Are you ready? We are only a few weeks away from putting on the World’s Largest Outdoor Rodeo and Western Celebration! With summer finally showing up and heating things up, I am very excited about the changes that have been made around the park. Things are gearing up and the park is starting to take shape. It is amazing how fast the year has gone by. It is time to implement and execute all the efforts put into the planning of the 120th “Daddy of ‘em All.”®

In recent articles, I have discussed all the changes that are geared toward our guests and their experience. We have refined our front gate, added a garden, a grand entrance to the East side grand stands, we have replaced picnic tables and added shade around the Indian Village. We have even added a new attraction with the Western Experience and the BLM horses along with an amazing group called BraveHearts. Last but not least, we have added the center piece to our amazing night shows, a new stage! Preliminary tests moving and positioning it have been very positive.

The Buckle Club membership and the General Committee have partnered in yet another change designed to enhance our guests experience along with rewarding our volunteers. For 2016, Little America Hotel & Resort has teamed up with Buckle Club members to provide food and beverage service throughout the week. The Buckle Club will open at 11 a.m. to the public and will close at 3:45 p.m. Starting at 5 p.m. the club will change over to a badge holder event only. Spirits, wine, beer and food will be available. These minor changes are in preparation for a new and exciting venue for the 121st “Daddy of ‘em All”®!

I want to thank all you for the hard work that has been put into projects and beautification of the park. Soon we will have tens of thousands of guests, rodeo fans and music lovers experiencing Cheyenne Frontier Days™. I ask that you provide a smile and great customer service, ask them if they need help and show them the direction they need to be going.

Let’s Go, Let’s Show and Lets Rodeo!
The 2015 Cheyenne Frontier Days™ (CFD) Western Art Show Committee thanks all of you for your commitment to the CFD Old West Museum and the CFD Western Art Show and Sale! The CFD Western Art Show is the single largest museum fundraiser and provides nearly 30 percent of the operating budget with just over $172 thousand in proceeds for 2015. We have set our goal to raise and sustain $200 thousand. To do that, we need to focus on three revenue streams: tickets, art sales and sponsors, and cost containment.

In 2015, art show paid tickets increased by 200 attendees. While the new show layout maximized the flow of patrons, we are still concerned with the tight space. Our goal is to increase paid tickets from 500 to 600 since they are our second highest revenue source. Therefore, we must continue to reduce non-paid tickets while asking everyone to help sell additional tickets to one of the best parties of the summer.

Sponsorship is the largest source of fundraising dollars for both the museum and the art show. Overall, we increased sponsorship revenues by $10 thousand. We are working to secure a future naming sponsor for the art show and the museum.

Last year, we moved the Artist/Sponsor Reception from an offsite location to the museum and introduced a “Buy It Now” opportunity so patrons can purchase art for a 25 percent premium. A select number of original western art pieces were offered in an action packed live auction during dinner. As a result, our fine art sales increased by 14 percent.

We reduced costs across the board and worked to find efficiencies in our processes. Cost reductions affected all of our volunteers for 2015, but thanks to your dedication and loyalty to the Museum, we reduced expenses by $12 thousand.

The museum introduced a new group of young professionals called the “Mavericks.” This year they are engaged in the arts on a variety of levels. They chose two of the six new artists who will participate in the 2016 show.

As always, you, our volunteers, are critical for our future success. The above improvements, income generation, and cost savings were brought about by your great ideas and hard work. Cheyenne is truly a volunteer town, and no one sees it more than CFD and your museum. Thanks a million, or more precisely, thanks $172 thousand!
In 1963, **Suzanne Hanes Brown** was crowned Miss Frontier. **Ann Smith** writes the following about the event in her Queen’s Booklet. “This was the beginning of the annual Coronation Ball, as it is known today, which that year was on the first night of the Frontier Days at the Pavilion. The waiters were dressed in Gay 90’s attire, served barbecue sandwiches and draft beer and Suzanne was crowned by **Governor Milward Simpson**. Everyone danced the night away to the music of **Hank Thompson**, all for $2 a ticket. The town also entertained a great array of football talent, the Green Bay Packers, sponsored by the Quarterback Club, and introduced by **Mayor Bill Nation**. Suzanne presented a Stetson hat to Cheyenne’s all-time great, **Boyd Dowler**, of the Green Bay Packers.” The event has changed some over the years, but it remains much the same as the event of 1963.

This year’s Coronation Ball will be **Saturday, July 16** at the Cheyenne Radisson beginning at 6 p.m. Tickets for the event can be purchased at the Cheyenne Frontier Days™ Old West Museum for $25 each. There are a limited number of tickets available, so plan on getting tickets sooner rather than later.

