

# The HOOPY



The Official Newsletter of Cheyenne Frontier Days™ JUNE—2018







*From the  
General Chairman,  
Bill Berg*



EVERY  
Summer  
HAS A  
STORY



**WOW ...** this is a term I have used a lot in my past Hooey articles. It still amazes me how much dedication, passion, and love that our volunteers, staff, community, and our guests have for this amazing event! I have had the privilege to travel to some of the greatest rodeos this country has to offer. Many of the people that I run into tell me that Cheyenne is one of the greatest rodeos and that it is on their bucket list! Many of them go on talking about how their grandpa, uncle or brother and in some cases their aunt, mom, or grandma have performed at the "Daddy of 'em All"®. As they talk about our event I get goose bumps to think I am one of those people that help put on this amazing event. When you think of Cheyenne Frontier Days what do you think of? For me it is all about the fun, excitement, and the Western hospitality that Cheyenne offers. It is about how a small community of hard working people come together to host people from all over the world. It is about 122 years of rodeo and community. It is about the 2,900 volunteers and the small staff that put on this rodeo called the "Daddy of 'em All"®.

As most of my articles over the last six years have been about volunteerism I cannot forget to thank the dedicated staff that keeps all of us volunteers on track. They help us all keep within the trail guide and within our budgets. They have extensive knowledge of what we have tried before and what has and has not worked for us. They make sure our contracts are sound and answer the thousands of phone calls that come in to the headquarters. They design and sell our merchandise that ends up on every one of our desks or walls, closets or on our heads to help promote this way of life. They are there throughout the year to make sure the buildings we call our cabins or houses are taken care of the other 345 days of the year. Some of them are out promoting our brand through the many channels of media, whether it is traditional TV or radio, or the ever so complicated social media outlets. Some sell our hospitality to our sponsors and other very important guest that help support this great event. Without their support and dedication we as the volunteers would have a lot more work on our hands. Thank you Staff!

Planning, preparation, and implementation are the keys to success and I am pleased to say that the last six years have been very successful. Everyone, from the first year volunteers to the most seasoned volunteers and staff, worked tirelessly over the off-seasons with the Board of Directors, sponsors, city, county, and state governments to produce Cheyenne Frontier Days™ — making it some of the best years in history. Together we have attracted several hundred thousand attendees from across the globe to this great city and awesome state. Attendees from all 50 states and 31 countries that spanned from over five continents were entertained and educated with our Western heritage and lifestyle. Every one of our volunteers, staff, and contractors offered the blue jean hospitality and adventure that our guests expected from the "Daddy of 'em All"®. With these efforts, our mission to support our community with economic success, educational opportunities, and Western heritage were accomplished. In recent articles, I have discussed all the changes that are geared toward our guests and their experience. During the past six years we have made great improvements around the park. We moved around the carnival and food courts, we have refined our front gate, added a garden, and a grand entrance to the east side grand stands. We have replaced picnic tables and added shade around the Indian Village, the Old Frontier Town, and in the Garden. We added new experiences with the Western Experience and the BLM horses and added several groups that work with those horses.

We brought back some of our traditional exhibition riders and performers in the arena. We created a Military Monday that honors those that have served and continue to serve. Last but not least, we added the center piece to our amazing night shows, a new stage. All of these additions have been very positive for our volunteers, staff and most importantly our guest experience.

Speaking of great volunteers I have had the pleasure of working with 23 of the most amazing volunteers as part of the General Committee- **Darin Westby, Matt Jankovsky, Mitch Carter, Kevin Wells, Larry Kehl, Scott Fleming, Ed Vosler, Bill McInerney, Jimmy Siler, Terry Ruiz, Scott Fox, Hans Ritschard, Matt Dillow, David Miller, Bob Budd, Mike Martin, Craig Alexander, Andrea Allen, Bobby Mathews, Judie Petersen, Linda Bostron, John Svoboda, Hoy Meyers, Ron Newnum, Buck Riesner, and Alan Stoinski.** Each one of these individuals and their families dedicated many hours and years to make sure that Cheyenne Frontier Days™ was a huge success, that our volunteers, guests, and staff were treated respectfully and that we were part of rodeo history. I have spent many hours discussing the small details of CFD and life; whether on the road to Nebraska or in an airplane to far away rodeos or at home in Chute 10. I am blessed to consider each one of them part of my family. I also had the pleasure of serving with some great young emerging leaders that served as Miss Frontier (or will be) - **Chloe, Kaci, Sara, Jonna, RyLee, Emily, and Halley.** They have devoted two great years as ambassadors of CFD and the sport of rodeo. Thank you ladies!

