



# THE HOOEY

The Official Newsletter of Cheyenne Frontier Days™ MAY 2020





*General Chairman,  
Jimmy Dean Siler*



## *Howdy Volunteers!*

We are all looking forward to the arrival of Spring, even if it always takes longer than we would like around here!

The General Committee continues our preparations for the 124<sup>th</sup> Daddy of 'em All. We know our volunteers can handle any challenge and rise to the occasion. I know you are all chomping at the bit, and we are too. But, we also understand the most important thing we can do at this moment is look after the health and safety of our community by staying put. Boy, will we be ready to go when they pull the gate! In the meantime, Frontier Park and the Event Center remain closed until further notice and our Work Day originally scheduled for Saturday, April 25 is cancelled.

Today I want to take a second to just check in. How are you holding up? Do you need anything? We brag a lot about our volunteers, and with good reason. CFD's volunteer force is its greatest asset. Nothing is more important than your health and well-being. We know many of you, and many of our neighbors, are hurting. Some have faced the health impacts of the virus by getting sick themselves, or having to take care of others who are suffering. Others have lost jobs and are facing the economic hardships. Some of us are lucky to be facing nothing more than the inconvenience of social distancing, but even that can bring uncertainty, insecurity and stress. I'm sure I'm driving Kim flat out nuts by now!

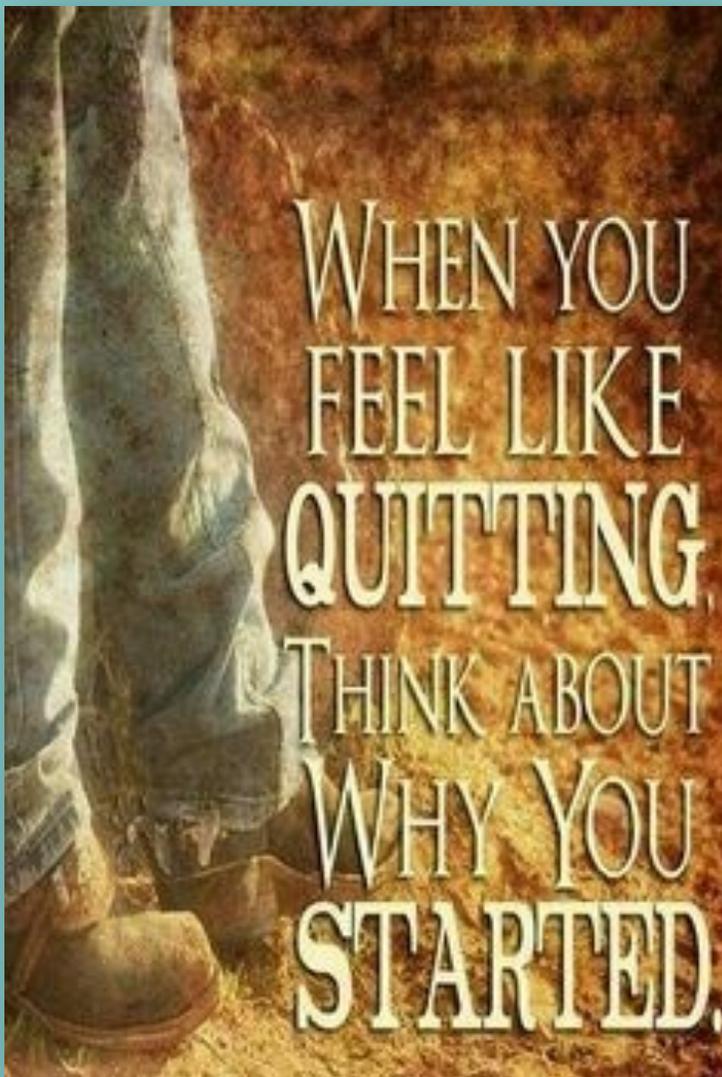
Seriously, we want to help. First, we want you to know if you need anything, you should feel free to reach out to your fellow volunteers, your committee leads and chairmen. We are one big family and help is just a phone call or text away. Second, if you need financial resources don't forget about the CFD Volunteer Crisis Fund. You can reach them on Facebook or you can submit a "request for assistance" form from <https://www.cfdrodeo.com/get-involved/volunteers/>. Many other organizations and churches around town are providing food and assistance if you need it as well.

