

The & HOONEY

The Official Newsletter of Cheyenne Frontier Days™ MARCH—2017



Col. Roosevelt shakes hands with cowgirl at Cheyenne Frontier Days™ 1910



*From the
General Chairman,
Bill Berg*



*Believe
you can
— & —
you're halfway
there.*

T. ROOSEVELT

Mid-winter blues? A few nice days of weather in February gets you thinking about spring and summer. I hope all of you are doing well, over the past months. I have tried to attend all of the committee meetings and it is has been great to see all of you participating. This is where a majority of the communication occurs; and a great time to hear what your chairman is planning and how it will be accomplished. It is also a great time to ask questions, talk about the possible changes and discuss any complications that occurred in previous years.

I have also been talking to the committees about badge *access*...a tough subject. Your volunteer badge will get you almost anywhere you need to go except the Sponsor/VIP areas, and the night shows. Your badge currently only allows you and not family members access. This is another area the General Committee has been looking into.

Be sure to mark your calendars for the upcoming CFD events:.. Contract Acts Nut Fry, Parades Santa Maria BBQ and the Coronation Ball!

The **CFD Work Days and Nights** will be here before we know it. Below is the 2017 schedule:

May 20
June 10
June 22—June 24
July 13—July 15

The Volunteer Coordinator **Dawn Thompson** has been sending out monthly emails regarding any upcoming events. If you know of someone that is not receiving the emails please have them reach out to Dawn at dawn@cfdrodeo.com or 307-778-7214.

As always, I thank you for being a valuable part of Cheyenne Frontier Days™, the VOLUNTEER!





STAFF

UPDATES



Ericka Patten, Marketing Coordinator. Ericka is responsible for Digital Merchandising efforts as well as helping out the marketing team as needed. As a graduate of the University of Wyoming, she found a love for live entertainment marketing as she was a CFD Intern! While she was finishing her degree, she also managed the CFD Gift Store. Native to Colorado, she has loved discovering all that Wyoming has to offer!



Tim Allen, is the new Technology Specialist for Cheyenne Frontier Days™ (CFD). Tim is no stranger to CFD...he has served 30 years on the Rodeo Committee and is a Cheyenne native. He graduated from the University of Wyoming with a degree in Electrical Engineering and is married with three kids.



Meet **Randy Rhodes** the new Museum Store Manager. A Cheyenne native, Randy graduated from East High School. He has worked the past 15 years for Boot Barn and The Wrangler. His hobbies include golf, bowling and the outdoors. Randy is happy to be working for Cheyenne Frontier Days™.



Denise Medina is the new Accounting Specialist for Frontier Marketing. She is happily married to **Jonathon** Medina, and last year they celebrated their 25th wedding anniversary. They have four grown boys. The family relocated to Cheyenne five years ago from Colorado and are very proud to call Wyoming home. Denise's previous position was the Office Manager/Property Manager for Frontier Properties. She is very excited to be an employee of Cheyenne Frontier Days™ and Frontier Marketing.



Congratulations to **Chris Roedocker** on his new position as the CFD Grounds Superintendent. He has worked for Cheyenne Frontier Days™ for the past 18 years and is a Cheyenne native.. Chris is married and has three kids. His hobbies include going to the gym and to movies.



Marketing Coordinator, **Bree Burtis**, has recently moved to Great Falls, Montana. Her husband is in the U.S. Air Force, and received orders to move. The good news is Cheyenne Frontier Days™ (CFD) is allowing her to work remotely from Great Falls. She will be back to CFD Headquarters for one week per month, and then at headquarters full time mid-June through August 2. While in Great Falls, she will be available by phone, email, chat and video conference. Everyone is encouraged to still reach out to her. If she can't get something taken care of, then she will put them in touch with someone who can.

CFD BOARD OF DIRECTORS WELCOMES NEW MEMBERS

Two new Cheyenne Frontier Days™ (CFD) board members were elected in January. Welcome **Darin Westby and Larry Kehl**. Westby and Kehl are no strangers to CFD...both have served on the General Committee and have a wealth of knowledge about the “Daddy of ‘em All.”® Cheyenne Frontier Days™ is excited to have these two as part of the CFD Board of Directors.





Delivering the Experience!



← RRR →

The Cheyenne Frontier Days™ (CFD) RRR (Recognize, Retain and Recruit) Subcommittee will be visiting the CFD Board of Directors and each committee during March. They will give a brief history of the subcommittee and a review of the volunteer satisfaction surveys.

Members of the RRR Committee include one or more members from each committee, five members of the General Committee, and Volunteer Coordinator **Dawn Thompson**.

To date, the committee has developed the volunteer surveys, the longevity pins, implemented the Volunteer Fairs, and the Youth Volunteer Program to help generate more interest in volunteering.

A summary of the past four Volunteer Surveys is available upon request from your chairman. The RRR Committee wants you to know that your responses are reviewed and analyzed in order to improve your volunteer experience.



The HEELS

It's time to get ready for this year's show. Below are some important date to put on your calendars.

March 10: Deadline for HEELS nominations due at CFD Headquarters by 5 p.m.

March 18: HEELS Nominating Committee meets at Contract Acts 8:30 a.m.

April 12: HEELS Spring Meeting and election 5:30 social time—6:30 meeting

Dan Kaiser will be posting the 2017 shirt request form on the website soon. Please check the HEELS website for other HEELS information. "Nuf Said."

-Doug Gale, Leather Heel



Wishing you a Happy Easter!

