



★ YEAR OF THE ★
Sweethearts ★
WILLITS FRONTIER DAYS
 100TH ANNUAL CELEBRATION
 and California's Longest-Running Continuous Rodeo



THANK YOU TO OUR MAJOR SPONSORS





212 South Main Street | Downtown Willits, CA
707-459-1214

Hours: Monday – Friday: 9 am - 6 pm
Saturday & Sunday: 10 am - 5 pm

We are a family-owned and operated mercantile nestled in the heart of downtown Willits. Since 2007, we've been proud to offer brands that fit the Mendo lifestyle, including contemporary, western, and workwear clothing.

What began as a small selection of toys and gifts has grown significantly over the years, and we take great pride in showcasing local artisans whenever possible.

Just like our store, our café—affectionately known as "The Sweetshop"—is open 7 days a week. We offer a variety of fresh salads, sandwiches, paninis, and smoothies, along with our popular tea and espresso menu. However, what truly sets The Sweetshop apart is our Cowlick's ice cream and our very own handmade fudge!

We're not just here for our two-legged customers; we also cater to our four-legged friends, offering the finest feed and grains at a range of price points to suit every need.

As a family, we're dedicated to improving our small town by reinvesting in our community. We sincerely thank you for choosing to shop local, and we look forward to many more years of serving you with quality products and heartfelt service!

www.jdredhouse.com | Instagram: jd.redhouse.com | Facebook: www.facebook.com/jdredhouse



Visit us online: www.willitsfrontierdays.com

MESSAGE FROM OUR PRESIDENT:

FRED BARRY

As President, it is an honor to extend a warm welcome to all participants to this year's 100th celebration. This event transcends mere tradition; it embodies the spirit of our community.

My personal journey, from committee volunteer to President, has been deeply rewarding, especially witnessing my daughter draw inspiration from my involvement. She actively participates in our events, including her candidacy for Willits Frontier Days Sweetheart and her contribution to the establishment of the Willits Frontier Days Juniors program.

This year's theme, "Year of the

Sweethearts," is particularly special, as we welcome back nine past sweethearts, ranging from 1988 to 2025, who are joining us to sell tickets.

With exhilarating rodeo events, a carnival and Ferris wheel, and a concert featuring Ned LeDoux, there is truly something for everyone.

As we gear up for this year's festivities, I look forward to the joy and excitement that will accompany each event, from the BBQ and rodeo to truck pulls, the hometown celebration, horse show, concert, and parade, all crafted to create cherished memories filled with smiles and laughter.



PAST WFD PRESIDENTS

- | | |
|------------------|---------------------|
| 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 | |

THE FINE PRINT:

Program cover, content and design:
Maureen Jennison, Marcy Barry and Karen Cavanaugh
Program printing: Western Web
Distribution by: Willits Weekly, inserted in June 18, 2026 edition
Photography: Maureen Jennison (unless otherwise noted)
Photo Galleries: <http://photographress.zenfolio.com/willitsfrontierdays>



Above: Frontier Days junior rodeo. Late 70's Kenny Persico standing on the right. Jim Nyhen with clipboard- judging. Mike Shumaker bullfighter. Good ol Days. Thank you Ronny Vann for the photo. Below, left: Jeff Miner, Amanda Hiatt and Joe Dennis. Below, right: Little Rachel Belvin and mother Bobbie.



Willits Frontier Days' 2026 Event Program



<i>Date</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>	<i>Admission</i>
Fri, June 19	5:00 pm	Hometown Celebration	Main Street Willits	Free
Sat, June 20	6:00 pm	Ned Ledoux Concert	Jack Tharp Arena	\$40.00
Fri, June 26	6:00 pm	Truck Pulls	Jack Tharp Arena	\$25 - Adults \$15 - Child (12 and under) Free - Child (2 and under)
	9:00 pm	Street Dance <i>Featuring Brody Stewart Band</i>	Tennis Courts	Free
		Carnival Opens	Old Ball Field	
Sat, June 27	5:00pm	Western Art show Show closes on July 5th	Community Center	Free
Sun, June 28	6:00 pm	Sweetheart Dinner	Rodeo Grounds	\$30 - Adult (limited tickets) \$10 - Child (12 and under)
Friday, July 3	7:00 pm	CCPRA Rodeo <i>Rockin' M Rodeo</i>	Jack Tharp Arena	\$30 - Box Seats \$25 - Adult \$15 - Child (12 and under) Free - Child (2 and under)
	9:00 pm	Western Dance <i>Chad Bushnell</i>	Tennis Courts	Free
Sat, July 4	10:00 am	Horseshoe Competition	Rec Grove	\$75 Entry Fee Free to watch
	11:00 am	Main Street Parade <i>"Year of the Sweethearts"</i>	North Main Street	Free
	12:00 pm	Country Music Rodeola	Recreation Grove	Free
		Western BBQ	Recreation Grove	\$25 - Adult \$15 - Child (3 & up)
	4:00 pm	Water fights	Fire House	FREE
	7:00 pm	CCPRA Rodeo <i>Rockin' M Rodeo</i>	Jack Tharp Arena	\$30 - Box Seats \$25 Adult \$15 - Child (12 and under) Free - Child (2 and under)
Sun, July 5	7:00 am	Lions Club Cowboy Breakfast	Recreation Grove	\$15 - Adults \$10 - Child (12 and under)
	8:00 am	Jr. Rodeo <i>(Junior Rodeo ticket price includes entry to Bulls and Broncs)</i>	Jack Tharp Arena	\$20 - Adult \$10 - Child (12 and under)
	6:00 pm	Bulls and Broncs	Jack Tharp Arena	
Sun, July 26	8:00 am	Horseshow	Jack Tharp Arena	FREE

WFD BOARDS 2026



Above: Executive Board members, including from left: Bruce Cartwright, June Sizemore, Marcy Barry and Hailey Riley.

At left: Board of Directors members, including, from left: Amanda Sizemore, Jaden Doak, Lee Persico, Karen Cavanaugh, Kinzie Vogel, Matthew Harbour and Jeff Cook.

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 Sacy 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.



VINTAGE
WFD
MEMORIES

RAUNCHIEST HAT:

Pictured above are Doug Goss of the D.W.'s Homestead and contest Judge Lee Persico, holding the winner in the western store's "Rauchiest Hat in the West" contest. The winning entry is the property of local rancher Bob Whittaker, who wins his choice of any western hat in the store.

BIG FISH
CONSTRUCTION
ADRIAN C. FISHER
GENERAL CONTRACTOR
OVER 25 YEARS EXPERIENCE - CA LIC #865246
707-354-1253

JEFF'S GAS APPLIANCES
Your Headquarters for Home & RV Appliances, Sales and Service
New Ranges, Washers Dryers & Water Heaters
707-459-5223 NEW • REBUILT & USED GAS REFRIGERATORS
549 Central Ave • Willits, CA 95490

Brad L. Walton
CERTIFIED PUBLIC ACCOUNTANT
(707) 459-9082
40 W. MENDOCINO AVENUE
WILLITS, CALIFORNIA 95490

Visit us online: www.willitsfrontierdays.com

BOOT BARN®

VISIT US IN UKIAH
bootbarn.com

Willits Frontier Days' 2026 Event Program



GRAND MARSHAL: LARRY & VIRGINA STRANSKE

Photo
by Steve
Eberhard

Larry and Virginia Stranske have long been integral members of our community. They owned a jewelry shop in town, and Mr. Stranske dedicated many years to teaching woodshop. Mrs. Stranske served as our mayor, while Mr. Stranske continues to fulfill his role on the Willits City Council, with her unwavering support. Additionally, she operates a charming second-hand store on Main Street; if you have a moment, consider stopping by to say hello.

MOST RECENT PAST RECIPIENTS

Paul & Bonnie Riley
John Pinches
(Honorary Jim Pinches)
Cooley Family
Chris Baldo
J.D. Redhouse & Co.
Chris Neary
Howard Foundation
Willits Boy Scouts
Eddie Schmidbauer
Nita Tharp



TOP HAND AWARD HAILEY RILEY

Hailey Riley has been selected as this year's Top Hand, a recognition well-deserved given her extensive contributions to our organization. A former sweetheart in 2017, she initiated the Willits Frontier Days Juniors program that same year, and joined the Willits Frontier Days Board in 2021.

Since then, Hailey has held a position on the Board of Directors, and the last two years she has held the position of Secretary. She actively engages in various tasks, from promoting events to cleaning, planting, and maintaining the grounds through lawn mowing and weed eating.

Her dedication and willingness to help in any capacity have been invaluable, and we extend our heartfelt gratitude for her unwavering commitment.

MOST RECENT PAST RECIPIENTS

Stephen Hoyle
Bruce Cartwright
Billy Rutler
Todd Hollifield
June Sizemore
Denny Pinon
Art Cooley
Fred Barry

HERITAGE AWARD: MAUREEN JENNISON

Maureen smiles with daughter Magnolia and husband Matthew. Photo by Steve Eberhard

We are extremely fortunate to have Maureen Jennison officially join our team in 2012. She assumed the critical roles of designing the program, and serving as the official photographer, responsibilities that were previously held by Steve and Lana Eberhard.

Over the years, Maureen has fully embraced these diverse roles within our organization; in addition to her program design duties, she captures all event photographs and secures sponsorships for the annual program. For many years, she has also coordinated the floral arrangements for our Sweetheart dinner and for the horses featured in the parade.

Maureen maintains a website that archives a rich collection of frontier photographs. Her versatility and commitment have been invaluable, and we are profoundly grateful for her contributions.



MOST RECENT PAST RECIPIENTS

Jeff Cook
Margie Handley
Rod Cavanaugh
Steve & Lana Eberhard
Ruth Burris
Beverly Henderson
Don Jerome
Mary Burgess & Diane Ford
Carl Gallups
Hal Wagenet



Donna Blake
(707) 459-1377

- Daycare
- Boarding
- Socialization

stayandplaydogcare.com

Old Growth Redwood Slabs
Old Growth Redwood Furniture
Specialty items
Dimensional lumber
Discounted Installs

"Your local family owned, veteran led business for all things Redwood,
From run of the mill... to one of a kind"

(707) 513-8905 & (707) 357-6469
www.harbourqualityredwoodproducts.com

WELCOME WILMA

MAUREEN JENNISON'S SPECIAL PROJECT
TO CELEBRATE 100-YEAR EVENT

After having an idea in 2018, to raising almost \$40,000 in the span of June 2025 to May 2026; Wilma, the giant cowgirl statue, is finally coming to Willits Frontier Days to celebrate the Year of the Sweethearts. She'll stand alongside already-there Cowboy Willy at the north end of the grandstands.

Maureen and her husband Matthew visited Bell Plastics, a manufacturer who owns molds of the Muffler Men and Uniroyal Gals, almost a decade ago, and decided the 100th year was a perfect time for Willy to have his Wilma. Maureen Jennison has spearheaded this endeavor, fundraising from the community to get this project from conception to fruition. Some donors were allowed to select various elements of her finished look, including hair color, clothing, eye color and so on, giving the community a sense of ownership and further connection to the finished product.



