



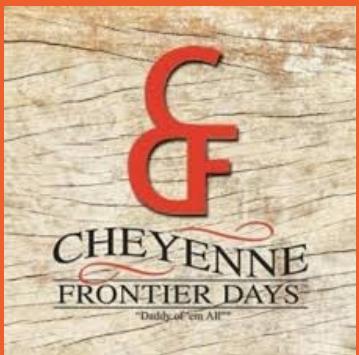
# The **CHOOCH**

The Official Newsletter of Cheyenne Frontier Days™ SEPTEMBER—2018





*From the  
General Chairman,  
Jimmy Dean Siler*



Wow! Ok, so Mother Nature decided to use her season tickets in full force for 2018. I have never been more proud to be a part of one greatest organizations, ever. I witnessed first-hand the pride and dedication our volunteers and staff put forth to make the 122<sup>nd</sup> CFD one of the best shows ever. With everything Mother Nature threw at us the volunteers and staff never lost their focus.

As most of you have noticed, I am still on cloud nine, extremely humbled and super excited. My excitement is due not only due too much sugar, but for the future of Cheyenne Frontier Days™. The new conference center is a welcome addition for the much needed space as our volunteer force and show grows. I think about the excitement there must have been when our current Chute 10 and Headquarters first came into existence. Now we will have ample room for meetings, social gatherings, and a first class facility to brag about. We can offer our dedicated sponsors a chance for us to show them our appreciation for their contributions and provide them a top notch experience. Our staff will have the much needed space to assist them and us into the future. I did finally read my first publication as General Chairman. It came out in an email regarding all the people going into the construction area of the new Conference Center to see how it was coming. I guess the one thing the email forgot to mention was, I was the first person caught in the site (OK, I got a little excited). In addition to our new conference center, we are also getting a new Park –N- Ride this year located south of the Animal Shelter on Southwest Drive. After we received the news the old Park –N- Ride location could possibly be going away for future development, **Doug & Susan Samuelson** donated the new land location to Cheyenne Frontier Days™. A really big “Thank you” goes out to the Samuelson’s for their generous donation. We are also working on a new location for the Thunderbird Show with the loss of the area adjacent to LCCC. It appears the Thunderbirds could be flying over F.E. Warren Air Force Base once again. As you can see there are many new exciting projects for the 2019 show!

Please join me as I thank our outgoing chairman and fellow volunteers **Mitch & Lori Carter, Terry & Kelly Ruiz, Scott & Cathy Fleming, Col. Matt & Elizabeth Dillow, Alan & Marcy Stoinski** and **Bill & Debbie McInerney**. Your commitment and dedication to the success of Frontier Days are unmatched. A really big thank you to **Bill & Heidi Berg** for your guidance and support given to Kim and I during our transition time. Not only do I have really, really big boots to fill, but I am humbled by all your accomplishments.

As we say goodbye to our 2018 Miss Frontier **Emily Breeden**, we wish her the best. No matter what path Emily takes it's a guarantee she will be successful. From her start with Cheyenne Frontier Days™ to her royalty days, Emily has been a joy to be around.

Before the 2018 show got started, **Tom Hirsig** and I had the honor to interview some of our finest volunteers. These brave souls threw their names in the hat to replace our six outgoing chairman. Knowing there was a possibility of disappointment, every interviewee put their heart and soul on the table. All were outstanding applicants, which made our decision that much harder.

...continued

T - TOGETHER  
E - EVERYONE  
A - ACHIEVES  
M - MORE

We were extremely proud of everyone who interviewed. With that said, please help me welcome our newest members of the Cheyenne Frontier Days™ General Committee Chairmen: Rodeo: **Chad & Sabrina Mathews**; Parades: **Ruthanne & Jim Hubbard**; Grounds: **Jerry Moberly**; Military: **Col. Brian & Shannon Rico**; Concessions: **Brad Westby & Teena Gering** and Contract Acts: **Randy Krafft**. Rounding out the team is third year Public Relations: **Mike & Kelley Martin**; second year Indians: **Bob & Erica Mathews**, Security: **Buck & Koko Reisner** and Tickets: **John & Kimberley Svoboda**.

In August, **Halley Jankovsky** was confirmed as our 2019 Miss Frontier and we couldn't be any more proud than to have her representing the "Daddy of 'em All"®. Also in August, the General Committee interviewed the greatest group of young women applying for the 2019 Lady-In-Waiting. All the ladies interviewed were easily the best of the best, which added to this being an extremely hard decision. We are very happy to announce that **Bailey Bishop** was selected as the 2019 Lady-In-Waiting. On behalf of the General Committee and our spouses, we welcome you and your family. We are excited for you and Halley as our Cheyenne Frontier Days™ Ambassadors.