We are also looking for ways we can help our community and continue to meet our mission of not only promoting Western heritage, but encouraging Cheyenne's economic success and providing educational opportunities. The General Committee recently approved two donations to do just that. We are following the example of our Titanium Sponsor Blue Federal Credit Union by participating in their match program by donating to **ASK—After School for Kids**, a program focused on ensuring kids have the tools, supplies, and support they need for learning. We have pledged \$5,000 to this program and Blue's match means \$10,000 will be going to kids that really need the help.

(continued on next page)

We are also pleased to partner with another CFD sponsor, Alf's Pub and Liquor Store, and all the great leaders behind *Small Businesses the Heart of Cheyenne, WY* by donating \$1,000 to their effort to turn the idea behind Thankful Thursdays around to ensure we are supporting businesses in Cheyenne during this difficult time. The CFD Crisis Fund also donated \$3,500 to the Small Businesses the Heart of Cheyenne, WY. **Joe Lopez** said, "We did this to thank the businesses that help us year in and year out with auction items." We know many of you are donating to these, or other important efforts, throughout our community and we tip our hats to you all.

This crisis was not of our making, but we can and will make the best of the situation. That's what cowboys and cowgirls do every day, and it is what our volunteers have always done as well. Hang in there, and I look forward to seeing you all in person, hopefully very soon.



## 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

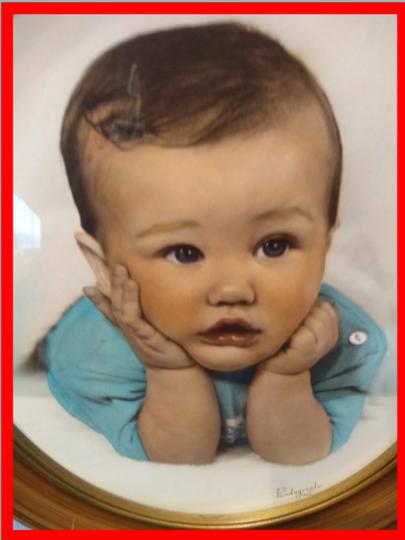
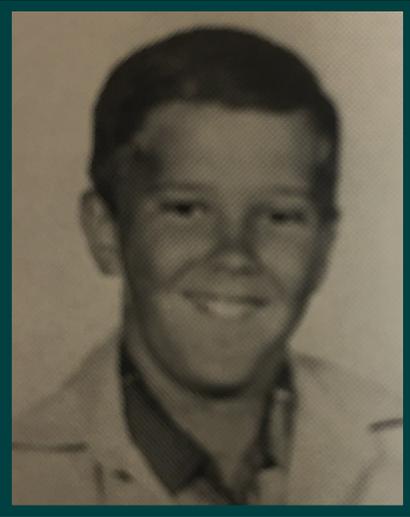
You've  
got the  
cutest little

# Baby FACE



*The General  
Committee.  
Can you figure  
out who is who?*





You've got the  
cutest little

*Baby*  
**FACE**

# RODEO

To keep with a Western theme here, “What in the Wide Wide World of Sports is a going on here.” We certainly are living in a challenging time. If there is anything we have learned about our volunteers however, it is this; there has never been a challenge that our volunteers can’t meet. While it seems that the world has come to a stand still and in particular the rodeo world, we have actually been moving things along as far as CFD goes. As I write this we are a couple emails away from having final approval for all of our proposed rodeo event formats. With those approvals come some minor tweaks, a major advancement, and a step back.

