

98TH ANNUAL CELEBRATION
CALIFORNIA'S LONGEST RUNNING CONTINUOUS RODEO

WILLITS FRONTIER DAYS

“COWBOYS & CADILLACS”

JUNE & JULY 2024

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MAJOR SPONSORS





**J.D. REDHOUSE
& CO.**
Est. 2007

*J.D. Redhouse
& Company*

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

MESSAGE FROM OUR PRESIDENT: FRED BARRY

Welcome to the 98th Annual Willits Frontier Days events and our theme this year: "Cowboys and Cadillacs."

I would like to welcome each of you to this year's Fourth of July events we have a little something for everyone. This is the one time of the year that everyone comes together to celebrate family reunion, class reunions or they just come home to visit.

We have had a lot of changes over the years, but one thing remains the same our communities support and commitment to assure each year is a success.

I Hope your visit with us is not only entertaining, but memorable.

I personally would like to thank our board for hanging in there with me it takes all of us to pull this together. Lets all have fun and make new memories together.



Above: Willits Frontier Days Vice President Marcy Barry, left, and President, Fred Barry, right, stand with past Sweetheart, and daughter Danielle, who recently graduated from Feather River College.

PAST PRESIDENTS

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

THE FINE PRINT:

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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

More info and entry forms:
www.WillitsFrontierDays.com

2024 Schedule of Events

Infants aged 2 and under are admitted for free to WFD events. Prices, dates and events subject to change.

Friday, June 21:

HOMETOWN CELEBRATION
Main Street - Downtown Willits | 5 to 9 pm

Saturday, June 22:

SWEETHEART JUDGING
Appearance & Poise
10 am | Rodeo Grounds

Sunday, June 23:

HORSESHOW
Jack Tharp Arena | 8 am
SWEETHEART JUDGING
Horsemanship:
During Horse Show | Jack Tharp Arena

Friday, June 28:

CARNIVAL OPENS
TRUCK & TRACTOR PULLS
Jack Tharp Arena | 6 pm
Adult: \$20, Child (12 & under): \$10
STREET DANCE
featuring Flat Busted
Following truck pulls | Free

Sunday, June 30:

SWEETHEART CROWNED

Thank you
to our major
sponsors
for 2024



Wednesday, July 3:

CCPRA PROFESSIONAL RODEO
7 pm | Jack Tharp Arena
Box: \$25, Adult: \$20, Child (12 & under): \$10
WESTERN DANCE
featuring Chad Bushnell
Following rodeo | Free

Thursday, July 4:

HORSESHOE CONTEST
Rec Grove Park | 10 am
PARADE "Cowboys and Cadillacs"
Main Street - Downtown Willits | 11 am
COUNTRY MUSIC RODEOLA
Rec Grove Park | Noon
BEEF BARBECUE
Rec Grove Park | Noon
Adult: \$20 & Child (12 & under)/Senior: \$12
CCPRA PROFESSIONAL RODEO
Jack Tharp Arena | 4 pm
Box: \$25, Adult: \$20, Child (12 & under): \$10

Friday, July 5:

LIONS COWBOY BREAKFAST
Rec Grove Park | 7 am
Adult: \$13, Child (12 & under): \$9
JUNIOR RODEO
Jack Tharp Arena | 8 am
Adult: \$10, Child (12 & under): \$5

Saturday, July 6: NEW THIS YEAR!

BULLS & BRONCS: Jack Tharp Arena |
7 pm | Adult: \$10, Child (12 & under): \$5

WILLITS FRONTIER DAYS BOARDS 2024



Above:

Board of Directors and honored advisors:

From left: Bruce Cartwright, Karen Cavanaugh, Jeff Cook, Genevieve Neary, Lee Persico and Chris Neary. Not Pictured: Matt Harbour, Steven Hoyle and Steve Spackman.

At left:

Executive Board:

From left: Secretary Tracy Evans, Treasurer June Sizemore, President Fred Barry, Second Vice President Hailey Riley, Vice President Marcy Barry, honorary helper, Maggie Jennison, in front.



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.



**CATIE
SPACKMAN**

Catie Spackman will also be looking to ride and smile her way to the crown as she, too, will compete for the title of Willits Frontier Days Sweetheart this year.

Spackman, 18, is a senior at Willits High School and celebrated her birthday on January 24. Her immediate Willits family includes parents Steve and Natalie Spackman, brother Brian, and grandparents Jackie and Mark Spackman.

Currently, Spackman is the WHS Senior Class Secretary, a member of the Willits Frontier Days Juniors, serves as the 1st Vice President for the Willits FFA chapter, and will be taking a hog to the Redwood Empire Fair in August.

Catie is currently working at Stay and Play Dog Care, where she helps care for the animals, helps manage scheduling, and more.

After graduation, Spackman plans

to attend Mendocino College for two years, getting her general education squared away, and then plans to major in Liberal Arts and Business with the goal of becoming an elementary or kindergarten teacher in the future. She is also currently volunteering in the kindergarten/ TK class of Mrs. Katie Cooley, where she gets on-the-job experience for what that career path could look like.

Spackman has been around the Willits Frontier Days ground for many years, and is excited to run for Sweetheart this year, and represent her hometown.

"I want to thank Danielle Barry for helping me with my run," said Spackman. "Of course also I want to thank my family, and also Bruce Cartwright for letting me ride Cinder."