**Heidi, Danielle, Madison, Emma,** and I would like to thank all of the 2,900 volunteers, the staff for their steadfast support, the Board of Directors for their help and direction, the Cheyenne/Laramie County & State governments for their partnerships and assistance, our sponsors and the local community for their support and attendance. Without each of your efforts “The Daddy of ‘em All”® would not be successful. I have stood very proud to be a Concessions Chairman and then the General Chairman for this great organization. I want to thank each and every one of you for your support and encouraging words over the years! Thank you!



Photo by Cindy Smith



## The Hooey

A hooey is vital to a calf or steer roper's success—it is the final hitch that secures the tie. The tie between the volunteers and Cheyenne Frontier Days™ is vital to the success of the celebration.

General Chairman: Bill Berg  
Concessions: Alan Stoinski  
Contract Acts: Scott Fleming  
Grounds: Bill McInerney  
Indian: Bob Mathews  
Military: Col. Matt Dillow  
Parades: Terry Ruiz  
Public Relations: Mike Martin  
Rodeo: Mitch Carter  
Security: Buck Reisner  
Tickets: John Svoboda  
CEO: Tom Hirsig  
Miss Frontier: Emily Breeden  
Lady-In-Waiting: Halley Jankovsky  
Hooey Editor: Kerry Balcaen  
Volunteer Coordinator: Dawn Thompson



# Coronation Ball

**WHEN:** July 14 (Saturday)

**WHERE:** Red Lion Hotel

**TIME:** 6:00 p.m.

**Tickets \$25 each ... available at the CFD Gift Store in the museum**

**MENU:** Yellowstone salad, brisket w/ BBQ glaze, garnished with diced red and green peppers, cheesy potatoes, steamed vegetable medley, corn bread, & caramel nut cream puffs



## Cheyenne Frontier Days™ Youth Volunteer Program

**A**s we enter the second year of the Cheyenne Frontier Days™ Youth Volunteer Program we have 28 recruits joining the program. Seven youth are returning from last year and 21 are new this year. The program is open to youth 13 to 18 years of age. Our goal is to encourage youth who participate in the program to find a committee that best fits their goals and to increase younger volunteer participation and retention. Each of our 10 committees will have at least one mentor who will have a plan for the youth during the time they are with the committee during Cheyenne Frontier Days™. Youth volunteers will participate in workdays as well as planned activities during show days and some orientation presentations. We are looking forward to an ever expanding and relevant program. We deeply appreciate the participation and diligent efforts of our Cheyenne Frontier Days™ youth and our outstanding committee mentors.



The Native Americans used **sunflowers** for more than 5,000 years. They not only used the seeds as a premium food and an oil source, but also utilized the flowers, roots, and stems for different purposes such as for dye pigment [6]. ...These seeds are a powerhouse of vitamins, minerals, and other **important** nutrients.

Cheyenne Frontier Days™ Old West Museum

## 2018 KIDS CAMPS

Camps hours 8:00 am to 5:00 pm  
AFTERNOON ONLY OPTION AVAILABLE

### JUNE 25-29, WESTERN ART CAMP

Kids will learn the basics of western and folk art, creating a wide variety of projects under the guidance of area artists. The group will be broken down by age to make sure the projects are fun for everyone. Ages 5-14.

### AUGUST 13-17, COWBOY & COWGIRL CAMP

Relive the dust and glory of the American West! Learn about the Old West with cowboys, ranchers, mountain men, gold panners, art projects and more! Ages 5-12.



