

95TH ANNUAL

Willits Frontier Days

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Business Days/Hours:
Monday - Friday: 9 am to 6 pm
Saturday: 10 am to 6 pm
Sunday: 10 am to 4 pm

Email: ashtan@jdredhouse.com and
jake.redhouse@yahoo.com

Website: www.jdredhouse.com

Facebook: www.facebook.com/jdredhouse

Instagram: @jd.redhouse.co

Date/year business started: Opened
November 2007

Something someone may be surprised you have/carry/do: We have expanded on our men and women's casual clothing. We doubled our clothing department, but kept the livestock supplies, and they can now be found and shopped in our warehouse.

Tell us a little more about your business: Store owner Darlene opened J.D. Redhouse to offer locals quality pet food and livestock feed without having to drive out of town. Little by little, the store filled with clothing for men, women and children as well as a variety of toys and gifts. In the beginning you could find coffee, ice cream and candy in our sweetshop, but we now offer handmade fudge, sandwiches and salads, too!



The business is owned by:
Darlene Bixler

How many employees: 19

Biggest selling items/service:
Our top-selling items are our dog food, pet supplies, hay and grain.



Above: Willits Frontier Days President, Fred Barry. Below, right: The Barry family: Danielle, Fred and Marcy Barry.

President's Message

Fred Barry

Welcome to the 95th Annual Willits Frontier Days! I would like to welcome each and every one of you to this year's Fourth of July events – we're excited to be back and celebrating this year after a quiet 2020.

These great events would not happen year after year without the volunteers and the generosity of our

community. Hope your visit with us is not only entertaining, but memorable. We can't wait to see you at all the upcoming events.

I personally would like to thank my family, Marcy and Danielle Barry, for hanging in there with me – you guys are my rock. Thank you again for all the continued support.

Program cover, content and design:
Maureen Jennison, Marcy Barry and Karen Cavanaugh

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Photo Galleries: <http://photographress.zenfolio.com/willitsfrontierdays>

Past Presidents of Willits Frontier Days

- | | |
|------------------|---------------------|
| Marcy Barry | Chuck Persico |
| Chris White | Dr. Raymond Babcock |
| Dale Briggs | Lee Persico |
| Kent Standley | Louis Zanella |
| Kathy Goss | Galen Hathaway |
| Richard White | Merrill Williams |
| Jim Jennings | Kenneth Jamieson |
| Jack Tharp | Gus Goren |
| Ralph Baker | Mel Clatty |
| Dennis Rohrs | Frank Whitney |
| Logan Anker | Faris Whitney |
| Rick Crowder | |
| Harold Jorgenson | |



95TH ANNUAL Willits Frontier Days

"THERE'S NO PLACE LIKE HOME"

Entry forms and additional information online:
www.WillitsFrontierDays.com

Friday, June 18:

HOMETOWN CELEBRATION:
5 to 9 p.m. | Main Street – Downtown Willits | Free

Saturday, June 19:

SWEETHEART JUDGING:
TBA | Appearance & Poise

Sunday, June 20:

HORSE SHOW:
8 a.m. | Jack Tharp Arena | Free

SWEETHEART JUDGING:
Horsemanship: During Horse Show
Jack Tharp Arena

NATIONAL ANTHEM:
12 p.m. | Rodeo Grounds | Free

Friday, June 25:

CARNIVAL:
Next to Rodeo Grounds

TRUCK PULLS:
6 p.m. | Jack Tharp Arena | \$20/Adults, \$10/Kids (5-12)

STREET DANCE:
with Flat Busted
Following Truck Pulls | Rodeo Grounds | Free

Saturday, June 26:

SWEETHEART CROWNED:
Rodeo Grounds

Friday, July 2:

JUNIOR RODEO "Under the Lights":
3 p.m. | Jack Tharp Arena | \$15/Adults, Kids free

Saturday, July 3:

LIONS COWBOY BREAKFAST:
7 a.m. - 11 p.m. | Rec Grove Park | \$15/Adults, \$10/Kids (5-12)

CCPRA PROFESSIONAL RODEO:
7 p.m. | Jack Tharp Arena | \$20/Adults, \$10/Kids (5-12)

WESTERN DANCE:
with Chad Bushnell
Following CCPRA Rodeo | Rodeo Grounds | Free

Sunday, July 4:

HORSESHOE CONTEST:
10 a.m. | Rec Grove Park | Free

MAIN STREET PARADE
"There's No Place Like Home":
11 a.m. | Main Street – Downtown Willits | Free

BEEF BARBECUE:
12 p.m. | Rec Grove Park
\$25/Adults, \$15/Kids (5-12)

COUNTRY MUSIC RODEOLA:
12 p.m. | Rec Grove Park | Free

CCPRA PROFESSIONAL RODEO:
4 p.m. | Jack Tharp Arena
\$20/Adults, \$10/Kids (5-12)

Thank you to our major sponsors:



WFD Crew 2021

At left:
Board of Directors:
From back row, left: Tylor Yadon, Earl Rambauth, Jeff Cook, and Matt Harbor. Front row, from left: Karen Cavanaugh, Lee Persico, Alexis England, Deanna Rutledge and Bruce Cartwright. Not pictured: Hailey Riley and Rick Crowder.

Below:
Executive Board:
Back row: June Sizemore, left, and Willie England. Front row, from left: Tracy LeGris, Fred Barry and Marcy Barry.

Photos by Maureen Jennison

In 1926, the Willits Development Association came up with the idea of sponsoring a community activity to raise funds for the construction of a much-needed hospital. Through the efforts of many prominent citizens, including Dr. Raymond Babcock, Frank Taft, Judge E.M. Whitney, Judge Fred Foord, Deed Wimmer, Frank and Bill Whitney, Joe Quadrio, Edward Morris, Carl Edenfeldt, Allen Sacry and the American Legion Post, a plan was hatched, and the first Willits Frontier Days Rodeo occurred in July 1927.

Coincidentally, at this same time, Frank R. Howard, the young son of Charles S. Howard, owner of Ridgewood Ranch and champion racehorse Seabiscuit, was injured in an automobile accident at the ranch. The boy's doctor, Dr. Babcock, approached Howard about erecting a hospital in Willits in memory of young Frank, who did not survive the fatal crash. Mr. Howard agreed and decided to build the Frank R. Howard Memorial Hospital shortly thereafter.

Even though the original idea of having a rodeo to fund construction of a hospital was no longer necessary, the American Legion decided to carry on with their plans for the event anyway.

