

92ND ANNUAL EVENT



Willits FRONTIER DAYS

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JUNE 22 - JULY 4, 2018



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Jake Whitehurst
 Manager
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 jake@jdredhouse.com | Willits, CA 95490

The business is owned by: Darlene Bixler
How many employees: 19
Biggest selling items/service: Our top-selling items are our dog food, pet supplies, hay and grain.

Something someone may be surprised you have/carry/do: We have expanded on our men and women's casual clothing. We doubled our clothing department, but kept the livestock supplies, and they can now be found and shopped in our warehouse.
Tell us a little more about your business: Store owner Darlene opened J.D. Redhouse to offer locals quality pet food and livestock feed without having to drive out of town. Little by little, the store filled with clothing for men, women and children as well as a variety of toys and gifts. In the beginning you could find coffee, ice cream and candy in our sweetshop, but we now offer handmade fudge, sandwiches and salads, too!

From left: Darlene Bixler, Jake Whitehurst, Ashtan Bloomquist, and Kaleb and Aybrie Whitehurst.

92nd Annual WFD CREW

volunteers and members

2018 Crew

At left:

Board of Directors:

Back row, from left: Billy Rutler, Bruce Cartwright, Jeff Cook, Ron Moorhead and Cathy Moorhead. Front row, from left: Mattie Owen, Kera Colvard, Alexis England, Karen Cavanaugh and June Sizemore.

Below:

Executive Board

Secretary Tracy Evans, 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.

A message from the
2018 President
FRED BARRY

Welcome to the 92nd 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, Danielle and Fred Barry.

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Maureen Moore, Marcy Barry and Karen Cavanaugh

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Past Presidents of Willits Frontier Days

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 Ralph Baker
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2018 Top Hand
TODD HOLLIFIELD

Willits Frontier Days is proud to honor Todd Hollifield of Hollifield Construction for this year's Top Hand Award. Todd went above and beyond to get the grounds ready for our Fourth of July festivities after the devastating destruction in 2017 when a tree fell and smashed the bleachers and beer booth. Todd also helped improve the grounds with ADA access and upgrades throughout the property. He is always there to lend a helping hand whenever he can. Todd also has over 20 years of volunteering under his belt with the Little Lake Fire Department.



Above, left: Todd Hollifield. Above, right: Fred Barry and Todd Hollifield worked tirelessly in 2017 to get the rodeo grounds ready for upcoming events after unexpected damage.

92ND ANNUAL WILLITS FRONTIER DAYS



Friday, June 22:

HOMETOWN CELEBRATION:
5 to 9 p.m. | Main Street – Downtown Willits
Free to Attend

Saturday, June 23:

SWEETHEART JUDGING:
Appearance & Poise: 12 to 3 p.m.
Community Center | Free to Attend

Sunday, June 24:

HORSE SHOW:
8 a.m. | Jack Tharp Arena | Free to Attend

SWEETHEART JUDGING:
Horsemanship: During Horse Show
Jack Tharp Arena | Free to Attend

NATIONAL ANTHEM CONTEST:
Noon | Rodeo Grounds | Free to Attend

Thursday, June 28:

CARNIVAL:
Opens at 4 p.m. | Next to Rodeo
Grounds | Wristbands:
presale thru 6/27:
\$25 at J.D. Redhouse

Friday, June 29:

TRUCK PULLS:
6 p.m. | Jack Tharp Arena
Adult: \$14, Child: \$6

STREET DANCE:
Following Truck Pulls | Rodeo Grounds
Free to Attend

Saturday, June 30:

SWEETHEART CROWNED:
Rodeo Grounds

Sunday, July 1:

LIONS COWBOY BREAKFAST:
7 a.m. | Rec Grove Park | Adult: \$8, Child: \$5

COWBOY CHURCH:
10 a.m. | Rec Grove Park | Free to Attend

JUNIOR RODEO:
4 to 9 p.m. | Jack Tharp Arena | Adult: \$5

Tuesday, July 3:

CCPRA PROFESSIONAL RODEO:
7 p.m. | Jack Tharp Arena
Box: \$15, Adult: \$12, Child: \$5

WESTERN DANCE:
Following CCPRA Rodeo | Rodeo Grounds
Free to Attend

Wednesday, July 4:

HORSESHOE CONTEST:
10 a.m. | Rec Grove Park | Free to Attend

PARADE – “We stand for Old Glory”:
11 a.m. | Main Street – Downtown Willits
Free to Attend

BARBECUE:
Noon | Rec Grove Park
Adult: \$15, Child/Senior: \$8

COUNTRY MUSIC RODEOLA:
Noon | Rec Grove Park | Free to Attend

CCPRA PROFESSIONAL RODEO:
4 p.m. | Jack Tharp Arena
Box: \$15, Adult: \$12, Child: \$5

Thank you to our
2018 major sponsors



Entry forms and additional information
can be found on our website:
www.WillitsFrontierDays.com



Willits Frontier Days is proud to name Ruth Burris as the 2018 Heritage Award winner. Burris also received the title of Grand Marshal in 2004.

Burris was selected for the Heritage Award this year because of her countless hours of service, being helpful whenever needed, and being the face of the organization for 15-plus years.

Bracelet sponsor:

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Ruth moved to Willits in January of 1949 and started working at the Ice and Soda Shop until 1962. In 1973 she started working at the Bank of Willits until retiring in 1993. It was in 1993 that Ruth started with Willits Frontier Days, where she helped by working in the front office, answering phones, selling tickets, and doing a lot of babysitting!

Kids are near and dear to Burris' heart – she mentioned they were undoubtedly her favorite part of WFD. Burris has three of her own children: daughters, Mary, Bobbie, and Joyce, two of whom ran for the title of Sweetheart over the years.

“Willits Frontier Days is so much a part of Willits,” says Burris. “Not having the events, it would just not be the same. I am honored to receive this award.”

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2018 Grand Marshal
Chris Neary has been a part of Willits Frontier Days since 1952 when he remembers being on a float in the parade on a papier-mache elephant for the local Republican party. Ever since, he has always enjoyed the Willits Frontier Days festivities and celebrating with his family at the big July 3 barbecue at their family property, Sunnybrook Ranch, a tradition which continues today.

His family has been involved in WFD for decades, too: his mom, Barbara, helped write the original Sweetheart rules; his sister Joan was the Sweetheart in 1954; and his stepfather, Bob Hamilton, was a past Grand Marshal winner, too.

Neary, who graduated from Willits High School in 1966, attended law school afterwards before returning home to Willits to open his own practice in 1976. His office on the top floor of the building at the corner of West Mendocino and Main Street gives him a lovely view of one of his favorite WFD activities: the parade. With his law background, Neary helps Willits Frontier Days with the bylaw reviews, Sweetheart revisions, and other legal work, and he continues to be a part of the organization he's enjoyed for so many years.

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Period clothing and a commitment to character make the members of the Black Bart Gunfighters Theatrical Group a living-history addition to the Willits Frontier Days festivities, and to other events wanting to add some western flair to the guests' experience.

In addition to meeting and greeting Willits Frontier Days attendees

BLACK BART

Theatrical Group

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. Last year, the first annual "Al Robinson Crusty Dume" 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 interested 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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Chad Bushnell LIVE MUSIC Bobby Zoppi

WHEN & WHERE: 6/29 | 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 Chad Bushnell and Bobby Zoppi will perform for the gathered crowds, Zoppi on 6/29 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!



Meet the candidate
for WFD Sweetheart
LILAH GARMAN



Being the only Sweetheart contestant isn't fazing Lilah Garman; she plans to compete against the record of tickets sold by past Willits Frontier Days Sweetheart contestants and outsell the top earner's total of \$42,000 with a new goal of \$60,000.

The 16-year-old Willits High School junior is excited to get out and sell tickets to the rodeos, barbecue, junior rodeo and for the raffle and become the Sweetheart to represent the 92nd annual Willits Frontier Days event. Her partner will be her horse, Daisy, an 11-year-old palomino Garman has had since Daisy was just 2 years old.

