



# The & HOOLEY

The Official Newsletter of Cheyenne Frontier Days™ March—2018





*From the  
General Chairman,  
Bill Berg*



*a good friend is like a*  
**FOUR LEAF  
CLOVER**



*hard to find and*  
**LUCKY**  
*to have*

Happy spring...as a matter of fact Happy New Year too! Time sure is flying by already this year. The Cheyenne Frontier Day's™ staff, general committee, board of directors and volunteers have already been super busy planning and preparing for the 2018 "Daddy of 'em All"®!

During the fall and winter months a lot of work was put into preparing for the 122<sup>nd</sup> Cheyenne Frontier Days. We have invited many of our familiar partners back along with some new partners to help us put on one of the greatest rodeos and western celebrations in the world. I look forward to seeing what we can do this year.

In light of acts that have occurred at other venues, there has been a lot of discussion with volunteers, staff, community, and law enforcement. We have met with many of our law enforcement professionals and first responders in an effort to keep Cheyenne Frontier Days™ a safe and enjoyable event. You may notice some new procedures when arriving at the gates and around the park; there will also be things that you will not notice. We take your safety very seriously and are doing what we can to insure you are safe and enjoy yourself.

Hopefully many of you have been able to attend your committee meetings and have heard the updates and when workdays/work nights are scheduled. We have lots of preparing to do in all of our areas. We do however have several projects that will require the help of many committees. One of the larger projects is the Old Frontier Town. The buildings are in need of some TLC which include painting, cleaning and repairs. Each committee will be assigned a building to work on. Some of the other projects around the park will include a new Howdy Folk's structure; parade lot fencing; the new location for the track porta potties; and arena updates.

Our traffic study results were approved by the City of Cheyenne and we will be implementing part of them this year. This year we will still utilize the park and ride at Missile Drive and I-25

- ◆ Our busses will travel to the Pershing/Randall Exit
- ◆ Then take Hynds Blvd. north to 6<sup>th</sup> Avenue
- ◆ Then over to Cribbon then to 8<sup>th</sup> Avenue
- ◆ Then west to drop off our guests on 8<sup>th</sup> Avenue instead of the turn out area.

When departing, they will head:

- ◆ North on Hynds Blvd. to Kennedy
- ◆ Then back to I-25 using Central Avenue

Eighth Avenue will be closed west bound from Dey Avenue.

All of these changes are being made in an effort to reduce the amount of pedestrian and auto conflicts on 8<sup>th</sup> Avenue. Over the next few months more information will be sent to you on the traffic routes.

**....continued on next page**

Cheyenne Frontier Days™ has been putting on the 4<sup>th</sup> of July Fireworks for many years and enjoy providing that to our community. This year I would like to congratulate **Kristy Westfall** as the coordinator for 2018 and 2019. Kristy is a Tickets Volunteer and will be making it to your committee meetings to talk about the event.

As we prepare for the 122<sup>nd</sup>, I ask that each of you have fun and ask other volunteers if they need help and show them the direction they need to be going. When working with other 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! I look forward to the new opportunities and challenges that await us and I stand very proud to be your General Chairman. As always, I thank you for being a valuable part of CFD...the VOLUNTEERS!

# Contract Acts

## Nut Fry

**Saturday, March 24, 2018**

**Doors open at 5:30 p.m.**

**Dinner at 6:30 p.m.**

**Menu: Burgers, beer & nuts**

**\$20 singles & \$35 couple**

**Tickets available at the door.**

**Door prizes, silent auction, rifle raffle and a DJ**



# LUCKY

## 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



Why do you wear **green** on St. Patrick’s Day?

St. Patrick’s revelers thought **wearing green** made one invisible to leprechauns, fairy creatures who would pinch anyone they could see (anyone not **wearing green**). People began pinching those who didn’t **wear green** as a reminder that leprechauns would sneak up and pinch **green**-abstainers.

# Cheyenne Frontier Days™

## announces newest organization

I am pleased to announce the formation of the newest organization on Frontier Park – The Cheyenne Frontier Days™ Foundation, Inc.

We all know Cheyenne Frontier Days™ (CFD) was started in 1897 and is one of the oldest rodeos in the United States. Most of us are familiar with the Cheyenne Frontier Days Old West Museum, started in 1978; it is the repository of so many things connected to CFD, not the least of which is one of the world's most extensive and impressive horse-drawn carriage collections. The Cheyenne Frontier Days™ Scholarship Fund is nearly 35 years old and has awarded over \$1.1 million in 1,375 scholarships to help our CFD family attend college or send their kids to college (including mine!). And the Cheyenne Frontier Days™ Volunteer Crisis Fund was started 10 years ago to provide CFD families with help when emergencies or other financial hardships arise.

