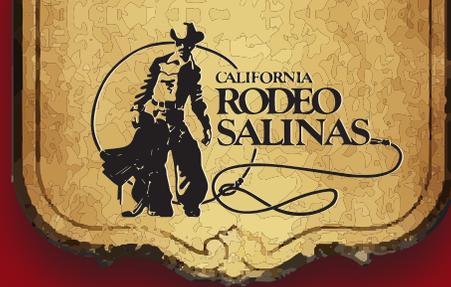


out of the CHUTES

Official Newsletter of the California Rodeo Salinas



WINTER 2016-2017



Photo by Inerface Visual

President's Message

Happy New Year!

I hope you enjoyed Happy Holidays and are ready to kick off 2017. As we say farewell to 2016, we look back at the many successful events we hosted, including

the 106th California Rodeo Salinas, Professional Bull Riding, parades, poetry, a carnival and more. We also partnered with the City of Salinas to host the July 4th Fireworks Extravaganza with over 14,000 in attendance! Our volunteers allow us to host these great events. In recognition of their tremendous efforts, we debuted the first annual Committee Appreciation Night and honored the California Rodeo's 1st Committee of the Year- Maintenance and Construction- for their extraordinary service. Mark your calendars for the 2nd annual Committee Appreciation Night on July 22nd, 2017.

Our Hall of Fame ceremony is now a bi-annual induction process, with the next ceremony scheduled for 2018. While you are at the Salinas Sports Complex this year you can take a peek at our heritage and legends on the Hall of Fame wall behind our Museum where plaques of the inductees honor their legacies. One of our Hall of Fame members, Edith Happy, is featured on the 2017 California Rodeo commemorative poster which was presented in October of 2016 at our annual Stockholder Dinner. The poster was sketched by local artist Ruth Deoudes and features Edith in her famous trick riding stance, the hippodrome stand, and has a true vintage feel to it. It is already quite popular with rodeo fans.

I look forward to sharing details with you about our Western Flair Initiative (learn more at www.carodeo.com), and to distributing our annual scholarships to deserving local Hartnell College students. Each year the Rodeo Association is proud to assist these outstanding students as they further their education. More information on our scholarship program can be found inside this newsletter as well as on our website. Special consideration is given to family members of Rodeo volunteers in good standing.

The California Rodeo Association was thrilled to give back over \$400,000 in 2016 to local non-profit and various rodeo industry organizations. With the support of our over 200 sponsors and 50,000 attendees, we hope to increase that number in 2017.

Don't wait to get a bottle of our exclusive Smith Family Wines, featuring the California Rodeo buckle on the label (read more inside) and toast to the 107th California Rodeo in 2017!

Cheers!
Mike Scarr
President 2016-2017



Photo by Richard Field Levine

INSIDE

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2016 RODEO CHAMPS

ALL AROUND COWBOY

Josh Peek. Pueblo, CO

BAREBACK RIDING

Winn Ratliff

TEAM ROPING

Erich Rogers & Corey Petska

SADDLE BRONC RIDING

Rusty Wright

TIE DOWN ROPING

Cooper Martin

STEER WRESTLING

Cody Kroul

BULL RIDING

Scottie Knapp

WPRA BARREL RACING

Nellie Miller

FREESTYLE BULLFIGHTS

Nathan Harp

GOLD CARD TEAM ROPING

Monty Jo Petska & Hank Ford

NON-PRO BRIDLE

Stephen Silva-Talking Prize

OPEN HACKAMORE

Ken Wold-Caymus Pepto

OPEN STOCKHORSE

Lyn Anderson-Tucker's Smart Cat

CALF DRESSING

Messerli Electric

MUTTON BUSTING

Isaiah Esquivel

COMMITTEE TEAM ROPING

Billy Holland & Joe Jenkins

RANCH CATTLE SORTING

Earl Escobar, Tony Ferrasci & John Orradre



New Directors Named to Board

Congratulations to Adam Jacop, Tonya Linares and Matt Jenkinson pictured above with President Mike Scarr.

The California Rodeo Salinas welcomed three new Directors to the board on Thursday October 20th. These dedicated individuals have put in countless hours to help the Rodeo Association thrive. Adam Jacop, Matt Jenkinson and Tonya Linares were present at the annual Stockholders Dinner to accept their new titles and silver badges. Three Directors also moved to the designation of Advisory Director after providing decades of service on the board. Bill Grainger, Mike Martin and Mark Schmidt realize that for the continued growth of the California Rodeo room must be made for new active directors.

Mike Scarr continues as President for his second and final year of office along with the other Officers: 1st Vice President Brent Eastman, 2nd Vice President Dave Pedrazzi, 3rd Vice President Fred Hooker, Treasurer Tom Nielsen and Secretary Steve Davis. The California Rodeo Salinas would not be able to give back over \$400,000 to the local community or put on one of the top 20 professional rodeos in the United States without the leadership of our Officers and Board of Directors. These dedicated volunteers are the greatest assets of the organization.

EXCLUSIVE RODEO LABEL WINE AVAILABLE TO PUBLIC

This is where wine gets western and we have a special offer for you!

For a limited time, fans of the California Rodeo Salinas have the opportunity to purchase the very collectible All Around Red (Pinot Noir) and Champion White (Chardonnay) made by Smith Family Wines and adorned with a label modeled after the Rodeo's championship belt buckle.

Purchase the wine by calling 831-678-0300 or by visiting the Smith Family Wines website with your credit card handy at www.smithfamilywines.com.

Learn more at <http://www.carodeo.com/p/about-us/bucklelabelwine>. CHEERS!



