



*"Wranglers, Boots and Spurs"*  
June & July 2023

# *Willits Frontier Days*

97th Annual Celebration  
California's Longest Running Continuous Rodeo



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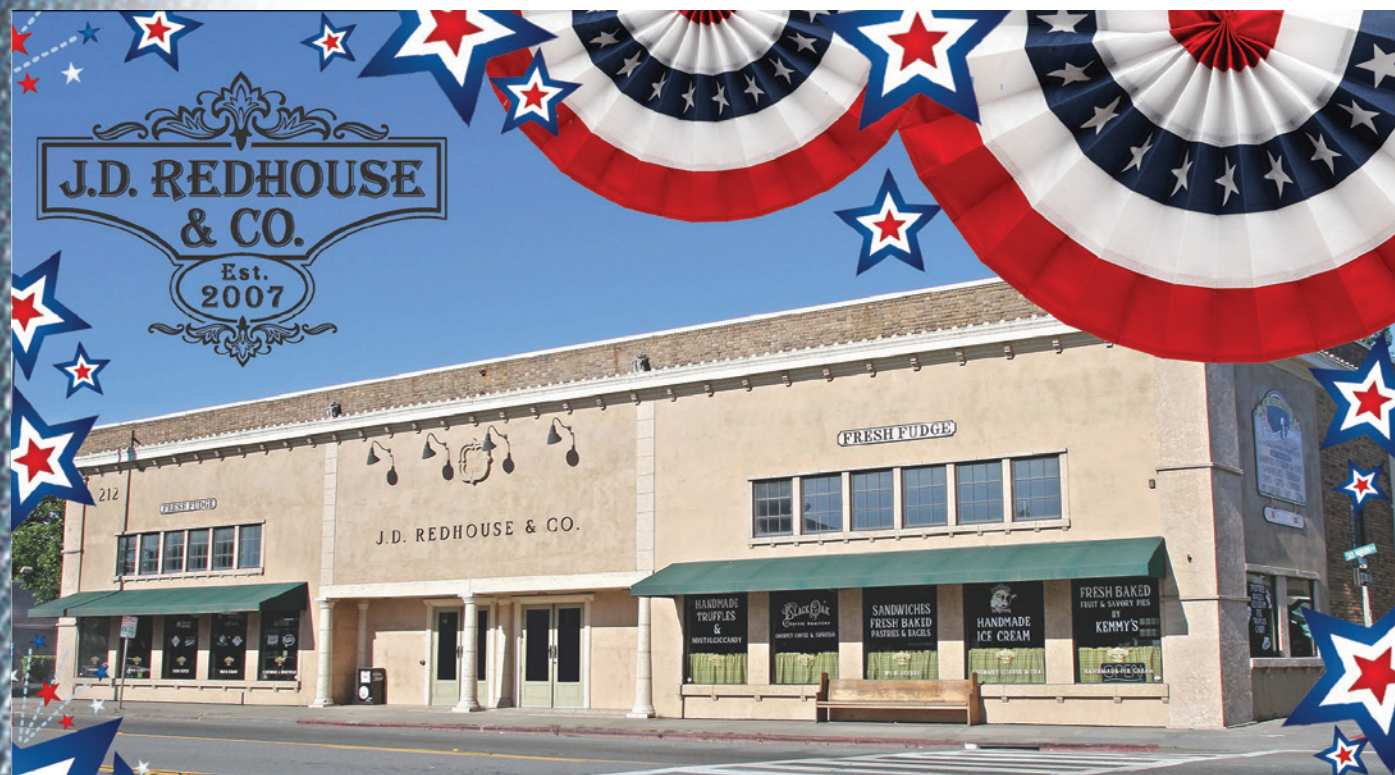
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Hours: Monday – Friday: 9 am - 6 pm  
Saturday & Sunday: 10 am - 5 pm

Our family would like to thank the communities throughout Mendocino County for their continued support and love over the last 15 years. We started this business with you in mind! Our goal is to offer quality hay & grain, pet food & pet supplies as well as some fun things to keep your shopping experience new and exciting! We continue to expand on toys and gifts throughout the store and now offer a full lunch menu 7 days a week in our Sweet Shop. We still offer our customer favorites, Cowlick's Handmade Ice Cream and Kemmy's Homemade Pies. To make your shopping trip even sweeter, store owner Darlene Bixler continues to make our handmade fudge. We've continued to grow our Clothing Department. In addition to our work and western brands, we have included outdoor lifestyle brands as well as some fashion and contemporary brands to best suit the needs of our community. There truly is something for everyone at JD Redhouse & Company and we thank you for shopping at your locally owned mercantile in the heart of downtown Willits.

212 South Main Street | Downtown Willits, CA  
707-459-1214

www.jdredhouse.com | Instagram: jd.redhouse.com | Facebook: www.facebook.com/jdredhouse

# Thank you to the City of Willits & the Willits City Council



Above, left: Cathy Moorhead, assistant Willits City Manager and above, right: Brian Bender, Willits City Manager. Below, from left: Willits City Council members Mayor Greta Kanne, Saprina Rodriguez, Vice Mayor Gerardo Gonzalez, Madge Strong, and Larry Stranske.