WESTERN BBQ

EVENT SPONSOR: FAMILY TREE

WHEN & WHERE:

7/4/26 | Noon | Rec Grove Park
Adult: \$25 & Child (3 & up) \$15

As the parade draws to a close, the enticing scent of barbecued beef fills the air, emanating from the barbecue pit at Rec Grove Park.

Although the line may stretch long, those familiar with the annual Western Barbecue can attest that the experience is well worth the wait. The team serves approximately 4,000 attendees during the annual luncheon.

This impressive culinary feat relies on the collaborative efforts of numerous local individuals, service clubs, and businesses, all orchestrated under the leadership of Mike Frahm and his dedicated team.

The barbecue crew ignites the coals around midnight to ensure they reach the perfect temperature by the time the cooks arrive at 6 a.m.

A devoted group of volunteers works tirelessly through the night and into the day, preparing cowboy-style beans, salad, rolls, and cookies.

The Black Angus tri-tip roast, slow-cooked over oak coals since dawn, promises to be a mouthwatering highlight.

Tickets can be purchased from any participating Sweethearts, or at the event, which kicks off at noon.



GRANITE®

Proudly Serving the North Coast Since 1922
California Contractor's License No. 89

We Build

- Highways, Driveways, & Parking Areas
- Bridges, Structures, & Underground
- Clearing, Grading, & Excavation
- Retaining Walls
- Terrace Slopes

We Supply

- Asphalt
- Recycled Baserock
- Crushed Rock, Sand, & Gravel
- Rip Rap, RSP, & Boulders

We Provide

Career Opportunities
Santa Rosa, Ukiah, and Eureka
Go to granitejobs.com

Construction 707.467.4104
Materials Sales 707.467.4110

NorthCoast@gcinc.com



SOUND PRODUCTION BY

City of Light

Recording & Sound Company

PROTOOLS * 24 Fader D-Command Console
12-Core Processing * Complete Mercury Plug In Package
Full Arranging & Producing Services * OZONE Mastering Suite
"Hammond B-3 * Charming Spacious Piano Suite * Grand Piano * Inspiring View

Live Sound Reinforcement Featuring:

VDOSC * dvDOSC * ARCS * XT115 Hi-Q
Analog and Digital Consoles * Lighting * Fairs * Concerts * Motorola Radios

Audio Consulting

Call KEITH 707-391-8170 LAKE COUNTY, CA * GREAT RATES
No Project too Large or too Small * colrs21@gmail.com

WILLITS FRONTIER DAYS
 WHOSE READY FOR THE RETURN OF THE
WHISKERINA CONTEST!

**GROW YOUR
 BEST BEARD!**

Send in a photo of your **CLEAN SHAVEN** face on **MAY 1ST...**

**THEN SHOW UP JULY 3RD OR 4TH
 WITH YOUR BEARD!**

WHOEVER GROWS THE MOST WINS!



MAY 1ST SHAVEN



JULY 4TH BEARDED

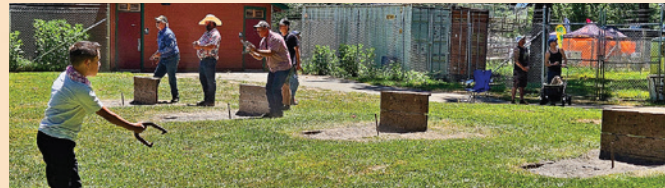
AN OLD TIME TRADITION RETURNS... WHO'S IN?

**HORSESHOE
 TOURNAMENT**

CONTACT: SHAWN DEFRANCO
 707-841-9850

WHEN & WHERE:
 7/4/26 | 10 a.m.

Rec Grove Park | Free to attend | \$75 entry fee



**COUNTRY
 MUSIC RODEOLA**

CONTACT: JEFF COOK 707-354-3468

WHEN & WHERE:

7/4/26 | 12 p.m. | Rec Grove Park | Free to attend

Wylatti Resource Management, Inc.
 General Engineering Contractor



1471 S. Main St.
 Suite B
 Willits, CA 95490

707-841-3055



Honor

Visit us online: www.willitsfrontierdays.com



NOR-CAL
 Recycled Rock and Aggregates, Inc.
REDI-MIX

DRIVEWAYS, SIDEWALKS, HIGHWAYS ... CALL US!!

Concrete Sand	Drain Rock	Concrete Mix	Pervious Concrete
State Certified Plant	Fibermesh	3/4" & 1/2" AGG	Colored Concrete
Light-Weight Concrete	Specialty Mixes	Recycled Road Base	Admixtures

Locally Owned and Operated

900 Talmage Road - Ukiah, CA

State-certified plant, State-certified scales, State spec. Aggregates

Ukiah: 707.462.9605

Willits: 707.459.9636



CALIFORNIA COWBOYS
PRO RODEO ASSOCIATION
CCPRA RODEO

WHEN & WHERE:

7/3/26 | 7 p.m. & 7/4/26 | 7 p.m.
Jack Tharp Arena | Box: \$30, Adult: \$25,
Child (12 and under): \$15

The California Cowboys Pro Rodeo Association comprises elite cowgirls and cowboys who compete in a series of professional rodeos across the state.

Participants engage in eight distinct events: bareback riding, saddle bronc riding, team roping, calf roping, steer wrestling, breakaway roping, barrel racing, and bull riding; each vying for the prestigious All-Around title.

The winners, determined by the highest cumulative scores from all events, receive an engraved buckle crafted by Outlaw Saddlery, a cash prize, and the honor of bragging rights for the year.

The rodeo events feature livestock, known as "rodeo stock," provided by Rockin' M Rodeo, which presents formidable challenges for the competitors.

In addition to the CCPRA events, cowboys and cowgirls from Lake, Mendocino, and Humboldt counties also have the opportunity to participate in local team roping and barrel racing competitions, where they can earn trophy buckles, similarly engraved by Outlaw Saddlery.



2026 BUCKLE SPONSORS:

All-Around CCPRA:

Riley Drywall

Steer Wrestling:

Todd Hollifield Construction

Bull Riding:

Mary Crowder
in honor of Rick Crowder

Tie-Down Roping:

Willits Taco Bell

Thank you to those who sponsored buckles!

Bareback Riding:

Paul & Bonnie Riley

Saddle Bronc Riding:

East Side Ranch

Barrel Racing:

EG Ayers

Breakaway Roping:

Willits Taco Bell

Team Roping Header:

Bud Garman Construction

Team Roping Heeler:

Flying S Hay Sales

Local Team Roping Header:

Willits Taco Bell

Local Team Roping Heeler:

Eel River Electric

Local Barrel Racing:

Willits Taco Bell

Ranch Bronc:

Ronny Vann Construction



**Now Serving Beer
& Wine Friday
Through Sunday**

**Smoke-Free
Gaming**

**100 Kawi Pl
Willits, CA**

**SHERWOOD
VALLEY CASINO**

**Open 24/7
Hours a Day**

**SVRCasino.com
707-459-7330**

Visit us online: www.willitsfrontierdays.com

Willits Frontier Days' 2026 Event Program



Northern Aggregates Inc is locally owned and operated, and has proudly served Mendocino County for over 40 years.

**Aggregate Base - Drain Rock - Sub Base - Rip Rap
Pit Run - 6-12" Cobble - Construction Entrance Rock
- Delivery Available -**

Harris Quarry:
16410 N HWY 101
Willits, California
(707)459-0615

Mailing Address:
PO Box 1566
Willits, CA 95490
info@northernaggregates.com

Accounting Office:
500 Cropley Ln
Willits, California
(707)459-3929

WWW.NORTHERNAGGREGATES.COM



HOMETOWN CELEBRATION

EVENT BY: JAKE AND ASHTAN

WHEN & WHERE:
6/19/26 1 5 to 9 p.m.

Downtown Willits | Free to attend
The Hometown Celebration is held along the Main Street corridor in downtown Willits and is organized by Jake Whitehurst and Ashtan Bloomquist of J.D. Redhouse & Co. Many brick-and-mortar restaurants, cafes and shops open their doors with specials and sales for those who come and celebrate the evening events. Pop-up booths line the streets, sidewalks and downtown business parking lots for other local vendors as a festival area this brings a delightful variety of food and goods for sale to the public as they visit with long-time friends that have come back to celebrate with family and friends. This also allows the South-of-town, and other businesses not located in the downtown area, along with service groups, clubs and organizations to all participate as we celebrate Willits Frontier Days Centennial Celebration. The offering of goods to buy, raffles, and games for the kids are all part of the fun. Come enjoy the food, treats and downtown Willits to thank our local restaurants and vendors who keep our small town thriving and our traditions continuing.

OLENIK FENCE CO. • Residential • Commercial Agriculture
Serving Lake & Mendocino Counties for over 20 years
Contractors Lic#975497

CUSTOM GATES	CONSTRUCTION
• Wrought Iron	• Wood
• Portable	• Wrought Iron
CONSTRUCTION PANELS	• Chain Link
• Monthly Rates	INSTALLATIONS & REPAIRS

459-1005 • 272-4349 • 489-1394 Cell
P.O. Box 411, Willits, CA 95490

Willits
CHAMBER OF COMMERCE
Est. 1926

Your Information Center
(707) 459-7910 phone
(707) 459-7914 fax
299 E. Commercial St.
Willits, CA 95490
Email: info@willits.org

Visitwillits.com
Lodging • Dining • Shopping • Recreation •
Activities • Event Calendar • Maps and History



★ WILLITS FRONTIER DAYS' ★
SUMMER CONCERT
 JUNE 20, 2026



NED LEDOUX
 with special guest
BUCK FORD

Gates open at 5 p.m.
 Show starts at 6 p.m.
 TICKETS: \$40 EACH

EVENT SPONSORS

Get tickets online or from any participating Sweetheart



**Willits Frontier Days
 HOMETOWN
 CELEBRATION**
 FRIDAY, JUNE 19TH
 MAIN STREET
 WILLITS, CA 5:00-9:00 PM



LIVE MUSIC FEATURING: **DOUBLE STANDARD**

- ★ Artisan Vendors
- ★ Local Eats
- ★ Climbing Wall
- ★ Mechanical Bull
- ★ Bounce House
- ★ Face Painting
- ★ Aerial Silk Artist
- ★ Circus Mecca ★

Event Sponsors:



A FREE COMMUNITY EVENT
 Please submit all inquires to wfd@hometowncelebration.com

707-459-9116





TAT and TOWING
 Happy Fourth of July!

RADIO DISPATCHED
24 HR TOWING

277 N. Lenore Ave, Willits, CA

Proud supporter of the
 100th Annual
**Willits
 Frontier
 Days**

261 Franklin Avenue
 Willits
 707-459-2529

HORSE SHOW

EVENT BY: MATTIE OWEN

WHEN & WHERE:
 7/26/26 10 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.




**Willits
 Animal
 HOSPITAL**

Fred S. Jacobs D.V.M.

WILLITSANIMALHOSPITAL@GMAIL.COM
 WWW.WILLITSANIMALHOSPITAL.COM

707-459-6723





JR. RODEO

PAID ADMISSION TO JR. RODEO
ALSO INCLUDES ADMISSION
TO BULLS AND BRONCS

WHEN & WHERE:
7/5/26 | 8 a.m.

