

Greetings from

Frontier Days
 91st annual celebration - July 4 - June 23





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91st Annual Event WFD CREW

2017 Volunteers

At left:

Board of Directors:

Bruce Cartwright, John Thomen, Jeff Cook, Willy England, Bill Rutler, Karen Cavanaugh, Mattie Pinon, Dan Pinon, Kelly Figg-Hoblyn, Alexis England, Cathy Moorhead and Lee Persico.
Not pictured: Kera Colvard.

Below:

Executive Board

Secretary Tracy Legris, Vice President Marcy Barry, Treasurer June Sizemore and President Fred Barry.
Not pictured: 2nd Vice Tylor Yadon

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 for information on joining.

Message from the 2017
PRESIDENT
Fred Barry

Welcome to the 91st Annual Willits Frontier Days! 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 at all the events.

I personally would like to thank my family, Marcy and Danielle Barry, for hanging in there with me – you guys are my rock. Thank you again for all the continued support.

At right: The Barry family: Marcy, Rebel, Danielle and Fred

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Maureen Moore, Marcy Barry and Karen Cavanaugh

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Past Presidents of Willits Frontier Days

Marcy Barry
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

June Sizemore

June Sizemore is the recipient of Willits Frontier Days' 2017 Top Hand award.

Tirelessly working in the cook shack to help feed the hundreds of people who attend each year's Sweetheart Dinner is just one of the many tasks June takes on each year.

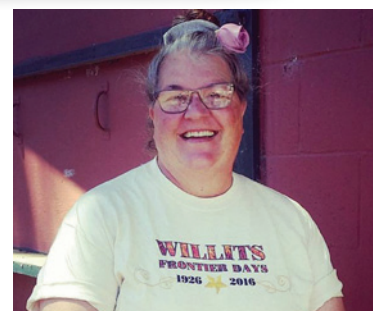
June serves as the dinner committee's chair and has also served as treasurer of the club for over a decade.

Willits Frontier Days is proud to honor this dedicated, capable, dependable and hard-working member of our crew who helps make each year a great success.

Thank you, June, from the bottom of our hearts!



At right: June Sizemore models the commemorative shirts available for the 90th anniversary of Willits Frontier Days



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*Beverly
Henderson*

2017 Heritage
Award Winner



Bev Henderson was selected as the 2017 recipient of the Willits Frontier Days Heritage Award for her years of service to the organization, helping in many ways and with many events.

"I started by helping out with the gymkhanas and horse shows in the eighties, then helped with timing, set up and etcetera for the Junior Rodeos," said Henderson. "When the office burned down, I started going down to the grounds and working on the gardens, cooking for the work crews, cleaning, whatever I could do. That same year, I started helping with the line-up team, readying entries for the parade."

Over the years Henderson noted that she's also handed out trophies and ribbons and worked the back gate and sign-in tables. She served on the scholarship committee and held positions as a board member for the organization, as well as being second Vice President under Richard White and Kent Stanley during their years as President.

Congratulations to Bev, and Willits Frontier Days thanks her for her service and support over the years.

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Howard Foundation Board of Directors members: Director Richard Willoughby, Chairwoman Margie Handley, Executive Director Arnie Mello, and Board Secretary Jann Lamprich



The Frank R Howard Foundation is honored to be chosen as this year's grand marshal for the 91st Willits Frontier Days celebration.

The Foundation's roots extend to the very first event held in July 1927, which included the christening of our new hospital made possible by the vision of Dr. Raymond Babcock and the generosity of Charles S. Howard in memory of his son, Frankie.

We at the Foundation are proud to be part of this year's celebration and hope you can join us!

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In addition to meeting and greeting Willits Frontier Days attendees during the parade, Hometown Celebration and rodeo events, the group also performs skits at KOA Campground throughout the summer season.

The group also sponsors a scholarship to a graduating senior student. This year, the first annual "Al Robinson Crusty Dumee" scholarship for \$500 was presented during the 2017 Senior Awards night at Willits High School.

The group is always looking for new members to join; anyone inter-



ested can attend a meeting or call for more info.

Meetings are held at 6 pm on the third Thursday of the month at the Mendocino County Museum. Contact Linda Palmer at 707-299-6143 for additional information on membership, event scheduling or hiring the group for upcoming events.

