



Official Newsletter of the
CALIFORNIA RODEO SALINAS

OUT OF THE Chutes

President's Message

Saddle Up Salinas!

While the official anthem of the California Rodeo may be the last thing on your mind this December, "saddle up" is exactly what your Rodeo Officers have been doing since the closing bell sounded on the Stockholders meeting on October 17th!



Photo by Interface Visual

Jumping straight into the saddle on the Monday following the annual gathering of the Rodeo corporation, the officers have completed the busy 5 week fall season meeting schedule and are now ready to "saddle up" again and head to Las Vegas after a lengthy round of meetings with Committee Chairs and another sizeable round of Budget Committee meetings to set the priorities for the 2014 year.

Heading into this Holiday Season, there is certainly much for us to be thankful for. Certainly a brand spanking new all weather / all purpose Stadium is at the top of my list – as is the community that made it happen. Also right at the top of my mind is the professional staff that we have working for us at the Salinas Sports Complex. We have the most dedicated, most capable, and most fun group in the rodeo industry in our offices, and it is truly a pleasure to work with each of them.

Finally, my heartfelt congratulations to my compadre, our Past President Benny Jefferson. Our Rodeo Officers spend so much time together that we truly become a band of brothers, and the friendship, fellowship, and shared experiences will provide a lifetime of memories. Benny - a great job and a fun time was had by all, and your friendship and leadership will continue to guide this organization for years to come.

As for me, I just can't wait to see what happens next.

Happy Holidays, everyone!

Daryl Whitcher
President 2014-2015

Winter 2013-2014

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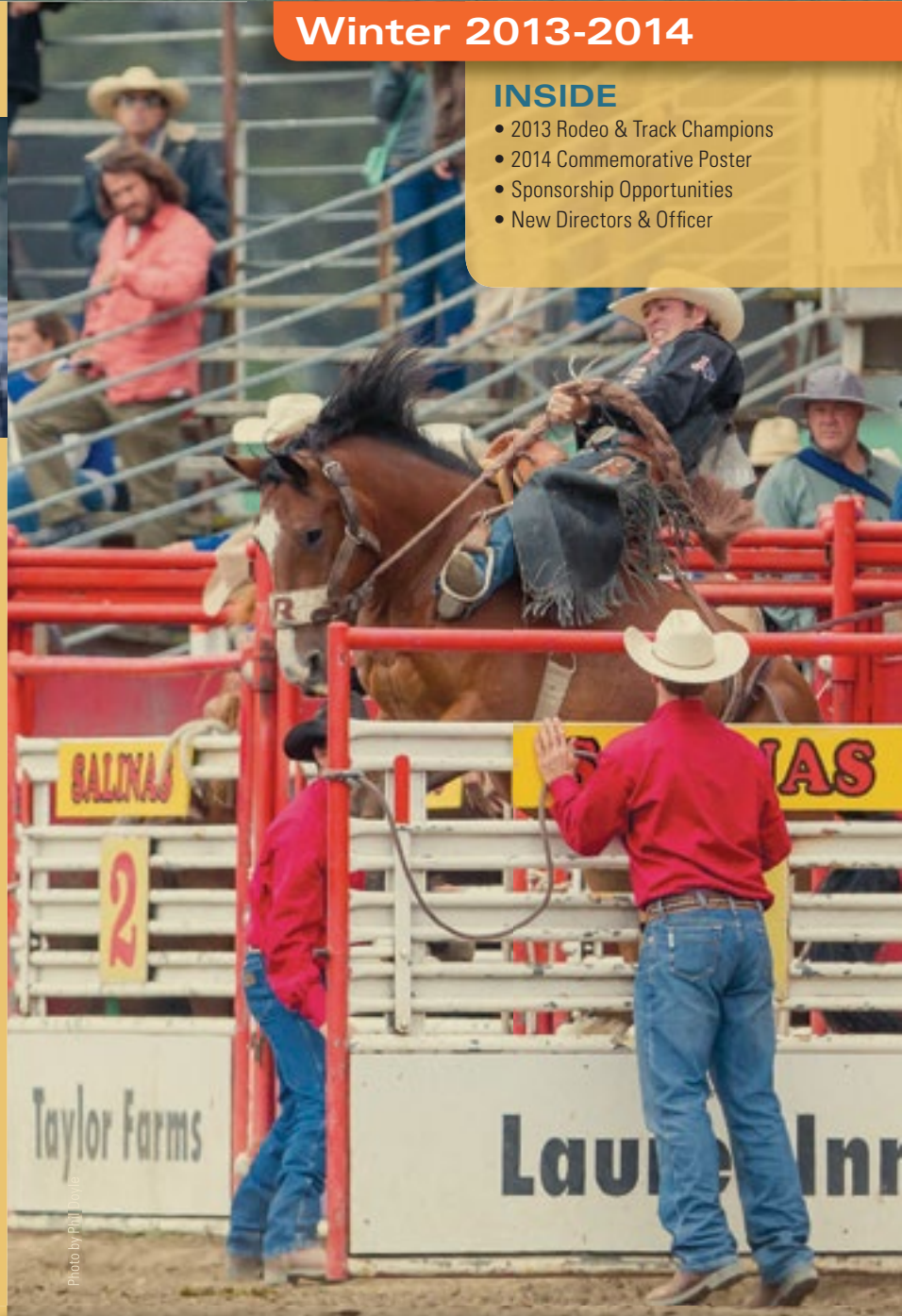