The celebration was an instant success, and

the American Legion ran the show until 1932, when the Willits Volunteer Fire Department accepted the leadership role. Looking to the future, the fire department borrowed money to improve the rodeo grounds by having individual volunteer firefighters sign promissory notes.

The Willits Frontier Days Association was born and incorporated in 1950, when a group of local businessmen and ranchers took over the proverbial "reins" of the event. The continuity of Willits Frontier Days has remained unbroken since 1926.

As a non-profit organization, Willits Frontier Days still operates as it did in the beginning, with no associated individual or organization getting any financial reward. Residents and clubs work together to put on the events and

decide together how to spend the profits of each show to benefit our community.

Interested in getting involved and helping the tradition of Willits Frontier Days continue into the future? Call 707-459-6330 or email us at: willitsfrontierdays@gmail.com for information on joining.



Visit us online: www.willitsfrontierdays.com

Willits Frontier Days' 2021 Event Program



Photos by
Maureen
Jennison

Remembering Ron Moorhead

Ronald Clair Moorhead, 72, of Willits, peacefully passed away on Thursday, February 4 in the comfort of his home with his wife, Cathy, by his side.

Ron lived in Willits for 40 years, was a volunteer and board member of Willits Frontier Days, and participated in the Ukiah Gun Club, helped organize the annual Memorial Day Car Show, the Hometown Celebrations, and much more.

Much of his time was also spent at the Willits Chamber of Commerce, serving as the executive director, the president, and as a member of the board of directors for over 30 years.

The Willits Chamber of Commerce became the first chamber in the nation, under Ron's tutelage, to become

a member of the Business Alliance for Local Living Economies (BALLE) in 2006. Ron also worked with Ridgewood Ranch and the Mendocino County Museum to have the chamber promote the Seabiscuit legacy, helping organize walking tours, and co-hosting the west coast and hometown premieres of "Seabiscuit."

During his time working on the Seabiscuit project, Ron fell in love with the beauty of Ridgewood Ranch. So, it only made sense that years later, when he found the love of his life, Cathy Sanders, they would be married at this very ranch. Ron and Cathy were married in 2015 under a beautiful old-growth redwood in the company of beloved family and friends.

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Photos by Maureen Jennison

Sweetheart Contestant Claire Case-Brackett

Fifth-generation Willits High School graduate, member of the graduating class of 2021, soon-to-be freshman at the University of Arizona, Regional officer for the Future Farmers of America North Coast Region, and typical horseback-riding 17-year-old, Claire Case-Brackett, has recently added another item to her plate: running for the title of Willits Frontier Days Sweetheart for 2021.

With COVID putting a halt on the traditional events last year, no contest was held for a 2020 Sweetheart. 2019's winner, Jaden Doak, held the title again for 2020, but Case-Brackett is excited to be participating in the contest this year, as we emerge from the COVID era and complications.

"I'm happy to have the opportunity to run for Sweetheart, and it's something I've wanted to do since I was young – even within the times of COVID," said Case-Brackett. "I'm excited to promote the sport of rodeo, especially as we are able to get out and do more events."

Case-Brackett has also been enjoying

rodeoing as a District 2 member through the California High School Rodeo Association's events, including cutting, poles and barrel racing, the first two of which she placed first in her district. She also rides horses in local shows and is a member of the Willits Junior Horsemen's Association. She is the current Willits High School Associated Student Body president and member of the Willits FFA, where she held a president title previously, as well as having played on the Willits High School volleyball and basketball teams.

After graduation, Case-Brackett plans on attending the University of Arizona, where she will study ag business and economics. She plans to use those skills to manage ag event centers. She hopes to travel as well.

To help her earn the title of Sweetheart, Case-Brackett needs to sell tickets to Willits Frontier Days events, and this year, it seems like it might be a little more hectic than in years past as everyone is antsy to get back to doing fun things – including attending the rodeos,

barbecue, Hometown Celebration, parade and more during the 4th of July.

Case-Brackett has tickets to all the events, however, there are limited quantities this year to help ensure a safe experience for all. If you're interested in tickets, the best way is to call Case-Brackett directly at 707-510-9816, or catch her at any of the local upcoming events like the Memorial Day Car Show, some baseball games and other events around town. Tickets started being available on May 10, and she will be able to sell until June 24. Out-of-towners, or those preferring to, can pay by card over the phone for tickets, too.

"I'm looking forward to honoring our Willits Frontier Days tradition this year, all while respecting others and staying safe this 4th of July!" said Case-Brackett.

See schedule and prices below, and for more information, check out www.WillitsFrontierDays.com

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in Willits Weekly May 20, 2021

Visit us online: www.willitsfrontierdays.com

Willits Frontier Days' 2021 Event Program

Mike Mora passed away peacefully at home on January 31, 2021 after a 4-year battle with cancer. Mike was born on August 19, 1953 in Scotia, CA. He was taken home to Holmes Flat until the 1955 flood moved the family to Newburg, where he grew up.

Remembering Mike Mora & Dennis Rohrs

Submitted photos

In 1996 Mike and long-time friend Lou Bugenig started the West Coast Rodeo Company. They produced many rodeos throughout California and were known to have some of the best stock on the west coast. Mike loved traveling to rodeos and making a bunch of lifetime friends



along the way. Their first Willits Frontier Days event was in July of 1997 and had continued every year since.

Willits Frontier Days family will miss him. We wish well to the entire Mora Family and thank them for the many years of great rodeo in Willits.

Mike was extremely proud that his 3 sons were continuing the Mora family tradition of ranching becoming the 5th generation of Moras to ranch in California – with the 6th generation following in their boot steps.

the beginning of a long relationship with the organization.

Evenings after work, weekends (sometimes all day both days) – he drove in the grounds and started in on a project. Like most volunteers, Dennis had no intention of seeking a leadership role with the group – nevertheless, he did answer the call and served as President of Willits Frontier Days for one two-year term.

Dennis worked alongside Rick Crowder; Doug Goss; Dan Pinnon; Don Norred; Don Jerome, and host of volunteers in the 80's and 90's – rebuilding the rodeo office in the front of the grounds, repairing and rebuilding corals and multiple other projects. The friendships that developed through the association were beloved and long lasting.