As I close this out, I want to thank the Board of Directors for their support and confidence in Kim and I. We are very confident with the support of over 3,000 volunteers, we can take Cheyenne Frontier Days™ into the future. It's a very strong possibility we are all going to have some fun doing it.

Kim and I want to thank you all for everything you do for CFD. It is truly an honor to be on the greatest team, ever! Cheyenne Frontier Days™ is by far the world's greatest large outdoor rodeo and Western celebration. We are by far, second to none.

In the words of someone famous, or maybe, someone in Public Relations, "Let's have some damn fun."



## 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: Jimmy Dean Siler

Concessions: Brad Westby

Contract Acts: Randy Krafft

Grounds: Jerry Moberly

Indian: Bob Mathews

Military: Col. Brian Rico

Parades: Ruthanne Hubbard

Public Relations: Mike Martin

Rodeo: Chad Mathews

Security: Buck Reisner

Tickets: John Svoboda

CEO: Tom Hirsig

Miss Frontier: Halley Jankovsky

Lady-In-Waiting: Bailey Bishop

Hooey Editor: Kerry Balcaen

Volunteer Coordinator: Dawn Thompson



Cheyenne Frontier Days™  
*Old West Museum*



Circles by Audrie Mergelman



— ART UNCORK'D —  
**SEPTEMBER 20TH**

5:30PM - 7:30PM

MEMBERS: \$30 NON MEMBERS: \$35

On Thursday, September 20, from 5:30-7:30pm, the Museum is offering an Art-Uncork'd - our version of a "wine and paint night." We have a full bar, delicious food from Alchemy catering, and the talented Audrie Mergelman, a new artist in the 2018 CFD Western Art Show & Sale, will lead a class in her unique, colorful style.

The cost is \$30 for Museum members and \$35 for non-members. Email [megan.hesser@oldwestmuseum.org](mailto:megan.hesser@oldwestmuseum.org) for more information and to register.

Additionally, this fall and winter, we are offering three Saturday Art Workshops for kids aged 5-12, where they will be able to work on seasonal art projects. The dates are:

October 20, 9:30-11:30am  
November 17, 9:30-11:30am  
December 15, 9:30-11:30am

The cost is \$5 for Museum members and \$10 for non-members. Email [megan.hesser@oldwestmuseum.org](mailto:megan.hesser@oldwestmuseum.org) for information and to register.



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**2018 ANNUAL GALA**  
**SATURDAY,  
OCTOBER 6<sup>TH</sup>**  
RSVP (307) 778-7290  
[WWW.OLDWESTMUSEUM.ORG](http://WWW.OLDWESTMUSEUM.ORG)

The Museum's Annual Gala is just around the corner! This year, we are celebrating 110 years since the Hawaiian Paniolos came and swept Cheyenne! The theme for the evening is based on Elvis' Blue Hawaii. This will be a fun, memorable evening and we hope to see you there! We are offering a special Cheyenne Frontier Days Volunteer price of \$90 apiece to attend. To get your tickets, call 307-778-1417 or email [mariah.west@oldwestmuseum.org](mailto:mariah.west@oldwestmuseum.org)!

# LET THE PARADE BEGIN

What an honor it is to be chosen as Parades Chairman! To be a volunteer for the “Daddy of ‘em All”® and part of the Parades Committee is a great privilege.

The Parades Committee is so much more than four parades. It is the wagon doctors who work year-round to maintain a world renown historic collection of wagons and carriages. It is the vehicle and float doctors. It is the chuckwagon cook-off VIP experience and the cattle drive breakfast. It is the pageantry of nine grand entries and the bombs at every rodeo. Parades Committee is the annual Christmas float and festive

downtown decorations. It is the W-Heels who lovingly preserve our carriage tradition and beautiful period costumes. It is the beautiful Ambassadors of Cheyenne Frontier Days™ the Dandies, that represent us not only during the show but throughout the year. The Parades Committee is 450 volunteers strong, from mounted marshals to foot marshals who are willing to go the extra mile to make Cheyenne Frontier Days™ and Parades a success. Thank you ALL!

The past three years have been wonderful under the down-to-earth leadership of Terry and

**Kelly Ruiz** ... a true example of hands-on and dedicated leadership! The Parades Committee cannot begin to express our gratitude for the countless hours and commitment Terry and Kelly have given to the Parades family and CFD.

**Jim** and I have large boots to fill but are dedicated to carrying on the tradition! We look forward to the next three years with a pledge to represent you with honor. Thank you for your continuing dedication and support—Let the Parade begin!

