Welcome to 2020 and Happy New Year. We are less than 175 days away from the 124th “Daddy of ’em All”®. Last year brought some incredible memories and accomplishments for our Cheyenne Frontier Days™ family. We got to see the creation of our new CFD Event Center that gives our CFD family a premier location to meet, celebrate and offer year-round usage. The 2019 show was one for the record books with one of the examples being the Post Malone concert selling out in a matter of a few days. The entire 2019 show was amazing but it was our amazing volunteers accepting every challenge to make it so memorable and successful.

We also took time to honor and congratulate all nominees and selected Volunteers of the Year. Congratulations to Security: Duke Hape, Tickets: Brent Hunter, Rodeo: Kenny Moore, Parades: Brian Wilson, Grounds: Rick Bell, Military: Patty Chabala, Indians: Kris Rude, Concessions: Karen Halvorson, Contract Acts: Craig Troudt and Public Relations: Gary Daniels. We also celebrated the holidays like all good families do with great food, great friends and great fun.

As we take Cheyenne Frontier Days™ into the future, I look at some of this year’s challenges. One, being the development of our new Park–n–Ride. The other being the increased security measures to provide protection for our event. I struggle every day with how our security needs can be accomplished. As world events have transpired, it shows us the need to meet these goals and protect the show as well as our CFD family.

This year, we decided it was time to bring the Military Committee onto the park with their own cabin. We are planning to place them in the building currently being used as the sign shop. We still have some logistics to work out such as to where to relocate the sign shop. The sign shop is in need of more work space so finding a location can be somewhat challenging. Another item of interest will be the creation of a new shuttle loading and unloading area along Hynds Blvd. More to come as we continue to look at what is needed to complete these items.

Kim and I want to send out a huge thank you to the Staff, Board of Directors and our incredible Volunteers. Nothing has changed for me, I am still very honored and proud to be a Cheyenne Frontier Days™ Volunteer. As we head into the 124th celebration, let’s keep our heads high, show off how we put on the “Daddy” and above all have some fun.
It has been a busy off season with some travel, and some great opportunities to get together with volunteers. Whether at the VOY Banquet (Congratulations Kenny Moore), all the Christmas parties, or the new Volunteer Happy Hours . . . thanks to everyone who attended. Now it’s time to get down to the business of planning the 124th.

As most of you know, we rolled out a new rodeo format in 2019. While we felt it was a big success, and current ticket sales are also indicating this, it didn’t come without some challenges and consternation. With that in mind, we want to keep the ball moving forward and address some issues from last year.

This year, all the events will follow the same format whereas last year, the timed events were slightly different. We will now mold them into the same format as the rough stock. We had to make some changes to the qualifying rounds in order for it to work. Rather than qualifying the week before our rodeo, the tie down ropers, steer wrestlers, and team ropers will qualify in the morning before each rodeo. We will have 24 in each of the three events each morning. The top 12 qualifying times each morning will then come back for the afternoon performance (the quarter-finals of the tournament style format). The 12 who don’t qualify each morning will run another steer that morning before heading “on to the next one.” We hope this makes things a bit easier on our contestants and their travel schedules. Once the top 12 are qualified each morning and run in the performance they will advance to the semi-finals the same way the rough stock folks do. The top four each day will advance to one of two semi-final rounds on the last Friday and Saturday; with the top six from each of those days advancing to the Finals on Sunday, July 26.

These changes also help us to lighten the load for the volunteers the week prior to the rodeo. We will have only three days of qualifying that week. Tuesday, July 14 will be barrel racing; on Thursday, July 16 steer ropers; and on Friday, July 17 we will bring back the breakaway roping.

I am so excited to see these small changes and what they will do for our show that I could write four or five pages, but I will quit for now!!!!

Sabrina and I look forward to seeing everyone at all the fun off-season events coming up. See ya down the road somewhere.