Willits Frontier Days would like to thank the City Manager and Assistant Manager along with the City Council who gave us the "Cadillac treatment" to help make this year's events happen. All their hard work and dedication have made it possible for Willits Frontier Days to continue our legacy and this town's heritage as the longest running continuous rodeo in the State of California. Without their support of this year's events along with our future events Willits Frontier Days was in jeopardy of not continuing.

Sincerely,

The Willits Frontier Days Board and Executive Board



## Vet on Scene

Jamie Conner is a Mendocino County local who grew up in Redwood Valley, where she participated in the local rodeos, high school rodeo, and 4-H. Jamie attended Chico State, where she received a bachelor's degree in Animal Science.

Jamie graduated from Midwestern University in Glendale, AZ in 2022. She studied mixed animal medicine with an interest in ruminant and equine medicine. She is glad to be living back in the county with her husband where she has the opportunity to serve her local community working as an associate veterinarian at Mendocino Equine and Livestock.





# WILLITS FRONTIER DAYS

## 2023 Schedule of Events

More info and entry forms: [www.WillitsFrontierDays.com](http://www.WillitsFrontierDays.com)

### Friday, June 23:

#### TRUCK & TRACTOR PULLS

Jack Tharp Arena | 6 pm  
Adult: \$20, Child (3+): \$10

#### STREET DANCE

featuring Joe Peters  
Following truck pulls | Free

### Saturday, June 24:

#### SWEETHEART JUDGING

Appearance & Poise  
Noon | Rodeo Grounds

### Sunday, June 25:

#### HORSESHOW

Jack Tharp Arena | 8 am

#### SWEETHEART JUDGING

Horsemanship:  
During Horse Show | Jack Tharp Arena

### Wednesday, June 28:

#### CARNIVAL OPENS

### Friday, June 30:

#### HOMETOWN CELEBRATION

Main Street - Downtown Willits | 5 to 9 pm

### Saturday, July 1:

#### SWEETHEART CROWNED

### Sunday, July 2:

#### LIONS COWBOY BREAKFAST

Rec Grove Park | 7 am  
Adult: \$13, Child: \$9

#### JUNIOR RODEO

Jack Tharp Arena | 9 am  
Adult: \$10, Child (2 and under): free

### Monday, July 3:

#### CCPRA PROFESSIONAL RODEO

7 pm | Jack Tharp Arena  
Box: \$25, Adult: \$20, Child (3+): \$10

#### WESTERN DANCE

featuring The Boondock Boys  
Following rodeo | Free

### Tuesday, July 4:

#### HORSESHOE CONTEST

Rec Grove Park | 10 am

#### PARADE "Wranglers, Boots & Spurs"

Main Street - Downtown Willits | 11 am

#### COUNTRY MUSIC RODEOLA

Rec Grove Park | Noon

#### BEEF BARBECUE

Rec Grove Park | Noon  
Adult: \$20 & Child/Senior: \$12

#### CCPRA PROFESSIONAL RODEO

Jack Tharp Arena | 4 pm  
Box: \$25, Adult: \$20, Child (3+): \$10

## THANK YOU TO OUR SPONSORS:



Visit us online: [www.willitsfrontierdays.com](http://www.willitsfrontierdays.com)

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# FT

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Safety is our first concern and an integral part of our daily work culture. Crew members begin a structured training course for safety immediately upon hire. Employees continue training as part of each individual's career plan to enhance knowledge in the major aspects involved in tree care including, tree biology, cabling, planting, pruning and safety.

All employees are trained in Minimum Approach Distances to energized lines and are encouraged to further their knowledge base by obtaining TCIA (Tree Care Industry Assoc.) and ISA (International Society of Arboriculture) certifications. Family Tree is also dually accredited in Utility Line

Clearance and Residential work practices by the Tree Care Industry Assoc.

We strive to be YOUR premier tree service company by empowering our employees and embracing a professional, collaborative approach to business needs, changes and growth through planned implementation.

### Mission Statement

Family Tree strives to be a leader in the tree care industry by providing safe and professional tree pruning and tree removals while utilizing ANSI A300 and Z133 tree care standards. Our company operates with integrity while respecting customers, protecting the environment and fostering working expectations that encourage leadership, accountability and ownership.

Family Tree Service continues to support Utility Line Clearance for our community and Family Tree Resource supports tree services for residential, commercial, municipalities and state agencies to support Mendocino, Humboldt, Lake, Sonoma, Napa and Marin Counties. Services include tree removal, trimming, hazard tree removal, storm damage cleanup, arborist evaluations, and insurance reports.

Do you want a career with a company that strives to put employees first? We're hiring! Visit: [www.familytree-service.com](http://www.familytree-service.com) to download an application today or stop by offices located in Laytonville and Willits to pick up an application in person.