"I've always wanted to run, and now that I'm finally old enough, I'm excited to get my chance," said Garman.

A born-and-raised native, Garman's family in Willits includes parents Kara and Heath Garman, sister Emma, grandparents Sharon and Bud Garman, and grandmother Sandy Eddy.

This isn't her first foray into the Willits Frontier Days arena, however; Garman has been riding most of her life and has competed in Willits Frontier Days gymkhanas and horse shows since she was 3, as well

as riding in the parade, and dreaming of the day she can run for Sweetheart, too, of course.

Garman has also competed in FFA and 4-H horse shows and also shows steer and has a lamb breeding project with her sister, Emma, for the Redwood Empire Fair. Garman is also the junior class president at Willits High School, and plans to run for senior class president next year.

As president this year, Garman was the committee chair in charge of the prom. She enjoys being in the leadership classes and also working at J.D. Redhouse in her after-school time.

After high school, Garman plans to attend Mendocino College where she can complete her prerequisites and then move forward with a career in nursing.

Garman hopes that winning the title will allow her to get more involved and out and about in the community, showing others the fun of Willits Frontier Days.

Sweetheart contestants earn a portion of their total amount of ticket sales as a cash prize at the end of June, and some look at the two-month run as a great summer job.

"I really want to earn this title by myself and put in the work to make it a success," said Garman. "I want to exceed the highest amount sold thus far as if that was someone else running. I want to thank everyone who has supported me in running!"

Garman was able to start selling tickets on May 1 and will continue to do so before the invite-only Sweetheart dinner on June 30.

Tickets only account for a portion of the contestant's score, however. Garman will also have to compete on horseback for a riding pattern and queen run, demonstrate her equestrian and tack knowledge, prepare a speech that she will recite in front of two live audiences, and model a Western outfit and showcase her poise and personality in a question-and-answer session with three judges.

Help Garman win the title of 2018 Willits Frontier Days Sweetheart by reaching out to her with a call or text to 707-354-3588. She will be at businesses around town in the afternoons and at Willits Power on Sundays to sell tickets. Remember, online campaigning is *not* allowed, so please call her directly!

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Learnin' the ropes at the JR. RODEO

WHEN & WHERE: 7/1 | 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.

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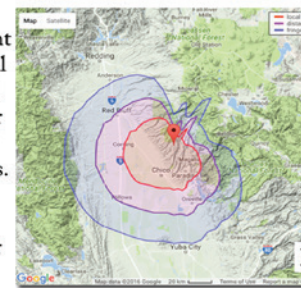
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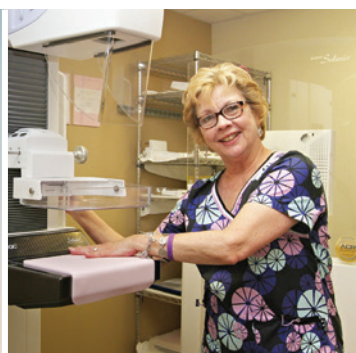
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WHEN & WHERE:

6/29 | 6 p.m.
Jack Tharp Arena
Adult: \$14, Child: \$6

The Jack Tharp Arena gets to serve a different use on Friday night, when the Truck and Tractor Pulls replace the bulls and broncs 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: 6/24 | 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.



Happy Frontier Days and Happy 4th of July!

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WHEN & WHERE:
7/4 | Noon
Rec Grove Park
Adult: \$15, Child \$8,
Senior: \$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 is 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 Josh Colvard 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.

Corn & Beans at the BEEF BBQ

Horseshoe Tournament

7/4 | 10 a.m. | Rec Grove Park | Free to Watch

Rodeola

7/4 | Noon | Rec Grove Park | Free to Attend

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Crowning our SWEETHEART

WHEN & WHERE: Appearance & Poise: 6/23
12 to 3 p.m. | Community Center | Free to Attend

Horsemanship: 6/24 | During Horse Show
Jack Tharp Arena | Free to Attend

Crowning of 2018 winner: 6/30

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.