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Sweetheart HAILEY RILEY Candidate

Hailey Riley, 19, is in her second year in college at Mendocino College. "I will be riding my own horse, whose name is Easy Nina; she's a bay, a solid paint."

Hailey's parents are Paul and Bonnie Riley. She has a little sister, Morgan Riley, and a grandfather, Mike Riley. As far as after-school activities and hobbies, Hailey rides her horse as much as she can, "especially bareback or on trail rides."

She plays basketball for Mendocino College, and is on a women's slow pitch softball team at her work place, Howard Memorial Hospital.

"I decided to run for Sweetheart, because I've been wanting to do it for a while, but between knee injuries and surgery, I was never well enough to, and now that I am, I am very excited to be able to run." Hailey has been riding for about 10 years, doing gymkhanas, horse shows and trail rides.

"I'm going to college to become a certified X-ray technician, majoring in allied health, and double majoring in kinesiology. After getting my degrees and certification for X-ray, I plan to get my certifications in MRI, Ct scan and ultra sound."



During this year's Sweetheart contest, Hailey is "looking forward to meeting new people and learning more tricks and techniques with my horse."

She'd like to thank "everyone that is helping me along the way. I'm very appreciative of my family for all the dedication they are also putting into this with me."

Contact Riley by calling or texting 707-272-1139

Sweetheart KEELY AHDERS Candidate

Keely Ahders, 17, is a senior in the New Horizons Independent Study program and also attends Mendocino Community College. "My horse is named Spirit, age 15, a black Peruvian Paso, but I'm not going to be using her for the horsemanship portion, but am currently looking for a horse to lease or borrow."

Keely's parents are Heidi and Roger Ahders. She has an older brother, Marshall Ahders, and two grandmothers, Connie Ahders and Evelyn Hayman. As far

as after-school activities and hobbies, Keely has played the piano for 12 years, and enjoys cross country, golf, Willits 4-H, raising rabbits, reading, and working with animals.

"I decided to run for Sweetheart because it is something that has always look like fun to do and will give me more experience interacting with the community and being part of Frontier Days." Keely, who has been riding since she was 5, rides both English and western, and has worked with Michelle Franklin, Marta Bartow and Elaine Mancini.

"I plan to attend Mendocino Community College for another year, finishing up my health science and business administration degrees, then transfer to a four-year college to major in biochemistry. After that, I plan to transfer to a doctor of veterinarian or medical doctor program."

During this year's Sweetheart contest, Keely is "looking forward to meeting new people, learning new things, and going to all the Frontier Day events."

She'd like to thank her mom, Heidi, Elaine Mancini, Marcy Barry, and Lory McAsey from Rainbow Ag.

Contact Keely Ahders by texting or calling 707-391-0092.



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The Frank R. Howard Foundation

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ACCOMPLISHMENTS IN 2016:

The Foundation purchased over 50 pieces of state-of-the-art medical equipment for the new hospital, utilizing the \$4,000,000 grant from the City of Willits/PEPSI Funds set aside to benefit the community.

Avenues to Wellness:

Free-to-the-public programs —

- Monthly Speaker Events & Chronic Pain Self Management/Healthier Living Workshops
- Website (avenuestowellness.org), facebook & newsletter

Commonwealth Garden:

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- Hospital Nutritional Services Department
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WHEN & WHERE: 7/2 | 4 to 9 p.m. | Jack Tharp Arena | Adult: \$5

CCPRAers 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.



At left:
All-Around
winners Lucy
Moore of St.
Helena, left
and Gunner
Cogburn of
Arcata, right,
pose with
2016 Willits
Frontier Days
Sweetheart
Halee Reed.



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Truck & Tractor PULLS

WHEN & WHERE: 6/23 |
6 p.m. | Jack Tharp Arena |
Adult: \$13, Child: \$5

The Jack Tharp Arena gets to serve a different use on Friday night, when the Truck and Tractor Pulls replace the bulls and bronses that usually inhabit the space.

Local boys and girls, and a roster of professional drivers who are a part of the MLM Motorsports crew, try their trucks and tractors against The Terminator, a weighted sled that is hooked to competitors' vehicles.