**707 984-6629**  
Lic. 640013



## Carnival Fun

WHEN & WHERE:

Opens 6/29 | Old Ball Fields

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 ride of a lifetime. The cotton candy, 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 corn dogs, candy apples, ice cream, and popcorn 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



## Ranch Rodeo

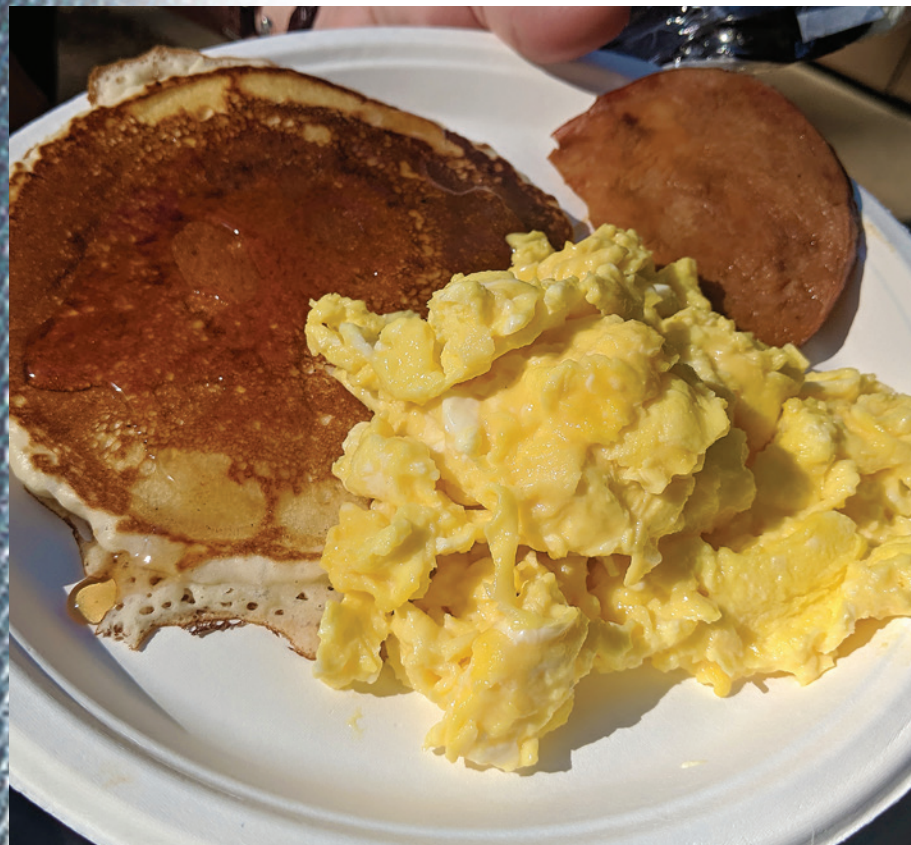
Save the Date:  
Oct. 7, 2023

After the official Willits Frontier Days and Fourth of July events are over, the Jack Tharp Arena quiets down for a few months until October

rolls around. Then things liven 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](http://www.WillitsFrontierDays.com) for more information and entries when they become available.







# Lions Club Pancake Breakfast

## WHEN & WHERE:

7/2 | 7 to 11 a.m. | Rec Grove  
Park | \$13/Adults, \$9/Kids (5-12)

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

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

Tables are available at the park to sit and eat, and tickets are available from the Sweetheart contestants and at the event, which runs from 7 to 11 am.

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# CCPRA Rodeo

**WHEN & WHERE:**  
7/3 | 7 p.m. & 7/4 | 4 p.m.  
**Jack Tharp Arena**  
**\$20/Adults, \$10/Kids (5-12)**

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, a 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 of West Coast Rodeos. Known throughout the state as a premiere stock contractor, 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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## Buckle Sponsors:

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Bull Riding:  
Bud Garman Construction

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Willits Taco Bell

Bareback Riding:  
Willits Taco Bell

Saddle Bronc Riding:  
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Barrel Racing:  
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Breakaway Roping:  
Willits Taco Bell

Team Roping Header:  
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Team Roping Heeler:  
Flying S Hay Sales

Local Team Roping Header:  
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Local Team Roping Heeler:  
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Local Barrel Racing:  
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Thank you to those who sponsored  
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# Truck & Tractor Pulls

**WHEN & WHERE:**  
 6/23 | 6 p.m. | Jack Tharp Arena  
 \$20/Adults, \$10/Kids (5-12)

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.

## Event Sponsors:

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Willits Frontier Days' 2023 Event Program

12

13





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Happy 4th of July!



Diablo Ladies Rodeo Drill team started in 1996 as an all Arabian recreational team. But the team soon grew to a rodeo performance team with various breeds of horses main horse the American quarter horse. The horses on the team range in age from 6 to 24. The team travels all over northern California performing and ends its rodeo season performing at the historic Grand National Rodeo held at the Cow Palace in San Francisco.

The team is all new this year with only 3 returning riders and only 1 original rider. They have been working hard to learn the sport of drill. The ladies on the team range in ages of 11 to don't ask. We are proud of what we do and we hope we inspire others to take part in the wonderful sport of drill. Our favorite part of rodeos the audience we love to meet you all and hope you enjoy the show.