Spackman can be reached via text or call at 707-354-3577.

Interviews originally published in Willits Weekly, Edition #547 | April 25, 2024

Visit us online: www.willitsfrontierdays.com



**ELENA
ARKELIAN**

Elena Arkelian, 18, will run for the title of Willits Frontier Days Sweetheart during the 98th annual event this June and July.

Arkelian is a senior and soon-to-be-graduate with the Class of 2024 at Willits High School. After graduation, Arkelian looks to attend college, and pursue a career in agriculture.

An active member of the Willits FFA chapter, Arkelian plans to take a heifer and market lamb to the Redwood Empire Fair in August, and enjoys riding horseback, helping her dad work cattle at their ranch, and working with her animals. She has several dogs, cats, sheep, cattle and horses at home.

When not with the animals, Arkelian enjoys spending time playing basketball and softball and being a member of the Willits Frontier Days Juniors club.

With the encouragement of family and friends, including parents Dan and Samantha and siblings Lisa, Dana and Joe, and mentor and supporter Nicol Persico Kunka, Arkelian is excited to run for the title of Sweetheart this year.

"Running for Sweetheart is something I have always planned to do," said Arkelian. "This was just the right year to finally get to do it."

Contact by calling or texting her for tickets and information at 707-354-2877.

PLEASE RESPECT THE CONTEST and allow our Sweetheart to sell tickets herself. Willits Frontier Days will not allow online campaigning or encouragement of family or friends helping the contestant sell the tickets in any way. If you want to show your support for the contestant this year, please let anyone interested know that they can reach her directly at the phone number listed. Thank you!

Willits Frontier Days' 2024 Event Program

**Call or text for tickets:
707-354-3577**



Friday, June 21:
HOMETOWN CELEBRATION
Main Street - Downtown
Willits | 5 to 9 pm

Saturday, June 22:
SWEETHEART JUDGING
Appearance & Poise
10 am | Rodeo Grounds

Sunday, June 23:
HORSESHOW
Jack Tharp Arena | 8 am

Friday, June 28:
CARNIVAL OPENS
TRUCK & TRACTOR PULLS
Jack Tharp Arena | 6 pm
Adult: \$20, Child (12 & under): \$10

Weekend of June 29/30:
SWEETHEART CROWNED
Wednesday,
July 3:
CCPRA PROFESSIONAL RODEO
7 pm | Jack Tharp Arena
Box: \$25, Adult: \$20, Child (12 & under): \$10

WESTERN DANCE
featuring Chad Bushnell
Following rodeo | Free

Thursday, July 4:
HORSESHOE CONTEST
Rec Grove Park | 10 am

PARADE "Cowboys and Cadillacs"
Main Street - Downtown
Willits | 11 am

COUNTRY MUSIC RODEOLA
Rec Grove Park | Noon

BEEF BARBECUE
Rec Grove Park | Noon
Adult: \$20 & Child (12 & under): \$12

CCPRA PROFESSIONAL RODEO
Jack Tharp Arena | 4 pm
Box: \$25, Adult: \$20, Child (12 & under): \$10

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LIONS COWBOY BREAKFAST
Rec Grove Park | 7 am
Adult: \$13, Child (12 & under): \$9

JUNIOR RODEO
Jack Tharp Arena | 8 am
Adult: \$10, Child (12 & under): \$5

Saturday, July 6:
BULLS & BRONCS:
Jack Tharp Arena | 7 pm
Adult: \$10, Child (12 & under): \$5

**CATIE
SPACKMAN**

**ELENA
ARKELIAN**



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Adult: \$10, Child (12 & under): \$5

**Call or text for tickets:
707-354-2877**

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Chamberlain Creek Crew 3: from left to right, top row: Tanner Flagg, Ben McConnell, John Paoli, Garrett Leonardo, Jordan Kirkpatrick, Byron Mendoza, Colten Boatwright, Austin Osier, and Robin Noel. Bottom row: Diego Hidalgo, Colby Hathcoat, and Juan Morales.

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GRAND MARSHAL JOHN PINCHES

Willits Frontier Days Board of Directors is proud to announce their decision to honor John E. Pinches as the 2024 Independence Day Parade Honorary Grand Marshal. John has always supported Willits Frontier Days, announcing the Junior Rodeos many times, riding in the 4th of July parades. John thrilled spectators at annual rodeo events in Laytonville, Willits and Covelo.

John was born in 1951 at Howard Memorial Hospital into a pioneer family in Mendocino County as his family now spans six generations. His parents were Elmer "Sully" and Eleanor Pinches. His mother ran for Frontier Days Sweetheart in 1937. His grandfather George Pinches was the City of Willits' building inspector. John graduated from Laytonville High School in 1969. He purchased his first retail business at the age of 17.

In 1971 John joined the United States Army Reserves and served six years. Through the year, he operated businesses in Laytonville, Willits and Ukiah. John served as our 3rd District Supervisor for three terms, serving on over 18 government agencies, boards, commissions, councils and districts.

He is a husband, father, and grandpa to five grandchildren. Presently John and wife Debbie own and operate the Island Mountain Ranch in northern Mendocino County, raising cattle, sheep and chickens. John is honored for the opportunity to be the 2024 Willits Frontier Days Grand Marshal.

Thank you to everyone through the years who donates their time and energy so that the show lives on. It's a lot of work. Thank you to all the veterans for their service to their country. Please enjoy all the 4th of July celebrations. Be safe and God bless the USA.