**-Ruthanne Hubbard  
Parades Chairman**

# Contract Acts

Hello, Cheyenne Frontier Days™! I would like to take this opportunity to introduce myself: I'm **Randy Krafft** Contract Acts Committee Chairman. This will be my tenth year volunteering on the Contract Acts Committee. I have been an assistant working at the Buckin' A for the past five years; insuring our guests have a great time celebrating our history, our way of life and the Western experience that is Cheyenne Frontier Days™.

A good friend invited me to

join the committee as a way to give back to Cheyenne. After joining the committee it has become so much more: a second family and the park and hallowed grounds of the arena are like a second home.

With the new headquarters and Event Center being built to the energy and passion of all of our 3,000+ volunteers the future is bright for Cheyenne Frontier Days™. I am humbled by this opportunity and look forward to representing the volunteers of Contract Acts on the General

Committee and to help to continue to build the CFD family within my committee and the entire park for years to come.

In closing, I would like to congratulate my fellow new chairmen, **Jimmy Dean Siler, Ruthanne Hubbard, Chad Mathews, Jerry Moberly, Brad Westby, Col Brian Rico** and last but not least my family ... without their support and understanding I could not do this.

**-Randy Krafft  
Contract Acts Chairman**

# ← RODEO →

Hello from your Rodeo Committee Chairman! I am both humbled and excited to be able serve as the Rodeo Chairman for the next three years. My name is **Chad Mathews**. My lovely wife **Sabrina** and I are both excited to be able to represent the Rodeo Committee. We would like to extend a very sincere thank you, on behalf of the over 200 Rodeo Committee Volunteers to **Mitch and Lori Carter** for three fantastic years, our hats are off to you both.

We have just completed a Labor Day celebration that included a large three day team roping event held right here at Frontier Park. We can look forward to more of these types of events in the future. Our goal is to keep the park busy and in the public eye in during the off season. A big thank you to those volunteers that took time out of their schedules to make sure this event was possible and successful.

Planning Cheyenne Frontier Days™ continues all year long. We are in the process of reaching out to people who need to be contracted for next year's show, as well as looking at subtle changes to make our show even better. Last year we increased youth involvement at the rodeo, by including the Mini Buckers (pony bareback horses and young riders). They, along with the Mini Bulls we brought in the year before continued to be a big hit. The success in this area has encouraged us to continue with these events.

I look forward to all the excitement and hard work that being a chairman requires. So until next time...  
Let's Go! Let's Show! Let's RODEO!!!

-Chad Mathews  
Rodeo Chairman



HAPPY  
TRAILS

Congratulations Leather Heel **Doug Gale**, for his dedication to tradition during the past six years of service to the HEELS.



Thank You  
CFD  
Volunteers!



Thank you Maurie Brown and Laurie Talich from Town & Country Supermarket Liquors for attending and sponsoring the 2018 Volunteer Feed. The CFD Volunteer Dinner was July 17 and was attended by hundreds of volunteers and their families.



We thrived and survived the 2018 show! The Concessions Crew did a great job with the 122<sup>nd</sup> “Daddy of ‘em All.”® The Western Experience, Old Frontier Town, and the Avenue of the Rodeos all had water challenges, but the volunteers did an amazing job working on keeping our vendors dry. I want to thank the 75+ volunteers on the Concessions Committee for their hard work during the show; they are the ones who contributed to the success of the show.

I am honored to have been selected as the Concessions Chairman, and I will do my best to represent our committee in the proper manner. As such, I can’t thank the group enough that I am proceeding. **Bill Berg**, thank you for everything you have done the past three years to make the show a great success. **Alan and Marcy Stoinski**, thanks for the guidance and leadership that you provided. The CFD Staff, you guys are awesome and I look forward to working with you the next three years.

Lastly, I would like to thank my family for supporting me as I take on the responsibilities of a chairman. My three boys, **Javen, Caden and Peyton**, buckle up for the ride of our lifetime! I am sure the time will fly by and I know we will truly enjoy it. **Teena** and I thank all the volunteers across the park that do such a wonderful job in supporting and promoting the “Daddy of ‘em All”®!

-Brad Westby  
Concessions Chairman



## Cheyenne Frontier Days™ Hall of Fame Class of 2018

Trevor Brazile  
David Johansen  
Jim Lynch  
David “Sammy” McInerney  
O.D. “Jack” Mueller  
J.D. Yates

To succeed in life, you  
need three things: a  
wishbone, a backbone  
and a funnybone.

