

PENDLETON ROUND-UP™

SUMMER 2019 NEWSLETTER

From the President,

Our business continues to grow, our future is bright and indicators point to another successful year underway for 2019. Ticket sales remain strong for all events and sales in our retail store continues to grow month over month, and year over year. Just as important, Pendleton Whisky continues to grow faster than all other Canadian blended whisky's in nationwide markets and their commitment to the brand is evident by their national marketing campaign underway. This campaign includes television, social media and other digital platforms.



And of course, the world class Pendleton Round-Up is on track to be the best rodeo of the year and without equal. What is it like to be on top and be the best? It's humbling. The Board of Directors recognize the organization is in a unique position and are committed to guiding the success of the Pendleton Round-Up for the long term. We will accomplish this by recruiting talented directors capable of putting long term strategy into motion and employing the best staff possible to run the day to day operations. But there's more to the recipe for sustainability and success of Round-Up for the next 100 years. Recognizing and acknowledging the core values that have guided the Round-Up for the first 108 years to become what it is today is fundamental to its future.

Preserving our heritage, volunteer stewardship, commitment to our community, brand recognition, and ensuring our visitors have an incredible experience are things in common with what has made Round-Up what it is today. It's important that our long-term plans are built around these principles and the entire organization embraces them. The board of directors are currently developing a strategic plan that will set a path to reaching goals that will ensure the Pendleton Round-Up remains at the top.

18th St Demolition

The campus continues to grow with the demolition of recently acquired properties.



Pendleton Round-Up and Happy Canyon hires Erika Patton as the new general manager



Erika Patton

Erika Patton began as the new general manager on April 1st after succeeding the organizations first general manager, Casey Beard after a planned retirement announcement. Erika has an extensive business management background and a wealth of civic board participation over the last several years. Previously, Erika was the business manager for the Intermountain ESD and was formerly a Vice President at Banner Bank. *"I feel honored to have been selected to be part of this iconic organization and can't wait to get started. I look forward to being part of its future."* Erika lives in the Pendleton area with her husband and two children all of whom are very active in rodeo. Pendleton Round-Up President Dave O'Neill and Happy Canyon President Tanner Hawkins both believe that Erika will provide the organizations the support and background necessary to lead the two organizations well into the future.

"LET'ER
BUCK"

Vanessa Quezada

Vanessa Quezada started as the new administrative assistant in January of this year. Vanessa has been a long-time spectator of the Pendleton Round-Up and Happy Canyon show. She is excited to be behind the scenes of both events and to provide administrative support within the organizations. Vanessa is pursuing her masters degree in marketing and has a bright future ahead of her. Pendleton Round-Up President Dave O'Neill and Happy Canyon President Tanner Hawkins both agree *"Vanessa has quickly become a valuable member of the team. Successfully supporting several big projects and providing a wide range of coordination and support for both Round-Up and Happy Canyon"*.



Mikal Wright

Mikal Wright began as the new marketing coordinator on June 10th. Mikal was born and raised in Pendleton, Oregon and has grown up admiring the Round-Up & Happy Canyon. *"Thrilled is an understatement! I'm excited to be at the forefront of this new chapter in the Pendleton Round-Up's history. There are a ton of new developments happening and we have a great group of forward thinking directors and new staff members who will pave the path for the years to come."* With Mikal's strong background in digital marketing, Pendleton Round-Up President Dave O'Neill and Happy Canyon President Tanner Hawkins both believe he will help drive brand awareness for both Round-Up and Happy Canyon.

2019 Buckle Club

The Buckle Club Committee from Round-Up and Happy Canyon is excited to announce changes to Buckle Club. The 2019 event will be held in the Pendleton Convention Center (Happy Canyon Hospitality Area) from 5:30-7:30pm on Friday, September 13th. With the more accessible venue, we hope a greater number of sponsors, VIPs and Buckle Club guests will be able to join in the comradery of the evening as they drop in for heavy appetizers and a hosted bar before they attend the show at Happy Canyon and games at Goldies! More information will be included with the formal invitation.



Let'er Buck Room Turns 50



During the 1960's the Pendleton Round-Up Association decided to let stockholders bring their own bottled whisky into the venue for the stockholders to enjoy with friends and dignitaries. This dark little bar was known as the Let'er Buck Room. In 1969 the bar was opened to the public for all to enjoy, and boy have they!