The event is hosted by the CFD Military Committee and Master of Ceremonies will be **Cody Sosebee**. Miss Frontier and her Lady-In-Waiting will be presented with various mementos and gifts to commemorate their time representing Cheyenne Frontier Days™. The evening will be rounded out with music from **The Country Club Band**.

**Miss Frontier 2016 Jonna Brown and the Lady-In-Waiting Rylee Anderson.**
ALMOST DONE

The new stage has come a long way in the past few months. All of the wheels have now been placed underneath, and we have done several test runs...for the most part everything has gone smooth. This was a huge investment for Cheyenne Frontier Days,™ and there has been a lot of time and effort put forth by many people over the past three years. The roof will be installed next week and the side and back panels will follow. If you have not had a chance to see it...stop by we would love to show you.

-Scott Fleming
Contract Acts Chairman

The Miss Frontier Forever Badge

The first Forever Badge was designed and presented to Kaci Malmberg in 2014. The unique badge was created for the ladies who have served as Miss Frontier to allow gate access to CFD for their lifetime. Many think the honorary Sheriff's badge is an official CFD badge, however, it isn’t. It does not indicate "Miss Frontier" or Cheyenne Frontier Days™. This is very similar to the badge process for past chairmen. Instead of wearing their committee badge, they wear a unique badge separating them from the current chairmen.

The General Committee has purchased the badge for Miss Frontier the last two years as a gift upon the completion of her year. The badge is meant to be an elegant reminder of the service and dedication of our many Miss Frontiers.
As the count down to the 2016 Cheyenne Frontier Days™ continues, the Buckle Club Board would like to report some changes. The Buckle Club will be the volunteer escape for great conversation, good food, air conditioned and a good mixed drink. The facility will be open to the public daily from 11 a.m. to 3:45 p.m.

Beginning at 4 p.m. the facility will have security guards only allowing badge holders and guests. The badge holder will be allowed a guest entrance on their badge. At 4 p.m. the facility will offer spirits and malt beverage until 11 p.m. CFD has contracted Little America as the food and beverage vendor. They will provide a typical festival style lunch menu and the evening menu will be heavy type hors d’oeuvres.

We look forward to having the volunteers escaping to the cool Buckle Club for a little rest and relaxation during the 2016 show.

Thanks for your support.

-Buckle Club Board members

Howdy, this is the last update before the “Big Kazoo.” The New Heels have been busy and are very enthusiastic about upcoming events in the world of The Heels. The upcoming events are as follows:

July 10: Heels Officers Meeting
July 13: Heels Summer Meeting and New Heels Initiation
July 22: CFD Starts
August 20-21: CFD Volunteer Golf Tournament
October 12: Heels Fall Meeting and Election of Officers

The Heels will receive a copy of the proposed Heels By-Laws and Rules approximately 30 days prior to the Fall Meeting for review. Look for them in your email.

Thanks for the great ride.

-Bob Weaver
Leather Heel
To our CFD Family!
Thank you for being there when we needed you the most. Please accept our everlasting gratitude for your generous support and most of all your love. Smile Nancy, you're free.
- The McCann & Morris Family

Empty Saddles
Our thoughts and prayers go out to the families of:
- Jim Frew (HEELS)
- Dean Borthwick (HEELS)
- Jim Van Dorn

4th of July Events
- 5:30 pm: Park Opens
- 6:00 pm: Country Club Band
- 7:30 pm: Introductions
- 8:00 pm: Performance by Michael Martin Murphey
- 9:35 pm: Fireworks
Welcome back **Teresia Crane**! Teresia is working her second summer internship under the direction of the Sponsorship Department. She is originally from Cheyenne and is attending the University of Wyoming where she will be a senior this Fall. Teresia has a double major in Business Administration and Accounting with a double minor in Finance and Entrepreneurship. We are thrilled to have her as part of our team again this year.

Meet **Sam Buffington**. This is his first year as an intern at CFD. Sam is from Fort Collins, Colo., and is a rising senior at Luther College in Decorah, Iowa. He is studying Business Management and Spanish. Sam is excited to be here, and we are excited to have him. Sam enjoys playing tennis and is part of the college tennis team.

Last but not least, is **Robert (R.W.) Jett**. This is also his first year as a CFD intern. He currently attends the University of Wyoming studying Accounting. R.W. is originally from Greeley, Colo., and one of his hobbies is team roping. Look for him at CFD Headquarters this summer. Welcome to the team!
CHEYENNE FRONTIER DAYS™

2016

38TH ANNUAL VOLUNTEER GOLF TOURNAMENT

TOURNAMENT

Sunday, August 21, 2016

Airport Golf Club

Shotgun starts at 8 a.m.

Entries close August 12

Entry forms available at CFD Headquarters or Committee Headquarters