Reba McEntire



# Getting Grounded

I'd like to thank my predecessor **Bill McInerney** for his service as the past Grounds Chairman. He left the Grounds Committee in great shape. Welcome aboard and congratulations to **Mike DeCarlo** on his new CFD Staff position as Grounds Superintendent. Congratulations to all the newly elected chairmen ... I am very honored and excited to be part of the new General Committee and work with you all.

We broke ground on the new Headquarters building right after the 2018 show and construction is moving along. Now we just have to pray for good weather so the construction can continue moving along at a good pace. Planning continues on the new Park -N- Ride location so we can have it ready for the 2019 show. Overall results for this year's show were all positive despite all the nasty weather we had. Thanks to all the volunteers who worked so hard to make it happen ... rain or shine. I'm looking forward to working with everyone to make next year's show even better. Many thanks!

-Jerry Moberly  
Grounds Chairman

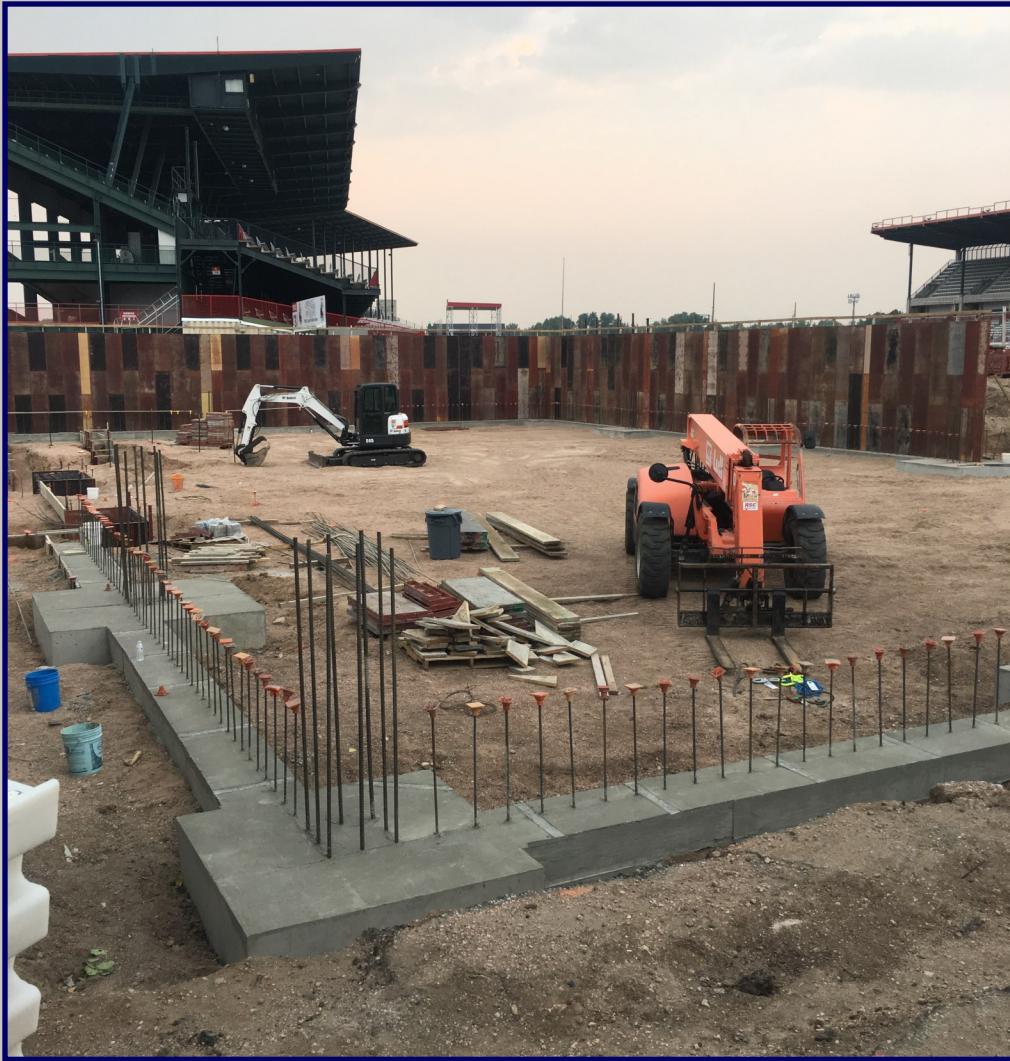
## Labor Day Roping Event

Over the Labor Day weekend, Cheyenne Frontier Days™ hosted the National Team Ropers Tour — The First Frontier. The event brought 1,500 teams to our great arena with a payoff of \$155,000 to the competitors. The teams came from all over the U.S. and featured a strong showing from our local ropers. This was a great opportunity to showcase our arena and park. Plus, it fulfilled the volunteers recommendation that we utilize our facility more throughout the year and bring more visitors to Cheyenne. I can honestly say a good time was had by all.

