

THE HOWDY CODE



Around here we work hard, we work together, and we work to keep the west alive. We are patient and honest with ourselves and each other, we are a family. We stand for what we believe in, finish what we start and take pride in volunteering. We are proud of our city and tirelessly work together for the good of our community.

1 BE TRUTHFUL AT ALL TIMES AND NEVER TAKE UNFAIR ADVANTAGE

We believe that without honesty there is no foundation for lasting relationships. We do not steal, do not lie, do not deceive or cheat one another and do not tolerate those that do. We follow the rules and when we make a promise, we keep it.

2 TAKE PRIDE IN YOUR WORK AND BE RESPONSIBLE FOR YOUR ACTIONS

We know the value of volunteering and the sense of pride and satisfaction that comes from our efforts. We are responsible for our actions – all of them. We all make mistakes, but when we do, we take responsibility and make it right. We do what has to be done and finish what we start. If we drink, we do so responsibly. We focus on safety, for our self and others and try to keep things in perspective.

3 BE POLITE AND COURTEOUS TO ALL

Being polite means we are aware of and respect the feelings of other people. Politeness can and will improve our relationships with others, help to build respect and rapport, and help avoid unproductive arguments. We are committed to practicing the Howdy philosophy of customer service at all times when interacting with our guests and members of the public.

4 RESPECT OUR FLAG AND OUR COUNTRY

Our flag represents all of us, the American People. At the California Rodeo we stand for the flag to honor those who paid the ultimate sacrifice for our freedom and to show our gratitude for this great nation and the flag that honors it.

5 ALWAYS BE KIND TO AND CARE FOR ANIMALS

We believe we have the right to interact with animals in the sport of rodeo. With this right comes the responsibility to insure the wellbeing of animals participating in our events. As an organization we keep current on regulatory policy and guidelines and industry information related to animal care to constantly improve our practices.

6 RIDE FOR THE BRAND

Riding for the brand is an expression of our commitment as volunteers to always represent the California Rodeo the best that we can and to constantly elevate the reputation of the California Rodeo and the sport of rodeo. It's about working hard, committing yourself to your fellow volunteers and the California Rodeo, and thinking about the group and not just yourself.

TOP TEN PRINCIPLES



1 CUSTOMER FIRST

Who are our customers? Anyone who depends on you. The California Rodeo Association is all about giving our customers the ultimate sports and entertainment experience. Treat everyone with respect, patience, dignity and courtesy. We should treat our customers the way we want to be treated.

2 POSITIVE ATTITUDE

Think "Yes". Try to find a way to accommodate our customer's requests. Any "No" responses should include the reason(s) for the denial. Customers might not like the response but it is critical for them to understand the response.

3 TAKE OWNERSHIP OF PROBLEMS AND COMPLAINTS

"This is our problem not theirs" should be our philosophy. Complaints should be documented and sent to the appropriate director or chair. Taking ownership means immediate follow-up is necessary until the problem or complaint is resolved.

4 "I DON'T KNOW" IS NOT A GOOD RESPONSE

"I will find out that information for you" is the appropriate response. At a minimum rodeo committee members should find a director or chair to assist or take the person to the information booth. NEVER give out incorrect information.

5 LISTEN

If you listen to what customers have to say you can quickly learn what it will take for our association to exceed their expectations.

6 BE PROFESSIONAL

Demeanor, attire, and language are all key components to enhancing the customer's experience. Remember that we only get one chance to make a first impression on people, so make sure that it's a great one.

7 ALWAYS SAY "PLEASE" "THANK YOU" "WOULD YOU?" OR "COULD YOU?"

General courtesy is quick and easy. Asking, rather than "telling", customers and co-committee members is a proactive way to capture the positive direction of any conversation.

8 24 HOUR RULE

Remember that whenever we wear our committee and director shirts we are representing the California Rodeo and Salinas Sports Complex.

9 PROVIDE FOR THE GENERAL WELFARE, HEALTH AND SAFETY OF ALL FANS, VOLUNTEERS AND CONTESTANTS

Please be aware of your surroundings. Recognize hazardous conditions. Remember every accident is caused by an unsafe act!

10 ENTHUSIASM

The way to be happy is to make others happy.