As you all know last year we implemented a new format. Originally that news met with some resistance from some of the contestants, most notably from some of the timed event contestants. The big concern they had was about being able to make travel plans. As a group, we listened to what they had to say. We have tweaked the format a bit to reduce the number of trips contestants have to make to Cheyenne if they make the finals. It will also let them choose the day they want to compete so that it fits into their schedule better. Rather than having a whole week of qualifying to get into our new tournament style rodeo we will handle it this way, the contestants in the PRCA timed events, will choose a day during the Show they want to compete in Ol’ Cheyenne. Each morning 24 contestants in Steer Wrestling, Tie Down Roping and 24 teams in Team Roping will take a run at qualifying. The top 12 from that round will move into the tournament that afternoon during the regular performance. The 12 who fail to qualify will take another run in a consolation round that morning immediately following the qualifying round. This assures that each competitor will get to run two head here, which addresses another concern the contestants had. The rough stock will stay essentially the same as last year.

Last year we introduced Breakaway Roping to our rodeo fans. To say it was a huge success is an understatement. This year our Breakaway Roping will be sanctioned by the WPRA (they also sanction the barrel racing), which will allow Cheyenne Frontier Days™ to play a major role in determining who the world champion Breakaway Roper will be in 2020.

We tried a bit of a format change in the Wild Horse Race last year as well. That didn’t work for us as well as we had hoped. Again, as a group we listened to the feedback we heard from customers volunteers and contestants. I am happy to announce that the Wild Horse Race will return to the format most are used to seeing.

As we move back to some sort of normalcy we have to keep in mind that not everyone gets to move in that direction at the same pace. If you check the PRCA website ([prorodeo.com](http://prorodeo.com)) you can see just how true that is. The PRCA is doing everything it can to help keep the public and contestants up to date on rodeo

cancellations, postponements and rescheduled events. There are also links and procedures for the membership to avail themselves of any help that is available to help them bridge the gap caused by this shutdown. It is our sincere hope that The “Daddy of ‘em All”® will be one of the first big shows to get out and start helping our city, state, and nation begin to heal up. See you all in July!!!

**-Chad Mathews  
Rodeo Chairman**



# SECURITY UPDATE

I would like to take a moment to give an update about park security for this upcoming year; but first and foremost I would like to thank everyone who made 100 percent wandering possible last show. Thank you for stepping up and taking the time to help with the changes we are facing in this ever changing world. Our volunteers, guests, contestants and entertainers all want to know that Cheyenne Frontier Days™ is doing what we can to ensure a safe and secure environment.

As far as updates for security measures we have the new security fence going up. This fence will have eight gates and enclose the midway, Old Frontier Town, the Indian Village and the Ticket Office will be a dividing structure. This means half of the Ticket Office will be in the secure area and the other half will not. This will allow for a pre or post security check. Anytime you go into the secure gate area you will be checked. This includes if you leave and return. We are asking all badge photos are up to date to help make this process faster for our volunteers. We are still working on details of volunteer lines, more information to come. The security checks will be done by a contracted company. The Security Committee will still be at the gates when assistance is needed. Golf carts and

travelling around the park are changing with this new fence. We will have carts on the inside of the secure area and outside of the secure area. The carts will not come and go from the secure area meaning no golf cart gates. Disability carts will have two sets, one on the inside and one on the outside for our guests to utilize.

The next update is about Park-n-Ride. We will be having a new drop off and pick up location. The buses will come up Hynds Blvd. and enter the park just north of 8<sup>th</sup> Avenue then exit onto Hynds following the same route as in the past. This will open up 8<sup>th</sup> Avenue to through traffic. There will be security checks at Park-n-Ride prior to our guests boarding the buses. The new location is still in the works with more updates to come.

The final update and reminder from Security is we have the Relay For Life Team going. This is a park wide and not just our committee team. The team is CFD Relay For Life if you would like to sign up or donate. The event is August 8, 2020 at Holiday Park, the start time TBD. If you have any questions please contact **Kym Sommers** at 307-286-4096.