Jack Tharp Arena | Adult: \$20,
Child (12 and under): \$10

The Junior Rodeo serves as an essential starting point for aspiring CCPRA participants, allowing young riders to develop their skills in a supportive environment before facing more experienced competitors.

Many of these junior contestants have been riding since childhood and also possess valuable ranch experience. The event features scaled-down versions of traditional CCPRA competitions, including calf and steer riding, which prepare the youngsters for future bull riding, while events like the Mystery Scramble adds an element of fun for both participants and spectators.

Despite the competitive spirit, parents and friends are always present to cheer on their children, fostering a sense of community and encouragement.

Stock for the Junior Rodeo is supplied by Rockin' M Rodeo company and Chuck Morris. Each event's champion, with the top score or time will earn an engraved buckle, while the day's top All Around performer - earning the most points across all events, will be presented with a saddle.

EVENT SPONSORS:

- WILLITS KIDS CORNER
- EASTSIDE RANCH
- WILLITS WILD BUNCH
- WILLITS LES SCHWAB
- ABI ATTACHMENTS
- LONG VALLEY HEALTH CENTER



BULLS & BRONCS

WHEN & WHERE:
7/5/26 | 6 p.m. | Jack Tharp Arena
| Admission included
in Junior Rodeo ticket

EVENT SPONSORS:

- LONG VALLEY
HEALTH CENTER
- WILLITS REDWOOD
- WILLITS LES SCHWAB
- UKIAH OPTICAL
- WILLITS POWEREQUIPMENT
- BOUTHILLIERS CONSTRUCTION
- ARTNZ BUILDERS
- EASTSIDE RANCH



**NUTRIENT-PACKED COMPOST,
PLANTER MIXES & CUSTOM BLENDS
MADE IN UKIAH, CA**

WHY USE COLD CREEK COMPOST?

- CLOSE THE LOOP
- SAVE MONEY
- REDUCE ENVIRONMENTAL IMPACT
- GROW MORE

RECYCLING ORGANICS SINCE 1995

coldcreekcompost.com
(707) 485-5966
f @ColdCreekCompost

Carol Anne Souza

CAS Payroll & Bookkeeping Services

ESSENTIAL FLEET SERVICES

Joe & Danette Rego, Owners
707-841-3080

Truck & Auto Maintenance, Repair & Machine Shop



MAIN STREET PARADE

EVENT SPONSOR: ADVENTIST HEALTH HOWARD MEMORIAL

WHEN & WHERE:

7/4/26 | 11 a.m. | Main Street | Free to Attend

On the morning of July 4, Main Street transforms into a vibrant display of red, white, and blue as the annual parade commences, creating a festive atmosphere between Commercial Street and East Valley Street. Residents and visitors from across the country gather along the historic downtown sidewalks of Willits to enjoy a lively procession featuring glittering floats, horses, dancers, balloons, and even a few unexpected surprises.

Many participants have made this event a cherished family tradition, with some, like the Persico family, having taken part since childhood. The parade showcases beloved local groups, including the Willits Frontier Days Sweetheart contestants, the Grand Marshal, Heritage Award winners, and various emergency services, all of whom contribute to the excitement with their sirens and lights.

Positioned in front of J.D. Redhouse & Co., the announcer's stand provides insights about each entry. Eager spectators often claim their spots early in the day for the 11 a.m. start, which is free for all to enjoy.

Visit us online: www.willitsfrontierdays.com



707-462-8817

WWW.THURSTONAUTOPLAZA.COM

1-866-2-THURSTON

2800 N. STATE STREET
UKIAH, CA



★ **WILLITS FRONTIER DAYS** ★
 ★ ★ 2026 ★ ★
HORSESHOE Competition
 JULY 4, 2026
 10:00 AM

★ LOCATION: ★
WILLITS RECREATION GROVE

★ COME DOWN & SUPPORT THE WILLITS HIGH SCHOOL BASEBALL TEAM! ★

★ Enjoy the **BBQ** & SHADE TREES ★

★ CONTACT: SHAWN 1-707-841-9850 ★
 ★ ENTRY FEE: \$75.00 ★

★ **ACTRA TEAM ROPING / BREAKIWAY ROPING EVENT** ★
 ★ 2026 DATES ★
 ★ JULY 17 ★ AUGUST 14 ★ SEPTEMBER 25 ★

GATES OPEN AT 5:30
 SIGN IN AT 6PM
 ROPE AT 7PM

★ LOCATION: ★
WILLITS FRONTIER RODEO GROUNDS

★ CONTESTANTS ENTER AT BACK GATE ★
 ★ SPECTATORS FRONT GATE ★
 ★ SNACK SHACK WILL HAVE FOOD ★

ABI ATTACHMENTS

WINNERS START FROM THE GROUND UP.

GET READY FOR FOOTING LIKE YOU'VE NEVER FELT BEFORE.

ABIATTACHMENTS.COM | 877-788-7253

A BETTER WAY.

TAQUERIA RAMIREZ

WILLITS CA.
 707-3670324

THE BEST MEXICAN FOOD EVER ON WHEELS!

310 Franklin Ave.
 Willits, CA
 707-367-0324

REDWOOD WASTE SOLUTIONS

Proud Supporter of

FRONTIER DAYS



WILLITS TRANSFER STATION

707-459-4845

350 Franklin Avenue, Willits, CA 95490
 Open Tue through Sat 9:00 a.m. - 4:00 p.m.

RECYCLING GUIDE - ALL ITEMS EMPTY, CLEAN & DRY



Willits Transfer Station | 350 Franklin Avenue | Willits, CA 95490 | (707) 459-4845 | www.CandSwaste.com

CARNIVAL FUN

WHEN & WHERE:

Opens 6/26/26 | Old Ball Fields
 Carnival Questions: 1-916-761-1722
 Wristbands available presale
 at J.D. Redhouse until 12 pm on 6/26
 for \$35 and then will be \$45
 at the carnival gate

The night sky above the Jack Tharp Arena is illuminated each year by the vibrant lights of the Johnston Amusements carnival.

This event provides a delightful array of rides, food, and entertainment for both children and adults. Thrill-seekers can experience exhilarating rides like the Gravitron and the Zipper, while carnival games such as darts and ping pong or goldfish challenge the skills of participants.

Attendees can savor a variety of delicious treats, including corn dogs, candy apples, ice cream, and popcorn, as they wander through the clean and well-lit midway. For over 50 years, Johnston Amusements has been a staple of family entertainment at fairs and festivals across Central and Northern California, proudly spanning three generations.



Willits
FRONTIER DAYS
 ★★=2026=★★
Horseshow

WE ARE SO EXCITED TO ANNOUNCE OUR JUDGE THIS YEAR
Melissa Zanetti!

DATE: JULY 26, 2026
 TIME: 8:00 AM
Come join us!

A COACH & TRAINER OF MULTIPLE WORLD AND CONGRESS CHAMPIONS - SHE IS ONE HERSELF!

LOCATION: **WILLITS FRONTIER DAYS GROUNDS**
 YOU WILL ENTER AT THE BACK ENTRANCE OF EAST VALLEY RD.

LINK TO ENTER SHOW: [QR CODE]

★ WILLITS ★
FRONTIER DAYS
 IS BRINGING BACK
 a old tradition

★ ★ ★
BEST DECORATED BUSINESS WINDOW

IF YOUR BUSINESS IS INTERESTED IN HAVING YOUR WINDOW DISPLAY A PART OF THIS PLEASE
 email us at

★ WILLITSFRONTIERDAYS@YAHOO.COM ★

YOU WILL GET A
 ★ PERPETUAL TROPHY ★
 TO DISPLAY AT YOUR BUSINESS UNTIL NEXT YEAR.

THE *Best* TIRE WARRANTY IN AMERICA

NO EXTRA COST OR CERTIFICATES



60-DAY

SATISFACTION GUARANTEE
 YOU CAN EXCHANGE YOUR TIRES IF YOU'RE NOT COMPLETELY SATISFIED

NO-HASSLE ROAD HAZARD PROTECTION

100% ROAD HAZARD DAMAGE REPLACEMENT WITH NO EXPIRATION DATE

FREE

TIRE MAINTENANCE
 FLAT REPAIRS, ROTATIONS, REBALANCING, AND AIR CHECKS



GET MORE FROM LES™

WILLITS
 1565 S MAIN ST
 707-459-5938

Proud sponsor of
Willits Frontier days!



Electrical Contractor | WILLITS CA

LIC#1121014

Your Neighborhood Electrician!
For quality and reliable electrical work,
right here in our community.

Licensed, Bonded and Insured with a committed to excellence!



From our family to yours,
Have a happy, fun and safe
4th of July!

Eel River Electric
707-791-9198



TRUCK & TRACTOR PULLS

WHEN & WHERE:

6/26/26 | 6 p.m. | Jack Tharp Arena
Adult: \$25, Child (12 and under): \$15

On the big Friday night, the Jack Tharp Arena transforms from its usual setting for bull riding and bronc riding to host the thrilling Truck and Tractor Pulls.

Local competitors, alongside professional drivers from the MLM Motorsports team, take on the challenge of pulling The Terminator, a weighted sled attached to their vehicles.

Starting from a stationary position, drivers must skillfully maneuver their trucks and tractors to drag the sled down the arena, aiming to cross the 300-foot finish line.

The sled's weight can be adjusted to provide varying levels of resistance, accommodating different driver classes, which include Super Street, Street Diesel, and several weight categories.

Participants not only vie for awards but also for the coveted bragging rights that come with conquering The Terminator.

EVENT SPONSORS:

FAMILY TREE,
NORTHERN AG, DONAHOO
CONSTRUCTION, WEST
COAST DIESEL, EAGLE
DISTRIBUTING, ESSENTIAL
FLEET SERVICES,
LES SCHWAB, LITTLE LAKE
AUTO PARTS, SHERWOOD
VALLEY CASINO,
METAL FX, BOUTHILLIERS
CONSTRUCTION,
101 TRAILER AND RV
SUPPLY, 101 BURGER,
D'S NUTS



Photo by Mathew Caine

DANCING TO THE MUSIC

EVENT SPONSOR: EEL RIVER ELECTRIC

WHEN & WHERE:

Brodie Stewart Band | 6/26/26 | Following Truck Pulls | Rodeo Grounds | Free to Attend

Chad Bushnell | 7/3/26 | Following Rodeo Rodeo Grounds | Free to Attend

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

This year, the **Brodie Stewart Band** will perform after the Truck Pulls and **Chad Bushnell** will perform following the July 3rd rodeo for the gathered crowds. The Beer Garden offers cowboys and cowgirls a watering hole for refreshments during the event.

Remember: to please bring your ID, 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.