# Diablo Ladies Drill Team

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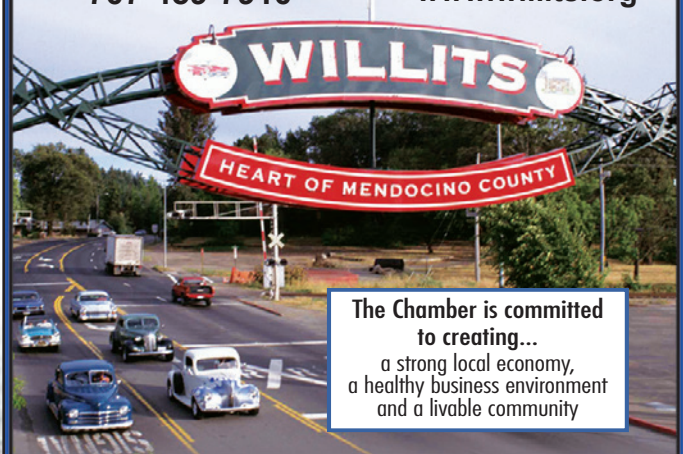
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# Past Sweethearts



1926	None	1959	Marian Whitely Ross	1992	Amanda Hiatt Hower
1927	Marie Scholegel Novaglie	1960	Carol Collier McClendon	1993	Amy Ford
1928	Martha Warner Kelton	1961	Mardi Wilson Hinton	1994	Marta Trevey
1929	Lola Butts	1962	Linda Allen Banks	1995	Tori Nunnemaker Minton
1930	None	1963	Susan Fonsen Neilson	1996	Georgeanne Dawson Crosky
1931	None	1964	Sue Hardaway	1997	Patricia Garrity Murray
1932	Enola McKenzie Reed	1965	Sharon Baker Arno	1998	Ileah Leone
1933	Betty Akins	1966	Leslie Cogburn Scaglione	1999	Mary Garrity Fonsen
1934	Amy Gardner	1967	Joan Scholegel	2000	Olivia Grupp
1935	Jemma Pedroncelli Serventi	1968	Clydeen Smith Dick	2001	Katherine Whitby
1936	Elizabeth Wendt Ferguson	1969	Mousey Clatty	2002	Sandi Short Sandroni
1937	Alice Gibellini Wade	1970	Kam Maize LaLaguna	2003	Mattie Pinon Owen
1938	Dorce Brown	1971	Margaret Smith	2004	Tina Holguin Shull
1939	Ernistime Casteel DeBoer	1972	Paulette Wilcott Somdahl	2005	Ashtan Bloomquist
1940	Evelyn Robley Bergson	1973	Jann Clatty Rickey	2006	Darcy Ford
1941	Pauline Standley Perez	1974	Kathy Persico Graves	2007	Courtney Figg-Hoblyn
1942	Melba Dempsey Lewis	1975	Lorraine Soulliere Crabtree	2008	Kinzie Barlow
1943	Ann Cox McGinnis	1976	Tami Tharp Romberg Mayfield	2009	Lindsey Bowlds
1944	Anna Ford Hardwick	1977	Kelly Bielenberg Eoff	2010	Stephanie Standley Hightower
1945	Lillian Kroh Nolan	1978	Julie Canepa Belvin	2011	Riata King
1946	Georgia Stovall Welch	1979	Liz Persico Day	2012	Rachel Belvin Ramirez
1947	Anne Crabtree Henderson	1980	Cindy Kostanecki Kelly	2013	Lilja Lamkin
1948	Lillian Kroh Nolan	1981	Stacey Blalack McKinley	2014	Haley Schuck
1949	Betty Mast Campbell	1982	Caroline Kostanecki Durupt	2015	Caitlyn Forrester
1950	Wanda Lane Johnston	1983	Sandra DuCross Norman	2016	Halee Reed
1951	Gretchen Mullen Weber	1984	Chrissy Kostanecki	2017	Hailey Riley
1952	Yvonne Dusseau Leever	1985	Tracey Ford Moody	2018	Lilah Garman
1953	Claire Shawnago Huffman	1986	Kristine McBride Tyrrell	2019	Jaden Doak
1954	Joan Neary Von Weien	1987	Kim Colwell Lebo	2020	Jaden Doak - No contest held
1955	Shirley Merritt Nikolashin	1988	Nicol Persico Kunka	2021	Claire Case Brackett
1956	Betty Ann Stansberry Erbes	1989	Dina Pinon Parker	2022	Danielle Barry
1957	Patricia Moreno Door	1990	Melanie Ulvila		
1958	Letha Schumaker Wiley	1991	Lanae Shuster Lamkin		



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## Main Street Parade

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**WHEN & WHERE:** 7/4 | 11 a.m. | 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 Main Street 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. Though many viewers stake out seats in the early hours of the morning, the parade starts at 11 a.m. and is free to attend.

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Willits Frontier Days' 2023 Event Program





# Tr. Rodeo

## WHEN & WHERE:

7/2 | 9 a.m. | Jack Tharp Arena

\$10/Adults, Kids free

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.