Photo by  
The Wagner Perspective

Supported by grants from:



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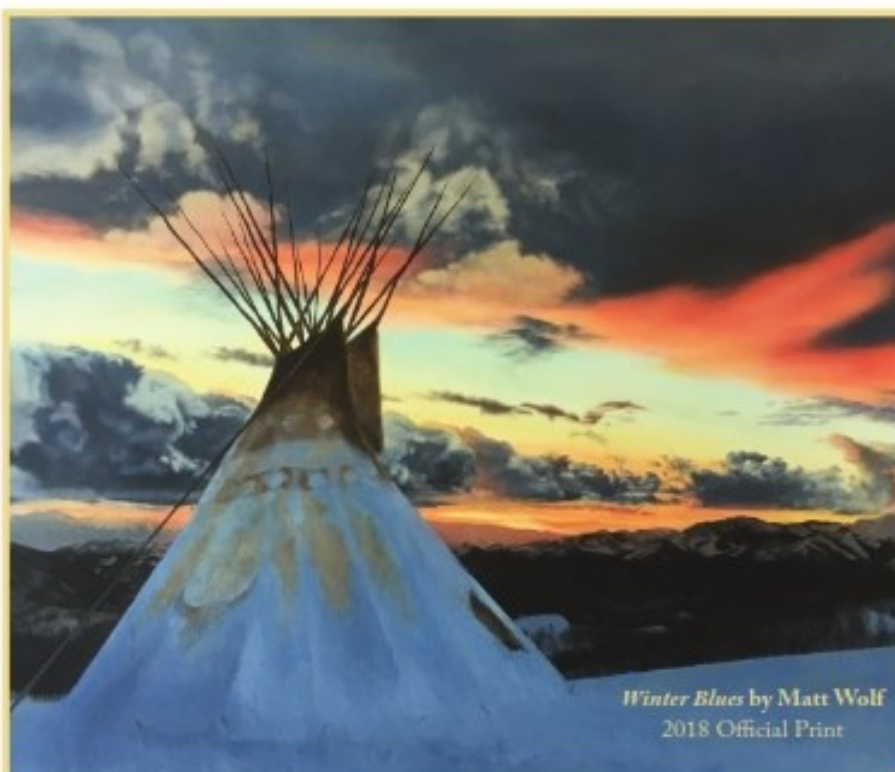
*Delivering the Power of Creativity*

## Exhibits Update

Military involvement is a significant contributor to the founding of Cheyenne and continues to this day. What folks may not know, however, is how significant the African American Buffalo Soldiers were to these efforts.

In the late 19th century, approximately 20% of the Regular U.S. Cavalry Troopers in the West were Buffalo Soldiers. As such, they were involved in much of the action throughout the Indian Wars and the Spanish-American War. They even became embroiled in the Johnson County War! By 1909, the 9th and 10th Cavalry units, both containing Troops of Buffalo Soldiers, were stationed at Fort D.A. Russell here in Cheyenne.

In honor of this deep history, the CFD Old West Museum is soon to share new exhibits on the U.S. Military highlighting the Buffalo Soldiers and the expanded tale of these amazing individuals who soldiered in the West. Pictured is a reproduction U.S. Cavalry Uniform, which the Buffalo Soldiers would have worn, with special thanks to the Warren ICBM & Heritage Museum.



Winter Blues by Matt Wolf  
2018 Official Print

CHEYENNE FRONTIER DAYS™

## WESTERN ART SHOW & SALE

July 20 - August 19, 2018

Opening Reception:  
Thursday, July 19, 2018

CFD Volunteer Ticket Price:  
\$130/person

[www.cfdartshow.org](http://www.cfdartshow.org)  
307-778-7202





# RODEO

**W**ow, here did the time go? They told me time would fly by faster than you could imagine, well they were right...this is already my last Hooey, my last call. We have some exciting things planned for this 122<sup>nd</sup> year of the Daddy! We are having a Wild West Show on the first Friday afternoon with lots of action packed into a couple hours. The Riata Ranch Cowboy Girls will be here for a second time...they do a great job. Also returning is World Champion Trick Roper **Rider Kiesner**, and Cowboy Mounted Shooters **Gene and Lindsay Johnson**. We will again have the mini bull riders with us from Sunday to Saturday and new this year is the mini bareback riders, they too will be kids riding smaller horses...sure to be another crowd pleaser. And, of course, we will have the world's best rodeo with the best contestants competing for thousands of dollars.