**-Buck Reisner**  
Security Chairman



The HEELS Officers,  
Leather Heel **Cindy Braden**, Rubber  
Heel **Bob Kotzbacher** and Run-  
Down Heel **Dean Jackson** are  
pictured next to the new Heels wall  
located in the garden level of the  
CFD Event Center.



# CFD FOUNDATION NEWS

The Cheyenne Frontier Days Foundation has seen a lot happen in the last couple of years. Thanks to a generous gift of land to the Foundation from the owners of the Warren Livestock Co. in 2018, CFD will now have a new park-and-ride location starting this year. Likewise, a generous cash donation from the Buckeye Ranch in 2018 helped put the Foundation on sound financial footing.

As we explained the benefits of the Foundation to other organizations on the park a few years ago, we heard over and over that there needed to be better communication between Cheyenne Frontier Days, Inc. and the other CFD organizations. To that end, in 2019 the Foundation added representatives from three CFD charities (the Scholarship Fund, the Volunteer Crisis Fund, and the Cheyenne Frontier Days Old West Museum) to our Board of Directors. Now at our monthly Foundation board meetings we can share information back and forth among the various entities. I personally believe we have improved our communication skills beyond what we had hoped for.

Another benefit of having this Foundation is to receive donations from other charities that can directly benefit Cheyenne Frontier Days. A good example of that is a grant we recently received from Microsoft to digitalize the

many photographs that have been accumulated by CFD over the years. Since Cheyenne Frontier Days, Inc. cannot receive charitable donations directly, Microsoft granted the money to the Foundation, and we in turn will use that money to help CFD pay for the digitalization.

As you might recall, the whole purpose of this Foundation is to support the educational and charitable activities of Cheyenne Frontier Days, Inc. Part of those charitable activities include support for the Scholarship Fund, the Volunteer Crisis Fund and the CFD Old West Museum. We are in the process of training on and testing software that will allow us to accept charitable donations on the CFD website and direct those donations to whichever CFD charity the donor specifies. In the near future we will be able to, for instance, receive an online donation designated for the Scholarship Fund and make sure it ultimately gets there.

These are exciting times for the Foundation. If you would like more information about what we are doing please email us at [foundation@cfdrodeo.com](mailto:foundation@cfdrodeo.com).

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

## *Empty Saddles*



Our thoughts & prayers go  
out to the families of:  
Arlene Kensinger (Buckle Club)  
Wayne Lindquist (Buckle Club)  
Bob Merma (HEELS)  
Michael Pearson (HEELS)



## Work Days 2020

Saturday, May 16  
Saturday, June 6  
Saturday, June 20  
Saturday, July 11

## Work Nights:

Thursday, June 18  
Thursday, July 9

Welcome to  
the **TEAM**

Welcome **Alisha Pineda** to the CFD Ticket Office Team. Alisha is joining us from the Wyoming Game and Fish Department and The Wyoming



Lottery. She is married to her high school sweetheart, **Magnus**. They have two children: **Amaya** (9) and **Ezra** (3). In her free time she loves to go on adventures with her friends and family, along with going to concerts and eating tacos. Alisha has always loved Cheyenne Frontier Days™ and she is very excited to be part of the team. She has a passion for teamwork and customer service. Welcome aboard.



## *Miss Frontier delivers some fun to the kids at Children's Hospital*

My experience reading to the Children's Hospital Colorado was so much fun! I was able to read and chat with the entire hospital via FaceTime. I read a book about Cheyenne Frontier Days,™ entitled: "Rusty the Ranch Horse Goes to Frontier Days" by **Mary Fichtner** and **Roslan Fichtner**.

The children learned about the rodeo, our volunteers and asked me questions about being Miss Frontier. They were so excited when I announced I would be sending all of them autographs. The program went so good that the hospital asked to do it again soon. It is heart-warming to be able to continue getting children excited about Cheyenne Frontier Days™ and to stay connected through these trying times. I look forward to chatting and reading with the entire hospital again soon!