Awards sponsored by Harrah Industries

HONORARY GRAND MARSHAL JIM PINCHES

The Willits Frontier Days Board of Directors proudly announces the recipient of the 2024 Willits Frontier Days Grand Marshal award: Jim Pinches. Jim is a long-time supporter of Willits Frontier Days and is the owner of Laytonville Disposal Septic. When our board needs a helping hand at the rodeo grounds, you just call him and he will be there with a big smile and a joke. Jim not only helps us out, he works seven days a week always helping community organizations when needed.

Jim was born in 1946 at Howard Memorial Hospital to Elmer "Sully" and Eleanor Pinches, raised on the Black Rock Ranch on Dos Rios Road out of Laytonville, graduating from Laytonville High School in 1965. Shortly thereafter, he was drafted into the U.S. Army. During basic training at Fort Ord he was on his way to Vietnam when his plane landed to fuel up his orders were changed and he was sent to South Korea where he served as a generator mechanic on surface to air missiles high in the mountains looking over North Korea on the DMZ.

Jim has five children, six grandchildren and several great grandchildren. Throughout Jim's life he has seen the world change in many ways. He has experienced so much love, generosity, and joy as well as times of tragedy, loss and struggle. Through his examples we see that a good sense of humor, the willingness to persevere and a deep love for family, community, country, and the 49ers can get you through anything.

Thank you Jim, for your kindness and all you have done, and that you continue to do.



Visit us online: www.willitsfrontierdays.com

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Willits Frontier Days

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Willits Frontier Days' 2024 Event Program



CHAD BUSHNELL

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

If there was a true authentic spirit to cross the threshold of Country Music with Christian standards, it would be Chad Bushnell. His roots date back down his family lineage the past 4 generations made of cowboys and singers, some of which shared the stage with the late Bob Hope. He exudes the Americana spirit wrapped up into his lyrics and melodies.

Chad has opened for country legends such as Kris Kristofferson, Dwight Yoakam, Scotty McCreery, Lee Brice, Neal McCoy, Billy Currington, Mark Wills, Collin Raye and many others over the years. His first Christian Country single "What Would Jesus Do" hit #1 on the Christian Music Weekly charts for December 2019 right by George Strait and Lauren Alaina. His latest Christian Country single "Thank God" recently hit #1 as well following the premiere of his first documentary on KIXE PBS titled "North State Roots". His latest record "Whiskey to Work" was produced by Nate Coon (Rosewood Studios in Tyler, TX), Derek Boone (Edgewater Studios in Houston, TX) and Dave Gibson (Beaird Music Group in Nashville, TN). It features songs written by Chad himself, songs co-written with some of his favorite songwriters and even a few written by hit songwriters out of Nashville, TN.

Chad has participated in a number of contests such as American Country Star in Nashville, TN. where he became a top 3 finalist and won the Horizon award. He was the Contemporary Country Vocalist of the Year at the Josie Music Awards for 2020 in Pigeon Forge, TN and recently won Modern Country Song of the Year for one of his latest singles "Fallin' in Love With You". He was the "1st" place winner of the Inspirational Country Showdown in "Yuba City, CA" for 2018 and won New Artist of the Year for Inspirational Country Music Association in 2019. He was recently nominated by Country Evolution as one of the 2023 Artists to Watch. You may have also caught a glimpse of Chad on TV shows such as The 700 Club and Universal Huntress.



Visit us online: www.willitsfrontierdays.com



FLAT BUSTED

6/28 | Following Truck Pulls
Rodeo Grounds | Free to Attend

Brian McPherson and Flat Busted are a modern country band that have played shows all over California, Nevada, and Oregon for over a decade. Playing casinos, event centers, amphitheaters, fairs, rodeos, private events, wineries, clubs, and many other venues. Using a headset mic to mix it up with the crowd, Brian is a consummate entertainer who always brings it and puts on a great show. Whether it's at a local or regional venue, or opening for a national act, Brian and the boys will make it party!

DANCING MUSIC

WHEN & WHERE:

Flat Busted | 6/28 |
Following Truck Pulls
Rodeo Grounds | Free to Attend

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

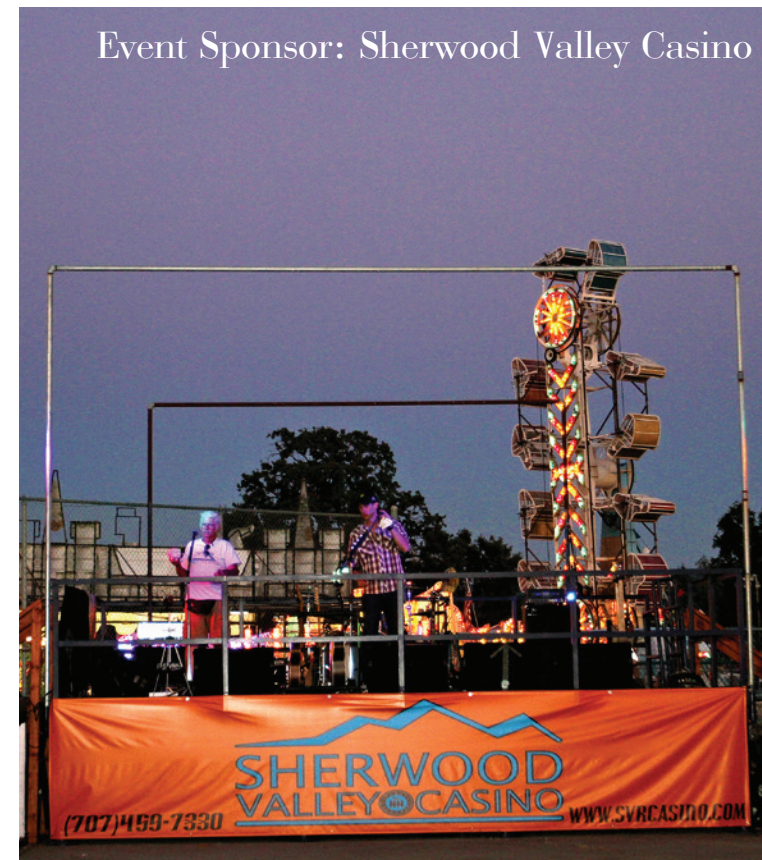
The street dances and band performances give the over-21 crowd a chance to hang out with friends or make new ones while dancing the night away to DJ or band-made country tunes.