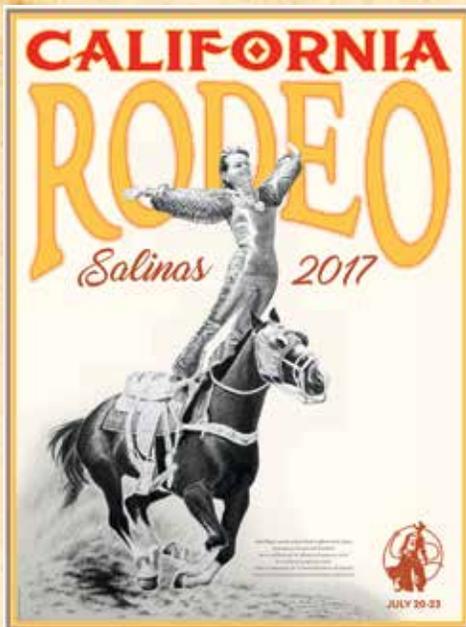
2017 Commemorative Poster features Edith Happy Connelly

The California Rodeo Salinas produces a poster each year to commemorate the Rodeo and sell as a souvenir. The 2017 poster, chosen by President Mike Scarr, features a vintage trick rider, Edith Happy Connelly, who was not only a favorite performer at the California Rodeo Salinas, but also the Rodeo Secretary for many years.

The Happy Family worked in several areas of the California Rodeo and was inducted into our Hall of Fame in 2011. Edith is also a member of the ProRodeo Hall of Fame and the National Cowboy Hall of Fame. The poster captures Edith in her signature move, the Hippodrome Stand, and was debuted at the annual Stockholders Dinner on Thursday October 20th.

The poster is an intricate pencil sketch by local artist Ruth Deoudes. Born on California's beautiful Monterey Peninsula, Ruth was the fourth of five children. Her youth was very fulfilling, with many family adventures and numerous pets. Ruth's parents were educators who offered many artistic outlets. This may have been what inspired her to start drawing and painting at an early age. Whether at home, a rodeo, or a friend's ranch, Ruth never lacks for inspiration or subject matter.

The posters are available for purchase for \$15 at the California Rodeo Salinas Office, 1034 N. Main Street, Salinas, Monday through Friday from 9am to 5pm. They can also be purchased online at www.carodeo.com. They will also be available for purchase at the 2017 California Rodeo Salinas July 20th-23rd.



TRAIL WRITINGS

Hello Everyone,

My name is Megan Ford and I am the 2016 Miss California Rodeo Salinas. It was such an honor to be crowned with this title, I have been attending the rodeo since I was a little girl as I live in Hollister. I am truly excited to be able to represent the best rodeo at all of the upcoming Professional Rodeo Cowboys Association rodeos.



Since July I have attended the Rodeo's Stockholders meeting, which was a lot of fun. I got to help auction off desserts and help reveal the new 2017 rodeo poster, which features Edith Happy Connelly. I also went down to Lancaster for the California Circuit Finals Rodeo where I made friends with many other rodeo queens. My horse and I have walked through the Veteran's Parade in Hollister and the Holiday Light Parade in downtown Salinas. These last few months have been very busy; I have been attending college at Gavilan Junior College where I am getting my Associates Degree in Health Science and will be transferring to achieve my Bachelor's Degree in Nursing.

I look forward to this next year and being able to represent the California Rodeo Salinas at all the upcoming events and PRCA rodeos. I hope everyone has a Happy New Year!

Sincerely,

Megan Ford
Miss California Rodeo Salinas 2016



SCHOLARSHIPS-Apply by 2/28

The California Rodeo Committee believes in promoting education and helping the youth in the area to become successful. Each year the California Rodeo Salinas offers five to ten scholarships averaging over \$1000 each for students graduating from Salinas Valley High Schools who are attending Hartnell Junior College or transferring from Hartnell to a University.

Students of Salinas Valley high schools, who are seniors in the fall, may also apply if they will be attending Hartnell Junior College the following fall. Students must be 17 years of age or older and special consideration is given to children or grandchildren of Rodeo Committee Members in good standing. The recipients are typically notified at the end of May each year.

* 2017 SCHOLARSHIP INFO & NEW ONLINE APPLICATION ONLINE NOW!

For more details about the scholarship program and to download an application form, please visit:

<http://www.hartnell.edu/2016-2017-hartnell-scholarships-program>

Please be sure to indicate on the application that you are affiliated with the California Rodeo Salinas.



Hollister Veterans Day Parade



Post Office Box 1648
Salinas, CA 93902
800-771-8807
831-775-3100
Fax 831-757-5134
www.carodeo.com

MORE THAN A RODEO



Sponsor Opportunities

The California Rodeo Salinas is the largest and most prestigious event held annually at the Salinas Sports Complex and it offers great sponsorship opportunities. What many people do not know is that there are other events held year round that also offer unique and effective sponsorship opportunities such as the Monster Jam held each May, the Central Coast Motorsports Spectacular held each Fall and even year-round Facility Sponsorship opportunities to capture the audiences that attend parties, festivals, concerts and more in the complex. It is estimated that over 219,000 people walk through the gates each year for these various events.

Interested in becoming a 2017 California Rodeo Sponsor? Find out how to join the team that promotes and preserves our American values and Western Heritage.

**There are sponsor packages available at every level. For more sponsorship information contact one of our Sponsorship Team Members:
Victoria Carlisle at vcarlisle@carodeo.com or Barbara Balentine at bbalentine@carodeo.com**

Call 831-775-3100 to reach them by phone.