



The & HOOLEY

The Official Newsletter of Cheyenne Frontier Days™ JUNE—2017





*From the
General Chairman,
Bill Berg*



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 transformation of Frontier Park as we get ready for the Fourth of July Celebration and then the "Daddy of 'em All"®. 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 of the efforts put into the planning of the 121st "Daddy of 'em All."®

We have made some minor but much needed changes around Frontier Park. Changes include moving the Coronation Ball to Friday, July 14; moving slack to July 17-21; the Buckle Club is being painted and new flooring installed; and we have new youth participating in our youth program. In The Garden we are increasing the talent with several new up and coming stars from Nashville; the BLM is joining us again this year with more of America's great Mustangs; and the rodeo will be introducing several new track acts.

Recent articles in the *Hooey* have talked about communication. The General Committee and staff have made great efforts getting out and talking to our volunteers, guests, and sponsors. We gathered feedback from our volunteers and our guests during exit surveys and focus groups in Colorado and Wyoming.

Communication is a necessity for the "Daddy of 'em All"® to remain on top. According to Wikipedia: "*Communication is the act of conveying intended meaning to another entity through the use of mutually understood signs and semiotic rules. The basic steps of communication are the forming of communicative intent, message composition, message encoding, transmission of signal, reception of signal, message decoding and finally interpretation of the message by the recipient.*" There are a lot of things that go into it. It's not only the person sending the communication but the person receiving it. Here are a few tips for good communication:

Listening: Being a good listener is one of the best ways to be a good communicator.

Nonverbal Communication: Your body language, eye contact, hand gestures, and tone all color the message you are trying to convey.

Clarity and Concision: Good communication means saying just enough - don't say too little or talk too much. Try to convey your message in as few words as possible. Say what you want clearly and directly.

Friendliness: Through a friendly tone, a personal question, or simply a smile, you will encourage your coworkers to engage in open and honest communication with you. It's important to be nice and polite in all your workplace communications.

-continued

Empathy: Even when you disagree with an employer, coworker, or employee, it is important for you to understand and respect their point of view.

Open-Mindedness: A good communicator should enter any conversation with a flexible, open mind.

Respect: People will be more open to communicating with you if you convey respect for them and their ideas.

Feedback: Being able to appropriately give and receive feedback is an important communication skill. You should continuously look for ways to provide others with constructive feedback, be it through email, phone calls, or face to face. Giving feedback involves giving praise as well - something as simple as saying "good job" or "thanks for taking care of that" can greatly increase motivation.

As we enter the 121st, I ask that you continue to provide a smile and great customer service. Ask if they need help and show them the direction they need to be going. When working with our volunteers be courteous, respectful and remember what **Mr. Bill Dubois** said, "It's the Cheyenne thing to do!"

Let's Go, Let's Show, and Lets Rodeo!



CFD Work Days & Night

June 10

June 22—June 24

July 13—July 15



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: Andrea Allen
Military: Col. Matt Dillow
Parades: Terry Ruiz
Public Relations: Mike Martin
Rodeo: Mitch Carter
Security: Ron Newnum
Tickets: Linda Bostron
CEO: Tom Hirsig
Miss Frontier: Rylee Anderson
Lady-In-Waiting: Emily Breeden
Hooey Editor: Kerry Balcaen
Volunteer Coordinator: Dawn Thompson

Let's **RODEO**

Cheyenne Frontier Days™ (CFD) has three very exciting new acts for the rodeo this year:

Mini Bull Riding: Featuring kids 12-to-15 years old riding smaller bulls. The bulls are smaller but it promises to bring some big action. The mini bull riders will be at CFD three days during the show with a finals on the Saturday, July 29.

Riata Ranch Cowboy Girls: A World Class trick riding, trick roping, Roman riding and whip cracking team. They will perform Saturday, July 22 through Tuesday,

July 25 during the rodeo; and they will be doing some presentations in the Western Experience. The group will be a great addition to returning trick roper **Rider Kiesner**.