Rodeo Chairman **Chad Mathews** and I want to send out a special "Thanks" to the following volunteers that helped over the holiday weekend: **Gretchen Morrison, Rodeo; Greg Davidson, Rodeo; Jim Storey, Rodeo; Mike Sara, Rodeo; JR Beaver, Rodeo; Dave Urquidez, Rodeo; Sheila Bain, Rodeo; Tiny Kaiser, Rodeo; Cat Jankovsky, Rodeo; Matt Jankovsky, Rodeo; Robyn Shuppan, Rodeo; Jenna Tast, Rodeo; Keith Tast, Rodeo; Jason Bain, Rodeo; Anna Leach, Rodeo; Jim Tanner, Rodeo; Dan Blythe, Rodeo; Andrea Marker, Rodeo; James Hargrove, Tickets; and Morgan Amberson, Parades.** Thank you also to the CFD Staff that helped make this weekend successful: **Dawn Thompson, Mike DeCarlo, Brandon Romsa, John Hughes, Megan Marker, and Tim Allen.** If you didn't get mentioned, I apologize in advance. It's Chad's fault, lol.

-Jimmy Dean Siler, General Chairman & Chad Mathews, Rodeo Chairman





Advancing toward completion. The new building construction remains on track. The wall prep is almost done. Weather permitting things will move along smoothly. Note: **Jimmy Dean** has not been kicked out lately for trespassing.

## *Empty Saddles*

Our thoughts & prayers go out to the families of:

Sharon Knudson (Indians)  
Shirley Humphrey (Tickets)  
Shawn Brown (Contract Acts)  
Terry Mackey (Grounds)  
Caroline Carver (Indians)  
Marv Helart (Buckle Club)  
Myrna Helart (Buckle Club)  
Peter Jones (Parades)



# New Military Chairman is no stranger to Cheyenne

It is my honor and privilege to thank **Colonel Matt Dillow** and his family for their dedication and leadership these last couple of years as Chairman of the Military Committee. I know I have big shoes to fill and I am humbled to be asked to succeed him in this endeavor. I am currently serving in my 22<sup>nd</sup> year in the Air Force, and I'm no stranger to Cheyenne Frontier Days™. I was stationed in Cheyenne back in 2004-2007 and ever since that time I've considered Cheyenne a second home. My wife

**Shannon** spent her childhood years here in Cheyenne and young adult life in Denver so this is home to her as well. Shannon and I have five children: **Brian Jr.** (and his wife **Jenny** and daughter **Ariana**), **Alec**, **Michael**, **Mia** and **Antonio**.

Shannon and I are very excited for this opportunity, and we will do what we can do to move the Military Committee forward and continue to help and support the several hundred volunteers in the future. We look forward to sharing experiences and growing as a team

to make CFD even better than before. We look forward to celebrating the 25<sup>th</sup> Anniversary of Fort D.A. Russell Days, and the transition of the Thunderbirds from LCCC to F.E. Warren AFB. I look forward to meeting each and every one of you and thank you for all you have done, and will continue to do.

**-Col Brian L. Rico  
Military Chairman**

## Scholarship News



Fall is upon us and change is all around us! The Cheyenne Frontier Days™ Memorial Foundation (CFDMF) has quite a few changes in the works ourselves! We are busy working on standing up and launching our very own website, Facebook page, Instagram page, and we even have a new email address. You can contact us at CFDMemorialFoundation@gmail.com. Be on the lookout for our new social media campaign as well as a few surprises!

The foundation mailed out all

of the Fall 2018 scholarships in July. The Spring 2019 scholarships will be mailed in December. Please be sure to contact **Bill Benskin** if you plan on changing schools in order to ensure the funds arrive at the proper location. Keep in mind our annual scholarships are made possible by our CFD volunteers, their families, Chuckwagon Gourmet proceeds, CFD HEELS, CFD Committee events, CFD Board of Directors, CFD General Committee, AmazonSmile, and individual donations. THANK YOU to all of *YOU* for supporting the educational goals of our *amazing volunteers* and their *talented dependents!*

Considering the holidays are rapidly approaching, if you utilize Amazon, be sure to log in to Smile.Amazon in order 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.

Foundation board members are **Jim Hearne, Phil Van Horn, Bill Benskin, Laura Jeffrey, Rod Hottle, Angela Johnson, Tim Allen, and Jimmy Dean Siler.**

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