This year Chad Bushnell and Flat Busted 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!

Event Sponsor: Sherwood Valley Casino



WILLITS FRONTIER DAYS GIVES A BIG
THANK YOU
TO BOB DOTY, MANAGER OF MENDO MILL, WILLITS



MAIN STREET PARADE

Event Sponsor:
Adventist Health Howard Memorial

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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- Primary Care

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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
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	Saundra 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	2023	Hazel Cooke
1958	Letha Schumaker Wiley	1991	Lanae Shuster Lamkin		

Celebrating strong communities.



Tri Counties Bank is proud to support Willits Frontier Days.



Locations throughout California.

In Willits:

255 S. Main Street
(707) 459-5581

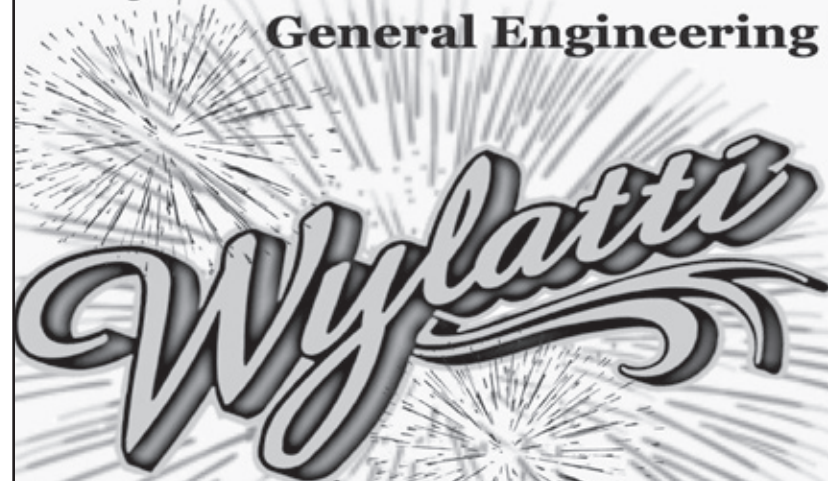


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Honor



CCPRA RODEO

WHEN & WHERE:

7/3 | 7 p.m. & 7/4 | 4 p.m.
Jack Tharp Arena | Box: \$25, Adult: \$20, Child (12 and under): \$10

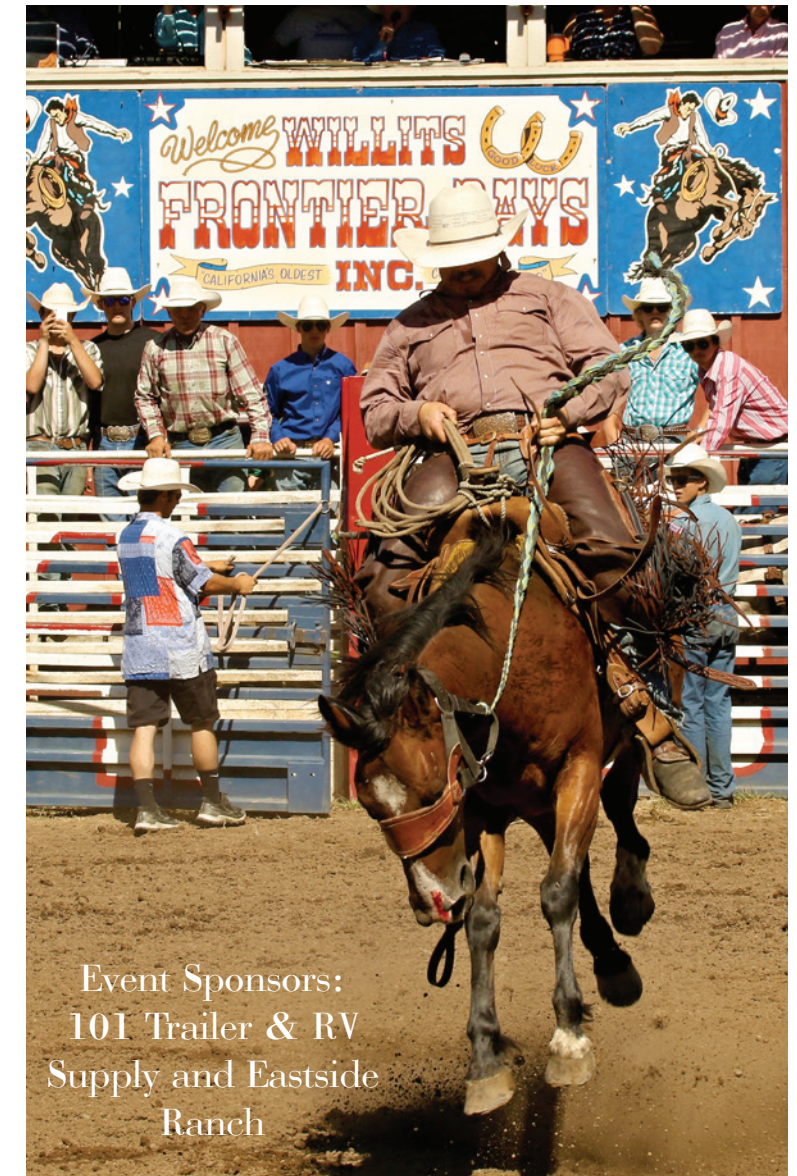
The California Cowboys Pro Rodeo Association is a group of top-ranked cowgirls and cowboys who participate on a circuit of professional-grade rodeos throughout the state.