Buffalo Bill and the Western Airs: Perform Wednesday, July 26 through Saturday, July 29. Their performances will include a wagon train attack and a stagecoach hold up. It will be an exciting!

With just a short time until the show...we still have a tremendous amount to accomplish. The Rodeo Committee just finished the new Bistro building, where we feed

contestants free of charge, during the show. It will also be a great multi use building. Many thanks to all who helped work on it.

We are currently preparing for the new Priefert Bucking Chutes coming in mid-June. Removal of the old chutes is the next step.

In closing, I would like to thank my wife **Lori** for all her help and encouragement. Without her support, I don't know how I would get it all done.

See you all at the rodeo.

-Mitch Carter
Rodeo Chairman

Help the Scholarship Foundation through AmazonSmile

For every Amazon purchase made, Amazon will donate a portion of the purchase to a non-profit of your choice. The CFD Memorial Scholarship Foundation has an AmazonSmile account for donations. **It does not cost the purchaser any additional fee.** It is simple to set up and will benefit a great cause.

- ◆ Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice.
- ◆ AmazonSmile is the same Amazon you know.
- ◆ Support your charitable organization by starting your own shopping at smile.amazon.com.

We hope you will take a moment and sign up...again it is free and will help out our scholarship foundation. Thank you for your continued support. You can also contact **Laura Jeffrey** at buckinhorses@gmail.com or via cell at 307-214-3314 with questions.



CFD VOLUNTEER CRISIS FUND

The Cheyenne Frontier Days™ (CFD) Volunteer Crisis Fund was established in 2007 to assist volunteers during times of need by providing emergency monetary relief. Since then, we have helped 99 CFD families with over \$319,202 in assistance! Applications can be picked up and dropped off at either the CFD Ticket Office or Headquarters.

Be watching in February, the Volunteer Crisis Fund will host their 11th Annual Fundraising Dinner and Auction. This annual event is the main source of fundraising for the Crisis Fund and has quickly grown into one of the largest (not to mention the most fun) fundraising events of the year in the Cheyenne community.



Cheyenne Frontier Days™ develops new youth program

Cheyenne Frontier Days™ RRR Committee has initiated a youth volunteer program designed to address the issue of an ageing volunteer population. The program seeks youth volunteers between the ages of 14 and 18.

Each of Cheyenne Frontier Days™ Chairmen has selected a mentor who will work with a group of youth volunteers during workdays and each day of the World's Largest Outdoor Rodeo (and best) and Western Celebration.

Seventeen young adults have enrolled in the

program and have been divided into three groups. Each of these groups will rotate between committee mentors on work days and show days so that the youth will be exposed to the duties and responsibilities of each committee in hopes that they will choose a committee to join that suits their desires. We have a great group of committee mentors and coordinators who will represent Cheyenne Frontier Days™ with pride, enthusiasm and diligence.

-George Geyer
Youth Volunteer Director



Empty Saddles

Our thoughts and prayers go out

Bob Thomas (Rodeo)
Joe Selfridge (Heels)
Bob Cook (Tickets)
T.V. "Tommy" Jones (Heels)
Walt Mecomber (Rodeo)
Harry Vold (Stock Contractor)
Dona Gates



WESTERN ART SHOW

OPENING RECEPTION

JULY 20, 2017

3PM-10PM

SHOW RUNS
THROUGH

AUGUST 20, 2017

VOLUNTEER TICKETS
ONLY \$125

Tickets available
online at
cfdartshow.org



MUSEUM HOURS:
9AM - 5PM DAILY

Cheyenne Frontier Days™ Old West Museum Exhibits Update

From 2015-2017, the Wyoming Cultural Trust Fund grant award of \$5,710 supported a new era of exhibitions at the CFD Old West Museum. The Focus on Parades interpretive plan for exhibition is now on display in an ever-growing environment of parade memorabilia and storytelling. The Cheyenne Frontier Days' Parades are a star-studded and well-recognized part of the CFD experience and the Museum is working toward enlivening that experience every day of the year. This exhibit's story goes far beyond the internationally known carriage collection. While these are a priceless and beautiful asset, the carriages only tell part of the story. Interpretive panels and new cases allow the Museum to share some material culture associated with these annual events based around this expansive collection. The organic nature of the exhibit grows and matures yearly to accompany visitors to the heart of the parade story, conveying the significance of the human effort required to coordinate the parades by the volunteers from Cheyenne and beyond.