FRONTIER → → NIGHTS

Let's talk about Frontier Nights!
Years ago, Cheyenne Frontier Days™ (CFD) was fortunate enough to let the CFD volunteers into A Stand to watch the night shows free of charge. The reason CFD could offer this is because the artists charged a flat fee for their performance... then the entertainment industry changed.

The majority of all artists now receive 85% to 100% of the tickets sold. Both CFD and the artist keep track of the attendance and whatever the attendance is...CFD pays the agreed percentage. Unfortunately, due to these changes, it makes it impossible from a budget, business, and financial standpoint to allow free access any longer. The question then arises, "Then how does Cheyenne Frontier Days™ profit from the night shows?" The answer is simple...mainly concession & beer sales along with parking and CFD Product Sales.

The entire process of booking entertainment begins a couple of years in advance. So much depends on the artists' scheduling, routing, etc. CFD works hard to bring the best for the volunteers and our ticket buyers and we will continue to do that in the future. Thanks for your continued support!

-Scott Fleming
Contract Acts Chairman

Who came up with the brilliant idea of moving the clocks forward on the weekend...in the middle of the night?
Why not move them ahead on a Friday around 4PM?

Someecards

CONTRACT ACTS *NUT FRY*

MARCH 18

Doors open at 5:30 & Dinner at 6:30

**Tickets at the door:
\$20 Singles \$35 Couple**

*Rocky Mountain Oysters * Burgers *
Sides * Beer & Soda included*

Live & Silent Auctions; DJ & Door Prizes

**Come Dressed in your favorite
St. Patty's Day Wear**

**Christensen Arms Ridgeline Rifle Raffle
\$10/Ticket your choice of caliber**

OR

**\$1,840 in store credit at
Sportsman's Warehouse
Need not be present to win!**

**Contact Mandy Ayotte: ayottesboss@yahoo.com
OR Cliff Cox 421-8851 for tickets**



Cheyenne Frontier Days Volunteer Apparel Order

Please mark clearly which products you would like to order.

You asked and we listened! Volunteer Apparel is now available to order through Cheyenne Frontier Days! *The Volunteer Discount has been applied to this form.*



Hooded Sweatshirt: Logo to the left will be printed in full on front of the sweatshirt. Sleeve will have volunteer running down the side.

Short Sleeve T-Shirt: Logo printed on full front of shirt with Volunteer on sleeve.

Polo Shirt: Embroidered

Name: _____ Committee: _____

Phone: _____

Email: _____

Address: _____ City: _____

State: _____ Zip: _____

Hooded Sweatshirt		Small	Medium	Large	X Large	2X Large	3X Large	4X Large
Black	\$ 25.00							
Athletic Gray	\$ 25.00							
Short Sleeve T Shirt		Small	Medium	Large	X Large	2X Large	3X Large	4X Large
Black	\$ 12.00							
Athletic Gray	\$ 12.00							
Polo Shirt		Small	Medium	Large	X Large	2X Large	3X Large	4X Large
Black	\$ 25.00							
Charcoal	\$ 25.00							

Totals: # of Sweatshirts _____ # of Short Sleeve Shirts _____ # of Polo Shirts _____

Subtotal: _____

Tax 6%: _____

Total: _____

Please submit these forms to the CFD Store by *March 10th*.
All product will be ordered in March and we will notify you when it has arrived.

MARCH IS YOUTH ART MONTH at the

Cheyenne Frontier Days™ *Old West Museum*

In conjunction with our annual Western Spirit Art Show & Sale, we celebrate a month of arts education for all ages. These are the upcoming events:

MARCH

- 4 Western Spirit Art Show Seminar, 8:30 am to 2:45 pm
~ \$30 - Museum Members; \$40 - Non-Members; \$50 - At Door
Topics are led by jurors and other professionals in the art and marketing fields. This year's sessions include:
- ~ Painting the Truth: The Authentic Old West - *Kelly Donovan*
 - ~ Stranger in these Parts: a Discussion of Influences and the Perspective of the West as an Outsider - *Tracy Stuckey*
 - ~ How to Sell Your Art - *Ray Milczewski*
 - ~ The Art of Art Criticism - *Virginia Unseld*
-

- 18 The Marie Jordan Bell Fund Presents: Historic Movie Night, 6:30 pm to 8:30 pm
~ \$20 for adults; \$5 for kids

Return to the Old West at its greatest, before the turn of the century and proceed 100 years into the rituals and excitement of the world's largest outdoor rodeo and Western celebration in this video produced exclusively for the 100th annual Cheyenne Frontier Days! Drinks & popcorn included, as well as a kid's craft and supervision!

- 25 Winter Workshop - Youth Art Month
~ \$5 - Museum Members; \$10 - Non-Members

Children are invited to come do a fine art project in the Western Spirit Art Show, led by one of the featured Western Spirit Artists. Open for children aged 5-14, this event allows children to learn from a professional artist.

- 29 mARTini Night

With a focus on young professionals, this event reaches out to young professional groups and encourages them to spend a couple of hours enjoying martinis among the Western Spirit Art Show.

APRIL

- 7 Art Uncork'd with Jim Jerab, 5:30 pm - 8:30 pm
~ \$30 - Museum Members; \$35 - Non-Members

Western Spirit artist Jim Jerab from Laramie, is leading a print-making workshop. Workshop participants will be working on a 5" x 7" linoleum block and should bring the following: a sketch or idea or photograph to work from and a work apron or old clothes to wear! All other materials and tools will be provided and on site. This event offers wine and beer, and food by Alchemy Catering.

CFD
PO BOX 2477
CHEYENNE WY 82009

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LONG LIVE COWBOYS.

SILVER BOOT SPONSORS