-Chad Mathews
Rodeo Chairman

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 Smith
Rodeo: Chad Mathews
Security: Buck Reisner
Tickets: John Svoboda
CEO: Tom Hirsig
Miss Frontier: Bailey Bishop
Lady-In-Waiting: Savannah Messenger
Hooey Editor: Kerry Balcaen
Volunteer Coordinator: Dawn Thompson

Happy Valentine’s Day!
Cheyenne Frontier Days has thrived for nearly 124 years based in large part on the passion and commitment of its volunteers. You demonstrate that passion by giving your time, treasure and talent to the cause. But just as important is your willingness to share your ideas, concerns and questions. Those conversations have always made us a stronger organization and will help ensure we thrive for another 124 years! To that end, we hope to focus some portion of future Hooeys and communication efforts on clearing up misconceptions, answering questions, and responding to comments from volunteers. So let’s jump right in:

Use of CFD liquor license and timing of CFD Happy Hours. The new CFD Volunteer Happy Hours that began in October at the Event Center have been a big hit. Thanks for attending! Not surprisingly, the idea for these get-togethers came directly from a suggestion/comment included in the volunteer satisfaction survey. (A perfect example of why it is important to participate constructively in the survey process.) You have turned out and we have done what we do best—do good by having fun. Staff members volunteer to bartend and any net proceeds after paying the cost of the product are split evenly and given to the CFD Volunteer Crisis Fund, the CFD Scholarship Foundation, and the CFD Old West Museum. So far together we have donated $1020 to each organization, for a total of over $3,000. And the Crisis Fund has donated back $500 to provide food for the next event, tentatively scheduled for around St. Patrick’s Day.

Some volunteers have asked whether the events are designed to meet the requirements of our liquor license. The answer is no. Our liquor license requires we be open eight hours one day each week. These hours must be on consistent days and open to the public, so a four-hour stint one Friday every few months does nothing to meet that requirement. Regardless, we have all enjoyed the opportunity to get together with our fellow volunteers in the off-season and look forward to seeing you all again soon!

Why are volunteers not allowed to attend night shows for free, like in the past? Many of our volunteers have been involved in CFD long enough to remember a time when volunteers could attend night shows for free. Those days have been gone for roughly 15 years, but nevertheless we occasionally have folks ask why things have changed. The answer lies in how night show acts are paid for their performances. Prior to about 2005, all acts were booked based on a flat fee paid by CFD. For example, CFD might pay a band a flat $50,000 to come play, no matter how many tickets were sold. So, we could put people in the stands at our own financial risk, but for no additional charge. These days, the acts get paid a significant majority percentage of a full ticket price—say 85% for every person who attends a show. So we must account for and pay the artists for every person in the stands. Some acts even have cameras to count the crowd and make sure the numbers we report are accurate. While we can no longer provide free admittance to volunteers, a few acts over the past couple years have donated tickets to the committees and the tickets have then been distributed by the Chairmen to the Volunteers. Miranda Lambert did this just last year.

-Mike Smith
Public Relations
Coming to the CFD Buckle Club
March 21, 2020

THE ANNUAL CFD
CONTRACT ACTS NUT FRY

♦ Doors open at 6 p.m.
♦ Dinner at 6:30 p.m.
♦ Singles: $20
♦ Couples: $35
♦ Great Food
♦ Great Friends
♦ Raffles
♦ Door Prizes
♦ Silent Auction

Tickets available at OWM Store (checks & cash only) & at the door where credit cards will be accepted too.
I am extremely proud to share with you the charities that benefited from the 2019 Heels 50/50. The Heels have donated the 2019 50/50 funds to the CFD Old West Museum Expansion; CFD Crisis Fund; Coats for Kids; CFD Dandies; the CFD Memorial Scholarship Foundation and the Military Committee. It certainly is a great feeling to be a part of giving back to our CFD Family.

The sales for 2018 and 2019 were about the same. The Heels and volunteers took time to come to the Heels office and set out to sell and compete in the challenge to be the highest selling team. The hard work and diligence was fun to watch. We have customers that have been attending CFD for years and have purchased 50/50 tickets since its inception. It finally paid off for Dennis Walter, who has been attending the rodeo for over 20 years. He walked away that day a little richer. We also had four volunteers that won the daily drawing and one rodeo contestant. Boomer Reeves semitruck was broken down in the contestant parking lot when he decided to walk to the Heels office and check his raffle tickets. He won enough to help pay the mechanic and get back on the road. There were three days the money was unclaimed. Those funds were turned back and paid to the charities.