As I ride out on the last show I want to reflect on a couple things we have accomplished:

- ◆ We changed the arena to make it safer for the competitors and animal athletes
- ◆ We changed the back chutes to accommodate a faster, safer loading process for our bucking stock
- ◆ We brought back the next generation of kids that hopefully will be competing here in years to come
- ◆ We have world class trick riders and ropers

Thank you to the Rodeo Committee for everything! I'm proud to be called a Rodeo Committeeman. Thank you to my wife **Lori**, I know it wasn't easy most of the time. And thanks to my kids for their support. Have a great one!!

**-Mitch Carter**  
Rodeo Chairman

## The Stomping Grounds

It feels like I was just selected to become the new Grounds Chairman, but almost three years have gone by. With the help of the Grounds Committee and every other CFD volunteer on the park we have accomplished a lot of projects. I'm especially proud of Avenues of the Rodeo buildings; upgrades to the lower B-stand; B-Stand restrooms; and the new products building just to mention a few.

I want to thank all of the volunteers, the Grounds Committee, the Staff, the General Committee and spouses for all of the memories you have provided me and my family. Most of all I would like to thank **Debbie, Zac, Scott, Shae** and the rest of my family for providing me support over the past three years. This is a ride I will never forget. I am looking forward to my last show as a chairman and seeing all of you in the years to come.

**-Bill McInerney**  
Grounds Chairman



*Origin of the word rodeo: Mid 19th century; from Spanish, from rodear 'go round', based on Latin rotare 'rotate'.*



# What a RIDE

It's been one hell of a ride! As I sit here thinking about the last three years, I'm wondering where the time has gone. I can't help but think about all of the support I have been given from all of the volunteers and staff. I would like to thank my wife **Cathy** for putting up with all of the time I have been away. Thanks to the Contract Acts Committee and past chairmen for the guidance and support you have shown me over the last three years. I would also like to thank my brothers and sisters on the General Committee... you have made it an amazing time for me and Cathy. I would not change a thing about the experience we have had the privilege to do.

With just over a month away from show time there are a lot of exciting things going on all over the park; take a minute to stop and look around and enjoy what you are doing.

We have an amazing line up that is sure to set records. We have two acts already signed for 2019 and

are working hard to have two to three more signed before the show starts this year.

We have made some changes to the Bucking A' tent this year so stop by and take a look. If you have not noticed, the speaker wings are now on the stage along with the new pull points. The wings will allow us the flexibility of not having to back the sound trailers up to the stage. We will also be able to just drop them out in the arena (on the north and south sides) and turn the speakers as needed which should save time on the load in and out.

As we get closer, we get busier, please look out for your brothers and sisters and if someone needs a hand please give it to them. And always be safe and have fun.

**-Scott Fleming**  
**Contract Acts Chairman**

## THE PARADE ROUTE

With about 37 days until showtime, the Parade Committee is like a well oiled machine tuning up to perform the best four parades in the country. The first week in July our Street Decorations Team will be putting up signs, banners and flags downtown and along the parade route; the first sign in town that the 122<sup>nd</sup> celebration is near.

A special shout out to the Dandies our riding team and CFD Ambassadors. They started practice early this year gearing up to represent us throughout the region. For the first time ever, our Chuck Wagon Cook-off contestants will be performing and selling meals on select dates for our customers in the Western Experience area. Now instead of smelling the deliciousness they will get to taste it.

As I get to my last year on the General Committee, I would like to thank all of the 500+ Parade Committee volunteers for their commitment and help over the past three years. To my assistants and coordina-

tors, thank you for the year long teamwork, coordination and extra commitment. To my past chairmen and committee advisers, you have set the example and paved the way for the success of the parades now and into the future. To the CFD Staff, thank you for your guidance and always being helpful to me.

Thank you **Bill Berg** for selecting me as part of your team. As a General Committee member you become a family. All of you that I have served with are my brothers and sisters; committee chairmen, spouses, CFD Royalty and their family. You all know who you are and we will always have that bond. Last but not least, to my wife **Kelly Ruiz**, thanks for putting up with me and allowing me to follow my passion. Kelly and I thank all of the volunteers across the park for all you do.