**-Bailey Bishop**  
**Miss Frontier 2020**

# VOLUNTEER PROFILE

**Name:** Andy Worshek

**Committee:** Public Relations

**Years a Volunteer:** 8

**1) How did you get involved with CFD/What or who attracted you to be a volunteer?**

I first visited CFD in 2004. I was the *Chief of the Boat* on USS Cheyenne and was here with the Captain, our *Sailor of the Year*, and a few other Sailors from the submarine. Seeing the rodeo from behind the scenes was fascinating and I was awed by the fact that 2000 volunteers were responsible for the amazing event that CFD is. I was amazed there were so many people that volunteered their time for something that benefits the whole city of Cheyenne. I knew that when I left the service I would want to live in a community where volunteerism was more than just an idea. When I retired from the Navy in 2009, we chose to make Cheyenne our home. Meeting and developing life-long friendships with long time CFD volunteers like **Jim Hearne, Ed Weppner, Roger Schreiner, Wayne Lundquist, Bill and Erin Benskin, and Ken McCann** ensured that I would one day volunteer. After settling in Cheyenne, I contacted the PR Chairman and asked how I could volunteer. That started my volunteer time with CFD.

**2) What are your jobs at CFD? Has that changed over time?**

I have worked with the media sub-committee of PR since my first year in 2011. I have helped issue credentials and escort media and photographers throughout the park. I often work in the photo pit in the arena during the show. It is one of my favorite places on the park.



*Andy Worshek (center) and Lisa Murphy (right) are pictured at CFD with Nan Kelly with Great American Country.*

**3) What do you do at your "real job"?**

In my real job, I tell the behind the scenes story of **David Marquet's** book on leadership, *Turn the Ship Around*. I travel the globe delivering keynote speeches and facilitate workshops centered on Intent-Based Leadership™

**4) What is your favorite thing about volunteering at CFD?**

I love meeting the various media groups that cover the rodeo. I have met journalists and photographers from Japan, the UK, Australia, Brazil, Ireland, Russia, and a dozen other countries. Working the photo pit has allowed me to develop a friendship with **Kyle Shobe**, and **Cody Sosebee**. Seeing those guys every year is awesome, but nothing compares to the time I get to spend with other volunteers. I love reconnecting with people that I don't get to see very often throughout the rest of the year. Each summer is like a family reunion with my favorite "relatives."

**5) What is something interesting or unique about you that your fellow volunteers may not know about you?**

My very first real exposure to the western way of life was the 2004 CFD event. Since that time I have worked numerous brandings at the CU Ranch near Wheatland. Though I am not very skilled, I find the fence fixing, branding, and moving cattle to be very therapeutic.

**6) Who is your favorite musical act or sports team?**

I love the Chicago Cubs and I love NASCAR. My favorite baseball player (**Brandon Nimmo**) plays for the New York Mets, so watching the Mets and the Cubs play each other wears me out.



*The photo pit located in the CFD arena. One of Andy's favorite places on the park.*

# VOLUNTEER PROFILE

**Name: Jim Storey**

**Committee: Rodeo Committee**

**Years a Volunteer: 39**

**1) How did you get involved with CFD/What or who attracted you to be a volunteer?**

Being a CFD volunteer runs in Jim's blood. His family has been involved at CFD since the 1930s when his great uncle Ed Storey volunteered as a rodeo announcer. His great uncle is also credited with founding the "HEELS" in 1934. His father, James A. Storey Jr., served as chairman for contestants and night show committees and as the General Chairman.

After his father died, Jim was serving in the Marines and not living in Cheyenne. He decided to use his annual leave and continue the Storey family tradition of volunteering at CFD. In 1981, he joined the Contestants Committee, now called the Rodeo Committee. He traveled to Cheyenne from wherever he was stationed, missing only two rodeos until he retired from the service. Since then, he hasn't missed one.