Over the past 50 years the LBR has seen many changes. Two additions, both East and West have given the ability to welcome 1100 customers at a time during the rodeo. 13 drink pouring stations, 34 bartenders, numerous bar back workers all laboring non stop to keep the customers hydrated. During the first year sales were brisk, pouring just under 10,000 drinks. On the 49th year, 42,000 hard liquor drinks were sold in 42 hours of operation. 2019 will surely break all records as we celebrate our 50th year of operation.

We thank the past 17 LBR directors who strove to make and keep the Let'er Buck Room the most famous cowboy bar in all the world for the past 50 years. We will celebrate them all with a special bar designated for pouring our own Pendleton Whisky's, Director Reserve! This special drink deserves a special commemorative drink chip that the customer will keep as a token of our 50th anniversary. In addition there will be a commemorative Directors Reserve hat given with each purchase.

Mike Ledbetter, LBR Director and the rest of the board are looking forward to seeing everyone there ! Let'er Buck !!



Pendleton Round-Up Appoints three new members to the Hall of Fame in time for the 50th Anniversary

Pendleton Round-Up appointed Mary West, Jordan McDonald and Casey White-Zollman to the Round-Up and Happy Canyon Hall of Fame Board of Directors. All three individuals have significant history with both organizations and will be great assets as the Hall of Fame celebrates its 50th anniversary. Mary is a past member of the Round-Up Court and currently works in the local agricultural industry. Jordan recently was Pendleton Chamber of Commerce President and has served as an ex-officio on the Pendleton Round-Up Board of Directors. Casey is Vice President of Communications for Blue Mountain Community College and has been an integral part of the Tough Enough to Wear Pink program that raises money during Round-Up week for local cancer research programs. Also new this year, selected by Happy Canyon is Steve Hart. The Hall of Fame Board is led by President Cydney Curtis and is pleased with the addition of these four talented individuals.



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Crows Nest Remodel

The announcing booth at the Pendleton Round-Up stadium also known as the "crows nest" is undergoing a substantial remodel this summer. The project that is led by grounds director Tim Smith will be ready for testing and use in time for Whisky Fest on July 13th and the Flat Track Motorcycle race the following weekend. Kirby-Nagelhout Construction the general contractor, on the project, will completely remove the old structure and rebuild it with a new floor plan layout, rewired with new power and fiber optic network cable to support state of the art show production. Live announcing, along with radio and internet web streaming, will be more functional and will provide our announcers and technicians with a better work environment for our 4 hour plus rodeo production.



Pendleton Round-Up and Happy Canyon Retail and Administration Building update

The new building project is expected to break ground soon after the 2019 Round-Up week and completed by early summer of 2020. The new facility to be located on the northeast corner of the parking lot will consolidate retail, ticket, and administrative operations under one roof. The proposed 13,000 square foot building will accommodate all the administrative staff all under one roof along with design features that will significantly improve our customer's and visitor's experience. McCormack Construction has been selected as the lead contractor and has facilitated a thorough design process collaborating with the board of directors, the current staff and architects. Cost of the project is projected to be approximately \$3.5 million with final costs being negotiated and completed by mid July.



2019 RECENT EVENTS


Wagon Train

This year's Wagon Train was a huge success with over 175 participants (1 couple from England) and 22 wagons, buggies, and coaches. During each of the four days, wagons set out to different locations with incredible views of the Blue Mountains. The food was amazing, and evening entertainment was enjoyed by all! On Friday evening, the Wagon Train was visited by both the Happy Canyon and Pendleton Round-Up royalty courts, enjoying the prime rib dinner and signing of posters for our guests.



Green Mile Barrel Race

On June 30th, the 2019 Green Mile Barrel Race had a record setting number of contestants and runs. 137 competitors completed 159 runs to make the 8th annual edition of our summer barrel race the biggest yet. Jessica Lewis riding Bogies Prissy Lady "Dixie Dawn" had the fastest time of the day, thrilling the spectators by stopping the clock at 29.075. For the second year in a row, we were able to provide an internet based live stream video production of the race. A new addition this year; the video feed of the race was also displayed on the Pendleton Round-Up arena video board. This event continues to grow each year, and will be back next summer on June 27-28, 2020.

 Social media comments from competitors and event volunteers:

"As usual, a class act and a great race!!" -Lee Ann Lytle-Love

"Thanks to all of you that make this race and the memories possible! Absolutely the best race of every year" -Tanya Harris

"Thank you, thank you, thank you!! My favorite race of the year!" -Tobi Richardson