## Major Event Sponsors:

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Reedy Family Ukiah Car Guys

Tres Rios Silver

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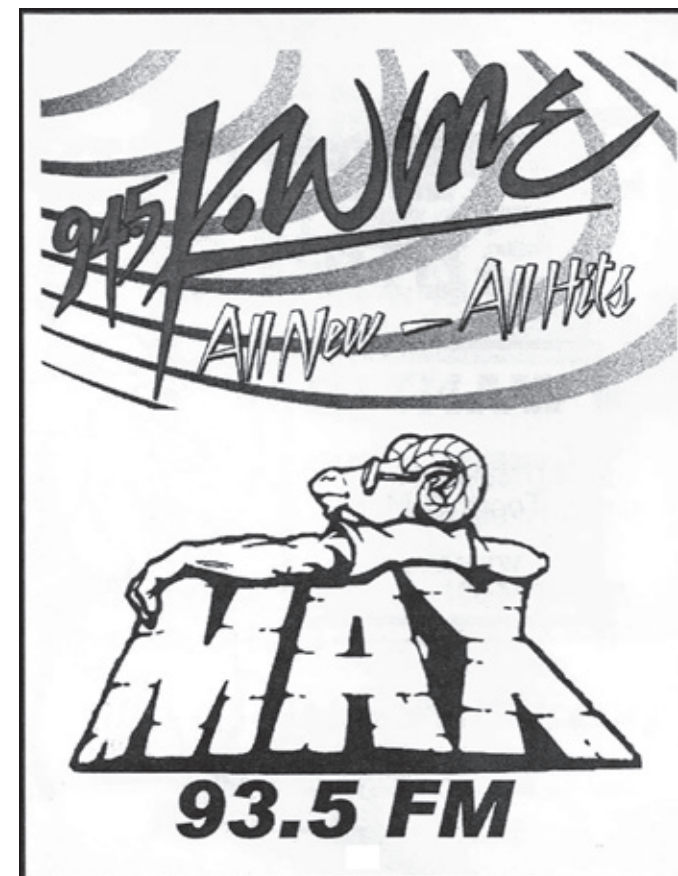
### WILLITS CLASSES - FALL 2023

ADJ 207-#0227 Corrections- Th 5:30-8:20 p.m.  
 ASL 200-#0202 Sign Language: Level 1- Mon 5:30-8:20 p.m.  
 ART 210A-#0241 Fundamentals of drawing- Tue/Th 5:30-8:20 p.m.  
 ART 210B-#0242 Intermediate Drawing- Tue/Th 5:30-8:20 p.m.  
 ART 522-#0524 Watercolors for older adults- Mon/Wed 2:00-4:50 p.m.  
 BIO 202-#0724 Human Biology- Online/Hybrid  
 BUS 50-#0058 Math Application in Bus- Wed 5:30-8:20 p.m.  
 CDV 101-#0180 Curriculum in Early Education (Spanish) - Tue 6:00-8:50 p.m.  
 COM 210-#0413 Interpersonal Communication- Online/Hybrid  
 CED 195-#0197 General Work Experience- TBA  
 CED 196-#0194 Occupational Work Experience- TBA  
 CAM 71-#0071 Food and Wine Pairing- Fri 5:30-7:35 p.m.  
 ENG 200-#0020 College Composition- Tue/Thu 9:30-10:45 a.m.  
 ENG 065-#0065 Academic Literacy- Tue/Thu 10:55-11:45 a.m.  
 ENG 560-#0556 Basic Reading and Writing Lab- Tue 12:00-1:30 p.m.  
 ENG 200-#0120 College Composition- Online/Hybrid  
 ENG 560-#0063 Basic Reading and Writing Lab- Fri 4:30-5:30 p.m.  
 ENG 210-#0210 Creative Writing- Mon 10:00-12:50 p.m.  
 ENG 212-#0212 Intermediate Creative Writing- Mon 10:00-12:50 p.m.  
 ENG 503-#0503 Writing for Older Adults- Mon 10:00-12:50 p.m.  
 ESL 507-#0504 ESL: Beginning- Mon/Wed 10:00-12:50 p.m.

ENG 200-#0020 College Composition- Tue/Thu 9:30-10:45 a.m.  
 ENG 065-#0065 Academic Literacy- Tue/Thu 10:55-11:45 a.m.  
 ENG 560-#0556 Basic Reading and Writing Lab- Tue 12:00-1:30 p.m.  
 ENG 200-#0120 College Composition- Online/Hybrid  
 ENG 560-#0063 Basic Reading and Writing Lab- Fri 4:30-5:30 p.m.  
 ENG 210-#0210 Creative Writing- Mon 10:00-12:50 p.m.  
 ENG 212-#0212 Intermediate Creative Writing- Mon 10:00-12:50 p.m.  
 ENG 503-#0503 Writing for Older Adults- Mon 10:00-12:50 p.m.  
 ESL 507-#0504 ESL: Beginning- Mon/Wed 10:00-12:50 p.m.  
 HLH 214-#0249 Foods & Nutrition- Online/Hybrid  
 MTH 178-#0405 Applied Math- Mon/Wed 1:30-3:20 p.m.  
 MTH 220-#0221 Statistics- Mon/Wed 5:30-7:20 p.m.  
 MUS 230A-#0223 Beginning Voice- Tue 2:30-4:20 p.m.  
 MUS 230B-#0224 Intermediate Voice- Tue 2:30-4:20 p.m.  
 MUS 230C-#0225 Singers' Repertoire- Tue 2:30-4:20 p.m.  
 MUS 230D-#0226 Singers' Repertoire- Tue 2:30-4:20 p.m.  
 MUS 530-#0305 Singing for Older Adults- Tue 2:30-4:20 p.m.  
 MUS 280-#0298 Masterworks Chorale- Tue 5:00-7:50 p.m.  
 MUS 580-#0585 Chorale for Older Adults- Tue 5:00-7:50 p.m.  
 PSY 205-#0250 Introductory Psychology- Online/Hybrid  
 THE 262-#0284 Dance for Musical Theater- Sat 10:00-1:10 p.m.  
 THE 268-#0283 Dance Rehearsal- Sat 10:00-1:10 p.m.