Until now, we have not had an entity that could accept charitable donations of cash or property that would directly benefit CFD, because CFD itself is not a 501(c)(3) charity. With the formation of the Cheyenne Frontier Days Foundation, we now have such an entity.

The Foundation's purpose is to support the many charitable and educational aspects of CFD (such as the Challenge Rodeo, the Indian Village, and Rodeo 101, to name just a very few) and to provide for the long term financial health of Frontier Days itself. The Foundation is not in competition with the other entities on the park, but rather we are here to complement them and help the entire CFD brand grow. Indeed, we hope someday to provide direct support to the Old West Museum, the Scholarship Fund, and the Volunteer Crisis Fund, in addition to CFD.

In the next few months, you will hear more about the Foundation, and we will also get the word out to the public at large. However, we wanted to make this first official announcement to the Volunteers, the heart of Cheyenne Frontier Days™.

**-Roger Schreiner, Chairman  
Cheyenne Frontier Days  
Foundation, Inc.**



# Western Spirit Art Show & Sale

## Upcoming Arts & Education Events at the Museum

### Art Uncork'd

Thursday, March 29<sup>th</sup>

5:30 pm - 7:30 pm



*Hunting Around in the Past,*  
Drawing by Larry Tucci

Western Spirit artist Larry Tucci will lead a pen and ink workshop. This is a traditional art style which uses a dip pen, which has a flexible nib to create different sized strokes, and inks. All supplies will

be provided. This event includes beer, wine and heavy appetizers.

Adults only

\$30 for Museum Members; \$35 for non-Members

### Kids Saturday Workshop

Saturday, April 14<sup>th</sup>

1:00 pm - 3:00 pm



*Hay Slide, Print by Jim Jereb*

Western Spirit artist Jim Jereb will be leading a linoleum block printmaking class. The design is cut into the surface of the block, which is then colored and pressed onto paper. All supplies will be provided, but feel free to bring a

photo or sketch to work from.

Ages 5-14; \$5 for Museum members; \$10 for non-members.

For more information on these events, or to register contact Megan Hesser:  
[megan.hesser@oldwestmuseum.org](mailto:megan.hesser@oldwestmuseum.org); 307-778-7289



The Ballots are out! If you wish to help select this year's Hall of Fame Inductees and become a member, contact Mariah West at [mariah.west@oldwestmuseum.org](mailto:mariah.west@oldwestmuseum.org).

Ballots are due back to the Museum on May 4, 2018.

2018's CFD WESTERN ART SHOW PRINT AND POSTER ARE AVAILABLE FOR PRE-ORDER!

*"Winter Blues"*  
by Matt Wolf  
Size and Prices TBA



*"Rodeo Icon"*  
by Don Weller  
18" x 24"  
\$20

Contact [info@oldwestmuseum.org](mailto:info@oldwestmuseum.org) to pre-order!

The 2018 Western Art Show & Sale will be extended again this year. Opening night is July 19, 2018 and the show runs until August 19, 2018. Tickets for the opening night are \$130 apiece for members and Cheyenne Frontier Days Volunteers and \$160 apiece for non-members.

# Our Cheyenne Parades

## ...through the eyes of the wagon drivers

Each year in mid-July, as we look down the road, we see our neighbor loading his living quarter horse trailer with tack, harnesses and his mules. He has been driving pretty regular for the past two months and you know why...he is headed to Cheyenne Frontier Days™ (CFD). Once there, he will hook up to one of the many wagons restored by the CFD Carriage Committee and **Tom Watson's** volunteer Wagon Doctors.

Why does he do it? Everyone has different reasons. It may be a chance to showcase a harness that has been in the family for three generations. It may be the opportunity to use their abilities as a good teamster. It may be that some feel a real need to help, assist and protect others. After all, this is their CFD Parade Family.

If you are lucky enough to be invited into this family, you must be the type of person that will fit in. Screening goes on in many different directions: personal attributes, dedication, commitment, work ethic, animal handling skills, and the desire to carry on the Western traditions and live by the "Cowboy Code of Ethics." The main ingredient is how well you play with others. For the next 10 to 12 days you will live within a two acre area with people, their homes, their animals and wagons...lots of wagons.

The first year you come to CFD, you may only know a few neighbors...the ones that gave you a

good reference. After that, the other people you meet, the things you do, your skills and abilities, and how much you enjoy where you are and what you are doing will determine if you want to keep coming back.

If you talk less and listen more, you are bound to meet people who share experiences, help you learn and



find out more about the inner workings of Cheyenne Frontier Days™.