Dennis Rohrs was a perfect example of a volunteer for Willits Frontier Days. Sitting on a tailgate one spring evening in 1985, he was convinced to “stop on by the rodeo grounds – you might find a project you like working on!” Sure enough, his big blue truck swung through the gate –

Top Hand Bruce Cartwright

Bruce Cartwright has been a volunteer with Willits Frontier Days for several years, and has signed on to be one of the club's Board of Director Members for the past few years as well.

If the gates to the grounds are open, you can usually find him working around the yard, weedeating, building something or organizing. No project is too big or small!

Bruce was a big part of building the new margarita booth this year, as well as replacing the bleacher boards. Willits Frontier Days crew would like him to know how much we really appreciate him. Thank you, Bruce! We're so pleased to honor you with this award.

Award Sponsor: The Barry family



Photos by Mikereen Lennon

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Heritage Award

Rod Cavanaugh

Willits Frontier Days is proud to name Rod Cavanaugh as the 2021 Heritage Award Winner. Rod was selected for the Heritage Award this year because of his countless years of service, Rod has been a part of the Frontier Days Rodeos and Events close to 30 plus years.

Rod is a born native to Willits and still lives in the house he was brought home from the hospital in to Helen and Charles Cavanaugh in 1961 and he just celebrated his 60th birthday this year. Rod started his career as a mechanic here at 3B Auto, then to Blaze Chevrolet and then onto McConnell Chevrolet in Healdsburg for 12+ years. Rod then made a move closer to home at Thurston Auto Plaza as a service manager. He now works for Cal Fire as their fleet manager in Sonoma-Lake-Napa Counties.

Rod is looking forward to retirement with his wife Karen soon and spending more time with their granddaughter Isabella Rose. Rod has two children Andrew and Ashley and son-in-law Troy Christensen.

"Willits Frontier Days is a big part of our community and he has enjoyed helping all these years." Rod attributes these 30+ years to great friends and fellow volunteers, which has kept Willits Frontier Days going. He looks forward to one day getting to actually sit down and watch the events in the near future.

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Photos by Maureen Jennison

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Grand Marshal Chris Baldo

Chris Baldo moved to Willits in 1976, where he started Willits Redwood Company with his business partner Bruce Burton.

He was a volunteer Fireman at Little Lake Fire Department for over 26 years, where he served as a Captain as well as association president for several years.

In the 80's he coached youth soccer. Instead of coaching the same age group every year, he enjoyed following the same group of kids as they progressed in age and skill level.

In 1982, he was one of the founding members of Roots of Motive Power. It began as a loosely organized group of friends in the timber industry who shared a love of local history and the antique machinery that shaped it. He is still an active member today and Roots has grown into a major attraction in Willits. He's written several articles for the Roots newsletter "The Highline."

Preserving history of this area and the timber industry is one of his life long passions. He has served as the President of the Redwood Region Logging Conference as well as the Log Grading and Scaling Bureau.

These days he prefers to spend his spare time with his amazing partner Wendy and their dog, Heisler, at their Rancho Baldo property in Covelo.

Photos by Maureen Jennison Award Sponsor: Phil & Kathy Shuster



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Photos by Maureen Jennison



California Cowboys Professional Rodeo Association Rodeo

WHEN & WHERE:

7/3 | 7 p.m. & 7/4 | 4 p.m.

Jack Tharp Arena

\$20/Adults, \$10/Kids (5-12)

The California Cowboys Pro Rodeo Association is a group of top-ranked cowgirls and cowboys who participate on a circuit of professional-grade rodeos throughout the state.

The contestants participate in eight events – bareback, saddle bronc, team roping, calf roping, steer wrestling, breakaway roping, barrel racing and bull riding – hoping to win the coveted All-Around title. After the points from all the events are tallied, the cowgirl and cowboy with the highest cumulative scores win the title, a coordinating engraved buckle created at Outlaw Saddlery, a wad of cold hard cash, and bragging rights for the duration of the year.

The livestock for the events, the bulls, broncs and horned-alike – ‘rodeo stock’ as they are referred to in the trade – are provided by Humboldt County’s Lou Bugenig of West Coast Rodeos. Known throughout the state as a premiere stock contractor, West Coast bulls and broncs give the boys a challenge to hang on to, and the steer and calves try to give the ladies a run for their money.

In addition to the eight CCPRA Rodeo events, cowboys and cowgirls from Lake, Mendocino and Humboldt counties can compete in local team roping events as well. Trophy buckles, also engraved by Outlaw Saddlery, are awarded to the top-scoring Header and Heeler.

Buckle Sponsors:

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Photos by Maureen Jennison

Truck Pulls

Locals and Professionals

WHEN & WHERE:

**6/25 | 6 p.m. | Jack Tharp Arena |
\$20/Adults, \$10/Kids (5-12)**

The Jack Tharp Arena gets to serve a different use on Friday night, when the Truck and Tractor Pulls replace the bulls and broncs that usually inhabit the space.

Local boys and girls, and a roster of professional drivers who are a part of the MLM Motorsports crew, try their trucks and tractors against The Terminator, a weighted sled that is hooked to competitors' vehicles.

The drivers must begin from a parked position, be hooked to the sled, then methodically, or with much gusto, drag the sled down

the arena and hope to make it across the 300-foot-mark finish line.

The sled has an increasable weight that can be altered to allow different levels of resistance for each class of drivers.

Classes include: Super Street, Street Diesel, OMG Class, Stock Diesel, 4,500-pound, 5,500-pound, 7,200-pound, Pro Modified trucks, 5,800-pound tractors, Country Modified, 6,000-pound and 8,000-pound.

Awards are given, as are bragging rights, to those who are able to dominate The Terminator. Many drivers compete with MLM at their other events, and come back to Willits year after year for this fun event.

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Submitted photo

Center Act

Dalton Morris

"Entertainer" isn't a job title for Dalton Morris, it's a way of life. Dalton is a third generation rodeo entertainer, at the age of three years old he realized being a funnyman was his place in not only rodeo, but life. He dressed up, put the makeup on, and walked into his first arena and has yet to look back. The dream he had at three years old is the same one, at the age of 26 he has made into a lifestyle.

Since that time he has performed at several rodeo finals, and performed in three different countries including Saudi Arabia. In 2018 he was awarded champion Barrelman as well as champion Specialty Act with his trick roping act. Dalton's entertainment doesn't stop in the rodeo world. Not only is he a PRCA and PBR Entertainer, he is also a professional Trick Roper as well as a Hype man. Dalton has traveled the country for several years entertaining Pro Rodeo, Pro Bullriding and Horse Fair fans.