Photo by Phil Joyler

Save the Dates: 2014 Events

Cowboy Poetry	July 11
Colmo del Rodeo & Kiddie Kapers Parades	July 12
Cowboy Shoot Out Golf Tournament	July 16
Professional Bull Riding	July 16
Hall of Fame Induction Luncheon	July 17
104th California Rodeo Salinas	July 17-20

A PRESTIGIOUS NOMINATION

The California Rodeo Salinas is nominated for the Pro Rodeo Cowboy Association's Large Outdoor Rodeo of the Year. The winner will be announced on Wednesday December 5th in Las Vegas, Nevada.

2013 RODEO & TRACK Event Champs

Professional Bull Riding 7/17

Mike Lee

All-Around Champion

Bobby Mote

Bareback Riding

Ryan Gray

Team Roping

Derrick Begay & Cesar de la Cruz

Saddle Bronc Riding

Jesse Wright

Tie Down Roping

Jake Hannum

Steer Wrestling

Blake Knowles

Bull Riding

Trey Benton III

WPRA Barrel Racing

Brittany Pozzi

Gold Card Team Roping

Hank Brown & Gary Ford

Freestyle Bull Fights

Evan Allard

Non-Pro Bridle Class

Shelley Franklin

Open Hackamore Class

John Ward

Open Stockhorse Class

Justin Wright

Industrial Calf Dressing

Bengard Ranch

Allen Carter, Otto Kramm, Nick Leighton

Mutton Busting

Abel (Sunny) Villegas

Committee Team Roping

Peaches Mackenzie & Dan Locke

Open Ranch Doctoring

Evan Arnold, Clint White, Brent Lockett & Bucky Campbell



Photo by Interface Visual

California Rodeo Welcomes New Leaders.

The California Rodeo Association added a new President, Vice President and installed three new Directors to the Board during the annual Stockholders Dinner and Meeting on October 17th.

Every two years a new President takes over the leadership of the organization, working closely with the other five Officers, an Executive Committee made up of Directors and an at large Board of 52 Directors. Daryl Whitcher is now holding the reins as President after being an Officer since 2004. Dave Pedrazzi is now the 3rd Vice President, joining Mike Scarr who moved to 1st Vice President and Brent Eastman who moved to 2nd Vice President.

The new Directors are Laurie LaVelle who chairs the Miss California Rodeo Salinas Committee, Martin Jefferson who chairs the Rental Committee and Tim Baldwin who chairs the Carnival Committee. All three new Board members have extensive experience at the California Rodeo Salinas and have been long-time volunteers.

HOLIDAY CHIC BOUTIQUE 12/11

Come out for some Holiday Cheer & Shopping Wednesday December 11th at the Salinas Sports Complex.

The 2nd Holiday Chic boutique presented by the California Rodeo Salinas will take place December 11th from 5 to 9pm at 1034 N. Main Street in Salinas.

The Holiday Chic Boutique is a great place to get those last minute gifts checked off your list as you shop from over 30 vendors while you sip wine from your souvenir glass (\$10). Unique vendors will showcase jewelry, hats, scarves, clothing, furniture, candles and much more.

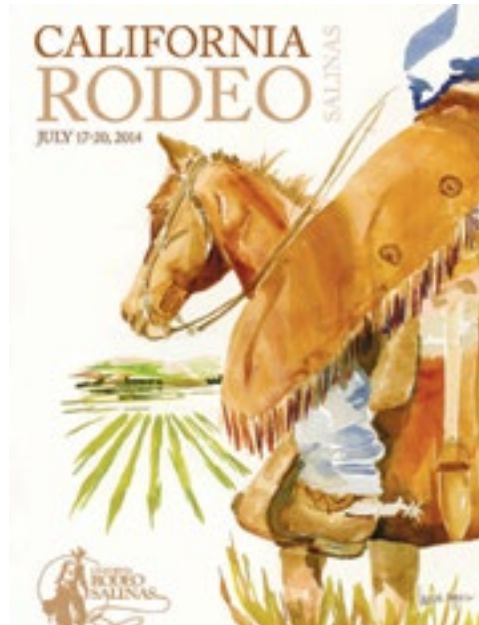


2014 Commemorative Poster was unveiled in October.

The California Rodeo Association and new President Daryl Whitcher unveiled the 2014 Commemorative Poster at the annual Stockholder Dinner on October 17th. The original watercolor was painted by local artist Laurie Myers and features a cowboy sitting on his horse overlooking fields in the Salinas Valley.