The drivers must begin from a parked position, be hooked to the sled, then methodically, or with much gusto, drag the sled down the arena and hope to make it across the 300-foot-mark finish line.

The sled has an increasable weight that can be altered to allow different levels of resistance for each class of drivers.

Classes include: Super Street, Street Diesel, OMG Class, Stock Diesel, 4,500-pound, 5,500-pound, 7,200-pound, Pro Modified trucks, 5,800-pound tractors, Country Modified, 6,000-pound and 8,000-pound.

Awards are given, as are bragging rights, to those who are able to dominate The Terminator. Many drivers compete with MLM at their other events, and come back to Willits year after year for this fun event.





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Singing the National Anthem



WHEN & WHERE: 6/25 | 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 stan-zas of "The Star Spangled Banner," including some very young kiddos, dads, moms, amateurs, semi-professionals and even a barber-shop quartet. Everyone is invited to come and cheer on their favorite singer at the contest held at the Rodeo Grounds.

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WHEN & WHERE: 7/4 |
Noon | Rec Grove Park
Adult: \$15 & Child/Se-
nior: \$8

Even as the parade comes to an end, the sizzling aroma of barbecuing beef can already be caught in 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 the Annual Beef Barbecue 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 Darrell Buzzard 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.



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MARGIE HANDLEY



Sweetheart Dinner Sponsor
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Above: 2016 Willits Frontier Days Sweetheart Halee Reed stands with Chuck Persico. Below: The 2016 Contestants, from left: Halee Reed, Calayan Knight, Sierra Skinner and Cheyenne Walters.

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Crowning the 2017 SWEETHEART

WHEN & WHERE: Horsemanship: 6/25 | During Horse Show Jack Tharp Arena | Free to Attend

Appearance & Poise: 6/24 | 12 to 3 p.m. Community Center | Free to Attend

Crowning of 2017 winner: 7/1

Selecting the next lady to represent the Willits Frontier Days celebration is decided on ticket sales, poise and personality, modeling, a speech, equestrian knowledge, and a horsemanship riding pattern. Candidates are responsible for helping create awareness of the WFD events by selling tickets in the community. Those crowned Frontier Days Sweetheart help out in the arena every year, handing out awards, chasing cattle, riding in the parade, and posing with winners for photos, as well as making appearances at other rodeos in the name of Willits Frontier Days.

Participating SERVICE clubs

American Legion

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

The American Legion

meets on the second Tuesday of the month from 7 pm at the Veterans Hall

Willits Rotary

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.



The Willits Rotary Club

meets every Thursday from Noon to 1:30 pm at Szechuan Asian Restaurant



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Johnny Young Band LIVE MUSIC Chad Bushnell

WHEN & WHERE 6/23 | Following Truck Pulls & 7/3 | Following Rodeo | Rodeo Grounds | Free to Attend

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, the Johnny Young Band and Chad Bushnell will perform for the gathered crowds, Johnny Young on 6/23 and Chad Bushnell on 7/3. The Beer Garden offers cowboys and cowgirls a watering hole, and something for the youngsters to long for.

Remember: no backpacks will be allowed. Please leave them at home. Dances are held at the Rodeo Grounds from 9 pm until midnight. Be safe, have fun, and make each dance a night to enjoy for all!

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ROOTS

of Motive Power

WHEN & WHERE: Events throughout the year. See www.rootsofmotivepower.com for schedule

Roots of Motive Power acquires, re-stores 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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will be given away to six winners.
There will be a top prize of \$3,000
There will also be a \$2,000 winner,
two (2) \$1,000 winners and
two (2) \$500 winners

Earn Entries

July 4 (20 points/entry) July 5 (25 points/entry)
July 6 (25 points/entry) July 8 (30 points/entry)