Using the WCTF grant, the Museum created backdrop banners that show the past parades and brings the faces of years past to the modern visitor. Miss Frontier banners hang above the Museum's Carriage Hall floor and hand-painted street signs from past Frontier Days hang along the walkways to share that street feeling to the fingertips of those that wander among the silent wagons and buggies that lie in wait of another year's parades. In addition to these immersive elements, the brand new "CFD Parade Firehouse Exhibit," completed last fall, is brought to life by the grant for the Museum's guests.

Service men and women of the city and the region have long embraced parades. Many different branches of service have demonstrated their commitment to community through the parades, including military, fire, and police services. Among many other tremendous volunteers, they commit themselves to providing an exciting parade atmosphere to all parade viewers. Whether young children or those young at heart, the real community heroes of Cheyenne walk the parade routes every year and are honored in this exhibition. Currently engaging guests with a fire history of the city and the inclusion of firefighters in the parades, the "CFD Parade Firehouse" is the new home for an ever-expanding story that will honor the service people who participate in Cheyenne Frontier Days every year.

Even with all these exciting additions, there is so much more to come. As funding expands and the Museum collects new material culture, these exhibits will grow to present that personal experience of the parades to audiences from around the globe.

2017 KIDS CAMPS

JUNE 19-23, WESTERN ART CAMP 8am-5pm
JUNE 26-30, COWBOY & COWGIRL CAMP 8am-5pm

Cost per student per camp:

\$130 for Museum members

\$160 for non-Museum members

For more information or to register, please contact Arts & Education Coordinator, Megan Hesser at megan.hesser@oldwestmuseum.org, call 307-778-7289, or visit us online at www.oldwestmuseum.org

Traffic everywhere...What do you do!!!!

This year Cheyenne Frontier Days™ is attempting to help the stress of driving around the park by going back to right turns only at every gate. All gates will be right hand turns only both entering and exiting except V-8 which is still entrance only. Right hand turns will only be allowed on the Lions Park side of Carey Ave. as well. We hope this will allow a better flow of traffic throughout the park.

Just a reminder, your volunteer poker chip or parking hanger can be used at either the Bull Lot off I-

25 or the Central High School Lot. The shuttles are free of charge for both you and your family

The hours for both the Bull and Central High Parking Lots are 8 a.m. to 1 a.m. daily with the exception of finals Sunday which will end at 6:30 p.m.

The Cowboy Triangle will again run from the Bull Lot to downtown Cheyenne. Beginning at 6 a.m. on pancake mornings and 8 a.m. on parade days. It will not run on either Sunday of the show.

Two special shuttles will be

running this year. First, we have shuttle service to Ft. D.A. Russell Days on Friday, July 21 from noon to 4 p.m. and then on Saturday and Sunday, July 22 and 23 from 9 a.m. to 4 p.m. We have also added a shuttle from the front gate to the Wyoming Air National Guard Air Show on Wednesday, July 26 from 10:45 a.m. until 2:45 p.m. Both shuttles are free.

Thank you and thanks to all of you for being dedicated volunteers!

-Ron Newnum
Security Chairman

Let's Show, Let's Go to the Carnival

Would you believe there are around 36 carnival rides offered at Cheyenne Frontier Days™ for adults and kids to enjoy. This year you will see some of the oldies but goodies and also some newer rides. The cost to purchase these rides can be anywhere from

\$200,000 to \$750,000. This is the main reason that our contractor only purchases a couple each year.

Remember until July 20, volunteers can purchase an \$80 **carnival season armband** good for all 10 days. The general public price is \$100 until July 20, then all

of the season armbands increase to \$125. This deal will give you more money in your pockets to buy a corndog and a beverage!

-Alan Stoinski
Concessions Chairman



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