The day before the first parade is the Fire Truck Ride, on a 1931 Hook and Ladder truck, that is maintained by "Dog," **Jake and Byron**. These three are part of the CFD family and need no introduction. All good new recruits and old hands join in the ride through downtown Cheyenne, it's all part of the tradition.

Parade mornings typically start at 4:00 a.m. caring for the animals (feed buckets, along with combs and brushes for their manes in hand) then we harness the animals and hitch up to

the wagons by 7:00 a.m. All while trying to get a bite of breakfast, couple cups of coffee, and getting dressed into vintage clothing supplied by the CFD Parade Wheels or personally owned outfits of the Wagon Drivers and their spouses.

Since the end of WWII, teamsters from across the United States have gathered to participate in the CFD Parades and rodeo grand entries. The teamsters bring a variety of heavy draft horses, light draft horses, mules, and saddle horses. Some come early enough to help round-up and drive the cattle used during the rodeo. Each teamster is assigned a wagon which is pulled in all four parades. Some are also used to transport VIP's during the rodeo grand entries and all wagons are on display during CFD.

When the parades are over, we pack up the ole horse trailer one more time. With tears in our eyes, we say our goodbyes to our "Cheyenne Family" with lots of hugs until next year. We always try and save the biggest hugs for the **Romsa Family**. For without them we wouldn't have this wonderful opportunity. We thank each and every one of you at CFD!

Safe travels until next time.

**-Larry and Julie Gomez & Bob and Jane Ball**



## "Honesty is something you can't wear out."

**-Waylon Jennings**



# From the Heels

**HOWDY!** We hope everyone had a wonderful holiday season. Now it's time to start preparing for 2018. For those of you who don't know, we were able to make \$12,000 in donations from the 2017 50/50 raffle. It was our best year yet. We look forward to having another good year in 2018.

We will be posting the 50/50 sign up sheet in the next few months on our website ([www.heelsof CFD.org](http://www.heelsof CFD.org)) so please help out again. When all of you help... it makes a big difference. I encourage everyone to go out and take a look at our website; it has a lot of good information and you can even view the 2017 donation recipients. It also contains the 2018 shirt order form and HEELS nomination form.

## IMPORTANT DATES TO REMEMBER

Saturday, **March 17, 2018**. HEELS Nominating Committee Meeting at 8:30 a.m. at the Contract Acts Building. Selection of candidates to be placed on the ballot.

Wednesday, **April 11, 2018**. HEELS Spring meeting at the Buckle Club at 5:30 p.m. Election of New HEELS for membership.

Wednesday, **July 11, 2018**. HEELS Summer meeting, The Garden on Frontier Park (south of Exhibit Hall) at 5:30 p.m. Traditional Rib-Fest and steak dinner. Initiation celebration of new elected HEELS.

Wednesday, **October 10, 2018**. HEELS Fall meeting at the Buckle Club on Frontier Park, 5:30 p.m. (social) and 6:30 p.m. (meeting).

**Membership Dues-** Annual membership dues for 2017-2018, in the amount of \$50, are due as of Oct. 1, 2018. Dues may be paid at the Fall meeting, or dropped off at CFD Headquarters and placed in the HEELS mailbox, or you may send your dues to the HEELS of CFD, Attention: Sect/Treas., PO Box 2477, Cheyenne, WY 82003. Nuf Said!

-Doug Gale  
Leather Heel



**2018**

## **Work Days & Nights**

Saturday, April 28 \* Saturday, May 19

Saturday, June 9 \* Thursday, June 21

Saturday, June 23 \* Thursday, July 12

Saturday, July 14

# The Challenge Rodeo...building memories

In 1992 another rodeo was started at Cheyenne Frontier Days™ that included some *exceptional young athletes!* These athletes were paired with rodeo contestants and CFD volunteers...today that rodeo is called the “Challenge Rodeo.” Each Wednesday and Thursday of Cheyenne Frontier Days™ this event is held on the track in front of B-stand beginning at 11 a.m.

One of the first children that participated was a little boy who was wheelchair bound, could barely move, and had no expression on his face. Former CFD Concessions Chairman, **Jim Gusea**, lifted him

on and off every ride. I was there when they exited the track and were greeted by his parents. His Mom cried seeing the excitement in

her son’s face. Jim was a major player in making those smiles and that’s one of many reasons why the CFD Concessions Committee has

stayed so involved with this event; along with the **CFD Buckle Club**, **Laramie County School District**, and sponsors **Swire Coca-Cola** and **Western Traditions**.