### Fall 2023 Registration Now Open!

Mendocino College North County Center  
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#### WILLITS RECYCLE & TRANSFER STATION

350 Franklin Ave, Willits (707) 459-4845  
 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.

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 Saturday: Sunday: 9:00 a.m. - 4:00 p.m.



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#### CASPAR TRANSFER STATION

15000 Prairie Way, Casper (707) 964-3781  
 Monday - Wednesday: 9:00 a.m. - 3:00 p.m.  
 Saturday & Sunday: 9:00 a.m. - 4:00 p.m.

#### ALBION TRANSFER STATION

30180 Albion Ridge Rd, Albion (707) 972-4669  
 Wednesday: 12:00 p.m. - 4:00 p.m.  
 Saturday & Sunday: 9:00 a.m. - 4:00 p.m.

#### SOUTH COAST TRANSFER STATION

40855 Fish Rock Rd, Gualala (707) 489-8018  
 Monday - Wednesday: 12:00 p.m. - 4:00 p.m.  
 Saturday & Sunday: 9:00 a.m. - 4:00 p.m.

#### BOONVILLE TRANSFER STATION

18851 Mountain View Rd, Boonville (707) 972-9372  
 Tuesday & Wednesday  
 Saturday & Sunday: 9:00 a.m. - 4:00 p.m.

#### POTTER VALLEY TRANSFER STATION

8923 Main St., Potter Valley (707) 489-8012  
 Wednesday: 9:00 a.m. - 4:00 p.m.  
 Saturday & Sunday: 9:00 a.m. - 4:00 p.m.

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street next to the museum  
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Map showing location of Willits Frontier Days booth near Mendocino County Museum, Recreation Grove Park, and Willits Rodeo Grounds.


**TWO COAST GETAWAYS  
1 night @ The Beach House Inn  
2 tickets to the  
Botanical Gardens**

**KIDS' GAMES**

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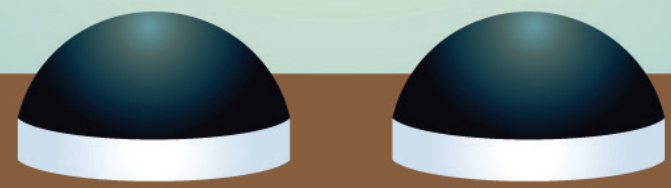


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# In Honor of Edie Teccarelli



**\$500 Scholarship  
to be given in her name  
Sponsored by Harrah Industries**

Edie Ceccarelli, America's oldest person and for 115 years a source of immense pride to her hometown of Willits, is earning yet another honor.

This year, Willits Frontier Days celebrates Edie with the creation of a scholarship in her name. The \$500 scholarship will be awarded later this year to a local high-school graduate who is continuing his or her education.

Edie has championed young people, education and strong community ties throughout her extraordinary life. She was born in Willits on Feb. 5, 1908, and has lived in Northern California always.

She is at present the third longest living person on Earth, behind two women, one in Spain and in Japan, who are 116.



## Crowning The Sweetheart

**Sweetheart Dinner  
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**Sweetheart Spurs  
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Willits Chamber  
of Commerce**

**Sweetheart Buckle  
Sponsor  
Paul & Diana Hosford**

**Sweetheart  
Flowers by  
Maureen Jennison**

**WHEN & WHERE:**

**Appearance & Poise:**

**6/25 | Noon | Rodeo Grounds**

**Horsemanship: 6/25 | Jack Tharp Arena**

**During Horse Show | Free to attend**

**Crowning Winner: 7/1**

Selecting the next lady to represent Willits Frontier Days 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.



## Willits Frontier Days Juniors

2023 Willits Frontier Days Juniors members smile together including, from left: Catie Spackman, Elena Arkelian, Lisa Arkelian, 2022 Willits Frontier Days Sweetheart Danielle Barry, Araya Sizemore and Hailey Riley.





# Have a Happy, Healthy Summer

Use sunblock, drink plenty of water,  
stay safe and call us if you need us.

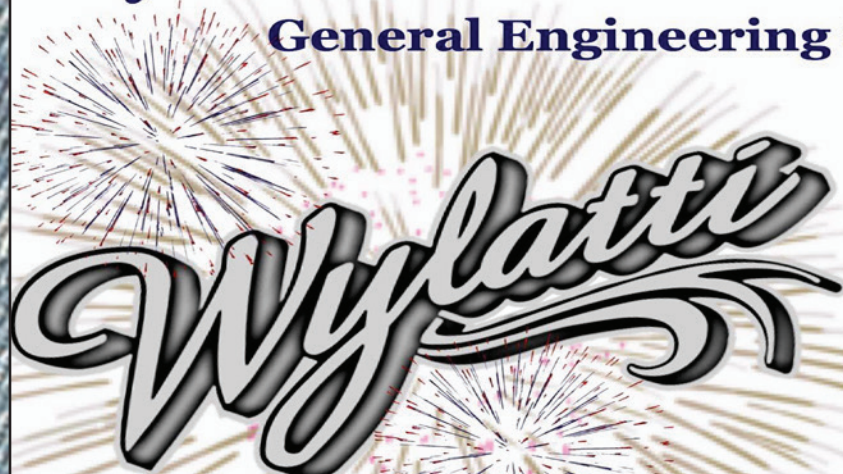


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Willits Frontier Days' 2023 Event Program