You can find Professional Rodeo Entertainer Dalton Morris making crowds of all ages laugh with his humorous antics, trick roping and T-Shirt launching skills. You just never know what Dalton may have up his sleeve to keep you entertained.

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Photos by Maureen Jennison



Parade

Commercial Ave to East Valley St

WHEN & WHERE: 7/4 | 11 a.m. | Main Street | Free to Attend

The strip of Main Street between Commercial Street and East Valley Street gets a holiday-themed makeover on the morning of July 4, as the annual parade kicks off and turns Main Street into a red, white and blue extravaganza.

Community members and visitors from all over the county and beyond line the sidewalks of historic downtown Willits to watch the glitter, horses, dancers, floats, balloons, gunfighters, bands, flags, tractors – and usually a surprise or two – march down Main Street.

Several entrants have made the parade an annual or generational tradition for their families – some riding since they were just little buckaroos, including members of the Persico families and many others.

Annual favorites include the Willits Frontier

Days Sweetheart contestants, the current Grand Marshal and Heritage Award winners, Roots of Motive Power antique logging equipment, Willits Horsemen's Association, Willits Police Department, Little Lake and Brooktrails Fire Departments, CalFire, as well as many other emergency personnel – with sirens and lights blazing, of course.

The announcer's stand, located at the corner of East Mendocino Avenue and Main Street, introduces each entry and provides information on each group or individual participant. It also serves as the stage for the winner of the National Anthem contest to sing at the opening of the parade. Though many viewers stake out seats in the coveted shady locations in the early hours of the morning, the parade starts at 11 a.m. and is free to attend.



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Photos by Maureen Jennison



Junior Rodeo

WHEN & WHERE:

**7/2 | 3 p.m. | Jack Tharp Arena
\$15/Adults, Kids free**

CCPRAers have to start somewhere, and the Junior Rodeo event is the place for the little buckaroos to hone their arena skills before competing with the big guys and gals. Many of the junior contestants also have been in the saddle since they were very little, many with practical ranch experience already under their belts.

Events at the Junior Rodeo include many of the CCPRA events, just on a smaller scale. Calf and steer riding offer the little ones a chance to get ready for the bulls, and the Mystery Scramble gives everyone – contestants AND spectators – a great giggle. Though competition can be fierce even on the smaller scale, the parents of these little ones are always cheering them on and supporting them in every event.

Like the CCPRA Rodeos, the stock is provided by Humboldt County's Lou Bugenig and Mike Mora of West Coast Rodeos, and the winner of the event also receives the All-Around title and an engraved buckle. The overall high-point winner for the day will have the honor of receiving the Bud Suttles Memorial Trophy.

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Willits Frontier Days' 2021 Event Program



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Cowboy Breakfast

By the
Willits Lions Club

WHEN & WHERE:

7/3 | 7 to 11 a.m. | Rec Grove Park |
\$15/Adults, \$10/Kids (5-12)

One great tradition of Willits Frontier Days is the Willits Lions Club Cowboy Breakfast held at the Rec Grove Park in the morning. The Lions Club gets busy early to make sure the crowd can grab a hot plate of pancakes, ham, eggs and hot coffee. Tables are available at the park to sit and eat, and tickets are available from the Sweetheart contestants and at the event, which runs from 7 to 11 am.




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Photos by
Maureen Jennison

Ranch Rodeo

SAVE THE DATE:
October 2, 2021

After the official Willits Frontier Days and Fourth of July events are over, the Jack Tharp Arena quiets down for a few months, but when October rolls around, it livens up once again and plays host to the annual Ranch Rodeo event.

The Ranch Rodeo differs from the traditional rodeo events by offering teams of riders the chance to try their hands and hooves at more practical, working-ranch-lifestyle tasks like "ranch doctoring," "trailer loading," and "team sorting." These events are more common for everyday life on a ranch and take a different skill set than, say, barrel racing. A barbecue, Calcutta auction and more are held during the rodeo. Check out "Year-Round Events" on www.WillitsFrontierDays.com for more information and entries when they become available.

A note about 2020 ...

A big concern for Willits Frontier Days last year was how to keep the title of "Longest Continuous Running Rodeo in the State of California" intact with having the cancellation of so many annual events. Thankfully, due to a hardworking few, Willits Frontier Days was able to at least hold their Ranch Rodeo in October of 2020, therefore still holding a rodeo event at the grounds last year and keeping the title accurate. WFD would like to thank the folks that made it happen: Marta Bartow, Chris Bartow, Joe Dennis, Cheryl Dennis, Kat Willits, Raylene Sizemore, Doug King, Twila King, Nicole Kunka, Art Cooley, Stan Cooley, Dan Arkelian, Jerry Peterson, Lee Persico, Lou Bugenig, Fred Barry, Tracy Evans, Mattie Owen, and Drew McElfesh. Without all of you making this happen we would have lost our continuous status and we are so appreciative to you all for helping us keep up this important status.



Photo by Marcy Barry



American Flag Ladies

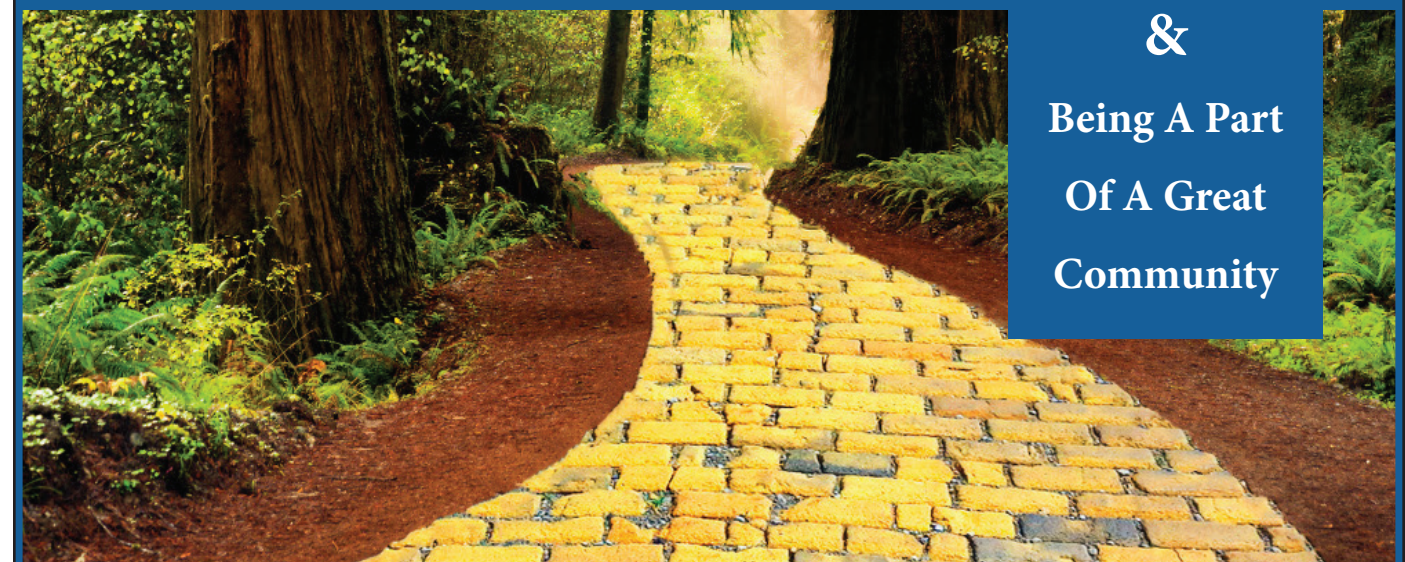
During the 2020 mini event, these ladies of Willits were able to present the flags for our Grand Entry: Nicol Kunka, Ashley Persico, Calayan Knight, Samantha Arms, Kiri Silva and Danielle Barry. A special thanks to Ted Dwyer for announcing and Michael Dwyer for sound.



