



The Official Newsletter of Cheyenne Frontier Days™ September—2017





*From the
General Chairman,
Bill Berg*



Congratulations! I want to thank all of you for the hard work that has been put into another fantastic Cheyenne Frontier Days™. The outstanding customer service and blue jean hospitality, the beautification projects all around the park made this 121st “Daddy of ‘em All”® one of the best ever. The volunteers and staff of Cheyenne Frontier Days™ still amaze me. We hosted over 520,000 guests at all of our events: parades, pancake breakfasts, Indian Village, carnival, night shows, and rodeos! We had over 200,000 guests at the rodeo and night shows alone! You hosted the second largest Monday rodeo ever. You hosted the largest two night total of Championship Bull Riding. Once again you hosted people from all over America and the globe. Our exit surveys reflects that 97 percent of our guests said their experience at CFD was good, very good or excellent and 82 percent of those surveyed said they would return next year.

We have reached a new record of 2,900 volunteers! It takes a force of this size to be the “Daddy of ‘em All”®! From our first year volunteers to our 50+ year volunteers we need each and every one of you to be part of the team.

Speaking of great volunteers, I have had the pleasure of working with three OUTSTANDING volunteers- **Andrea Allen** (Indians), **Linda Bostron** (Tickets), and **Ron Newnum** (Security). The three of them have served the last three years as committee chairmen and have served this great community with stellar results. Thank you very much for your time, dedication and love of Frontier Days. As these three off going chairman return to perform other duties it is my pleasure to introduce their replacements- **Bob Mathews** (Indians), **John Svoboda** (Tickets), and **Buck Reisner** (Security). All three of them have shadowed the off going chairman and are ready to get to work planning the 122nd Cheyenne Frontier Days™.

Miss Frontier **Rylee Anderson** has also been one of those OUTSTANDING volunteers. She has devoted two great years as an ambassador of Cheyenne. She traveled all over the U.S. and to Canada to represent the “Daddy of ‘em All”®. Thank you Rylee! As Rylee heads off to college it is my great pleasure to announce that Miss **Emily Breeden** has been selected as Miss Frontier. I am very excited to see her out promoting Cheyenne. I would also like to congratulate the new Miss Lady-in-Waiting, **Halley Jankovski**. Halley will make a great Lady-in-Waiting.

A few of our beautification projects, such as the Buckle Club renovation, will pay dividend for years to come. The expansion of the Western Experience to bring in a more western theme and Rodeo 101 made it a very informative venue. Expanding our entertainment on the Sidewinder Saloon and in The Garden also helped entertain our guests and volunteers. A new partnership with Colorado State University’s (CSU) Equine Clinical Services program provided comprehensive care to equine animal athletes at Cheyenne. The CSU Equine Sports Medicine and Rehabilitation veterinarians provided care similar to athletic trainers for contestants. Onsite services included digital radiographs, ultrasound, acupuncture, chiropractic care, and shock wave therapy.

...continued

As you all have seen in your in-box, the 2017 volunteer survey has been sent out. The General Committee, RRR and staff need your feedback. We are asking for your opinion on how well Cheyenne Frontier Days™ is doing. Are we meeting your expectations as a volunteer? Are we offering you opportunities to learn about our community? Are we communicating with the right tools? Are we keeping you informed about new and upcoming events? And finally, why do you volunteer? The committee with the largest percentage of responses will receive \$500 to be used by your committee.

Heidi and I would like to thank all of the 2,900 volunteers and families for their hard work, dedication and hospitality; the staff for their steadfast support; the Board for their help and direction, the Cheyenne/Laramie County & State governments for their partnerships and assistance; and our sponsors and the local community for their support and attendance. Without each of your efforts the “Daddy of ‘em All”®®, Cheyenne Frontier Days™, would not be successful. As we review the critiques and move into the committee planning at retreat, we look forward to the new opportunities and challenges that await us and I stand very proud to be your General Chairman.

Ready for Take off



Cheyenne Frontier Days™

WFNR Trip

December 6-9, 2017

- Cost: \$500 per person based on double occupancy
\$600 for single occupancy
- Round trip from Cheyenne to Las Vegas
- Three nights stay at The D Hotel on Fremont Street
- Transportation between airport and The D Hotel
- Table at the CFD Announcement Party on Thursday
- Viewing Party of the WNFR at The D Hotel on Thursday & Friday
- Country Ho Down Party on Fremont Street Wednesday evening
- Party & socialize with your CFD friends

For more information email **Dawn Thompson:**
dawn@cfdrodeo.com.



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

Security Introduction



Hello, Cheyenne Frontier Days™! I would like to take this opportunity to introduce myself: I'm **Buck Reisner**, the new Cheyenne Frontier Days™ Security Committee Chairman. I retired from the Wyoming Highway Patrol after 27 years of service. I am married to my wife **Koko** and have two daughters, **Melissa Sommers** (husband **Roy**), and **Becky Varland**, (husband **Shawn**), and a granddaughter, **Kymerely Sommers**. My entire family is involved in Cheyenne Frontier Days™.

This will be my 24th year volunteering on the Security Committee. I began this journey working in the barn area and later moved to the parking lots, traffic, park & ride, and day slab during the rodeo. I also assisted during Frontier Nights®. I have been an Area Lead and Senior Lead for Security and I became a HEEL in 2012. I volunteer because Cheyenne Frontier Days™ has become a second home and family to me. This is my addiction and I enjoy working alongside fellow volunteers. I am looking forward to serving on the General Committee and to help grow the CFD family within my committee and the entire park.