LITTLE LAKE AUTO PARTS

Locally Owned/Nationally Known
Estab 1984

1571 South Main St.
Willits, CA 95490

(707) 459-6831

Visit us online: www.willitsfrontierdays.com

COAST HARDWARE
YOUR MOST GENERAL STORE

FIREARMS & AMMUNITION
COMPUTER/OFFICE SUPPLIES
LAWN & GARDEN CARE
PET SUPPLIES
HOME & KITCHEN SUPPLIES
LARGE & SMALL APPLIANCES
WASHERS, DRYERS, STOVES, FREEZERS, REFRIGERATORS
FISHING SUPPLIES

**PROUD TO SUPPORT THE
WILLITS FRONTIER DAYS!**

THINK LOCAL- SHOP LOCAL- SUPPORT LOCAL

Willits Frontier Days' 2026 Event Program



THANKING OUR SPONSORS



In addition to crowning the Sweetheart at the annual dinner, the event also serves as a time for Willits Frontier Days to thank the sponsors of the year's events including the rodeos, Truck Pulls event, and more.

It's also a time to honor our Heritage Award, Grand Marshal and Top Hand winners, as well as other recognitions for special people and groups who helped during the year.

There's also always a little fundraising effort with live auctioning at the end, usually to benefit the Willits Frontier Days Juniors or the overall Willits Frontier Days program. Handmade items like quilts and benches, antique WFD memorabilia like dishes or whiskey bottles and other surprises have been offered in the past.



Visit us online: www.willitsfrontierdays.com



NC FINANCIAL GROUP CELEBRATES 100 YEARS OF BOOTS AND SUCCESS!

WILLITS FRONTIER DAYS

Voted Best Financial Advisor,
Tax Preparer & Accounting Firm



NC Financial Group
A Wealth Management Company

Willits - 675 S. Main Street
Ukiah - 207 W. Stephenson Street
(855) 240-6606

Investments | Tax Planning & Preparation | Payroll & Bookkeeping | Retirement

Advisory services offered through Cetera Investment Advisers LLC. Securities offered through Cetera Financial Specialists LLC (doing insurance business in CA as CFGFS Insurance Agency LLC), member FINRA/SIPC. Cetera is under separate ownership from any other named entity. 675 S. Main Street, Willits, CA 95490; 207 W. Stephenson Street, Ukiah, CA 95482.

NC Financial Group; awarded Gold in categories Accounting Firm 2025, 2026, Financial Advisor (2024, 2025, 2026), and Tax Prep (2025, 2026). The Best of Lake and Mendocino presented by Bicoastal Media is a vote-based contest for individuals and businesses that serve Lake County, CA, and Mendocino County, CA. Nominations are provided by the community and after the nomination period is completed, the names of nominated businesses in each of the categories are finalized and make up the official Best of Lake and Mendocino voting ballot. The audience can then vote on one choice in each category. Voters are allowed to nominate without limits and once the voting period has begun, one vote per category per 24-hour period is allowed. Listing in this publication and/or award is not a guarantee of future investment success. This recognition should not be construed as an endorsement of the advisor by any client. No compensation was provided directly or indirectly by the recipient for participation or in connection with obtaining or using the third-party rating or award.

www.ncfinancialgroup.com

Willits Frontier Days' 2026 Event Program

ON THIS 100TH YEAR,
WE CELEBRATE OUR
SWEETHEARTS

★ YEAR OF THE ★ Sweethearts ★

THESE 9 RETURNING
SWEETHEARTS ARE ALL
SELLING 2026 TICKETS



PAST SWEETHEART WINNERS

- | | | | |
|---------------------------------|----------------------------------|----------------------------------|-----------------------------------|
| 1926 None | 1951 Gretchen Mullen Weber | 1976 Tami Tharp Romberg Mayfield | 2001 Katherine Whitby |
| 1927 Marie Schloegel Novaglie | 1952 Yvonne Dusseau Leever | 1977 Kelly Bielenberg Eoff | 2002 Sandi Short Sandroni |
| 1928 Martha Warner Kelton | 1953 Claire Shawnago Huffman | 1978 Julie Canepa Belvin | 2003 Mattie Pinon Owen |
| 1929 Lola Butts | 1954 Joan Neary Von Weien | 1979 Liz Persico Day | 2004 Tina Holguin |
| 1930 None | 1955 Shirley Merritt Nikolashin | 1980 Cindy Kostanecki Kelly | 2005 Ashtan Bloomquist |
| 1931 None | 1956 Betty Ann Stansberry Erbes | 1981 Stacey Blalack McKinley | 2006 Darcy Ford |
| 1932 Enola McKenzie Reed | 1957 Patricia Moreno Door | 1982 Caroline Kostanecki Durupt | 2007 Courtney Figg-Hoblyn |
| 1933 Betty Akins | 1958 Letha Schumaker Wiley | 1983 Sandra DuCross | 2008 Kinzie Barlow Vogel |
| 1934 Amy Gardner | 1959 Marian Whitely Ross | 1984 Chrissy Kostanecki | 2009 Lindsey Bowlds |
| 1935 Jemma Pedroncelli Serventi | 1960 Carol Collier McClendon | 1985 Tracey Ford Moody | 2010 Stephanie Standley Hightower |
| 1936 Elizabeth Wendt Ferguson | 1961 Mardi Wilson Hinton | 1986 Kristine McBride Tyrrell | 2011 Riata King McKemy |
| 1937 Alice Gibellini Wade | 1962 Linda Allen Banks | 1987 Kim Colwell Lebo | 2012 Rachel Belvin Ramirez |
| 1938 Dorce Brown | 1963 Susan Fonsen Neilson | 1988 Nicol Persico Kunka | 2013 Lilja Lamkin |
| 1939 Earnstine Casteel DeBoer | 1964 Sue Hardaway | 1989 Dina Pinon Parker | 2014 Haley Schuck |
| 1940 Evelyn Robley Bergson | 1965 Sharon Baker Arno | 1990 Melanie Ulvila | 2015 Caitlyn Forrester |
| 1941 Pauline Standley Perez | 1966 Leslie Cogburn Scaglione | 1991 Lanae Shuster Lamkin | 2016 Halee Reed |
| 1942 Melba Dempsey Lewis | 1967 Joan Schloegel | 1992 Amanda Hiatt Hower | 2017 Hailey Riley |
| 1943 Ann Cox McGinnis | 1968 Clydeen Smith Dick | 1993 Amy Ford | 2018 Lilah Garman Schmid |
| 1944 Anna Ford Hardwick | 1969 Mousey Clatty | 1994 Marta Trevey Bartow | 2019 Jaden Doak |
| 1945 Lillian Kroh Nolan | 1970 Kam Maize LaLaguna | 1995 Tori Nunnemaker Minton | 2020 Jaden Doak - No contest held |
| 1946 Georgia Stovall Welch | 1971 Margaret Smith | 1996 Georgeanne Dawson Crosky | 2021 Claire Case |
| 1947 Anne Crabtree Henderson | 1972 Paulette Wilcott Somdahl | 1997 Patricia Garrity Laws | 2022 Danielle Barry |
| 1948 Lillian Kroh Nolan | 1973 Jann Clatty Rickey | 1998 Ileah Leone | 2023 Hazel Cooke |
| 1949 Betty Mast Campbell | 1974 Kathy Persico Graves | 1999 Mary Garrity Fonsen | 2024 Elena Arkelian |
| 1950 Wanda Lane Johnston | 1975 Lorraine Soulliere Crabtree | 2000 Olivia Grupp | 2025 Lisa Arkelian |



Past Sweethearts pose together at the 2026 dinner, including, back row, from left: 2025 winner Elena Arkelian; 2019 & 2020 winner Jaden Doak holding Oakley; 2011 winner Riata King McKemy; 2009 winner Lindsey Bowlds; 2018 winner Lilah Garman Schmid; 2005 winner Ashtan Bloomquist; 2004 winner Tina Holguin; 2000 winner Olivia Grupp; 1988 winner Nicol Persico Kunka; 2008 winner Kinzie Barlow Vogel; and 1974 winner Kathy Persico Graves. Front row, from left: 2023 winner Hazel Cooke; 2022 winner Danielle Barry; 2021 winner Claire Case Brackett; 1955 winner Shirley Merritt Nikolashin; 1985 winner Tracey Ford Moody and Hadley; and 2017 winner Hailey Riley

Healing Central Chiropractic



"The power that made the body heals the body"
 DR. SHAWNA HANDSCHUG
 AND DR. ISRAEL PERRY
 CHIROPRACTORS
 750-A Central Street
 Willits, California 95490
 Telephone: 707-456-1030

FRED BARRY
TRUCKING
Barry's
 ★ CATTLE UBER ★
 CONTACT ME FOR YOUR
 HAULING NEEDS
 707-272-5394

Chana Eisenstein, DVM
 Jamie Conner, DVM

East Hill
 Veterinary Clinic
 1200 East Hill Road Willits, CA 95490
 Full Service Grooming Salon
 web: www.easthillvet.com Tel: 707-459-5236

The Whistle Stop

280 E. Commercial St.
 Willits, Ca 95490
 707-841-3033

www.mcfarlandtrucking.com

Since 1978 McFarland Trucking of Ukiah, CA has been serving Northern California's product transportation needs with the highest levels of safety, professionalism and reliability. With a diverse/modern fleet, experienced operators and an impeccable safety record, McFarland Trucking is your best choice for moving your product.

707-485-6136
 51 E Hopkins St Ukiah CA 95482



CROWNING THE 2025 SWEETHEART

- Sweetheart Dinner and 2025 Saddle Sponsor
 J.D. Redhouse
- 2025 Sweetheart Spurs Sponsor
 Outlaw Saddle
- 2025 Sweetheart Tiara Sponsor
 Cavanaugh C> Ranch
- 2025 Sweetheart Buckle Sponsor
 Paul & Diana Hosford

POISE & PERSONALITY HORSEMANSHIP MODELING & SPEECHES

Selecting the next lady to represent Willits Frontier Days 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.





BEHIND THE SCENES

GETTING READY TO BE READY

Even though the official events at the Willits Frontier Days grounds take place in the summer months, there's year-round work to be done to prep the grounds for the big event. Whether it be mowing, weed wacking, painting, sweeping, scrubbing, mending, rebuilding, washing, prepping or planting flowers, there's always work to be done at the grounds and we thank the volunteers who spend their early mornings, afternoons, after-works, all evenings, and weekend time to help keep things working well and looking great.



We are a proud sponsor of the

Willits Frontier Days



**HENNESSY
FUNDS**

hennessyfund.com

800.966.4354



WFD JUNIORS CLUB

The Willits Frontier Days Juniors program was established by former sweetheart Hailey Riley and past president Marcy Barry.

Under Hailey's leadership, a dedicated group of young rodeo riders cowboys and cowgirls actively participate in community service, volunteering for local events such as serving the Willits Community Thanksgiving Dinner at the Willits Senior Center, and assisting the Willits Wild Bunch with serving lunch at the annual Willits Toy Run.

They also contribute to the Willits Christmas Kids Program by providing full stockings for local children as well as donate raffle baskets to other non-profit organizations.

This year, attendees at the rodeo can find them at their booth, offering Red Bull infusion drinks. Additionally, they will host a barrel and poles series, ACTRA roping events, and a taco drive-through dinner this summer, with aspirations to attend an all-women's rodeo and potentially a PBR event.

Those interested in supporting this group can contact Hailey at 707-272-1088 or Marcy at 707-272-5395. They extend their gratitude to everyone who has supported them along their journey.



EUREKA OXYGEN CO.