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Above: 2017 Willits Frontier Days Sweetheart Hailey Riley stands with Willits Frontier Days President Fred Barry.
Below: The 2017 contestants, from left: Keely Ahders and Hailey Riley.





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 American Legion

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

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.

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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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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**RANCH
RODEO**
October 13, 2018

WHEN & WHERE

10/13 | 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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PARADE on Main Street

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 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, 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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CCPRA RODEO

California Cowboys Pro Rodeo Assn.

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:
 Savings Bank of Mendocino County

Steer Wrestling:
 Geiger's Long Valley Market

Bull Riding:
 Garman Construction

Tie-Down Roping:
 Willits Taco Bell

Bareback Riding:
 Willits Taco Bell

Saddle Bronc Riding:
 Willits Weekly

Barrel Racing:
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Breakaway Roping:
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Team Roping Header:
 Nor-Cal Recycled Rock

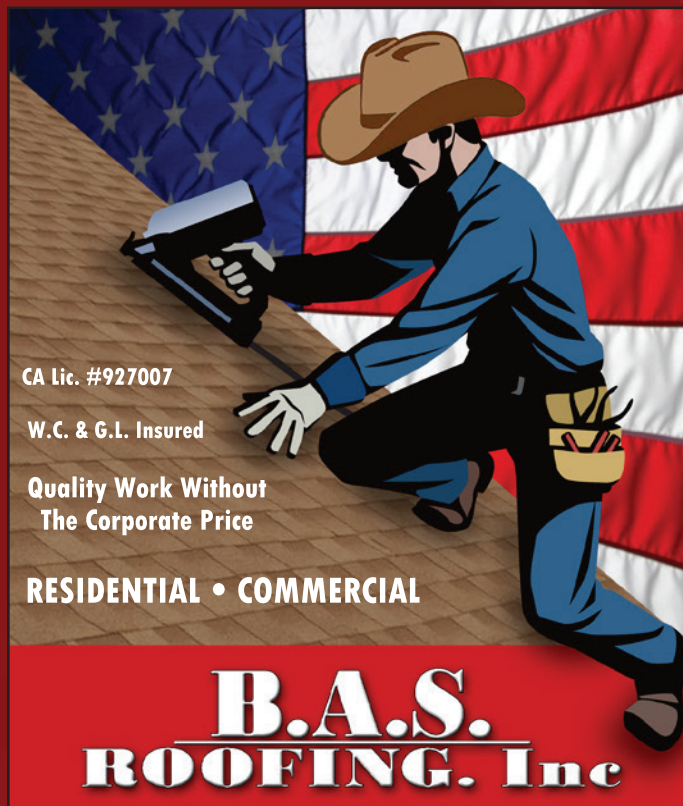
Team Roping Heeler:
 Sherwood Valley Casino

Local Team Roping Header:
 Hollifield Construction

Local Team Roping Heeler:
 Adventist Health Howard Memorial

Local Barrel Racing:
 Willits Junior Horsemen

Thank you to those who sponsored buckles for these CCPRA events!



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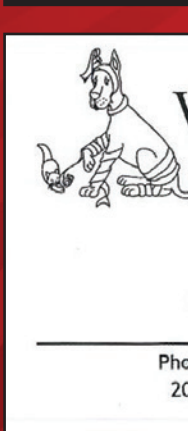


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Celebrating our
HOMETOWN

WHEN & WHERE: 6/22 | 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.

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 offer goods to buy, raffles, and games and fun for the kids.

Food, treats and tasties are available from local restaurants and vendors who serve many street-friendly eats for attendees as they stroll around downtown.

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WILLITS FRONTIER DAYS 1926 - 1976....

when a group of civic-minded men, with a concern for the need of a community hospital, met and originated an Independence Day celebration. This became known as Willits Frontier Days and proceeds continue to benefit community betterment.

In recognition of the people past, present, and future who give and devote so much of their time with no personal gain but with interest and love for their community that the Scroptimist International of Willits dedicates this book.