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 Rockin’ M Rodeo. The 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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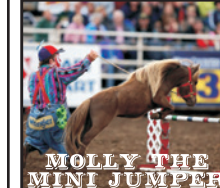



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LUCAS MAYNARD

Turning 18 this year, Lucas Maynard grew up on a farm, and at a very young age, he fell in love with the American cowboy. At ten years old, he started to teach himself how to trick rope and crack whips. At a Dollar General, while he performing some trick roping, he saw a local cowboy who asked if he would like to perform at some rodeos. His first rodeo was in King, NC in June of 2021, and in 2024, he was awarded the IFR (International Finals Rodeo) Showcase Champion Dress Act.



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HORSE SHOW

WHEN & WHERE:

6/23 | 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.



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JR. RODEO

WHEN & WHERE:

7/5 | 8 a.m. | Jack Tharp Arena
Adult: \$10, Child (12 and under): \$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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A SPECIAL THANK YOU TO COAST TO COAST

For donating a Savage Axis Xp 7MM-08 REM Bolt Action Rifle Package with Scope to the Willits Frontier Days Juniors members to sell raffle tickets for as a club fundraiser

A SPECIAL THANK YOU TO DEANA RUTLEDGE

For donating a new disk for the arena for nice footing.

A SPECIAL THANK YOU TO WINDSOR MILL

For donating a custom-made, red-and-white chicken coupe to sell raffle tickets for as a club fundraiser for the Willits 4-H



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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.

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LIONS CLUB PANCAKE BREAKFAST

WHEN & WHERE:

7/5/24 | Rec Grove Park

7 am | Adult: \$13,

Child (12 and under): \$9

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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ROCKIN M RODEO

Chuck Morris, three-time Sierra Circuit Saddle Bronc Champion, owns and operates Rockin M Rodeo. Morris competed in the Professional Rodeo Cowboys Association for 20 years, was a two-time National Intercollegiate Rodeo Association National Champion, and a California High School Rodeo Association State Champion. Morris has provided rough stock to rodeos across the state since 1997.

Rockin M Rodeo's Morris has been a rodeo cowboy his whole life and during retirement he wanted to stay involved in a sport that he truly loved.

"I always had a passion for bucking horses and raising them just seemed like the natural next step," Morris said. "Horses get a reputation just like bucking bulls, some for being rank and hard to ride. Others get a reputation for being rider-friendly and easy to make a good ride on. Bucking horses are the same as race horses or jumping horses. They are bred to buck just like race horses are bred to run."





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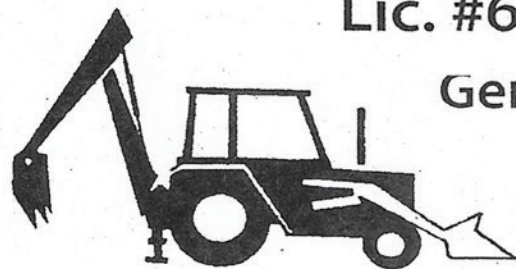
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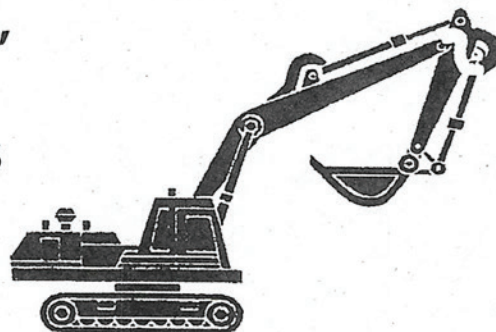
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A SPECIAL MESSAGE LOU BUGENIG



Willits Frontier Days Board would like to thank Lou Bugenig and West Coast Rodeo for 25 years of being our stock contractor 1998 to 2023. You will be missed; we hope that you enjoy semi-retirement and that new granddaughter.