# Hometown Celebration



**WHEN & WHERE:**  
6/30 | 5 to 9 p.m. | 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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# The Boondock Boys

7/3 | Following Rodeo  
Rodeo Grounds | Free to Attend

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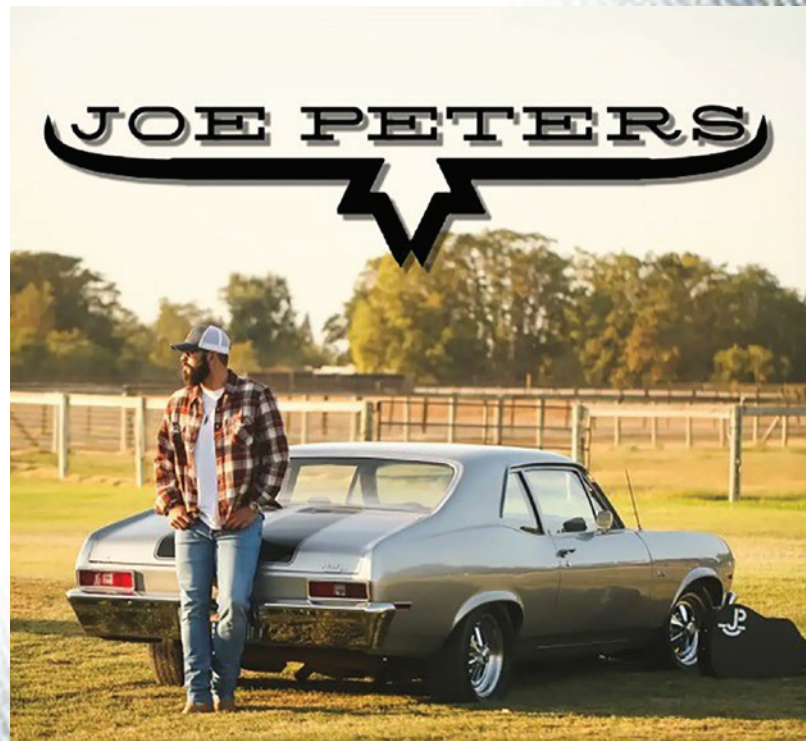


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# Joe Peters

6/23 | Following Truck Pulls  
Rodeo Grounds | Free to Attend

Joe Peters was born in the Country Music Capital of the West, Bakersfield, California. In his youth and early 20s, Joe could be found competing in rodeos, team roping, as well working on the family ranch, playing his guitar and singing. In 2017, Joe started playing in local bars, until eventually Joe was pulling in 400-500 people to see him. In 2019, a trip to Nashville sealed the deal for Joe. "The magic of the Music City really got me good", he said. While sitting on the laundromat floor at the Holiday Inn, he got out his pen and paper and the words just started pouring out, and they haven't stopped since. Joe released his first EP of original songs in 2020. In 2021, he began working with some of Nashville's best songwriters and recording in Nashville and will be releasing new music soon!







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# 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 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.







Event Sponsor:  
Geiger's Market

# Beef Barbecue

WHEN & WHERE:

7/4 | Noon | Rec Grove Park

\$20/Adults, \$12/Kids (5-12)

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

The barbecue fire crew lights the coals around midnight to make sure they are just right by the time the cooks arrive around 6 a.m. 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 Tournament

WHEN & WHERE:

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

## Country Music Rodeola

WHEN & WHERE:

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



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4th of July,  
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# Dancing Music

## WHEN & WHERE:

Joe Peters | 6/23 | Following Truck Pulls  
Rodeo Grounds | Free to Attend

The Boondock Boys | 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 Boondock Boys and Joe Peters will perform for the gathered crowds. Sponsored by Sherwood Valley Casino.

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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Community service being done by local high school kids Ayden Thrillkill, Ethan Winters, and Josh Duran under the supervision of teacher Ken Pedersen helping to get the grounds ready for this year's events.

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Born and raised in Mendocino County, Reedy knows the community and its needs like the back of his hand. He's committed to giving back to the community through volunteering and sponsoring local programs, including Willits Youth Football and Cheer, Ukiah High School Baseball and Football, Pomolita Wrestling, Redwood Empire 4H and FFA Auction, A-Z Foundation, and MCAVHN as well as running Ukiah Youth Baseball League as president.

With Reedy Ukiah Car Guys, I believe that supporting our community is essential to our success as a business. So if you're in the market for a new or pre-owned vehicle, come see Kevin Reedy at Ukiah Car Guys with Fowler Auto Center and let him help you find the perfect vehicle for your needs.