In closing, I would like to congratulate my fellow new chairman, **John Svoboda** with Tickets and **Bob Mathews** with Indians.

-**Buck Reisner**
Security Chairman

SMOKE SIGNALS[®]



I would like to thank all the Cheyenne Frontier Days™ (CFD) volunteers for a successful year! For me, this past month has certainly been a whirlwind transitioning into the role of Indians Chairman. I have some large boots to fill following **Andrea Allen** and all the other great Chairmen of the

Indians Committee...but I am humbled by the opportunity.

In my 13 years on Indians I have often found myself trying to explain to those outside of Cheyenne

Frontier Days™ how hard we all work, that this is truly a year around endeavor and why so many of us sacrifice our time and energy to volunteer. It goes without saying that we all love this rodeo and we all love this community. However, it is the friendships and the memories of CFD that makes it all truly worthwhile.

My wife **Erica** and our boys, **Bobby** and **Owen** have been by my side the entire way and I couldn't ask for greater support. I am proud to represent both CFD and the Indians Committee and I hope to help **spur** the type of achievements that makes this rodeo successful for many more years to come. Here's to a great year!

-**Bob Mathews**
Indians Chairman



FROM THE HEELS

Another Cheyenne Frontier Days™ is in the books! I would like to take this opportunity to thank all who sold 50/50 tickets this year. We had our best year yet. We would like to thank everyone who gave us a hand in the office. It was nice to see so many Heels come by the office and visit. We know it's a small area so all visitors were much appreciated!

HEELS Fall Meeting:

Date: October 18, 2017
Location: Buckle Club
Times: 5:30 Social
6:30 Meeting



I will be posting the 2017 50/50 recipients on the website soon. So keep an eye out. Please check the HEELS website for other HEELS information. "Nuf Said"

-Doug Gale
Leather Heel



Working Better Together

Empty Saddles

Our thoughts and prayers go out to the families of:

- Mike Dowling (Public Relations)
- Jim Hoffmann (Security)
- Marjorie McCann (OWM)
- Dick Rust (Buckle Club)
- Jane Uchner (WHEELS)
- Donna Dereemer (WHEELS)
- Dick Loseke (HEELS)
- Ken Federer (HEELS)



The Cheyenne Frontier Days™ full time staff did some **team building** at the Little America Golf course in September. Fun day, fun team, mostly bad golfers! (Back row): JD McGee, Kerry Balcaen, Chris Roedocker (Middle row): Tom Hirsig, Brandon Kramer, Denise Medina, Brandon Romsa (Front row): Carrie Lockwood, Jeannie Gebhart, Randy Rhodes, Dawn Thompson, Barb Robertson, Nicole Gamst & Justin Gorman (Not present): Tim Allen & Bree Anderson-Burtis.

Cheyenne Frontier Days™ Old West Museum



DIAMOND FLIGHT GALA

**Saturday,
October 7, 2017**

Presented by:
Western States Bank

Celebrating 70 Years of
FE Warren Air Force Base



Radisson
Cheyenne
Doors Open at
6:00 PM

204 W. Fox Farm Rd. • Cheyenne, Wyoming 82009 • (307) 778-7290 • www.oldwestmuseum.org

CFD Western Art Show Volunteers

Thank you for your support and involvement that made the 2017 CFD Western Art Show & Sale a success! Please join us on Thursday, October 26, 2017 from 5:30-7:30pm at the CFD Old West Museum for our CFD Art Show Volunteer Appreciation Meeting, where we will update you on the Art Show and show our appreciation for your efforts.

The 2018 poster and print, are "Rodeo Icon" by Don Weller and "Winter Blues" by Matt Wolf, respectively. More information on these pieces coming soon!



2018 poster: "Rodeo Icon" by Don Weller



2018 print: "Winter Blues" by Matt Wolf

NEW EXHIBIT & UPCOMING EVENTS

Native Realities: A 21st Century Western Self Identity

SEPTEMBER

16-17 Exhibit Grand Opening! Mini Comic Con, 10am-5pm
\$15 a day per person or \$50 for the family for the entire weekend. Members free.

OCTOBER

- 11 Free Gaming Night; 5:30-7:30pm: "Edrigohr" & "Betrayal at House on the Hill"
- 17 Art Uncork'd; 5:30 - 7:30pm with artist Donald Montileaux
- 21 Children's Art Workshop; 9:30-11:30am with artist Donald Montileaux

The best place to be in July



we didn't
REALIZE
..... we were making
MEMORIES
WE JUST KNEW WE WERE
HAVING FUN





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



MASONITE.

Open to extraordinary.

BOOT BARN®

Radisson
CHEYENNE



**PIONEER
PRINTING**

CHUTE 9 SPONSOR



LONG LIVE COWBOYS.

SILVER BOOT SPONSORS

DYNO
Dyno Nobel



HOLLYFRONTIER
Frontier Refining LLC



**BUILDING
AMERICA**



bp



CenturyLink™



SUNCOR
ENERGY
(U.S.A.) Pipeline Company



LARAMIE COUNTY
COMMUNITY COLLEGE

HOLLAND & HART LLP



O'Reilly
AUTO PARTS