707-462-8674

WWW.EUREKAOXYGENCO.COM

3470 N. STATE ST
UKIAH, CA 95482

PURE OXYGEN. POWERFUL RESULTS.

INDUSTRIAL OXYGEN | MEDICAL OXYGEN | OXYGEN EQUIPMENT | SERVICE & SUPPLY



ACE COPY & SHIPPING

280 E Commercial St, Willits, CA 95490
PERSONAL & BUSINESS COPY & SHIPPING

COLOR COPIES
LAMINATING
BINDING
FEDEX & UPS
INTERNET ACCESS
GIFTS
WILLITS SOUVENIRS
MAILBOXES
OFFICE SUPPLIES
GREETING CARDS

FIND US ON FACEBOOK @ ACE COPY & SHIPPING

willitsacecopy@gmail.com
www.acecopyshipping.com
F: 707-456-9191 P: 707-456-9800
HOURS: MON - FRI: 9A - 6P & SAT 9A - 3P

Frank R. Howard Foundation

Frank R. Howard Foundation
THREE MARCELA DRIVE, SUITE A

COMMONWEALTH GARDEN:
5 acre organic garden that provides food for the hospital and a summer farmstand.
Commonwealthgarden.org

AVENUES TO WELLNESS PROGRAM:
Speaker Series, Grief Support Groups, Loneliness Outreach. Avenuestowellness.org

LAMPRICH CENTER (707) 459-2777
Three Marcela Dr., Ste. A (707) 456-9675 FAX
Willits, CA 95490 amello@howardfoundation.org

www.howardfoundation.org

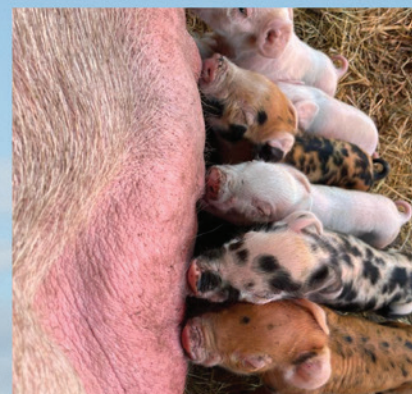


NATURALLY RAISED MEAT

EASTSIDE RANCH

WILLITS, CA

<https://www.instagram.com/eastsideranchwillits/>

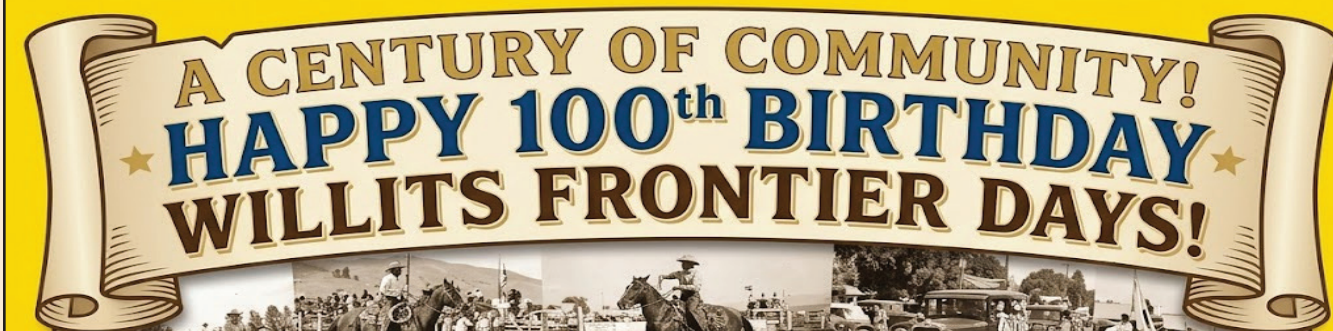


COTATI LARGE ANIMAL HOSPITAL

Cotati Large Animal Hospital is dedicated to providing compassionate, high-quality veterinary care for horses and large animals throughout Sonoma County and surrounding areas. Our team offers preventative care, diagnostics, dentistry, emergency services, and surgery both in the hospital and in the field. We are committed to supporting the health and well-being of every animal while building lasting relationships with the clients and community we serve.

DR. KELSIE KENNICUTT

Dr. Kelsie Kennicutt was born and raised in the rural community of Wilton, California, where she grew up riding horses and raising livestock through 4-H and FFA. She completed both her undergraduate and veterinary degrees at University of California, Davis and enjoys working with all large animals, with a special interest in small ruminants and ultrasound imaging. Dr. Kennicutt also provides routine services to Lake County residents every other month. In her free time, she enjoys riding her horse Peanut, hiking with her dogs Sven and Gabi, and caring for her garden and collection of house plants.



**HONORING 100 YEARS OF TRADITION AND MEMORIES.
A WILLITS COMMUNITY CELEBRATION.**



Willits Kids Corner is Proud to Support this Historic Occasion. We'll be celebrating with fun for all ages!

- Air Conditioned Fun Zone
- Gigantic Play Structure
- Arcade Games
- Sensory Gym and Rooms
- Soft Play Area for Toddlers

90 South Main St.
Willits CA 95490
Phone: 707-615-5963
WillitsKidsCorner.com

Carl's Classics

Barber Shop
Hot Shaves

Thomas L Gallups Jr.

Owner/ Master Barber

1468 South Main St.
Willits, CA 95490

707 354 4957

96TH ANNUAL LAKE COUNTY RODEO

Lake County Fairgrounds
401 Martin Street
Lakeport, CA 95453

FRIDAY JULY 10TH & SATURDAY JULY 11TH
GATES OPEN AT 5PM
EVENTS START AT 6PM

Lake County Rodeo Association
EST. 1929

FOLLOW QR CODE TO DONATE

501(c)(3) Organization



GIVING BACK

At Willits Frontier Days, we take great pride in our commitment to enhancing the well-being of our community. Over the years, we have had the privilege of supporting various local organizations, including Willits Otters, Little Lake Fire, and Seabiscuit Therapeutic Riding Center, as well as numerous youth sports programs.

In 2023, we were honored to assume responsibility for the Willits Christmas Kids Program from the Rotary Club.

By 2025, our efforts helped bring joy to 110 families during the holiday season. Supporting our community is a fundamental aspect of our mission, and we view it as our way of giving back.

WILLITS FRONTIER DAYS BEER CREW

★ IS PLEASED TO ANNOUNCE ★

WE WILL BE
★ PAYING GRAMP'S TAXI ★
TO STAND BY

GRAMP'S TAXI SERVICE

ON SITE
JUNE 26TH 9 PM - 1 AM | **JULY 3RD 9 PM - 1 AM**

GRAMP'S TAXI RATES

\$4.00 PER MILE	\$1.00 A MINUTE WAIT TIME	\$12.00 MINIMUM	\$200.00 CLEAN UP FEE
---------------------------	--	---------------------------	---------------------------------

SERVICE ANIMALS ARE WELCOME
NO PETS

★ YOU WILL BE RESPONSIBLE FOR THE CAB FEE WE ARE COVERING STANDBY TIME ★
WE WISH EVERYONE A FUN, SAFE...

Wylatti Resource Management, Inc.

General Engineering Contractor



1471 S. Main St.
Suite B
Willits, CA 95490

707-841-3055



Honor

SUNNYBROOK RANCH

WILLITS, CA


Ron's Muffler & Automotive
Credit Cards Accepted

- 4-Wheel Alignments • Brakes & Shocks •
- Air Conditioning • Custom Welding • Tune Ups •
- Lube, Oil, Filter • R.V. Services •

Specializing in Undercar Services
Open Monday - Friday: 8 am to 5 pm

850 Blosser Lane in Willits 707-459-3549

HAPPY FRONTIER DAYS
to the entire Willits Community from life-long supporters



DANNY & LAURA McBRIDE



**CIVIL ENGINEERING,
ENVIRONMENTAL
SERVICES, GEOSCIENCES,
PLANNING, AND
SURVEYING**

335 S. Main Street, Willits, CA 95490
shn-engr.com (707) 459-4518



**TRUE COUNTRY
KUKI 103.3**

**Grist Creek
Aggregates**

Providers of Top Quality Sand and Gravel Products

- High Quality Aggregates
- Washed Sand and Gravel
 - Streambed Strata
 - Rock
 - Cobble

37342 HWY 162
(707) 354-3940 Willits, CA 95490

Happy 4th of July!

SCHOLARSHIP RECIPIENTS

SENIORS OF WILLITS HIGH SCHOOL 2026



EDGAR CHAVEZ

Received \$1,000 and looks to become an electrician



ARION MARTIN

Received \$1,000 and plans to enter the fire science field



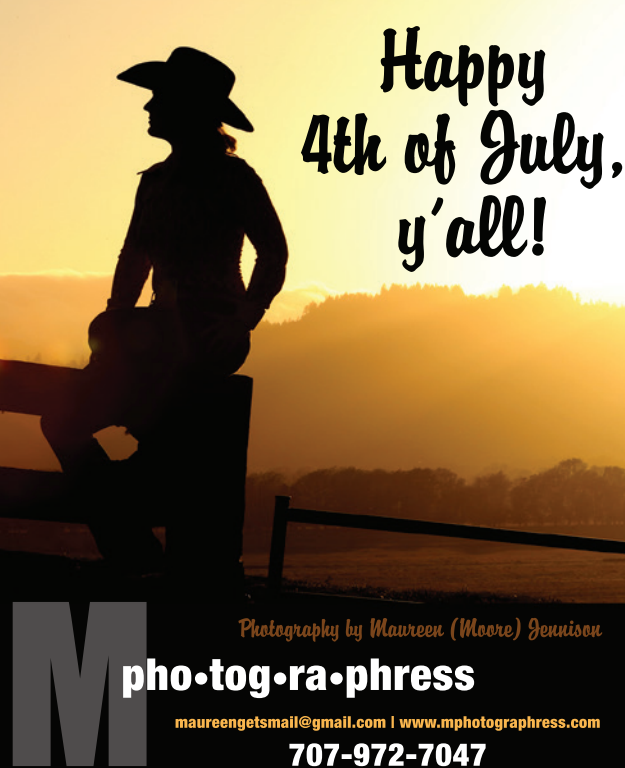
EMELIA OWSAINY

Received \$1,000 and plans to enter the education field



ABBYGAYLE RAYBURN


Received \$500 and plans to become a nurse



Happy 4th of July, y'all!

Photography by Maureen (Moore) Jennison


Mpho-tog-ra-phress
maurengetsmail@gmail.com | www.mphotographress.com
707-972-7047



RESTAURANT EL MEXICANO
Great authentic food & atmosphere
707-459-5702

Open 10 am to 8:30 pm
Monday - Saturday

166 S. Main St. Willits



LIONS CLUB PANCAKE BREAKFAST

EVENT SPONSOR: LES SCHWAB OF WILLITS

WHEN & WHERE:

7/5/26 | Rec Grove Park

7 am | Adult: \$15, Child (12 and under): \$10

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.