Drawing Times

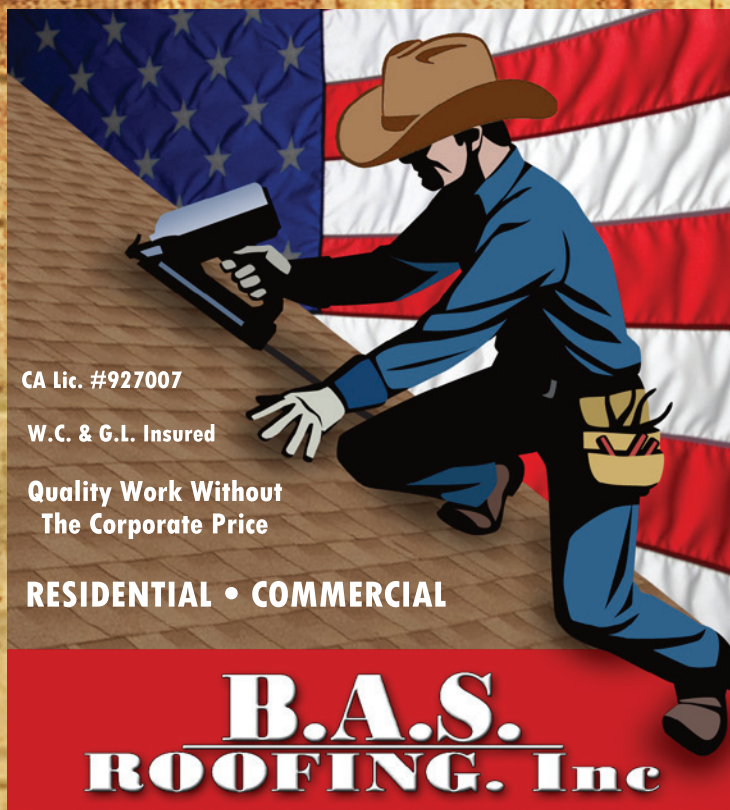
7 PM (one winner) 8 PM (one winner)
9 PM (two winners) 10 PM (two winners)

Each winner will choose a sealed envelope from a board in the Players Club. Shortly after the last drawing at 10pm, the customers will be given their chosen envelopes to see how much cash they have won.

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RANCH RODEO

October 7, 2017

WHEN & WHERE 10/7 | 10 a.m. | Jack Tharp Arena
| Free to Attend

After the official Willits Frontier Days and Fourth of July events are over, the Jack Tharp Arena quiets down for a few months, but when October rolls around, it livens up once again and plays host to the annual Ranch Rodeo event.

The Ranch Rodeo differs from the traditional rodeo events by offering teams of riders the chance to try their hands and hooves at more practical, working-ranch-lifestyle tasks like "ranch doctoring," "trailer loading," and "team sorting." These events are more common for everyday life on a ranch and take a different skill set than, say, barrel racing. A barbecue, Calcutta auction and more are held during the Rodeo. Check out "Year-Round Events" on www.WillitsFrontierDays.com for more information and entries when they become available.

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Main Street PARADE

WHEN & WHERE: 7/4 | 11 a.m. | Main Street - Downtown Willits | 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 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 winner, 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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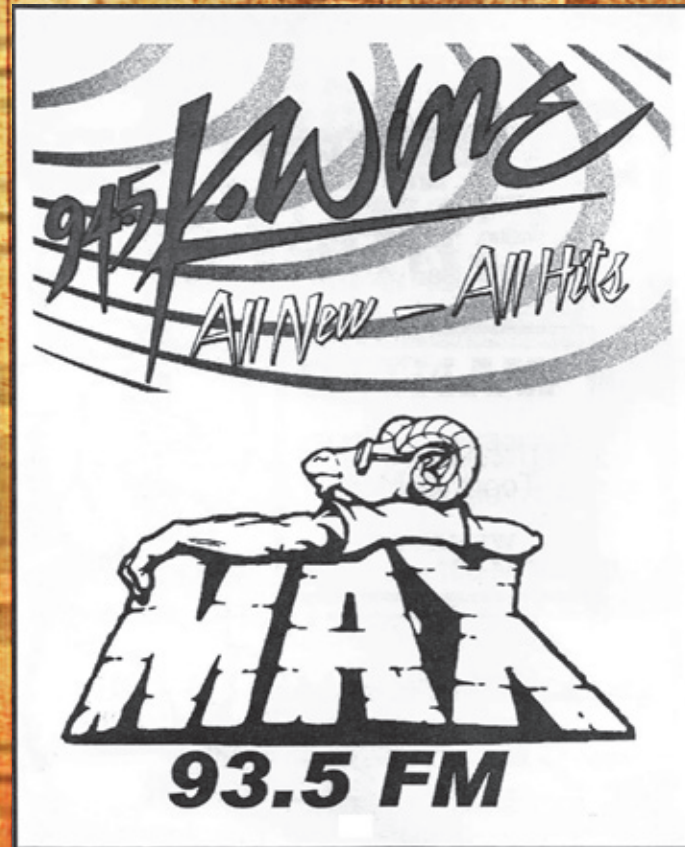
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WHEN & WHERE: 6/30 | 5 to 9 p.m. | Main Street
- Downtown Willits Free to Attend