The Heels are preparing to celebrate our 85th year. We don’t know whether to call it our birthday or anniversary celebration. Whichever we choose, it’s going to be a good time had by all Heels. We recently sent out an email to all Heels with email addresses. We are also mailing save the date cards to any that do not have email. We currently have a team of 14 people working on the celebration. It will be March 28, 2020. SAVE THE DATE!!!!!!

There will be exciting news, so make sure we have your correct email address and contact information. Send any updates to: Heelsofcfd@hotmail.com.

The Heels have chosen a new navy shirt with embroidery down the sleeves in honor of our 85th. It’s a beauty! The deadline to order was December 31. If you missed the deadline contact a board member for a solution.

We would like to thank the CFD staff, the General Committee and the Board of Directors for all their support. It’s like having a good hazer to keep things going in the right direction. Thank you very much!

We are starting to assemble our Heels wall located in the CFD Events Center. This will be a great place to honor more of our history.

The time is approaching when each committee gathers their Heels to consider who has risen to the level to be considered for nomination. Nomination forms are available at headquarters, on the Heels website: Heelsofcfd.org or see your committee Heels representative.

Please keep in mind, our founding Heels Fathers, formed The Heels as the very first Volunteers of CFD, who donated their time and effort to help build and promote CFD’s continued existence. Not to be honored with the badge and then quit. Let’s keep this honor a privilege.

Here’s looking for a great 2020!!!!

-Cindy Braden
Leather Heel

“How wonderful it is that nobody need wait a single moment before starting to improve the world.”

-Anne Frank
A few of the CFD Silver HEELS awaiting their shuttle down to the parade route to ride the 2019 Heels float. These seven HEELS together have 325 combined years as HEELS member. This does not include their years as a CFD Volunteer prior to their HEELS appointment. (Left to right): **Tom Cole, Jerry Carter; Doc Schroeder; Buddy Hirsig; Ed Weppner; Mike Mabee and Sam Samuelson.**

Kevin Owens was one of the CFD Volunteers that won a 2019 50/50 raffle. Pictured (Left to right): **Tom Reid, Kevin Owens and Leather Heel**

Another lucky 2019 50/50 raffle winner was **Dennis Walter.** He has been attending the rodeo for over 20 years. Presenting the check was **Leather Heel Cindy Braden.**
### Opening Reception
Saturday, March 7th, 2020 | 6pm
$45 Members | $55 Non-Members

### Western Art Seminar
Saturday, March 7th, 2020 | 8:30am - 2:30pm
$35 Members | $45 Non-Members

Tickets available at https://tinyurl.com/qotchw2 | 307-778-7290

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**Work Days 2020**

- Saturday, April 25
- Saturday, May 16
- Saturday, June 6
- Saturday, June 20
- Saturday, July 11

**Work Nights:**

- Thursday, June 18
- Thursday, July 9
The Spring 2020 Semester is underway for our recipients! The CFD Memorial Foundation annual scholarship applications opened on January 1 and will close **Friday, March 6 at 5:00 pm**. Application requirements include:

Eligibility:
Limited to current CFD Volunteers with a minimum of five years of service, their spouses and dependent children.
Completed online application.

Cover Letter - a PDF cover letter must be uploaded with the following information included:
- Describe your involvement as a volunteer with CFD giving dates and committees served (begin no earlier than age 10)
- Describe your immediate family members' (include ONLY parents, spouse and/or siblings) involvement as a volunteer with CFD, giving dates and committees served
- Provide specific facts about your extracurricular activities, and organizations in which you have participated and/or been recognized
- Transcripts - PDF only
  - Official or unofficial transcripts must be uploaded
  - Transcripts must indicate a GPA

Application Link:  [https://form.jotform.com/82407242474152](https://form.jotform.com/82407242474152)

Please direct **ALL questions regarding the CFD Memorial Foundation and Scholarship Applications** to cfdmemorialfoundation@gmail.com.