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Willits Frontier Days Juniors Club



For the third year in a row, the Willits Frontier Days Juniors helped make the season bright for many children in Willits, preparing the stockings that get handed out alongside other free gifts and goodies provided by the Willits Children's Christmas Program.

While they normally are able to hold events to fundraise, last year, the group was only able to rely on donations from the community to be able to fill the stockings for those in need. The club was able to donate to 200 kids last year thanks to the community's donations.



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Photos of 2019/2020 winner Jaden Doak during her horsemanship, poise and personality judging events and crowning dinner.

Crowning the Sweetheart

Judging, Tallying and Celebrating

WHEN & WHERE:

Appearance & Poise: 6/19 | TBA

Horsemanship: 6/20 | Jack Sharp Arena

During Horse Show | Free to attend

Crowning Winner: 6/26

Selecting the next lady to represent the Willits Frontier Days celebration is decided on ticket sales, poise and personality, modeling, a speech, equestrian knowledge, and a horsemanship riding pattern. Candidates are responsible for helping create awareness of the WFD events by selling tickets in the community. Those crowned Frontier Days Sweetheart help out in the arena every year, handing out awards, chasing cattle, riding in the parade, and posing with winners for photos, as well as making appearances at other rodeos in the name of Willits Frontier Days.



Photos by Maureen Jennison



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WILLITS CLASSES - FALL 2021

First Alternate Saturday Grouping (8/28, 9/25, 10/23, 11/20)

PSY 205-0205 – INTRODUCTORY PSYCHOLOGY Instructor: Fernando Calderon

Late Start (8/28 – 12/10) On-ground meetings 9:00AM-11:50AM at NCC Room 8020

First day of class is on-ground 8/28

COM 210-0211 – INTERPERSONAL COMMUNICATION Instructor: Liz Weiss

Late Start (8/28 – 12/10) On-ground meetings 12:30PM-3:20PM at NCC Room 8030

First day of class is on-ground 8/28

Second Alternate Saturday Grouping (9/11, 10/9, 11/6, 12/4)

BIO-202-0206 – HUMAN BIOLOGY

Late Start (8/28 – 12/10) On-ground meetings 9:00AM-11:50AM at NCC Room 8030

Login 8/28 for the online portion of this class

HLH 214-0213 – FOODS AND NUTRITION Instructor: Greg Hicks

Late Start (8/28 – 12/10) On-ground meetings 12:30PM-3:20PM at NCC Room 8030

Login 8/28 for the online portion of this class

Fridays Only (8/27, 9/10, 9/24, 10/8, 10/22, 11/5, 11/19, 12/3)

ENG 200-0120 – COLLEGE COMPOSITION Instructor: Steve Hellman

Late Start (8/27 – 12/10) On-ground meetings 5:30PM-8:20PM at NCC Room 8020

First day of class is on-ground 8/27

ENG 560-0327 – BASIC READING AND WRITING LAB

Late Start (8/27 – 12/10) On-ground meetings 3:30PM-5:20PM at NCC Learning Commons

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Rodeo Announcer Ted Dwyer

At right: Ted
Dwyer, rodeo
announcer.

Submitted
photo



With almost 40 years experience in the sport of rodeo, starting with riding rough stock including bareback, saddle bronc, and bull riding.

In 1974 Ted turned to the baggy pants and the football cleats of a rodeo clown and bullfighter, working about 35 shows per year for about 10 years. He was injured in a career-ending bull fight in 1984. After that injury Ted worked on a few movie series, but love for the sport kept him involved in rodeo.

In 1987, Ted got started announcing rodeos and now is announcing about 50 performances per year. He also announces about 20 ice hockey games per year as well.

Ted has been voted the International Pro Rodeo Associations "Western Region Announcer" of the year eight times, and has been selected to be the announcer for the California Cowboys Pro Rodeo Association five times, as well as for the Pacific Collegiate Hockey Association's Adams Cup Playoffs & Finals.

Dwyer hopes his work as a rodeo announcer helps give rodeo-goers a feeling for the way the Wild West was, while also blending in an understanding of the difficulties of the modern-day cowboy.