The Hometown Celebration is held along the Main Street corridor in downtown Willits, and this year will be the first on the post-bypass Main Street. Many brick-and-mortar vendors, restaurants, cafes and shops open their doors with specials and sales for those who come and celebrate for the evening. Pop-up booths are set up for many other businesses in several parking lot areas. South-of-town and other businesses, service groups, clubs and organizations – and the Farmers Market again this year – offer goods to buy, raffles, and games and fun for the kids. Check out the details of the new Scavenger Hunt at participating businesses. Food, treats and tasties are available from local restaurants and vendors who serve many street-friendly eats for visitors to stroll around town.

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WHEN & WHERE: 7/3 | 7 p.m. & 7/4 | 4 p.m. Jack
Tharp Arena | Box: \$15, Adult: \$12, Child: \$5

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.

All-Around CCPRA:
Time Bandit

Steer Wrestling:
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Bull Riding:
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Local Barrel Racing:
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who sponsored buckles for these
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Above: Dominique Penney of Ukiah was the local barrel winner. At left: Kelly Fonsen and Michelle McCord, winners of the local team roping buckles.





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Willits Lions Club

BREAKFAST

WHEN & WHERE: 7/2 | 7 a.m. | Rec Grove Park | Adult: \$8, Child: \$5

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 hot-cakes, 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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The roster of past
SWEETHEART
contest winners

- 1926 None First year of Rodeo
- 1927 Marie Scholegel Novaglie
- 1928 Martha Warner Kelton
- 1929 Lola Butts
- 1930 None
- 1931 None
- 1932 Enola McKenzie Reed
- 1933 Betty Akins
- 1934 Amy Gardner
- 1935 Jemma Pedroncelli Serventi
- 1936 Elizabeth Wendt Ferguson
- 1937 Alice Gibellini Wade
- 1938 Dorce Brown
- 1939 Earnstine Casteel DeBoer
- 1940 Evelyn Robley Bergson
- 1941 Pauline Standley Perez
- 1942 Melba Dempsey Lewis
- 1943 Ann Cox McGinnis
- 1944 Anna Ford Hardwick
- 1945 Lillian Kroh Nolan
- 1946 Georgia Stovall Welch
- 1947 Anne Crabtree Henderson
- 1948 Lillian Kroh Nolan
- 1949 Betty Mast Campbell
- 1950 Wanda Lane Johnston
- 1951 Gretchen Mullen Weber
- 1952 Yvonne Dusseau Leever
- 1953 Claire Huffman Robertson
- 1954 Joan Neary Von Weien
- 1955 Shirley Merritt Nikolashin
- 1956 Betty Ann Stansberry Erbes
- 1957 Patricia Moreno Door
- 1958 Letha Schumaker Wiley
- 1959 Marian Whitely Ross
- 1960 Carol Collier McClendon
- 1961 Mardi Wilson Hinton
- 1962 Linda Allen Banks



Sweethearts who attended the 2016 dinner with flowers from Flowers by Annette.