CHARLIE "TOOTALL" WEST
WORLD'S SMALLEST BARRELMAN
PRCA RODEO CLOWN

THE BIG JUMP
MOLLY THE MINI JUMPER
LITTLE E
THE DOG CATCHER
THE DOGFISH

(916) 838-6310 | 5646 BRACE ROAD | LOOMIS, CA 95650 | CHARLIE.WEST28@YAHOO.COM

Home - Commercial - Screens
Mirrors - Sky Lights

ROUND TREE GLASS, INC.
LIC. NO. 333974

(707) 459-6163
24 Monroe Street
Tom Rountree, President Willits, CA 95490

**HOUSE DOCTOR
PAINTS**

459-43883 Benjamin Moore Paints

COMPUTER COLOR MATCHING, AIRLESS PAINT SPRAYER RENTALS
POWER WASHER RENTALS AND SO MUCH MORE!

GROCERY OUTLET
bargain market

Willits

SHOP LOCAL. Save More.

1718 S. Main St. | Willits, CA 95490
(707) 456-0400 | 8am - 9pm Every Day!

Round Up THE Savings!

SHOPPING TIPS

1. Shop us first, save more!
2. Stock up! Many of our bargains are one-time deals.
3. Stop by often to see what's new.

C> RANCH

HAY SALE!

HAY FOR SALE
HORSE HAY
BY THE TON OR BY THE LOAD
707-972-5075

VALLEY PAVING
est. 1977

Excavating & Grading
LIC. 674411
Redwood Valley, CA

WIPF

CONSTRUCTION

Licensed, Bonded, Insured
Lic. #629598
General Engineering Contractors

Excavation, Utilities,
Trucking,
Equipment Rentals

Ernest Wipf
Owner

1300 Hastings Rd. • P.O. Box 234
Ukiah, CA 95482
(707) 462-8741
Fax: (707) 462-5409

SAVE THE DATE!

WILLITS

FRONTIER DAYS

15TH ANNUAL

MARY BURGESS

Memorial

RANCH RODEO

OCTOBER 10TH, 2026

Come out watch local cowgirls and cowboys compete on a **THREE MAN TEAM** in ranch events, all while enjoying a **BBQ RIB COOKOFF!**

FOLLOWING THE RANCH RODEO

BULLS

RANCH BRONCS

BREAKAWAY

A full day of western action, great food, and family fun!

★ SUPPORT LOCAL ★ COMMUNITY STRONG ★ WESTERN TRADITION ★

Visit us online: www.willitsfrontierdays.com

LITTLE LAKE FIRE WATERFIGHT

WHEN & WHERE:

7/4/26 | Little Lake

Firehouse | 4 pm

Free to Attend

An easy way to cool down on a hot day during Willits Frontier Days is to stop by the Little Lake Fire Department's Waterfight event held at 4 p.m. on July 4 on Humboldt Street just between the fire house and the Willits City Park. Firefighters grab a hose and square off in two teams, trying to aim at a tethered barrel, trying to spray it across the other team's line. Of course, kids and adults delight in the overspray while watching from the sidelines.



Phone: (707) 468-8991 Toll Free: 888-838-1444 Fax: (707) 468-1869

MYERS

Medical



Pharmacy

Custom Compounded Prescriptions
260 Hospital Dr., Suite 111 in Ukiah, CA 95482

www.myersmedicalpharmacy.com

Willits Frontier Days' 2026 Event Program

SPARETIME
—GARDEN CENTER—

The Gardener's Pantry
— & Décor —

Sparetime
SUPPLY
DISTRIBUTION



Supporting our Community Since 1983



@sparetime_supply
@sparetimegardencenter
@thegardenerspantryanddecor



208 E. San Francisco Ave.
Willits, CA 95490

(707) 459-6791
sparetimegardencenter.com

**PROUD SUPPORTER OF
WILLITS FRONTIER DAYS**

PG&A

FAMILY TREE SERVICE

LICENSED · INSURED · ACCREDITED · FREE QUOTES

(707) 984-6629

Mission Statement

Family Tree strives to be a leader in the tree care industry by providing safe and professional tree pruning and removals while utilizing ANSI A300 and Z133 tree care standards. Our company operates with integrity while respecting customers, protecting the environment, and fostering working expectations that encourage leadership, accountability, and ownership.

Family Tree is proud to be a local employer of over 130 community members. As your local primary utility contractor since 2003, we put the safety of our team and you, the property owner, above all other priorities. Our employees are skilled professionals who support and maintain clearances around power lines, manage special vegetation management projects for state and federal agencies, and respond to storm-related outages 24/7.

Safety is our first concern and an integral part of our daily work culture. Crew members begin a structured safety training course immediately upon hire. Employees continue training as part of each individual's career plan to enhance knowledge in major aspects of tree care, including tree biology, cabling, planting, pruning, and safety.

All employees are trained in Minimum Approach Distances to energized lines and are encouraged to further their knowledge base by obtaining TCIA (Tree Care Industry Association) and ISA (International Society of Arboriculture) certifications. Family Tree is also accredited in Utility Line Clearance work practices by the Tree Care Industry Association.

We strive to be YOUR premier tree service company by empowering our employees and embracing a professional, collaborative approach to business needs, changes, and growth through planned implementation.

Family Tree Service continues to support Utility Line Clearance for our community, and supports tree services for residential, commercial, municipalities, and state agencies in Mendocino, Humboldt, Lake, Sonoma, Napa, and Marin Counties. Our services include tree removal, trimming, hazard tree removal, storm damage cleanup, arborist evaluations, and insurance reports.

Do you want a career with a company that strives to put employees first? Visit: www.familytree-service.com to download an application today or stop by our offices located in Laytonville and Willits to pick up an application in person.

Lic. 640013



Visit us online: www.willitsfrontierdays.com

CHAD BUSHNELL



If there was a true authentic spirit to cross the threshold of Country Music with Christian standards, it would be Chad Bushnell. His roots date back down his family lineage the past 4 generations made of cowboys and singers, some of which shared the stage with the late Bob Hope. He exudes the Americana spirit wrapped up into his lyrics and melodies.

Chad has opened for country legends such as Kris Kristofferson, Dwight Yoakam, Scotty McCreery, Lee Brice, Neal McCoy, Billy Currington, Mark Wills, Collin Raye and many others over the years. His first Christian Country single "What Would Jesus Do" hit #1 on the Christian Music Weekly charts right by George Strait and Lauren Alaina. His latest Christian Country single "Imperfect Prayer" recently hit #1 as well following the premiere of his first documentary on KIXE PBS titled "North State Roots". His latest record "Whiskey to Work" was produced by Nate Coon (Rosewood Studios in Tyler, TX), Derek Boone (Edgewater Studios in Houston, TX) and Dave Gibson (Beard Music Group in

WHEN & WHERE:

Chad Bushnell
7/3/26
Following Rodeo
Rodeo Grounds
Free to Attend

Nashville, TN). It features songs written by Chad himself, songs co-written with some of his favorite songwriters and even a few written by hit songwriters out of Nashville, TN.

Chad has participated in a number of contests such as American Country Star in Nashville, TN. where he became a top 3 finalist and won the Horizon award. He was the Contemporary Country Vocalist of the Year at the Josie Music Awards for 2020 in Pigeon Forge, TN and recently won Country Artist of the Year for 2025 at the Grand Ol Opry. He was the "1st" place winner of the Inspirational Country Showdown in "Yuba City, CA" and won New Artist of the Year for Inspirational Country Music Association. He was recently nominated by Country Evolution as one of the Artists to Watch. You may have also caught a glimpse of Chad on TV shows such as The 700 Club and Universal Huntress.



Brodie Stewart grew up in the San Francisco Bay Area and Sacramento and spent his summers in Red Bluff, California. At a young age his favorite things to do were going to the Rodeo, listening to country music, singing and playing guitar. Soon enough, Brodie formed and fronted a southern rock band and had the good fortune of touring the country opening up for big artists in front of sold out arenas. His band even charted on Billboard.

With his southern rock roots, Brodie returned to what he loved the most, "country music". While writing songs for his own album, Brodie also wrote and produced songs for various other artists such as "Sweet Isabel" recorded by Enrique Iglesias for his (Interscope Records) Release entitled "Insomniac". Shortly after placing Sweet Isabel with Enrique, Martin Kierszenbaum (President of Cherrytree/Interscope Records) signed Brodie to a song/production deal to the label. Quickly following, Brodie signed a publishing deal with (Warner Chappell Music Publishing). Since that time Brodie has written and produced several tracks for various artists.

Currently 100% of Brodie's attention is on his country music endeavor. On his debut album "Born American", Brodie teamed up with guitarist/producer/songwriter "Adam Shoenfeld" (Jason Aldean, Tim Mcgraw, Luke Bryan, Keith Urban, Jake Owen, Big and Rich, Florida Georgia Line and many more..) to co-produce and play on the album along with several top players, including working with one great engineer "Aaron Chmielewski" in Nashville. In addition to gearing up promotion for his "Debut Album" Brodie's "high octane show" has been touring the west coast.

When asked about his "Debut Album" Brodie states, "I've found my place in Country Music where my heart has always been. The great lyrics, honesty, passion and one kick *** party is what It's all about!"

BRODIE STEWART

WHEN & WHERE:

Brodie Stewart Band | 6/26/26 | Following
Truck Pulls | Rodeo Grounds | Free to Attend

Willits Frontier Days' 2026 Event Program



RV Supply, Trailer Parts, & Quality Service Dept.
Open Monday -Saturday



Have a great 4th everyone!
- Jack, Jennifer, Taylor, & Tanner Drew



trailer101.com | (707) 459-2423
 1471 South Main Street | Willits, CA 95490



ROCKIN' M RODEO

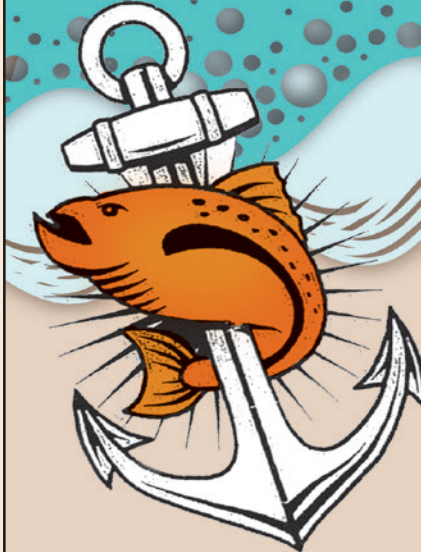
Chuck Morris, three-time Sierra Circuit Saddle Bronc Champion, owns and operates Rockin M Rodeo. Morris competed in the Professional Rodeo Cowboys Association for 20 years, was a two-time National Intercollegiate Rodeo Association National Champion, and a California High School Rodeo Association State Champion. Morris has provided rough stock to rodeos across the state since 1997.

Rockin M Rodeo's Morris has been a rodeo cowboy his whole life and during retirement he wanted to stay involved in a sport that he truly loved.

"I always had a passion for bucking horses and raising them just seemed like the natural next step," Morris said. "Horses get a reputation just like bucking bulls, some for being rank and hard to ride. Others get a reputation for being rider-friendly and easy to make a good ride on. Bucking horses are the same as race horses or jumping horses. They are bred to buck just like race horses are bred to run."