Watching these kids compete with non-stop laughs and smiles is truly priceless. Each child also receives a cowboy hat, t-shirt, backpack, and a buckle and the smiles grow even bigger.

If you are interested in helping with this special event please get in contact with **Will Luna** from the Concessions Committee. I guarantee you will have a very rewarding experience.

**-Alan Stoinski**  
**Concessions Chairman**



*Priceless  
Memories*

# GETTING READY TO RODEO

It's time to start thinking about rodeo. There will be some exciting events happening around the arena this year. First, our slack schedule will stay the same as last year beginning with Women's Barrel Racing and ending with Team Roping...remember slack is always *free*.

Next we are changing the start time of the rodeo. The grand entry will begin at 12:45 and then at 1:00 p.m. we start bucking out of the chutes. This should give everyone more time to park and grab some lunch before watching some great rodeo action.

We are also in the process of changing our arena lay out which will be an ongoing project for the next couple of years...more to come later.

Unfortunately, this year we will not have the Cinch Rodeo on the first Friday. There is currently some planning to replace this with some



other fun activities. Once those are in place we will update everyone.

We will once again have the exciting Mini Bulls from Sunday, July 22 to Saturday, July 28... they were a show favorite last year. We are also adding the Mini Buckers (small bareback horses and riders) this year. Get ready for some more great action!

On the track we welcome back the world renowned **Riata Ranch Cowboy Girls** for the entire week

along with **Rider Kiesner** and the **Cowboy Mounted Shooters**.

Last but not least, I would like to thank my wife **Lori** for all her help and encouragement. Without her support both at home and at CFD I don't know how I would get it all done.

I look forward to seeing you all at the 122<sup>nd</sup> "Daddy of 'em All."®

**-Mitch Carter**  
Rodeo Chairman

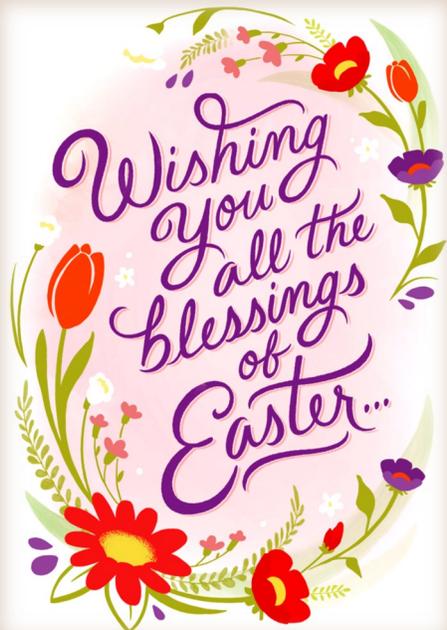
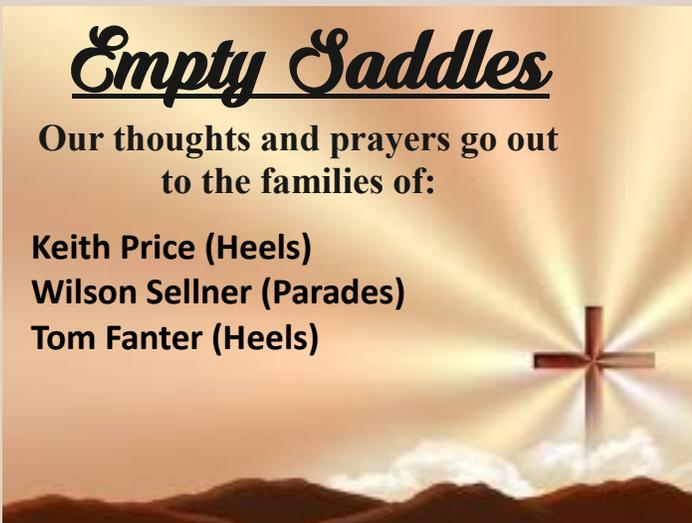
## Empty Saddles

Our thoughts and prayers go out to the families of:

Keith Price (Heels)

Wilson Sellner (Parades)

Tom Fanter (Heels)



CFD  
PO BOX 2477  
CHEYENNE WY 82009

PRESENTING SPONSOR



**BANK OF THE WEST**  
**BNP PARIBAS**

BRONZE ARROWHEAD SPONSOR



Cheyenne Regional  
Medical Center  
AND OUR 2017 CARE ALLIANCES



**RAM**



GOLD BOOT SPONSORS



**BOOT BARN®**



CHUTE 9 SPONSOR



LONG LIVE COWBOYS.

SILVER BOOT SPONSORS



**BUILDING AMERICA**



LARAMIE COUNTY  
COMMUNITY COLLEGE