- | | |
|----------------------------------|-------------------------------|
| 1963 Susan Fonsen Neilson | 1990 Melanie Ulvila |
| 1964 Sue Hardaway | 1991 Lanae Shuster Lamkin |
| 1965 Sharon Baker Arno | 1992 Amanda Hiatt Hower |
| 1966 Leslie Cogburn Scaglione | 1993 Amy Ford |
| 1967 Joan Scholegel | 1994 Marta Trevey |
| 1968 Clydeen Smith Dick | 1995 Tori Nunnemaker Minton |
| 1969 Mousey Clatty | 1996 Georgeanne Dawson Crosky |
| 1970 Kam Maize LaLaguna | 1997 Patricia Garrity |
| 1971 Margaret Smith | 1998 Ileah Leone |
| 1972 Paulette Wilcott Somdahl | 1999 Mary Garrity |
| 1973 Jann Clatty Rickey | 2000 Olivia Grupp |
| 1974 Kathy Persico Graves | 2001 Katherine Whitby |
| 1975 Lorraine Soulliere Crabtree | 2002 Sandi Short |
| 1976 Tami Tharp Romberg Mayfield | 2003 Mattie Pinon |
| 1977 Kelly Bielenberg Eoff | 2004 Tina Holguin |
| 1978 Julie Canepa Belvin | 2005 Ashtan Bloomquist |
| 1979 Liz Persico Day | 2006 Darcy Ford |
| 1980 Cindy Kostanecki Kelly | 2007 Courtney Figg-Hoblyn |
| 1981 Stacey Blalack McKinley | 2008 McKenzie Barlow |
| 1982 Caroline Kostanecki Durupt | 2009 Lindsey Bowlds |
| 1983 Sandra DuCross Norman | 2010 Stephanie Standley |
| 1984 Chrissy Kostanecki | 2011 Riata King |
| 1985 Tracey Ford Moody | 2012 Rachel Belvin |
| 1986 Kristine McBride Tyrrell | 2013 Lilja Lamkin |
| 1987 Kim Colwell Lebo | 2014 Haley Schuck |
| 1988 Nicole Persico Kunka | 2015 Caitlyn Forrester |
| 1989 Dina Pinon Parker | 2016 Halee Reed |



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English & Western HORSE SHOW

WHEN & WHERE: 6/25 | 8 a.m. | Jack
Tharp 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.

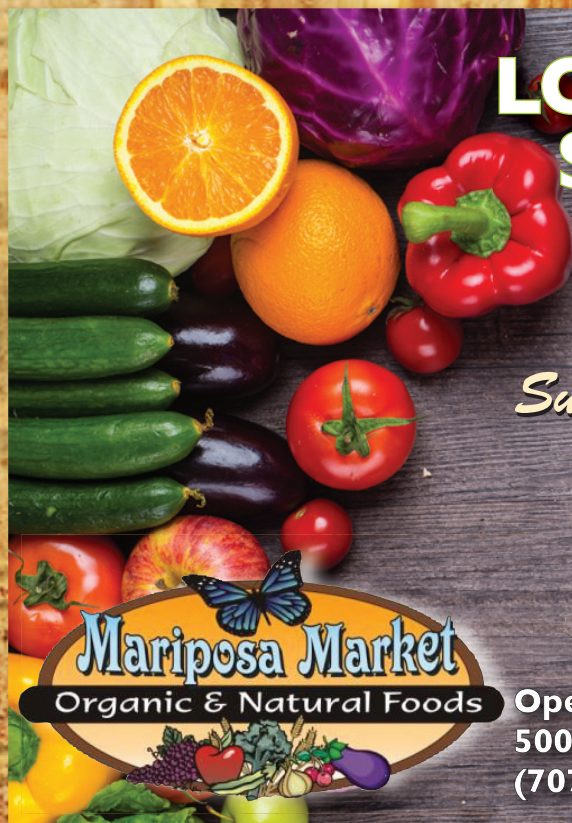
English and Western disciplines are both
showcased, and a high point and reserve
high point winner are selected from each
group and are awarded prizes for their day's
efforts.

Five local perpetual trophies are available:
Barbara Hamilton, John Fish, Randy Clark
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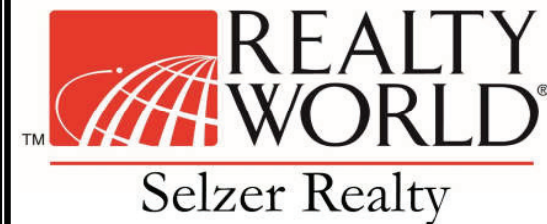
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Rides & Games CARNIVAL

WHEN & WHERE: 6/23 carnival opens | 4 p.m. | Old Ball Fields | Wristbands & Tickets

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.