"Let's get this show on the road"

**-Terry Ruiz**  
**Parades Chairman**

## Meet the new faces at CFD Headquarters



**Jim Wilkinson**, has recently been hired to help oversee new and existing corporate sponsorships for CFD. His role will include fostering our long time partnerships and seeking out new business relationships. While Jim may be new to the position, he is very familiar with the Cheyenne Frontier Days tradition. Having worked as a Travel Media Marketing Executive for Miles Partnership (the Official Marketing Partner for the Wyoming Office of Tourism) for the past 13 years, you may know him better as radio personality “**Jim Wilson**” at KMUS 102 back in the 90’s. Jim’s been involved with CFD in many capacities as a member of the media in both radio and television. You may also see him around town playing with his band “Allison Draw” or performing master of ceremonies duties at various fund-raising events such as the Rocky Mountain Elk Foundation and Pheasants Forever. The CFD staff and Sponsorship Team is looking forward to working with Jim!



Welcome **Brandon Haselbeck**, one of the CFD Headquarters summer interns. Brandon is a Marketing Major at the University of Wyoming where he has been studying for the past three years. He was born in Cheyenne but has also lived in North Dakota and Alaska. Some of his hobbies include watching sports and playing and listening to music. Brandon has been attending CFD as long as he can remember. Welcome Brandon.



Meet **Laura Fereday**, a 2018 CFD Headquarters summer intern. She is originally from Estes Park, Colorado and started attending the University of Wyoming in the Fall of 2014. She graduated last May with her degree in Ag Business. Her hobbies include: riding horses, cuddling with her dog, hiking, boating, and spending time with her family. Laura is the youngest of five children and has seven nieces and nephews. She grew up competing in hunter jumpers and ended up being in the top 20 in the country with one of her horses. Laura enjoys being outside in dirt and sunshine. She is so excited to be at Cheyenne Frontier Days. Stop by headquarters and meet her.

# Welcome!



# Scholarship News

The Cheyenne Frontier Days Memorial Foundation has awarded \$60,700 in 59 scholarships for the 2018-2019 school year. Congratulations to our recipients: **Austin Alarid, Tug Allen, Rylee Anderson, Abigail Begeman, Mitchell Bell, Levi Berg, Bailey Bishop, Angela Burge, Amber Carlson, Shayne Carter, Hunter Ernst, Jessica Ernst, Randi Rae Evans, Paul Fleming III, Grayson Fleming, Brittany Fowler, Seth Hardsocg, Garrett Hartigan, Jean Hess, Justene Hirsig, Annaliese Jacobson, Hannah Jankovsky, Brandi Jones, Hunter Jurenka, Brooke King, Mackenzie Klipstein, Kayleigh Krafft, Coledon Kramer, Dixon Maggard, Megan Marker, Sarah Martin, Ireland McCarthy, Madison McInerney, Zachary McInerney, Savannah Merritt, Seth Oates, Taylor Oates, Sara Pilch, Tanner Robertson, Ryann Schoene, MacKenzie Sewell, Jordan Simonovich, Heather Skirvin, Saige Smith, Kymberely Sommers, Cali Stewart, Shyanne Stoffer, Taylor Stoinski, Tyler Trissel, Rachel Troudt, Ashley Turner, Miranda Walker, Denton Ward, Jenna Wichmann, Eric Williams, Taylor Wilson, Thomas Wiltanger, Jessica Woodworth, and Kristina Zaharas.**

The annual scholarships have been made possible by our CFD volunteers and their families, the RAM Truck Raffle, Chuckwagon Gourmet, CFD HEELS, CFD Committee events, CFD Board of Directors, CFD General Committee, AmazonSmile, and individual donations.

To contribute to the foundation on Amazon, log onto <https://smile.amazon.com/> with your regular Amazon credentials. Under your Account, select "Your AmazonSmile". Select ***Cheyenne Frontier Days Memorial Foundation*** as your organization to contribute to. You must be logged into the Smile.Amazon site in order for proceeds from your purchase to be contributed. There is no additional cost to any order placed.

The Cheyenne Frontier Days Memorial Foundation has awarded \$1,171,175 in 1,434 scholarships since 1985. The Board Members are: **Jim Hearne, Phil Van Horn, Bill Benskin, Laura Jeffrey, Rod Hottle, Angela Lopez, Tim Allen, and Bill Berg.** To make a donation for scholarships, please contact our board members for more information.



Photo by Cindy Smith

## *Empty Saddles*

Our thoughts & prayers go out to the families of:

Tom Gonzales: HEELS

Ed Janay: Grounds

Harry Egan: HEELS

David "Sammy" McInerney: HEELS

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