Laurie is a self-taught artist who has been teaching art to elementary school students for 20 years. She currently teaches art full time at John E. Steinbeck School in Salinas, California. Her mission is to bring the joy of art to as many people as possible throughout Monterey County. She lives on a ranch and is surrounded by horses, cowboy gear and the western way of life. Her surroundings inspire all of her paintings and this particular painting was partially inspired by a photograph taken by Richard Field Levine.

The 2014 Commemorative California Rodeo poster can be purchased at the Rodeo Office at 1034. N. Main Street in Salinas from 9am to 5pm for \$15. There are 100 limited edition prints signed by Laurie available for \$30 each. They are also available online at carodeo.com.



The Rodeo Gives Back.

The California Rodeo Salinas is a not-for-profit organization that is proud to give back to the local community while striving to preserve and promote western heritage.

This event not only has a huge economic impact on local businesses, but also benefits local non-profit organizations each year by donating money back to them, gives the community a sense of pride and identity and puts Salinas on the map for having one of the top 20 professional rodeos in the US and the largest one in California.

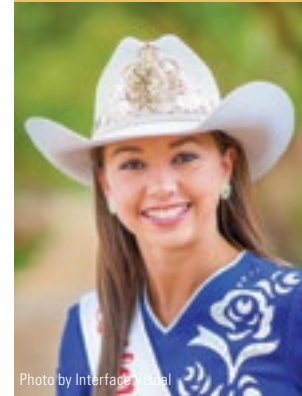
Benny Jefferson and Daryl Whitcher presented Salinas' Mayor Joe Gunter with a symbolic check

in the amount of \$247,402 which represents the amount of money the California Rodeo helped to generate for local non-profit organizations in 2013. This amount is based on the Rodeo only; the total non-profit donation amount will be announced at a later date.

Trail Writings

Hello Rodeo Fans!

I have been lucky enough to attend a few events throughout the fall. I went to the Annual Stockholder's Dinner and Meeting where I saw some familiar faces and met a lot of new ones. I truly enjoyed this event and I am continually in awe of the incredible community

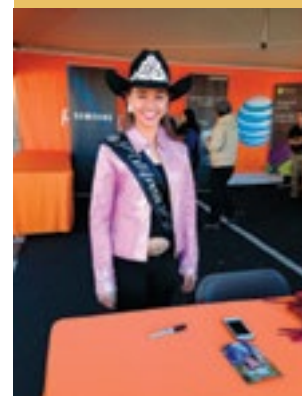


support for the California Rodeo. I was honored to be there as our new president took the reins and I am looking forward to working with him and the rest of the directors and committeemen throughout the next year.

I also made the journey to San Francisco for one of the performances of the Grand National Rodeo. They put on a great show and I spent time with a few other queens that I know I will be "seeing down the road" next spring. While there is nothing in the world that can compare to a queen's run down the track in Salinas, it was very exciting to make the lap in the Cow Palace. AT&T has opened a new store in Salinas and their grand opening theme was western so they invited me to attend. I spent a couple hours signing autographs, taking pictures, and talking with all of the people that were there. In the upcoming holiday season, I will be participating in both the Salinas and Hollister holiday light parades. I am very much looking forward to both of these.

In my non-queen life, I am busy with school, serving as an advisor for the California 4-H State Ambassador team, and practicing for livestock judging. Our team will be traveling to several of the major national stock shows this coming winter representing UC Davis. My family and I are so blessed to be a part of the California Rodeo family. I wish you all a festive and joyous holiday season!

Sincerely,
Grace Tobias





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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 the California Rodeo is a not-for-profit organization that gives back more than \$300,000 annually to our local community. We could not do that without the generosity of our sponsors. There are various packages available at many levels and we will customize a package to best suit your business to generate the exposure you desire. Sponsors are already signing up for the 2014 Rodeo and other events such as the Professional Bull Riding and Central Coast Motorsports Spectacular. Visit www.carodeo.com or contact one of our Sponsorship Coordinators today to get involved and support these community events.

Interested in becoming a 2014 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 Coordinators:
Victoria Rossi at vrossi@carodeo.com
or Barbara Balentine at bbalentine@carodeo.com or, call 831-775-3100 to reach them.