Deed Wimmer

Dr. Raymond Babcock

W.F. "Bill" Whitney

Profits would go to help equip the new community hospital to be built in 1927 by Charles S. Howard, of the Ridgewood Ranch south of here. The hospital would be donated to the people of Willits.

Earlier that year, in May 1926, Mr. Howard's 15-year-old son Frank R. Howard was killed in an auto accident.

In a generous gesture despite his grief, Mr. Howard reached out to help others and contracted for the building of a hospital in Willits.

Grateful and enthusiastically wanting to help, the people of Willits under the leadership of the "Legion boys" with Frank Whitney as Commander joined together to produce a rodeo to help outfit their hospital, and decided then and there to make it an annual affair over the Fourth of July to benefit civic improvement.

Legion members solicited donations - any person wishing to donate could contact Frank Whitney or Fred Foord.

In October of 1926 the celebration was named Frontier Days, and businessmen and members of the Willits Development Association thronged to help as the Frontier Days fever mounted.

Committees were appointed with such names as Frank Whitney (general manager), C.A. Larson, William Baechtel, Edward Morris, W.F. "Bill" Whitney, Deed Wimmer, Fred Foord, Carl Edenfeldt, Allen Sacry, Judge E.M. Whitney, Dr. Raymond Babcock, and Frank Taft.

In December of 1926, the American Legion decided to hold a special fund-raising celebration in January 1927 to get together some money for Frontier Days the following July. The January show was to be called Frontier Nights at Slippery Gulch, a four-day show which would be held indoors at the high school auditorium!

Already beginning to practice in December of 1926 for the July 1927 show was the Willits Municipal Band under the direction of Fred L. Sowash.

the Willits Post 174 American Legion, the Willits Development Association, and local businessmen joined together to sponsor an annual affair over the Fourth of July
- FRONTIER DAYS!



See the rest of our historic book outlining the first 50 years of Willits Frontier Days' history online at www.WillitsFrontierDays.com

Compiled by
The Scroptimist International of Willits
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Scroptimist Committee
Emeline Rocco Colleen Smith
Graphics and Composition: Lois Mahan



Storin Rynd on King Turk



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Frank R. Howard Memorial Hospital as it stood in 1948.

A smashing success in January 1927 was Frontier Nights in Slippery Gulch, the four-day indoor show to raise funds for the Frontier Days July show.

Mexican Pete's Resort, Ike's Hot Dog Hotel, Si Perkins' Dance Hall and other such attractions were the hit of the affair. There was dancing every evening, whiskers, prizes, and eleven ladies entered the Queen contest. Miss Marie Schloegel was Queen and net receipts were \$544.

Plans for the July show got into full swing then with a Whiskerino Club started with a charter membership of eight men: Deed Wimmer, Carl Edenfeldt, Frank Whitney, C.A. Larson, Bill Whitney, Fred Foord, T.J. Nunnan, and Charles Zbinden.

In May it was announced that the American Legion Park would be Frontier Days' home. Dr. Raymond Babcock was practicing horseback riding and the story was circulated in June that he would make his house calls either by horseback or auto.

There were 14 graduates in the senior class of Willits High School in June and the Frontier Days grandstands were finished that same month.

Taking shape were costume contests, a women's Frontier Days Club, a baseball game, trick horses, races, and airplane rides!

The show was off to a flying start! It was slated for July 2, 3, and 4 in 1927.

Also, breaking of ground for the hospital was set for 9 a.m. on the morning of the Fourth. Events scheduled were:

For the dedication of the Frank R. Howard Memorial Hospital, July 4, 1927 -

9:30 Assembly at hospital ground	Boy Scout Bugler
Flag Raising	Boy Scouts
To the Colors	Bugler
Star Spangled Banner	H.S. Band
Invocation	Rev. F.C. Lovett
Song	Mesdames Tuck & Haskett
Dedication Address	Judge Preston

Exercises: Ox team with plow	William Lewis
Christening	Jane Babcock
Plowman	Dr. H.C. Warren
Benediction	Chaplain Jones
Stars and Stripes Forever-March	H.S. Band
Baseball	10:15 a.m.