Photo by Beka Wilson





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Chad Bushnell

WHEN & WHERE: 7/3 | Following Rodeo | 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 Chad 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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Country roots, with a Rockin' soul, The Johnny Young Band delivers a high-octane mix of Country, Rock, and Pop favorites guaranteed to set any dance floor ablaze. Based in Northern California, the band is made up of seasoned touring musicians, led by award-winning Vocalist/Guitarist Johnny Young.

Johnny and the guys have dedicated their lives to music, and as individuals have played a multitude of venues from NBC Today Show, to Warped Tour, to The Grand Ole Opry respectively. Since their inception a mere six months ago, The JYB can already be found performing in top venues around the West Coast. The band has their sights set on a national tour upon completion of their debut album, set for release next year.

The Johnny Young Band is: Johnny Young on Vocals & Guitars, Nick Ford on Bass Guitar, Rik Pietriewicz on Guitars & Backing Vocals, Sid Walker on Fiddle, and Michael Masters on Drums

Johnny Young Band

WHEN & WHERE: 6/23 | Following Truck Pulls | Rodeo Grounds | Free to Attend



LAURA RIDES

*Annual Bank Deposit
Laura McBride*

For over 20 years now, Laura McBride, Willits local and Willits Frontier Days regular, makes it a point to ride through the drive-through lane at Savings Bank of Mendocino County atop her trusty steed, Twinkie, and help welcome the Frontier Days season. This year was no exception. Also along for the ride this year was Snickers, who was ponied alongside to make the bank deposit.

McBride enjoys keeping the tradition of bringing the horses through the drive-through lane, even though the bank changed hands from the Bank of Willits to Savings Bank of Mendocino County.

Thanks to the small-town atmosphere Willits still offers, keeping the horseback drive-through tradition alive remains possible and certainly only something one would see in "small town America."



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Sweetheart Contest: Evelyn Persico and Kathy Persico
Horse Show: Mattie Pinon and family
Carnival: June Sizemore
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Flowers: Marcy Barry, Tracy Legris, Alexis England, Lori Ann Walker, Tammy Cartwright, Karen Cavanaugh
Margarita Booth: Karen Cavanaugh and Tammy Cartwright
Beer Booth: Fred Barry, Jeff Duncan, Willie England and Rod Cavanaugh
Truck Pulls: Marcy and Fred Barry
BBQ: Darrell Buzzard
Vendors: Alexis England
Sweetheart Dinner Cooking: June Sizemore and Fred Barry
Hometown Celebration: Ashtan Bloomquist

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; Annette and Art Cooley; Bobbie and John Tilley; the Chamberlain Creek fire crew; Bruce Cartwright; the Cavanaugh family, Christine Houslashelt; Cloyd and Barbara Taylor; the Dalton family, Darrell Buzzard and family, Lori Ann Walker; Deana Rutledge; Diane Ford; Twila, Rita and Doug King; Doug and Kathy Goss; the Duncan family; Danielle Barry; the Garman family; Jack and Candi Tharp; Laura and Danny McBride; Willits Lions Club; Little Lake Fire Department volunteers; Mary Burgess; Maureen Moore; Mendo Mill of Willits; Mike and Michael Frahm; Nita Tharp; the parade crew; the Persico family; the Pinon family; Pro-Flame; the Riley family; Ron Moorhead; Rotary Club of Willits; Shuster's Trucking Co.; Skip A-Z; Soroptimist International of Willits; Sparetime Supply; T&T Salvage and Storage; Tammy Cartwright; the City of Willits employees; Ukiah Ambulance; Willits Boy Scouts; Willits Chamber of Commerce; Willits High School baseball team; Willits Police Department; Willits Weekly; Bouthiller Construction; the Thomen family; and Rick Crowder.

Supporting Willits Frontier Days in spirit this year: Harold Potter. You will be missed, and we thank you for all of your support over the years. Our deepest condolences to your friends and family. Retirement of Annette Pinon: Thank you for your many years of service and the many contributions over the years made by your shop, Flowers By Annette.

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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