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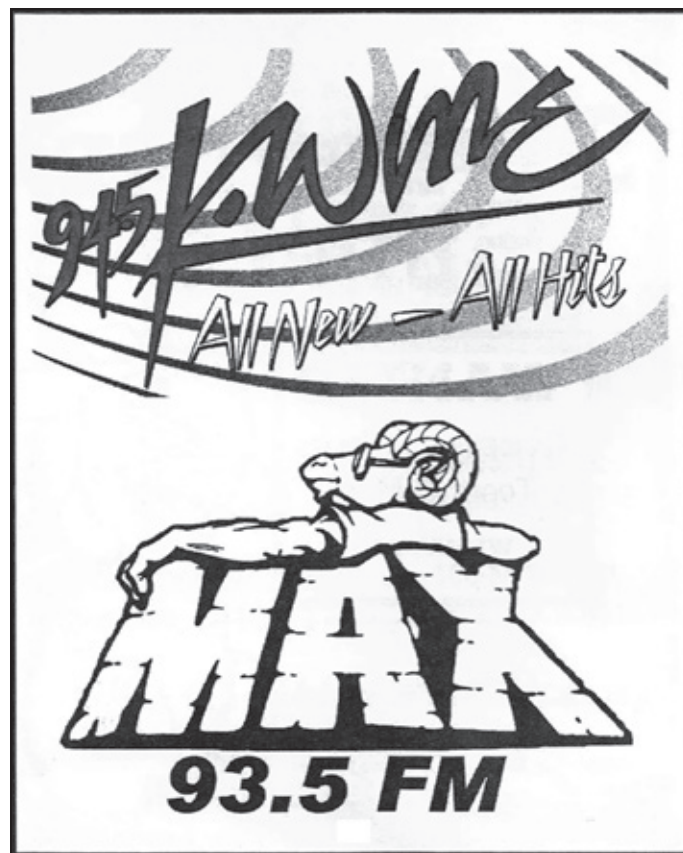
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Margarita Booth Redo

Willits Frontier Days was approached about being able to have and use one-third the boards and makings saved from the original Coleman Ranch barn that was located on East Valley Road.

The barn was removed and replaced with new offices that were to be built on the same location. The wood sat in the back of the Mendocino County Museum for a few years until Willits Frontier Days was approached about using the material.

Always happy to incorporate Willits' history into new projects and keep the old spirit of the town alive, Willits Frontier Days gladly accepted the wood. They knew just the use for it: a new margarita booth.

Planning began to create the new margarita booth and stock room the grounds were so in need of – and needed quickly! Fred Barry and Bruce Cartwright began the project right away NorCal Recycled Rock and Aggregates and a couple of their employees donated the flooring, and Bob Doty at Mendo Mill had the cedar laminate made for the center beam of the room. From there, the men started assembling the outside of the structure, all from Coleman Ranch wood. The inside features four original barn doors, too. Stop by and check it out this 4th of July!



Photos by Marcy Barry

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Photos by Maureen Jennison



Carnival Fun Food & Games

WHEN & WHERE:

Opens 6/25 | Old Ball Fields

The night sky overlooking the Jack Sharp Arena glows bright with the lights from the Johnston Amusements carnival every year. The carnival offers rides, food and fun for kids and adults. Classics like the Gravitron and the Zipper give those hoping for a thrill a run for their cotton candy, and carnival games including darts, ping pong balls for goldfish, and more test the skills of all attendees. Everyone is welcome to enjoy tasty food including popcorn, candy apples, ice cream, and treats as they stroll through the clean and well-lit midway. Johnston Amusements has been bringing these quality family entertainment options to Central and Northern California fairs and festivals for over 50 years, spanning three generations.

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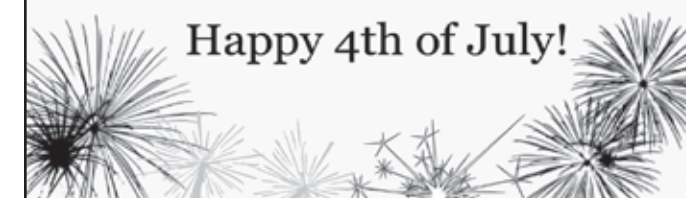
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Photos by Maureen Jennison

Hometown Celebration on Main Street

WHEN & WHERE:

6/18 | 5 to 9 p.m. | Downtown Willits

Free to attend

The Hometown Celebration is held along the Main Street corridor in downtown Willits.

Many brick-and-mortar vendors, restaurants, cafes and shops open their doors with specials and sales for those who come and celebrate for the evening.

Pop-up booths are set up for many other businesses in several parking lot areas. South-of-town and other businesses, service groups, clubs and organizations offer goods to buy, raffles, and games and fun for the kids.

Food, treats and tasties are available from local restaurants and vendors who serve many street-friendly eats for attendees as they stroll around downtown.



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Photos by Maureen Jennison



National Anthem

Singing the Stars & Stripes

WHEN & WHERE:

6/20 | Noon

Rodeo Grounds | Free to attend

Being the one chosen to sing the iconic National Anthem at the Willits Frontier Days Parade, Junior Rodeo and CCPRA Rodeo is something the winner of the annual contest will be able to remember for years.

In years past, vocalists of all ages and singing styles have tried their hand at the patriotic stanzas of "The Star Spangled Banner," including some very young kiddos, dads, moms, amateurs, semi-professionals and even a barber-shop quartet. Everyone is invited to come and cheer on their favorite singer at the contest held at the Rodeo Grounds.

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Willits Rotary

The Willits Rotary Club helps with the annual Willits Frontier Days Barbecue, helping to coordinate and serve the delicious lunch to the hungry crowd. The Rotary International motto "Service Above Self" conveys the humanitarian

Service Clubs

American Legion

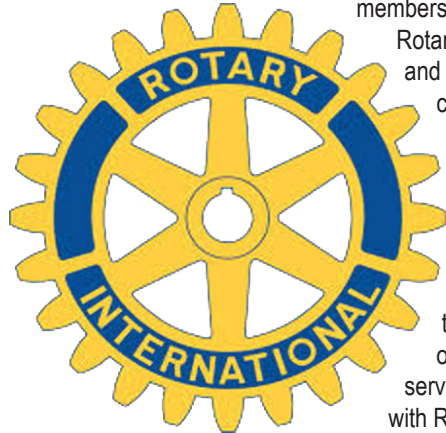
The American Legion Post 174 and the Ladies Auxiliary helped initiate the 4th of July Parade and Rodeo in 1926 to raise funds toward building the hospital. In 1927 the event was made permanent, and has occurred

spirit of the organization's more than 1.2 million members. Strong fellowship among

Rotarians and meaningful community and international service projects characterize Rotary worldwide. Willits Rotary offers programs for students and youth that can change the lives of those who participate. Through these programs, young people can earn scholarships, travel on cultural exchanges, or help a community through a service project. To become involved with Rotary, contact 707-391-0433.

ever since with no interruptions. This is a record that Willits and the Frontier Days Committee are justifiably proud of.

The American Legion Color Guard has led the 4th of July Parade each year. The Guard also presents the colors at each Rodeo, and raises the huge garrison-sized flag while the National Anthem is sung. Post 174 and its Ladies Auxiliary meet at 7 p.m. the second Tuesday of each month in the Veterans Memorial Building at the intersection of Sherwood Road and Main Street. If you would like to become involved with the Post, contact 707-272-1997.