**2) What are your jobs at CFD? Has that changed over time?**

Jim's volunteer duties have varied over the past 39 years serving on the Rodeo Committee. He has always been ready to help with any task, including being the unofficial committee historian and offering advice. He has volunteered in the arena helping at Chute 9 and the bucking chutes. He assisted the Rodeo Secretary and helped run the contestant check-in area for more than 25 years. Last year, he again manned gates on the rough stock and timed events ends of the arena.

**3) What do you do at your "real job"?**

Jim retired from the Marine Corps as a lieutenant colonel in 1993. After graduating from the Naval Academy, he joined the



**Mike Sara (left) and Jim Storey on duty at "the window" in the Rodeo Office where contestants check in and pay their fees.**

Corps and served for 22 years as a helicopter pilot. He had a tour of duty at HMX-1 flying Marine One during President Jimmy Carter's administration.

**4) What is your favorite thing about volunteering at CFD?**

Jim said, "Far and away, it is working with a wonderful group of volunteers and the lasting friendships with them and many of the rodeo contractors over the years."

**5) What is something interesting or unique about you that your fellow volunteers may not know about you?**

"I am not good at hiding much, so I think everybody pretty much knows that what you see of Storey is what you get," Jim said.

**6) Who is your favorite musical act or sports team?**

"My tastes have changed over the years, but classical rock, classic country and just plain classical music are where I'm at now," he said. As for his favorite sports team, Jim said, "Go Navy. Beat Army!"



**Pictured from left to right: Mike Ruckman, Jack Miller (deceased), Danny Waggoner (deceased) and Jim Storey at the old Heels Hangout.**

# Support the Cheyenne Frontier Days *Old West Museum*

## We need your help!

In the 42-year history of the CFD Old West Museum, we have never confronted a challenge like the one we face today. Our community has served to preserve the western heritage and legacy which is significant today, and for future generations. To continue the good work of the Museum – whose effort and devotion to our mission does not and cannot stop – we need your help.

During this challenging time of COVID-19, we are specifically seeking supplemental donations to maintain our facility and operational expenses. We are reaching out to you, as a committed member of our community, for assistance during this unanticipated emergency.

As many taxpayers are receiving a COVID relief check very soon, we have a request for you to consider. Some of us may be depending on those funds to support our everyday lives and families, however, some may be looking for a place to make a difference right now. There are many immediate needs in Cheyenne. We would be grateful if you would consider sending a tax-deductible portion to the CFD Old West Museum (PO Box 2720, Cheyenne, WY 82003). No gift is too small to make a difference.

We are grateful for your past support and have confidence we can count on you during this unprecedented time. Thank you for your ongoing generosity.

The Museum board and staff send their best wishes to you and your loved ones! Take care of yourselves!

Cheyenne Frontier Days™ *Old West Museum*

## 2020 KIDS CAMPS

**JUNE 15-19, PIONEER CAMP**  
Relive the dust and glory of the American West! Learn about the Old West with cowboys, ranchers, mountain men, gold panners, art projects, and more! Ages 5-12.

**AUGUST 10-14, WESTERN ART CAMP**  
Kids learn the basics of Western and folk art, creating a wide variety of projects under the guidance of area artists. The group will be broken down by age to make sure the projects are fun for everyone. Ages 5-12.

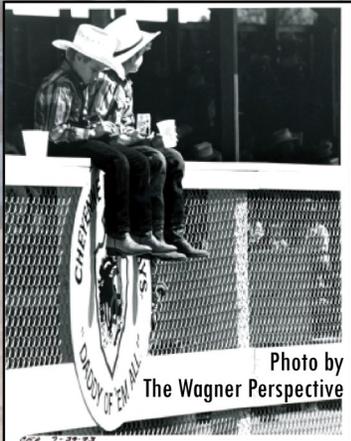


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