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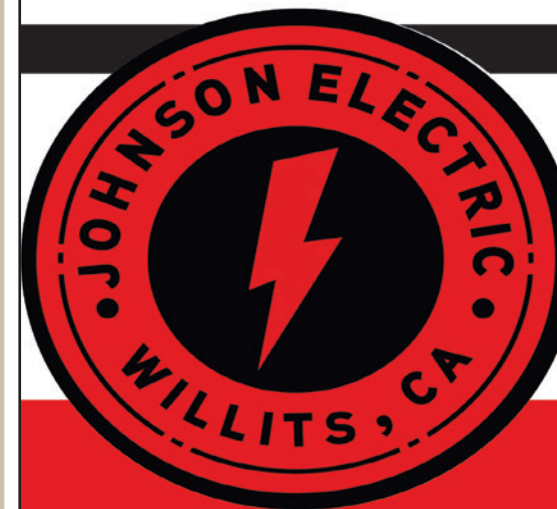


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Willits Frontier Days' 2024 Event Program

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WHEN & WHERE:
Appearance & Poise:
6/22 | Noon
Rodeo Grounds

Horsemanship: 6/23
Jack Tharp Arena
During Horse Show
Free to attend

Crowning Winner:
6/30

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

2024 Willits Frontier Days Juniors members smile together including, from left: Hailey Riley, Zoey Schreiner, Rhylee DeMarta, Riley Schreiner, Lisa Arkelian, Hazel Cooke, Elena Arkelian, and Danielle Barry.

Not pictured: Catie Spackman, Macy Harbour and Arya Sizemore

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BEEF BARBECUE

WHEN & WHERE:

7/4 | Noon | Rec Grove Park

Adult: \$20 & Child (12 and under) & Senior: \$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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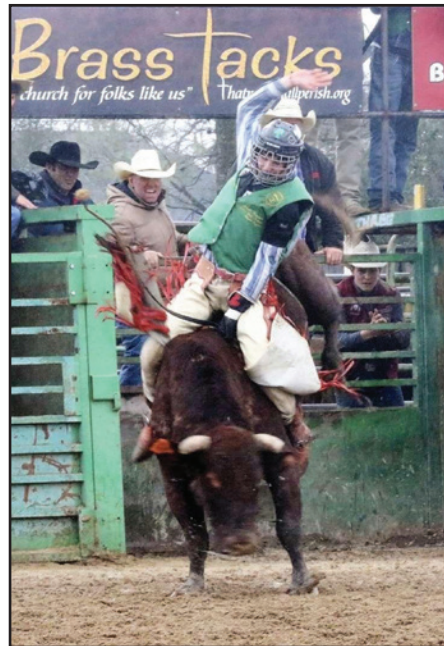
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BULLS AND BRONCS

WHEN & WHERE:

7/6/24 | Jack Tharp Arena | 7 p.m. | Adult: \$10, Child (12 and under): \$5

Business, Visitor & Community information & assistance

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TRUCK & TRACTOR PULLS

WHEN & WHERE:

6/23 | 6 p.m. | Jack Tharp Arena
Adult: \$20, Child (12 and under): \$10

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.



Photos by Eric Pham



Home - Commercial - Screens
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FRONTIER DAYS' 2024 SCHOLARSHIP RECIPIENTS



Logan Sanderson

Received \$1,000 and looks to become a welder after graduation



Hazel Cooke

Received \$1,000 and looks to become a nurse after graduation



Brayden Manus

Received \$1,000 and looks to become a heart surgeon after graduation

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RANCH RODEO

Save the Date: 10/12/24

After the official Willits Frontier Days and Fourth of July events are over, the Jack Sharp 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 for more information and entries when they become available.



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FALL '24 CLASSES



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AMERICAN SIGN LANGUAGE

ASL-200 Elementary ASL: Level I M 5:30-8:40pm

ART

ART-210A Fundamentals of Drawing TTh 5:30-8:20pm

ART-210B Intermediate Drawing TTh 5:30-8:20pm

ART-282 Intro to Photography W 5:30-8:25pm

ART-522 Watercolor for Older Adults MW 2:00-5:05pm

ART-542 Ceramics for Older Adults Sat 10:00am-4:25pm

BIOLOGICAL SCIENCES

BIO-202 Human Biology Sat 12:30-3:20pm

CHILD DEVELOPMENT

CDV-200 Child Growth & Development Sat 9:00-11:50am

CDV-280 The Child, Family, & Community T 6:00-8:50pm

ENGLISH

ENG-65 Academic Literacy W 9:30-10:20am

ENG-200 College Composition MW 9:30-11:50am

ENG-200 College Composition F 5:30-8:20pm

ENG-210 Creative Writing M 10:00am-1:05pm

ENG-212 Inter. Creative Writing M 10:00am-1:05pm

ENG-503 Creative Writing for Older Adults M 10:00am-1:05pm

ENG-560 Basic Reading and Writing Lab TBA

ENGLISH AS A SECOND LANGUAGE

ESL-7A Beginning ESL A TTh 10:00am-12:05pm

ESL-507A Beginning ESL A TTh 10:00am-12:05pm

ETHNIC STUDIES

ETH-202 Racial and Ethnic Relations Sat 12:30-3:20pm

MATHEMATICS

MTH-205 Math for Liberal Arts MW 1:30-3:35pm

MTH-220 Statistics MW 5:30-7:35pm

MUSIC

MUS-230a Beginning Voice T 2:30-4:20pm

MUS-230b Intermediate Voice T 2:30-4:20pm

MUS-230c Singers' Repertoire I T 2:30-4:20pm

MUS-230d Singers' Repertoire II T 2:30-4:20pm

MUS-280 Masterworks Chorale T 5:00-7:50pm

MUS-530 Singing for Older Adults T 2:30-4:20pm

MUS-580 Chorale for Older Adults T 5:00-7:00pm

PSYCHOLOGY

PSY-205 Introductory Psychology S 9:00-11:50am

THEATRE ARTS

THE-234A Tap Dance Beg. Sat 10:00am-12:00pm

THE-236A Yoga: Beginning MW 4:00-5:20pm

THE-236b Yoga: Adv. Beginning MW 4:00-5:20pm

WORK EXPERIENCE EDUCATION

WEE-196 Work Experience Education TBA



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CARNIVAL FUN

WHEN & WHERE:

Opens 6/28 | Old Ball Fields

Questions: 1-916-761-1722

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



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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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Honor

Let's welcome 'Wilma' to Willits

A proposal to the Willits Frontier Days board
from Maureen Jennison

When trying to decide what my stamp on Willits will be for future generations, I wonder, will it be our Willits Weekly newspaper? Will it be for having the cutest baby ever? Will it be having the ultimate genetic lineage combo of Volkswagens and desserts? Will it be for marrying the man with the best-looking red beard in town?

Maybe.

But, what I really want is for it to be getting the 18-foot Cowboy Willy a lady friend -- by the 100th year anniversary of Willits Frontier Days in 2026.

Bell Plastics in Hayward, CA not only manufactures these iconic Muffler Men (like Cowboy Willy), but also several of his large-scale fiberglass friends, too. One of these additional items is the 16-foot "Uniroyal Girl" which would make an absolutely perfect match to stand alongside our Cowboy Willy, who currently resides on the north side of the grandstands at the Willits Frontier Days grounds.

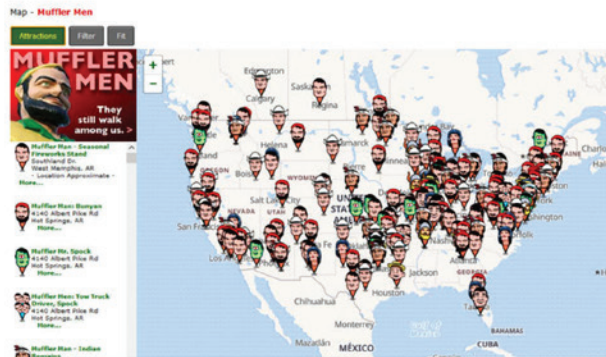
While she comes standard wearing a bikini, Bell Plastics offers a version with a skirt and shirt, both which could be customizable with the color (or pattern) of our choice. She also has a bob haircut (color customizable), colorful eyes and make up (color customizable), and is posed in the perfect position to have a lasso draped from her left hand, which rests near her hip, up to her right hand, which is above her head. She comes with heels, but cowboy boots could also be added, as could a hat, belt buckle, and other accessories which could all be optional additions.

Fundraising to get her made and delivered in time for the 100th year celebration is the big hurdle. While she's a dainty lady, she does come with a hefty price tag: around \$20,500 for the standard set up.

Adding a pattern to her shirt or skirt would be an extra charge, as would be creating custom boots (\$2k-plus?), custom hat (\$3k-plus?) or belt buckle (\$800-plus?)

An additional \$1,000 is needed for delivery on the 16-foot flatbed trailer from the Bay Area to Willits. It is also suggested that she resides on a cement pad, ideally about 30 x 60, where her feet could be bolted to the ground, and the manufacturer also suggests additional bolts at her hips and/or shoulders for added stability.

The order needs to be placed with Bell Plastics 6 months before the delivery date: (order placed December 2025 to be installed by May/June 2026) with a 10% deposit being remitted at the order date, 50% of the balance being remitted by beginning of April/May 2026) and remainder of the balance due at pick-up or delivery (May/June 2026)



Hopefully, the public will see this as a great opportunity to find Willy his soulmate, as he has stood alone since his installation several decades ago. It would be a great way to celebrate the 100th year of Willits Frontier Days, and be another fun attraction to visitors of Willits and Mendocino County.

RoadsideAmerica.com has a great Muffler Man map outlining where all the men can be seen across the country: <https://www.roadsideamerica.com/story/37422> -- where Willits is indeed listed, and there are people who enjoy road-tripping around to see all the statues. CBS News did a story on one such man: <https://www.cbsnews.com/news/muffler-men-giant-roadside-attractions/>

There's also a YouTube channel dedicated to American Giants: <https://www.youtube.com/user/AmericanGiants>; a blog: <https://usagiants.com/>; and a museum on Route 66 opening this year: <https://www.americagiantsmuseum.com/>; and much more.

To help fundraise and continue to be a part of this fun craze - and maybe one of the only locations to have a matched pair?!, I propose a "Decide the" fundraiser -- maybe at the Sweetheart Dinner? -- where the highest bidder could select the decision for choices to be made, for a premium donation: Eye color, hair color, lip color, shirt color, skirt color, etc.? -- and then the big buy: her name. (I throw "Wilma" or "Cowgirl Wilma" into the hat for my own enjoyment and hopeful inspiration for the highest bidder.)