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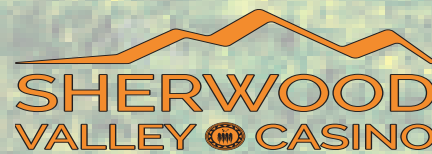
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Horse Show

English & Western

WHEN & WHERE:

6/20 | 8 a.m.

Jack Tharp Arena Free to Attend

Equestrians have been showing their skills as accomplished riders at the Willits Frontier Days Horse Show since the beginning of the event in the late 1920s.

English and Western disciplines are both showcased, and a high point and reserve high point winner are selected from each group and are awarded prizes for their day's efforts.

Five local perpetual trophies are available: Barbara Hamilton, John Fish, Randy Clark and Don and Petie Coleman, the R Horse Ranch, and the Goss family. These trophies are for local riders aged 17 and under who live in Mendocino County.



Photos by Maureen Jennison



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Photos by
Maureen Jennison

Horseshoe Tournament

WHEN & WHERE:

7/4 | 10 a.m. | Rec Grove Park | Free to attend

Country Music Rodeola

WHEN & WHERE:

7/4 | Noon | Rec Grove Park | Free to attend

Barbecue

Enjoy food in the Park

WHEN & WHERE:

7/4 | Noon | Rec Grove Park

\$25/Adults, \$15/Kids (5-12)

Even as the parade comes to an end, the sizzling aroma of barbecuing beef can already be caught in the air, wafting out of the barbecue pit at the Rec Grove Park. The line can get long, but anyone who's been through it before can testify that the Annual Beef Barbecue is worth the wait – even when the team serves some 4,000 people during the luncheon.

Putting this monumental meal together takes the combined efforts of many local individuals, service clubs and businesses. However, under the direction of Josh Colvard and the help of many others, the event continues to be a success.

Anita Tharp and the barbecue fire crew light the coals around midnight to make sure they are just right by the time the cooks arrive around 6 a.m. The Odd Fellows Lodge, Rotary Club and many dedicated volunteers work through the night and into the day preparing cowboy-style beans, salad, garlic-buttered French bread and corn on the cob.

Roasted over oak coals since the crack of dawn, the Black Angus tri-tip roast is absolutely delectable. Tickets are available from the Sweetheart contestants and at the event, which starts at noon.

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Jennison

Roots of Motive Power

WHEN & WHERE:

Events throughout the year

Info: www.rootsofmotivepower.com

Roots of Motive Power acquires, restores and preserves steam logging and railroad artifacts of historical importance.

The Roots collection of over 60 pieces of machinery ranges from small stationary engines to locomotives. Roots was first organized in 1982 and began with a single piece of equipment.

The Roots building has two railroad tracks within the building and provides over 5,000 square feet of display space in the "Engine House" for heavy steam-powered equipment.



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Visit us online: www.willitsfrontierdays.com

Willits Frontier Days' 2021 Event Program



Live Music Dance to the Bands

WHEN & WHERE:

Flat Busted | 6/25 | Following Truck Pulls
Rodeo Grounds | Free to Attend

Chad Bushnell | 7/3 | Following Rodeo
Rodeo Grounds | Free to Attend

The street dances and band performances give the over-21 crowd a chance to hang out with friends or make new ones while dancing the night away to DJ or band-made country tunes.

This year Chad Bushnell and Flat Busted will perform for the gathered crowds, Flat Busted on 6/25 and Chad Bushnell on 7/3.

The Beer Garden offers cowboys and cowgirls a watering hole, and something for the youngsters to long for.

Remember: no backpacks will be allowed. Please leave them at home. Dances are held at the Rodeo Grounds from 9 pm until midnight. Be safe, have fun, and make each dance a night to enjoy for all!



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Chad Bushnell

**7/3 | Following Rodeo
 Rodeo Grounds | Free to Attend**

Nashville recording artist Chad Bushnell is making his way in the Country Music scene. He was a Top 3 American Country Star finalist and winner of the Horizon award for 2014.

His latest single "What Would Jesus Do" recently hit #1 on the Christian Country Weekly charts right by George Strait and Lauren Alaina. He was the 1st place winner of the Inspirational Country Showdown in Yuba City, CA. for 2018.

He has opened for big names in the industry including Kris Kristofferson, Scotty McCreery, Lee Brice, Dwight Yoakam, Neil McCoy, Billy Currington, Mark Wills, Collin Raye, Mark Chesnutt and many others.

Chad and his band put on an energetic country music show featuring songs off of his latest albums and some of your favorite country hits. This is a show you do not want to miss.

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Flat Busted

**6/25 | Following Truck Pulls | Rodeo
 Grounds | Free to Attend**

Flat Busted is all about entertaining! Brian McPherson, our lead vocalist is a true entertainer. Utilizing his wireless mic, you'll find him in the middle of the party, gettin' down with whoever is on the dance floor. Brian and the band have one goal... to give their fans/friends an evening they will remember (unless they have one too many "Holler & Swallers!"), and more fun than they expected! Whether it's a local hot spot, a private event or a casino, Flat Busted will make it a party!



Visit us online: www.willitsfrontierdays.com

Willits Frontier Days' 2021 Event Program

Summer Concert

Live music at the Rodeo Grounds

Save the Date for Tyler Rich and Moonshine Bandits: Saturday, August 14, 2021





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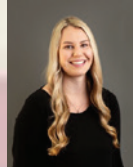
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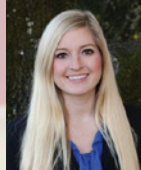
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Our Past Sweethearts



Below, left: 2019 & 2020 Sweetheart Jaden Doak wears both years' sashes. Below, right: Willits Frontier Days past Sweethearts pose together, including from back row, left: Lindsey Bowlds, Nicol Persico, Kenzie Barlow, Lilah Garman, Ashtan Bloomquist, and Rachel Belvin. Front row: Hailey Riley, Carol Collier McClendon, Kathy Graves, Liz Day, and Olivia Grupp.



