sang in a country band when he was a young boy, and he knew right then that's what he wanted to do in life. Much of his family is involved in music including his great-grandmother who plays piano and his aunt and uncle who play the guitar and sing.

Chad grew up singing the national anthem at numerous rodeos, football games and other events. His parents have been the biggest supporters of his music, and he thanks his little sister for keeping him grounded. He has performed at many fairs, political events, fundraisers, casinos, coffee shops, bars, church functions and convention centers. He has opened for big names in the industry. He recently finished Top 10 in the American Country Star contest in Nashville and came out with his latest single titled "Nothin' Quite Like Summer." He also enjoys team roping, hunting, fishing and spending time with friends and family. He is a graduate of Chico State University with a degree in Business Administration. Chad gives a special thanks to his fans and everyone who supports his music.



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Horse Show

WHEN & WHERE

6/28 | 8 am
Jack Sharp Arena
Free to attend



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.

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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 BBQ crew helpers, Andrade Family, Art Cooley, BJ & Rocky Rutler, Bobbie & John Tilley, Brian Bouley, Brian Shuster, Cathy Sanders, Chamberlain Creek fire crew, Bruce Cartwright and Tammy Cartwright, Cavanaugh Family, Christine Houshelt, Cole Munderloh, Cloyd and Barbara Taylor, Dalton Family, Darrel Buzzard, Dan and Lori Ann Walker, Darren Bowlds, Darren Day, Deana Rutledge, Diane and Gary Ford, Doug and Kathy Goss, Duncan Family, Danielle Barry, Garman Family, Greg Simpsons Construction, Jack and Candi Tharp, Jim Bean, Willits Soil Products, John Sundstrom, Laura and Danny McBride, Lions Club, LFLD 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 Moorehead, Rotary Club of Willits, Shelly Campbell, 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 Weekly, Willits 4-H and WIPF Construction.

Past Heritage Award Winners:

1977 – Leandro "Dink" Persico	1990 – Florence Persico	2004 – Evelyn Persico
1978 – Harold Jorgenson	1991 – Orval Archer	2005 – Richard & Francee White
1979 – Logan Anker	1992 – Fred Steele	2006 – Kathleen Goss
1980 – Don Coleman	1993 – Jack Tharp	2007 – Doug Goss
1981 – Virginia Ciancio	1994 – Chuck Persico	2008 – June Sizemore
1982 – Grace & Ralph Laswell	1996 – Little Lake Fire Department	2009 – Claudia Smith Hill
1983 – George Kincade	1997 – George & Jane Akins	2010 – Carlin & Bill Horger
1984 – Frank Boomer	1998 – Jimmy Nyhen & Russ Oakley	2011 – John & Bobbie Tilley
1985 – The Colli Sisters	1999 – Fred Page	2012 – Bud Garman
1986 – Lee Persico	2000 – Rick Crowder	2013 – Hal Wagenet
1987 – Annette Ciancio Pinon	2001 – Johnny Mayer	2014 – Carl Gallups
1988 – R.E. "Bob" Harrah	2002 – Dan Pinon	
1989 – Ken Jamieson	2003 – Don Norred	

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Committee Chairs:

Advertising: Karen Cavanaugh & Maureen Moore
Junior Rodeo: Lee Persico and Bobbie Tilley
Gymkhana: Kathryn Baechtel
Sweetheart Contest: Soroptimist International Willits, and Loraine Patton
Horse Show: Mattie Pinon and family
Carnival: Dean Verdot and Billy Rutler
Parade: Kara Colvard and Ron Moorhead
Grounds: Jeff Cook and Harold Potter
Arena: Billy Rutler, Fred Barry and Harold Potter
Flowers: Marcy Barry, Tracy Legris, Alexis England, Tracy Duncan, Lori Ann Walker, Carrie Andrade
Margarita Booth: Dean and Rachel Verdot
Beer Booth: Fred Barry, Jeff Duncan and Willie England
Cowboy Poetry: Tamara Adams
Truck Pulls: Marcy and Fred Barry

We sincerely apologize if we have missed listing any of our other "caretakers" and hope you will understand and forgive us. 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.

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