Tax-deductible donations from businesses, individuals, and charity organizations could hopefully make up the rest of the amount needed over the two-year period. Advertising for the fundraiser could be done on the WFD Facebook and Instagram pages; in Willits Weekly and potentially other news outlets; contacts could be made with Roadside America or the Atlanta Museum, or other interested entities to help get the word out -- or send in donations, too.

My husband Matthew and I traveled to Bell Plastics a few times; in August, they hold an annual open house where they show off all sorts of their creations, and let the public get up close, take photos, and see the fun statues. Go if you get the chance! They announce the event on their Facebook page: <https://www.facebook.com/BellPlasticsHayward>. We saw the Uniroyal gal there in 2019 and knew we had to get one up to Willits.

Let's make this a reality, and leave our mark on the 100th annual event.

Maureen Jennison
Willits resident, photographer, Wilma hopeful

Bell Plastics
2020 National Ave
Hayward, CA, 94545

<https://bellplastics.com/>





REMEMBERING DOUG GOSS

Doug Goss was among a legion of volunteers in the early 1970's that turned into the rodeo grounds every day after work to roll up their sleeves and do what needed to be done. Active as a volunteer and a member of the Board of Directors for over 4 decades – he was proud of his work with the organization, especially acting as chairman of the selection of honoring the annual Heritage Award Winner. As a rough stock “boss”, he really enjoyed pulling the gates for the rough stock during the rodeos.

Doug moved with his family to Idaho in mid 2020 and was looking forward to returning to celebrate the 100th anniversary of this great organization.



REMEMBERING FREDDIE PAGE

Willits Frontier Days lost a long time friend and volunteer this past spring – Freddie Page was recruited by his cousin, past president Richard White – to “come on down” and volunteer to rebuild the office in the front of the Rodeo Grounds when it was destroyed by fire in the 1980's. A quiet fellow, Freddie accepted Richard's invitation and spent many weekends working on the bricks and concrete to rebuild the office; pour the slab in front of the concession stand and numerous other projects over the years. Freddie was a bashful sort, uncomfortable in the limelight and happy to roll up his sleeves and work tirelessly with the scene at the Rodeo Grounds. Volunteers are a huge part of the backbone growth of Willits Frontier Days – Freddie will be missed by his family and friends.

IN HONOR OF EDIE CECCARELLI

\$500 Scholarship to be given in her name

Sponsored by Willits Frontier Days

Willits' Edie Ceccarelli, once America's oldest person and second-oldest person in the world, passed away at the age of 116 in February of 2024. She was a source of immense pride to her hometown of Willits.



In her memory, 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.

ARYA SIZEMORE 2024 SCHOLARSHIP RECIPIENT

Arya Sizemore was chosen for the Edie Ceccarelli Scholarship this year due to her joy of music and arts which was dear to Edie's heart.

Edie championed young people and she would have wanted to support a youth that has strong community ties like the Sizemore Family and a youth that represented strong work and moral ethics in giving back to the Willits Community.

Arya grew up at the Willits Frontier Days grounds next to her grandmother June Sizemore and she is in her 3rd year of singing our National Anthem.

Arya has always done anything asked of her down at the grounds from planting flowers, cleaning up and helping to set-up for events like our Sweetheart Dinner.

Without reservation Willits Frontier Days supports this scholarship to be given to Arya Sizemore a well-deserved youth. A certificate of deposit will be opened to be saved for Arya's graduation from high school in a few years.



THANK YOU FROM ALL OF US

2024 Committee Chairs

- Rodeo:** Lee Persico and Marcy Barry
- Junior Rodeo:** Marcy Barry
- Horse Show:** Mattie Owen and Pinon Family
- BBQ:** Mike Frahm, Russ Rountree, Eldon Miler, and Steve Spackman
- Parade:** Mattie Owen, Katie Cooley
- Gates:** Paul and Bonnie Riley
- Back Gates:** Kenn Pedersen
- Breakfast:** Willits Lions Club
- Advertising:** Karen Cavanaugh, Marcy Barry and Maureen Jennison
- Sweetheart Contest:** Persico family, Tina Holguin, Kiri Silva
- Sweetheart Dinner:** June Sizemore, Fred Barry, Hailey Riley
- Entertainment:** Marcy Barry and Jeff Cook
- Truck Pulls:** Marcy and Fred Barry
- Security:** Bruce Cartwright
- Carnival:** Marcy Barry, Tracy Evans and June Sizemore
- WFD Arena Crew:** Fred Barry, Bruce Cartwright and Steven Hoyle
- Gardening:** WFD crew and Willits Frontier Days Juniors
- Sweetheart Raffle:** Genevieve Neary, Marcy Barry
- Margarita Booth:** Persico Ladies
- Beer Booth:** Fred Barry, Rod Cavanaugh, Bruce Cartwright, Steven Hoyle
- Vendors:** Kinzie Barlow
- Hometown Celebration:** Ashtan Bloomquist, Jake Whitehurst
- Scholarship:** Jeff Cook, Mattie Owen, and Bobbie Tilley
- Local Barrels:** Riata King
- Local Team Roping:** Bobbie Tilley
- Rodeo Stock:** Rockin M Rodeo Company
- Willits Frontier Days Jrs.:** Hailey Riley

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; King family; Kathy Goss; Danielle Barry; the Garman family; Candi Tharp; Laura and Danny McBride; Deana Rutledge; 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; Hailey Riley; the Riley family; Todd Hollifield; Rotary Club of Willits; 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; Amanda Sizemore 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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