1926	None	1958	Letha Schumaker Wiley	1989	Dina Pinon Parker
1927	Marie Scholegel Novaglie	1959	Marian Whitely Ross	1990	Melanie Ulvila
1928	Martha Warner Kelton	1960	Carol Collier McClendon	1991	Lanae Shuster Lamkin
1929	Lola Butts	1961	Mardi Wilson Hinton	1992	Amanda Hiatt Hower
1930	None	1962	Linda Allen Banks	1993	Amy Ford
1931	None	1963	Susan Fonsen Neilson	1994	Marta Trevey
1932	Enola McKenzie Reed	1964	Sue Hardaway	1995	Tori Nunnemaker Minton
1933	Betty Akins	1965	Sharon Baker Arno	1996	Georgeanne Dawson Crosky
1934	Amy Gardner	1966	Leslie Cogburn Scaglione	1997	Patricia Garrity Murray
1935	Jemma Pedroncelli Serventi	1967	Joan Scholegel	1998	Ileah Leone
1936	Elizabeth Wendt Ferguson	1968	Clydeen Smith Dick	1999	Mary Garrity Fonsen
1937	Alice Gibellini Wade	1969	Mousey Clatty	2000	Olivia Grupp
1938	Dorce Brown	1970	Kam Maize LaLaguna	2001	Katherine Whitby
1939	Ernistime Casteel DeBoer	1971	Margaret Smith	2002	Sandi Short Sandroni
1940	Evelyn Robley Bergson	1972	Paulette Wilcott Somdahl	2003	Mattie Pinon Owen
1941	Pauline Standley Perez	1973	Jann Clatty Rickey	2004	Tina Holguin Shull
1942	Melba Dempsey Lewis	1974	Kathy Persico Graves	2005	Ashtan Bloomquist
1943	Ann Cox McGinnis	1975	Lorraine Soulliere Crabtree	2006	Darcy Ford
1944	Anna Ford Hardwick	1976	Tami Tharp Romberg Mayfield	2007	Courtney Figg-Hoblyn
1945	Lillian Kroh Nolan	1977	Kelly Bielenberg Eoff	2008	Kinzie Barlow
1946	Georgia Stovall Welch	1978	Julie Canepa Belvin	2009	Lindsey Bowlds
1947	Anne Crabtree Henderson	1979	Liz Persico Day	2010	Stephanie Standley Hightower
1948	Lillian Kroh Nolan	1980	Cindy Kostanecki Kelly	2011	Riata King
1949	Betty Mast Campbell	1981	Stacey Blalack McKinley	2012	Rachel Belvin Ramirez
1950	Wanda Lane Johnston	1982	Caroline Kostanecki Durupt	2013	Lilja Lamkin
1951	Gretchen Mullen Weber	1983	Saundra DuCross Norman	2014	Haley Schuck
1952	Yvonne Dusseau Leever	1984	Chrissy Kostanecki	2015	Caitlyn Forrester
1953	Claire Shawnago Huffman	1985	Tracey Ford Moody	2016	Halee Reed
1954	Joan Neary Von Weien	1986	Kristine McBride Tyrrell	2017	Hailey Riley
1955	Shirley Merritt Nikolashin	1987	Kim Colwell Lebo	2018	Lilah Garman
1956	Betty Ann Stansberry Erbes	1988	Nicol Persico Kunka	2019	Jaden Doak
1957	Patricia Moreno Door			2020	Jaden Doak - No contest held



Photos by Maureen Jennison

Above: Willits Frontier Days volunteers are ready to roll for this year's celebration including, from back row, left: Sweetheart candidate Claire Case Brackett, Rod Cavanaugh, Earl Rambauth, Matt Harbour, Deanna Rutledge, Tylor Yadon, Tracy Evans, June Sizemore, Jeff Cook and 2019/2020 Sweetheart Jaden Doak. Front row, from left: Karen Cavanaugh, Lee Persico, Alexis England, Willie England, Bruce Cartwright, Marcy Barry, Fred Barry and Danielle Barry.

Thank You!

The Executive Board, the Board of Directors and Staff Committee Chairpersons wish to express our heartfelt gratitude to

the folks who show up "just because" and lend a helping hand with the many tasks that need doing before, during and after our annual 4th of July celebration.

All BBQ Crew helpers; Bobbie and John Tilley; Bouthillier's Construction; Parlin Fork fire crews; the Cavanaugh family; Cloyd Taylor; the Cooley Family; the Dalton family; Deanna Rutledge; Twila, Rita and Doug King; Doug and Kathy Goss; Danielle Barry; the Garman family; Candi Tharp; Laura and Danny McBride; Willits Lions Club; Little Lake Fire Department volunteers; Mary Burgess; Maureen Jennison; Mendo Mill of Willits; Mike and Michael Frahm; Nita Tharp; Nor-Cal Recycled Rock; Northern Aggregates; the parade crew; the Persico family; the Pinon family; Amerigas Propane; the Riley family; Todd Hollifield; Rotary Club of Willits; Shuster's Trucking Co.; T&T Salvage and Storage; Tammy Cartwright; the City of Willits employees; Ukiah Ambulance; Willits Boy Scouts; Willits Chamber of Commerce; Willits High School baseball team; Willits Police Department; and Willits Weekly.

We sincerely apologize if we have missed listing any of our other "caretakers" and hope you will understand and forgive us. Please know this is far from being a complete list of those we want to publicly acknowledge, but our gratitude is heartfelt just the same.

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2021 Committee Chairs

Rodeo: Lee Persico

Junior Rodeo: Riata King

Horse Show:
Mattie Owen and family

BBQ: Mike Frahm

Parade: Mattie Owen

Gates: Riley Family

Breakfast: Willits Lions Club

Advertising: Karen Cavanaugh,
Marcy Barry and Maureen
Jennison

Sweetheart Contest:
Persico family, Tina Shull, Kiri
Silva, and Bear Kamoroff

Sweetheart Dinner:
June Sizemore

Entertainment: Marcy Barry
and Jeff Cook

Truck Pulls: Marcy and Fred
Barry

Security: Rick Crowder and
Bruce Cartwright

Behind Chutes: Deanna
Rutledge

Carnival: Marcy Barry, Tracy
Evans and June Sizemore

Grounds: The WFD Crew

Arena: Fred Barry, Bruce
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Gardening: WFD crew and
Willits Frontier Days Juniors

Sweetheart Raffle:
Kelley Brackett

Margarita Booth:
Tammy Cartwright

Beer Booth:
Fred Barry, Willie England,
Bruce Cartwright and Rod
Cavanaugh

Vendors: Alexis England

Hometown Celebration:
Ashtan Bloomquist

Scholarship: Jeff Cook, Mattie
Owen, and Bobbie Tilley

Local Barrels: Riata King

Local Team Roping:
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