The show was called a huge success and it was reported a large sum was raised for the hospital.



Fred Foord and Mrs. Charles Zbinden



Judge E.M. Whitney and W.F. "Bill" Whitney



Jack Tharp

October 21, 1932 – March 13, 2018

Jack Lee Tharp, age 85, passed away at home on March 13, 2018. He was born on October 21, 1932 in Macomb, Illinois and moved to Willits in his youth, graduating from Willits High School in 1950. Jack volunteered with Willits Frontier Days for a long time and was an amazing part of our history. Jack's daughter, Nita, remembers when the Willits Frontier Days organization surprised him by naming the arena at the rodeo grounds "Jack Tharp Arena" in his honor. In order to install the handmade arena gates which bore his name, Jack had to be pried away from his work at the arena and distracted for several hours. "Ooooh boy! Saying he was angry was an understatement!" Nita says. He thought he was being told his help was no longer wanted and maybe he was too old for the job he'd loved volunteering at for decades. When he was grudgingly dragged back to the Sweetheart dinner (and surprise arena dedication) later that night, Nita recalls: "There are very few times Papa was at a loss for words, and this was one of them! Thank you, Frontier Days, for dedicating that arena to him while he was still alive. It meant so much to him!"



Willits Lions Club BREAKFAST

WHEN & WHERE: 7/1 | 7 a.m. |
Rec Grove Park | Adult: \$8, Child: \$5

One great tradition of Willits Frontier Days is the Willits Lions Club Cowboy Breakfast held at the Rec Grove Park on Sunday morning.

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

Tables are available at the park to sit and eat, and many enjoy gathering to chat about this year's, and previous years', 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 PAST SWEETHEARTS

Sweethearts who attended the 2017 dinner hold flowers from Flowers by Annette.



- | | | | |
|------|-----------------------------|--|--|
| 1926 | None | | |
| 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 | Ernistime 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 | | |
| 1963 | Susan Fonsen Neilson | | |
| 1964 | Sue Hardaway | | |
| 1965 | Sharon Baker Arno | | |
| 1966 | Leslie Cogburn Scaglione | | |
| 1967 | Joan Scholegel | | |
| 1968 | Clydeen Smith Dick | | |
| 1969 | Mousey Clatty | | |
| 1970 | Kam Maize LaLaguna | | |
| 1971 | Margaret Smith | | |
| 1972 | Paulette Wilcott Somdahl | | |
| 1973 | Jann Clatty Rickey | | |
| 1974 | Kathy Persico Graves | | |
| 1975 | Lorraine Soulliere Crabtree | | |
| 1976 | Tami Tharp Romberg Mayfield | | |
| 1977 | Kelly Bielenberg Eoff | | |
| 1978 | Julie Canepa Belvin | | |
| 1979 | Liz Persico Day | | |
| 1980 | Cindy Kostanecki Kelly | | |
| 1981 | Stacey Blalack McKinley | | |
| 1982 | Caroline Kostanecki Durupt | | |
| 1983 | Saundra DuCross Norman | | |
| 1984 | Chrissy Kostanecki | | |
| 1985 | Tracey Ford Moody | | |
| 1986 | Kristine McBride Tyrrell | | |
| 1987 | Kim Colwell Lebo | | |
| 1988 | Nicole Persico Kunka | | |
| 1989 | Dina Pinon Parker | | |
| 1990 | Melanie Ulvila | | |
| 1991 | Lanae Shuster Lamkin | | |
| 1992 | Amanda Hiatt Hower | | |
| 1993 | Amy Ford | | |
| 1994 | Marta Trevey | | |
| 1995 | Tori Nunnemaker Minton | | |
| 1996 | Georgeanne Dawson Crosky | | |
| 1997 | Patricia Garrity | | |
| 1998 | Ileah Leone | | |
| 1999 | Mary Garrity | | |
| 2000 | Olivia Grupp | | |
| 2001 | Katherine Whitby | | |
| 2002 | Sandi Short | | |
| 2003 | Mattie Pinon | | |
| 2004 | Tina Holguin | | |
| 2005 | Ashtan Bloomquist | | |
| 2006 | Darcy Ford | | |
| 2007 | Courtney Figg-Hoblyn | | |
| 2008 | McKenzie Barlow | | |
| 2009 | Lindsey Bowlds | | |
| 2010 | Stephanie Standley | | |
| 2011 | Riata King | | |
| 2012 | Rachel Belvin | | |
| 2013 | Lilja Lamkin | | |
| 2014 | Haley Schuck | | |
| 2015 | Caitlyn Forrester | | |
| 2016 | Halee Reed | | |
| 2017 | Hailey Riley | | |