Best of luck on your applications!
- Laura Jeffrey, President

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**Empty Saddles**

Our thoughts & prayers go out to the families of:
- Viana Gurney
- Jim Weppner (Heels)
- Gene Engrav (Buckle Club)
- Liz Escobedo (Heels)
- Carl Lathrop (Buckle Club)
- Roy Page (Concessions)
- Al Chandler (Heels)
- Mike Tolar (Rodeo)
- Bill Perrigo (Tickets)
ENJOY 20% OFF EVERYDAY

Volunteer Discount cannot be combined with any other offers.

Hey Volunteers!

The CFD Gift Store is packed, and we keep adding awesome, new products. Stop in, check it out, and say hello!

Thank you for your dedication in making Cheyenne Frontier Days™ the very best.

Randy Rhodes
Retail Operations Manager

OPEN DAILY. INSIDE THE OLD WEST MUSEUM
9 A.M.-5 P.M. • 4610 CAREY AVENUE CHEYENNE, WY 82001
(307)778-1424 • COMMERCE.CFDRODEO.COM
Let’s get ready for some exciting challenges coming to the 124th! When I first became Chairman, I was asked my thoughts about the Carnival Campground area, and ways for improving that side of the park. We have made the decision to move the Carnival Campground off Frontier Park, with a majority of the carnival employees being staged at Lake Absarraca. There still will be six spots by the Concessions Cabin being utilized; three for Carnival Americana and three for our new food concessionaire Fun Biz Concessions, to be used by their upper management teams.

The Concessions Committee developed a new RFP to handle the food and beverage sales for CFD. First, I would really like to take a moment and thank Loretta Murphy with Fresh Connections for her friendship and her nearly 30 years of providing great food experiences to our customers and volunteers! With that being said, our new concessionaire is Nate Janousek with Fun Biz Concessions Inc. from Texas. Currently they run many state fairs across the country including the Texas and Missouri State Fairs.

As you may have heard, we have a new Park-n-Ride off I-25. With the new location, the General Committee decided to add a new drop off and pick up area on the park. If you recall where the ferris wheel was located on the southwest area of the carnival, there will now be a new gate location off Hynds Blvd. for shuttle buses to drop off and pick up our customers!

With having a new food vendor, new drop off area for Park-n-Ride, and other positive changes on the park, there will not be a need for golf carts driving in the carnival and food court areas! Fun Biz will stock all their booths each morning. If a booth runs out of product during the day they will handcart their products.

Teena and I are half way through our chairmanship as a team, and we cannot believe how fast this time goes by. We want to thank the Concessions Committee and all the CFD Volunteers for all you do. We could not do this without your hard work and efforts! We are looking forward to the 124th and all the exciting upcoming changes this year!

-Brad Westby
Concessions Chairman

Welcome to 2020. The future is here. There have been several significant changes to the Ticket Office and how we are serving our customers. We have installed upgrades to our online ordering system. These upgrades include new seating maps that are interactive. You can now select a seat and get a photo view of what your experience will look like from that seat. This is a great improvement to the ticket buying process. You can also select specific seats from what is available instead of just selecting a section in the grandstands.

Another change to our ticketing system is we are now offering a season ticket consignment resell option to our Season Ticket Holders. This means if you cannot make it to an event that you have tickets for, you can resell them through the CFD Ticket website. If you are looking for tickets, then those tickets that have been returned for resale will be part of the “best available” ticket selection. Sometimes Season Ticket Holders do not use all their tickets and have very good seats which will resell quickly. This gives them a security blanket to know they can resell the tickets they cannot use. This will also provide our customers with a secure environment to buy tickets without the fear of counterfeit tickets. Combatting counterfeit tickets has become more of a problem in recent years.

As some of you may have noticed there was not a TICS Steak Fry in January. The reason is because the committees involved with planning and working this great event got together and decided to shake things up a bit. We will be holding our event in May to try and take advantage of better weather. We have also added Public Relations Committee to the fold. The planning subcommittee for this event, made up of volunteers from Tickets, Indians, Concessions, and Public Relations Committees, are busy planning the details of this event as well as coming up with a new name and theme. We hope to see all the CFD volunteers, staff, family, and friends at this event. Stay tuned for more details. Boots and Saddles, Let’s Go!

-John Svoboda
Tickets Committee Chairman

Tickets takes on some updates