Rio's Fish & Chips



1661-D S. Main Street - Willits, CA
Now serving breakfast!
 Open: Mon - Sun: 8:30 am to 8:00 pm

707-459-3105

From-the-Sea Combination Plates
 Stuffed Potatoes & Pasta Dishes Appetizers, Burgers & Tacos

★ WILLITS FRONTIER DAYS JRS ★
BARREL / POLE BENDING SERIES

LOCATED AT
 WILLITS FRONTIER DAYS
 RODEO GROUNDS

JULY 8 · JULY 23 · JULY 29
AUGUST 12 · AUGUST 19 · AUGUST 26

TIME ONLYS 6:30 ★
 RACE STARTS AT 7PM

\$250.00 ADDED
 EACH RACE IF OVER 20 CONTESTANTS

★ **\$500.00 ADDED** ★

CONTESTANTS ENTER AT THE BACK GATE
 WE WILL HAVE SNACK SHACK OPEN

FOR MORE INFORMATION CONTACT:
HAILEY 707-367-1088 OR MARCY 707-272-5395

IF YOU WOULD LIKE TO SPONSOR THESE EVENTS CONTACT US!

WILLITS FRONTIER DAYS JR RODEO 2026

★ COME OUT AND CHEER ★
 FOR OUR NEXT GENERATION OF
COWBOYS AND COWGIRLS!

★ **JULY 5TH** ★
 AT 8 AM

WE WOULD LIKE TO SAY A
SPECIAL THANK YOU

Willits Kids Corner
 EASTSIDE RANCH
 as well as many more! ★

ABE ATTACHMENTS
 TIRES LES SCHWAB

COME AND ENJOY THE
COWBOY BREAKFAST
 COOKED BY THE LIONS CLUB
 IN THE REC GROVE STARTING AT 7AM

LONG VALLEY HEALTH CENTER
 Caring for Our Community
 ★ Since 1978 ★

Thank you
 FOR VOTING US BEST OF
 LAKE & MENDOCINO 2026!

COMPREHENSIVE CARE
 for all ages

- Family Medicine
- Pediatrics
- Women's Health
- Prenatal Care
- Dental Services
- Behavioral Health
- Chiropractic and Acupuncture
- Ultrasound Services
- Transportation
- Enhanced Case Management

Here for WHAT MATTERS MOST - YOU

50 Branscomb Road,
 Laytonville
 707-984-6131
 www.longvalley.org

NEARY and O'BRIEN
 Attorneys at Law

110 S. Main Street, Suite C
 Willits, CA 95490
 www.nearyobrienlaw.com
 (707) 459-5551

cjneary@nearyobrienlaw.com jobrien@nearyobrienlaw.com

Alfalfa Grass Mixes & More

FLYING S HAY SALES

707-485-8156
 8101 Ballou Terrace, Redwood Valley, CA

Willits BEEF BBQ

JULY 4TH 2026

★ STARTS AT ★
12
at the
REC GROVE

COME IN AND ENJOY THE
★ **BBQ** ★ AS WELL AS
Live Music,
FRIENDS AND FAMILY!

Thank You
Family Tree
FOR YOUR SPONSORSHIP!

YOU CAN GET YOUR TICKETS FROM
ANY OF OUR **9 PAST SWEETHEARTS**
they will be out and about selling tickets.

Come Out and
ENJOY OUR
4TH OF JULY
PARADE!

★ THIS YEAR'S THEME: ★
Patriotic
★ AND ★
"The Year of Our Sweethearts"

🕒 **START TIME: 11:00 AM**
📍 **PARADE ENDS AT THE REC GROVE!**
Stay and enjoy the Beef BBQ!

YOU WILL SEE
★ WAGONS & FLOATS
★ HORSES
★ FIRE DEPT
★ POLICE CARS
and much more!

FOR MORE INFORMATION CONTACT
MATTIE AT
707-367-5550

★ THANK YOU TO OUR SPONSORS! ★
Willits Adventist Health | **HOWARD** Memorial Hospital

★ Want to be part of the parade? ★
ENTER ONLINE: https://docs.google.com/forms/d/e/1FAIpQLSdWGrqj8tordT34PHBGGZD7SI_nbz3CHQw714nWwUJRNvM2Q/viewform

ABI ATTACHMENTS

GET READY FOR FOOTING LIKE YOU'VE NEVER FELT BEFORE.

ABIATTACHMENTS.COM | 877-788-7253

A BETTER WAY.

Cold Creek Compost, Inc.

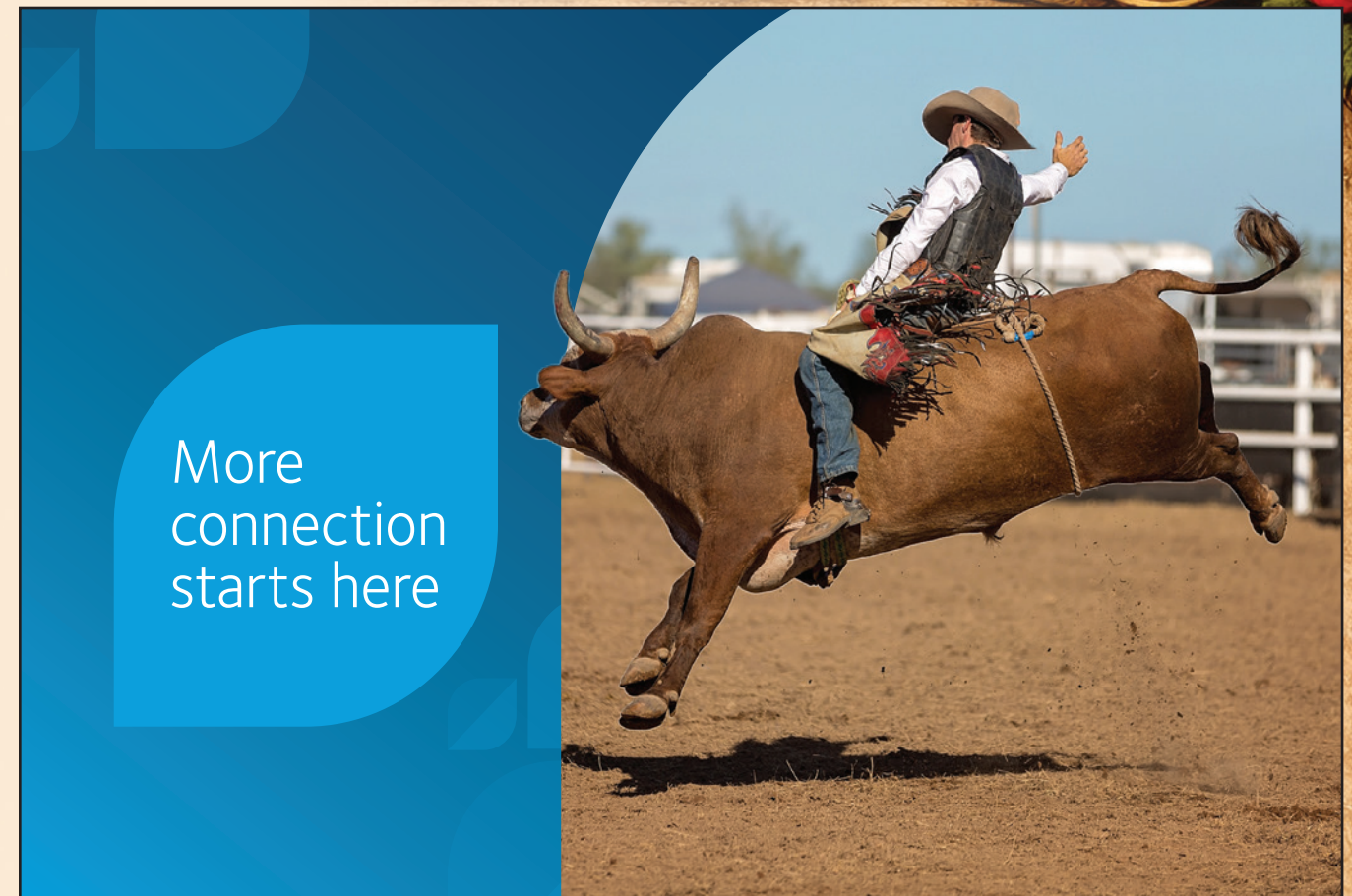
NUTRIENT-PACKED COMPOST, PLANTER MIXES & CUSTOM BLENDS MADE IN UKIAH, CA

WHY USE COLD CREEK COMPOST?

- CLOSE THE LOOP
- SAVE MONEY
- REDUCE ENVIRONMENTAL IMPACT
- GROW MORE

RECYCLING ORGANICS SINCE 1995

coldcreekcompost.com
(707) 485-5966
f @ColdCreekCompost



Proud to support the 100th Anniversary of Willits Frontier Days!

At Adventist Health, we believe we're all made for more, and that our community bonds are an important part of reaching our individual and collective potential. That's why we're always proud to celebrate Willits Frontier Days, especially this year on the 100th anniversary! Our local partnerships and the legacy of caring that was started in 1925 continues with our deep commitment to serving this community and helping each person embrace all they were made for. Because when we partner to build healthy families and futures, we can all experience more connection.

AdventistHealthHowardMemorial.org





THANKS TO CALFIRE

FOR KEEPING OUR GROUNDS
LOOKING GREAT!

THANKS TO GARTON

FOR LENDING US ATVS TO USE
DURING THE 2026 EVENTS

SPECIAL THANKS

TO MATT HARBOUR OF HARBOUR
REDWOOD FOR UPDATING THE
WELCOME TO WILLITS CLUB
SIGNAGE FOR WILLITS ROTARY,
WILLITS FRONTIER DAYS,
AMERICAN LEGION, SOROPTIMIST
INTERNATIONAL OF WILLITS,
WILLITS 4-H AND WILLITS FFA.
WE ALSO THANK BRAD JOHNSON
ELECTRIC FOR THE SOLAR
LIGHTING.



WESTERN ART SHOW

THANK YOU TO THE
BUCKLE SPONSORS:

TIA LAWRENCE CONSTRUCTION

RIGHT LEAD STUDIO

THE MAYO FAMILY

WYALATTI RESOURCE
MANAGEMENT INC

GRANITE CONSTRUCTION

THANK YOU TO
NATALIE CAMPBELL FOR ALL YOUR
HARD WORK ON THE ART SHOW

WILLITS FRONTIER DAYS
Presents
The
WESTERN ART SHOW
Opening Reception June 27th 5:30 PM

Please join us for this free event

Featuring
Artwork from local artists and youth

Drinks and Hors D'oeuvres
Music by Marjo Wilson

Scan QR for artists entries



C-10 Lic. #1091902



SERVICES INCLUDE:
RESIDENTIAL | COMMERCIAL
| NEW CONSTRUCTION
REMODELS | UPGRADES AND REPAIRS.

Email: bradley.johnsonelectric@gmail.com

FULLY INSURED, LICENSED AND BONDED

CALL TODAY FOR A FREE ESTIMATE!

707-495-7158

Visit us online: www.willitsfrontierdays.com

VISIT HISTORIC RIDGEWOOD RANCH!

Farmstand with Ranch-Raised Meat and Produce • Events Venues
Seabiscuit History Museum & Tours • Nature Hikes
Serenity & Inspiration!