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Equestrian display HORSESHOW

WHEN & WHERE: 6/24 | 8 a.m.
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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350 Franklin Ave, Willits (707) 459-0272
Tuesday - Saturday: 9:00 a.m. - 4:00 p.m.

COVELO TRANSFER STATION

90500 Refuse Rd, Covelo (707) 489-2062
Wednesday - Saturday: 9:00 a.m. - 3:00 p.m.

LAYTONVILLE TRANSFER STATION & RECYCLE CENTER

1825 Branscomb Rd, Laytonville
(707) 984-8303
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Saturday: Sunday: 9:00 a.m. - 4:00 p.m.



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18851 Mountain View Rd, Boonville
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POTTER VALLEY TRANSFER STATION

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Fun & Games at the CARNIVAL

WHEN & WHERE: 6/28 | Opens at 4 p.m.
 Next to Rodeo Grounds
 Wristbands: presale thru 6/27:
 \$25 at J.D. Redhouse

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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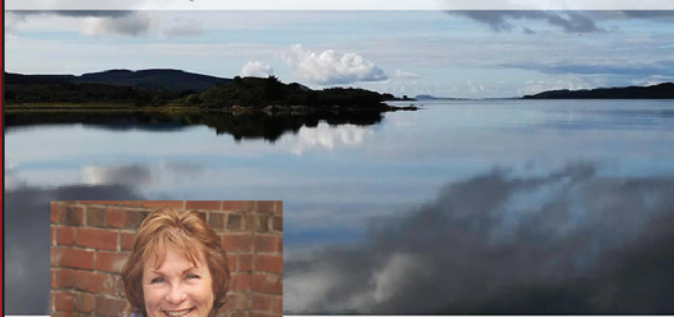
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Chad Bushnell

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.

Chad Bushnell
LIVE MUSIC
Bobby Zoppi

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Bobby Zoppi has been a lead singer/songwriter for many years. He has had three major recording contracts in the music business starting with Qwest/Warner Brothers Records in the '90s, Warner/Chappell publishing, and MCA/Universal records in 2000. He was nationally recognized by Billboard magazine for his voice and MCA debut record.

Bobby had a single that was on the radio in various markets around the country, and he has continued to hone his voice. Bobby's current project "The Corduroys" is rooted in Bobby's early roots in country music.

He grew up listening to the likes of George Jones, Randy Travis and George Strait, but has also been influenced by Tim McGraw and Rascal Flatts and is currently a big fan of Florida Georgia Line, Kenny Chesney, and Luke Bryan, amongst others. The Corduroys perform many of the old school hits as well as current country/rock on the radio and a few originals.

Bobby Zoppi and The Corduroys

WHEN & WHERE:

6/29 | Following Truck Pulls | Rodeo Grounds | Free to Attend



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The Cowboy Girls of RIATA RANCH

PRCA
Dress Act
of the Year
Nominee
2011, 2013,
2014, 2015,
2016.