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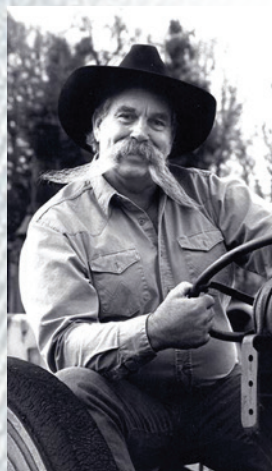
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## Remembering Galen Hathaway

We lost Galen Hathaway this Spring. He is depicted surveying the rodeo grounds right before the rodeo in 1963 when he was president of Frontier Days. Since coming to Willits in the early 1960's fresh out of law school he was a strong supporter of Frontier Days. He also was an attorney in Willits taking over the practice of Judge Winslow and then served as a judge until just a few years ago. He was also City Attorney, replacing longtime City Attorney Bennett who was a big supporter of Frontier Days in his own right. Galen was an iconic figure in this community and he will be missed very much.



## Remembering Rick Crowder

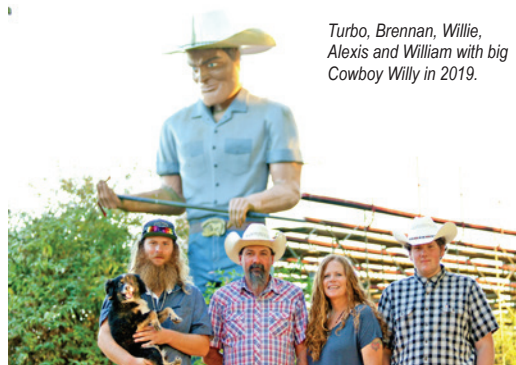
Known for that big handle bar mustache – Rick Crowder, past president of Willits Frontier Days, passed away suddenly in March 2023. Rick was retired from AT & T who encouraged him in the 1980's to log his volunteer hours – at that time, the company supported all his efforts to reach out to his community. Although Rick lived in Redwood Valley, he made that trek "over the hill" – over 5 decades, Rick logged thousands of hours of volunteer work with Willits Frontier Days on major facility upgrades; construction; heavy equipment; and eventually, management of the Board of Directors. In recent years, he was most visible on pieces of equipment, working the rodeo arena and grounds.

As a past president, and LONG time volunteer, Rick provided important and appreciated counsel to the current board members. Willits Frontier Days will miss this big guy!



## Remembering Kenny Persico

Willits Frontier Days would like to thank Kenny for his years of service/volunteering at the grounds, whether it was parking and working our back gate to welding projects needed to keep our animals safe or any task that was asked of him to help make Willits Frontier Days events go off without a hitch. Rest in peace, cowboy.



Turbo, Brennan, Willie, Alexis and William with big Cowboy Willy in 2019.

## With all love for the England Family



## Thank you from all of us



### 2023 Committee Chairs

**Rodeo:** Lee Persico  
**Junior Rodeo:** Marcy Barry  
**Horse Show:** Mattie Owen and family  
**BBQ:** Mike Frahm and Eldon Miler  
**Parade:** Mattie Owen, Katie Cooley and Leslie Cooke  
**Gates:** Riley Family  
**Breakfast:** Willits Lions Club  
**Advertising:** Karen Cavanaugh, Marcy Barry and Maureen Jennison  
**Sweetheart Contest:** Persico family, Tina Shull, Kiri Silva  
**Sweetheart Dinner:** June Sizemore  
**Entertainment:** Marcy Barry and Jeff Cook  
**Truck Pulls:** Marcy and Fred Barry  
**Security:** Bruce Cartwright  
**Behind the Chutes:** Deanna Rutledge  
**Carnival:** Marcy Barry, Tracy Evans and June Sizemore  
**WFD Arena Crew:** Fred Barry and Bruce Cartwright  
**Gardening:** WFD crew and Willits Frontier Days Juniors  
**Sweetheart Raffle:** Kelly Brackett, Genevieve Magnan, Marcy Barry  
**Margarita Booth:** Persico Ladies  
**Beer Booth:** Fred Barry, Rod Cavanaugh, Bruce Cartwright  
**Vendors:** Kinzie Barlow  
**Hometown Celebration:** Ashtan Bloomquist  
**Scholarship:** Jeff Cook, Mattie Owen, and Bobbie Tilley  
**Local Barrels:** Riata King  
**Local Team Roping:** Bobbie Tilley  
**Rodeo Stock:** West Coast

## 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; Bobbie and John Tilley; Eldon Miler, Bouthillier's Construction; the Cavanaugh family; the Cooley family; Deanna Rutledge; King family; Doug and Kathy Goss; Danielle Barry; the Garman family; Candi Tharp; Laura and Danny McBride; Willits Lions Club; Little Lake Fire Department volunteers; Maureen Jennison; Mendo Mill of Willits; Mike and Michael Frahm; Nita Tharp; Nor-Cal Recycled Rock; Northern Aggregates; the parade crew; Ken and Delores Pederson; the Persico family; the Pinon family; the Riley family; Todd Hollifield; Rotary Club of Willits; Shuster's Trucking Co.; T&T Salvage and Storage; Tammy Carlson; Med Star Ambulance; Willits Boy Scouts; Willits Chamber of Commerce; Willits High School baseball team; Willits Frontier Days Juniors; Willits Police Department; Kenan O'Shea and City of Willits Public Works Crew; The Works, Inc.; D's Nuts & Bolts; 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.*

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