NOW OPEN!
RIDGEWOOD RANCH



OFF THE 101, 7 MILES SOUTH OF WILLITS
RIDGEWOODRANCHRV.PARK.COM



www.RidgewoodRanch.com

Willits Frontier Days' 2026 Event Program

Celebrating strong communities.

Tri Counties Bank is proud to support Willits Frontier Days.



Locations throughout California.

In Willits:

255 S. Main Street
(707) 459-5581

tri counties bank

California's *local* bank

1-800-922-8742 | TriCountiesBank.com

Member FDIC

WINDSOR MILL

661 RAILROAD AVE, WILLITS, CA 95490
CALL US: (707) 459-4621



WINDSORONE
CRAFTSMANSHIP FIRST



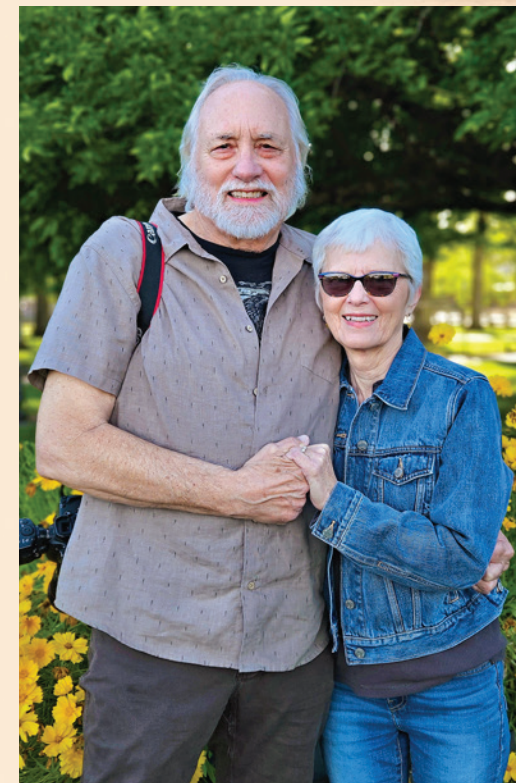
BUILD AMERICA:
MANUFACTURED IN THE U.S.A.



DURABLE FOR THE EXTERIOR,
SAFE FOR THE INTERIOR



TRIM BOARDS, TONGUE & GROOVE, SHIPLAP, & MOLDINGS
WindsorONE.com



QUICK EXTRA THANKS

TO STEVE EBERHARD (AND WIFE LANA) WHO WERE PULLED OUT OF RETIREMENT THIS YEAR TO HELP PHOTOGRAPH MAUREEN JENNISON AND LARRY AND VIRGINIA STRANSKE. WE APPRECIATE YOU BOTH!!



WILLITS FRONTIER DAYS BULLS AND BRONCS
JULY 5TH, 2026
★ 6PM ★
CONTESTANTS ENTER OFF EAST VALLEY ST.

FEATURING:

- BULL RIDING
- RANCH BRONC RIDING
- MUTTON BUSTING
- BREAKAWAY ROPING

SPECTATORS ADMISSION
\$20.00 ADULTS \$10.00 KIDS

WE WILL HAVE A **CALCUTTA** SO BRING CASH IF YOU WANT TO BID ON YOUR FAVORITE **BULL RIDER!**

★ PROUDLY SPONSORED BY: ★

WILLITS REDWOOD	WILLITS POWER	EASTSIDE RANCH
Tires LES SCHWAB	ROUND TREE GLASS	ABI ATTACHMENTS
GROW WEST	KIDS CORNER	JIM AVIATION

SAVE \$10
Willits Frontier Days
CARNIVAL
NOW AVAILABLE at JD REDHOUSE & COMPANY
WRISTBANDS
\$35.00 Presale

Wristband vouchers are good for 1-day admission
All Sales final
PRESALE ENDS PROMPTLY AT NOON 06/26/26

CASH ONLY

EXPERIENCE MENDO

EXPERIENCE SUCCESS

FALL 2026 - NORTH COUNTY CENTER CLASSES



ADMINISTRATION OF JUSTICE

ADJ-104-4074 Legal Aspects of Evidence
ADJ-109-4075 Victimology

AMERICAN SIGN LANGUAGE

ASL-200-0202 Sign Language: Level I

ANTHROPOLOGY

ANT-200-4038 Physical Anthropology

ART

ART-228A-4333 & B-4328 Beginning Painting I & II
ART-228C-4330 & D-4332 Intermediate Painting
ART-522-0524 Watercolor Painting for Older Adults

BIOLOGY

BIO-200-4077 Concepts of Biology

BUSINESS

BUS-132-4228 Entrepreneurial Management

CHILD DEVELOPMENT

CDV-200-0220 Child Growth & Development
CDV-280-4516 Child, Family, & Community

COMMUNICATIONS

COMM-C1000-4076 Intro to Public Speaking
Formerly COM-200

ENGLISH

ENGL-210-4356 Creative Writing
ENGL-212-4357 Intermediate Creative Writing
ENGL-503-4358 Writing for Older Adults
ENGL-560-4359 & -4360 Basic Reading & Writing
ENGL-C1000-4354 & -4355 Academic Reading & Writing
Formerly ENG 200

ENGLISH AS A SECOND LANGUAGE

ESL-3B-4352 & -503B-4353 Communication Skills B
ESL-3C-4361 & -503C-4362 Communication Skills C

ETHNIC STUDIES

ETH-202-0227 Racial & Ethnic Relations

HUMAN SERVICES

HUS-156-4473 Case Management & Documentation

MATHEMATICS

MTH-200-4416 Precalculus Mathematics
MTH-230-4130 Calculus for Business & Economics
MTH-540-4428 Math Lab

MUSIC

MUS-230A-0223 & -230B-0224 Beg. & Interm. Voice
MUS-230C-0225 & -230D-0226 Singers' Repertoire I & II
MUS-280-4365 Masterworks Chorale
MUS-281-4366 Concert Choir I
MUS-530-0305 Singing for Older Adults
MUS-580-4367-4366 Chorale for Older Adults

POLITICAL SCIENCE

POLS-C1000-4549 American Government & Politics
Formerly POL-200

PSYCHOLOGY

PSYC-C1000-4300 Introduction to Psychology
Formerly PSY-200

STATISTICS

STAT-C1000-4297-4297 Introduction to Statistics
Formerly MTH-220

THEATRE

THE-234A-0253 Tap Dance: Beginning
THE-234B-4403 Tap Styles & Performance
THE-236A-0066 Yoga: Beginning
THE-236B-0067 Yoga: Advanced Beginning
THE-268-4402 Dance Rehearsal
THE-536-4404 Yoga for Older Adults

WORK EXPERIENCE

WEE-196-0194 Work Experience Education

Mendocino College North County Center

M-Th 8:30 am-6:00 pm & F 8:30 am-2:00 pm
(707) 459-6224 | nccenter@mendocino.edu
372 E. Commercial Street, Willits
www.mendocino.edu/north-county-center



Classes start
August 17, 2026
REGISTER NOW!

Visit us online: www.willitsfrontierdays.com



THANK YOU FROM ALL OF US

2026 COMMITTEE CHAIRS

Rodeo: Marcy Barry, Fred Barry, Lee Persico

Junior Rodeo: Marcy Barry, Tina Rockwell

Horse Show: Mattie Owen and Pinon Family

BBQ: Mike Frahm, Russ Rountree, Eldon Miler, and Steve Spackman

Parade: Mattie Owen, Katie Cooley, Heather Miya

Gates: Paul and Bonnie Riley

Back Gates: Kenn Pedersen, Kara Garvin

Breakfast: Willits Lions Club

Advertising: Karen Cavanaugh, Marcy Barry, Maureen Jennison

Sweetheart Tickets: Liz Day and Kathy Persico

Sweetheart Dinner: June Sizemore, Fred Barry, Bruce Cartwright, Steven Hoyle and Hailey Riley

Entertainment: Marcy Barry and Jeff Cook

Truck Pulls: Marcy and Fred Barry

Carnival: Marcy Barry, June Sizemore

WFD Arena Crew: Fred Barry, Bruce Cartwright and Steven Hoyle

Gardening: Amanda Sizemore

Sweetheart Raffle: Genevieve Neary, Marcy Barry, Natalie Spackman and Kenzie Vogel

Margarita Booth: Persico Ladies

Beer Booth: Fred Barry, Rod Cavanaugh, Bruce Cartwright, Steven Hoyle

Vendors: Kinzie Vogel

Hometown Celebration: Ashton Bloomquist, Jake Whitehurst

Scholarship: Jeff Cook, and Bobbie Tilley

Local Barrels: Riata King

Local Team Roping: Bobbie Tilley

Rodeo Stock: Rockin M Rodeo Company

Willits Frontier Days Jrs.: Hailey Riley

Bulls n Broncs: Kevin Rountree, Richey Ferri

Bulls n Broncs Stock: Andrew Culp and Lou Bugenig

July 4th Park Beer Crew:
Troy & Ashley Christensen,
John & Jessica Jones

TO ALL THE VOLUNTEERS & HELPERS:

The Executive Board, Board of Directors, and Staff Committee Chairpersons extend their sincere appreciation to all those who contribute their time and effort to support our annual 4th of July celebration.

We are grateful to the numerous individuals and organizations, including the BBQ crew Eldon Miler, Bouthillier's Construction, the Cavanaugh and Cooley families, Kathy Goss, Danielle Barry, Laura McBride, the Willits Lions Club, and the Little Lake Fire Department volunteers.

Additionally, we acknowledge the contributions of Maureen Jennison, Mendo Mill of Willits, Mike and Michael Frahm, Nita Tharp, Nor-Cal Recycled Rock, Northern Aggregates, the parade crew, Delores Pederson, the Persico and Pinon families, Hailey Riley, the Riley family, Todd Hollifield, the Rotary Club of Willits, T&T Salvage and Storage, Tammy Carlson, Med Star Ambulance, the Willits Boy Scouts, the Willits High School baseball team, the Willits Frontier Days Juniors, the Willits Police Department, Kenan O'Shea and the City of Willits Public Works Crew, as well as Amanda Sizemore and Willits Weekly.

Your unwavering support is invaluable to the success of our event. If we missed anyone, please don't think you are just as important we are all volunteers doing our best, without this community these events would not happen.

Major Sponsors of 2026:

NC Financial Group | Pacific Gas and Electric | J.D. Redhouse & Co.
Adventist Health - Howard Memorial | Les Schwab of Willits | East Side Ranch
Eel River Electric | Sparetime Supply | Family Tree Service, Inc.
101 Trailer and RV Supply LLC | Budweiser - Eagle Dist. | ABI Attachments

Willits Frontier Days' 2026 Event Program



COOPER DAVIS

Michelob
ULTRA



Michelob
ULTRA



PROUD SPONSOR
WILLITS FRONTIER DAYS
2026

Michelob Ultra is a registered trademark of Anheuser-Busch, Inc. © 2025 Anheuser-Busch, Inc. All rights reserved. Michelob Ultra is a registered trademark of Anheuser-Busch, Inc. All rights reserved.