Provided
photos

WHEN & WHERE: Half-time during
the CCPRA rodeos on 7/3 and 7/4

Since the performance team's founding in 1976, Riata Ranch Cowboy Girls have performed in 20 countries, on five different continents, building their reputation as world-class performers. Over the years, their unique brand of entertainment has taken them from the rodeo arena dirt to professional sporting arena turf to Windsor Castle in England. Riata Ranch Cowboy Girls present an entertaining western vignette incorporating American-style trick roping, trick riding, Australian Stock whips, and horses at liberty that is truly breathtaking and entertaining. The team for 2018 consists of masterful equestrians from the United States and Australia, making this the only international team in professional rodeo. Their unique brand of entertainment, under the direction of Jennifer Nicholson, has led to performances at rodeos and events around the world such as the Wrangler National Finals in Las Vegas, Reno Rodeo, Pendleton Round Up, Salinas, Cheyenne Frontier Days, Dodge City and many more.



COMMUNITY SUPPORT



Supporting the community that supports Willits Frontier Days is a year-round effort. Each year, Frontier Days donates toys to the Willits Toy Run, and lends the grounds to non-profit events like the Willits Educational Foundation and Sober Grad for their fundraising events. Three scholarships were also awarded this year to 2018 grads Steven Duran, Morgan Riley and Ben Branscomb. Keeping the grounds ready for all the festivities is also a big job, and WFD appreciates all the help from the Willits Frontier Days Juniors and other volunteers who paint, plant flowers and more to make it all happen!



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Members of the Willits Frontier Days organization get ready to roll for the 2018 upcoming festivities, including, back row, from left: Mattie Owen, Billy Rutler, Alexis England, and Bruce Cartwright. Middle row: Sweetheart contestant Lilah Garman, Alyssa Colvard, Shelly Rutler, Kera Colvard, Marcy Barry, Tracy Evans, Jeff Cook, June Sizemore, Ron Moorhead, and Cathy Moorhead. Front row: BJ Rutler, Deana Rutledge, Karen Cavanaugh, Danielle Barry and Willits Frontier Days president, Fred Barry. Not pictured: Willie England, Tylor Yadon, Rick Crowder and John Thomen



2018 Committee Chairs

Rodeo: Lee Persico

Junior Rodeo:

Lee Persico
and Bobbie Tilley

Horse Show: Mattie Owen
and family

BBQ: Josh Colvard

Parade: Kara Colvard
and Ron Moorhead

Gates: Cathy Moorhead
and Ron Moorhead

Breakfast: Lions Club

Advertising: Karen
Cavanaugh, Marcy Barry
and Maureen Moore

Sweetheart Contest:
Persico family, Tina Shull
and Kiri Silva

Sweetheart Dinner:
June Sizemore

Entertainment:
Marcy Barry

Truck Pulls:

Marcy and Fred Barry

Security: Rick Crowder

and Bruce Cartwright

Behind Chutes:

Deana Rutledge

Carnival: Marcy Barry,
Tracy Evans and

June Sizemore

Grounds: The WFD crew

Arena: Fred Barry
and Bill Rutler

Flowers: WFD crew and
Willits Frontier Days Juniors

Sweetheart Raffle:

Marcy Barry

Margarita Booth:

Karen Cavanaugh and
Tammy Cartwright

Beer Booth: Fred Barry,
Willie England,

Bruce Cartwright and
Rod Cavanaugh

Vendors: Alexis England

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; Bouthillier's Construction; the Chamberlain Creek and Parlin Fork fire crews; the Cavanaugh family; Christine Houshelt; Cloyd and Barbara Taylor; the Dalton family, Darrell Buzzard and family; Deana Rutledge; Diane Ford; Twila, Rita and Doug King; Doug and Kathy Goss; the Duncan family; Danielle Barry; the Garman family; Mike Griggs Jr. and Mike Griggs Sr.; Jack and Candi Tharp; Katelyn Garcia; 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; Amerigas Propane; the Riley family; Rotary Club of Willits; Shuster's Trucking Co.; Skip A-Z; 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; and Willits Weekly.

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.

In memory: Arena namesake and Willits Frontier Days heritage member, Jack Tharp, passed away at the age of 85 on March 13, 2018. We hold a special place in our hearts for you.

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