BULLSHEET

THE OFFICIAL NEWSLETTER OF THE RENO RODEO ASSOCIATION VOL.2 NO.3 OCTOBER 2015

CANDIDATES FOR UPCOMING ELECTION

EXECUTIVE COMMITTEE – ONE POSITION

Bob Cose

Troy Gardiner

Greg "Lightning" Williams

DIRECTORS – SIX POSITIONS

Bob Anderson

Marie Baxter

Randy Bell
Incumbent

Melvin Buell

Heather Creveling

Michael Efstratis

Jim Foster

Larry Frugoli
Incumbent

Greg Goss

Jim Hay
Incumbent

Karen Mitcham

Brent Muhelenberg
Incumbent

Rich Pettinari

Mark Scott

A Candidate Forum will be held on Wednesday, October 7th at 6:30 pm, at Pinocchio's Reno, upstairs. Any questions please contact Clint Thiesse at 745-3849.

IN THIS ISSUE

MARK YOUR CALENDAR

ELECTION OF ONE NEW MEMBER OF THE EXECUTIVE BOARD AND SIX NEW DIRECTORS. EARLY VOTING IN THE RODEO OFFICE OCT 1-14. ABSENTEE BALLOTS AVAILABLE. ELECTION OCTOBER 15TH, 2015 AT THE MEMBERSHIP LUNCHEON. For details, see page 10.

SPECIAL THANKS TO OUR SPONSORS

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PRESIDENT'S MESSAGE

The Finance Committee has been working every night to get the 2016 budget completed. They have approved the budget and it moves forward to the Executive Committee on the 29th. Thanks to everyone involved in the budget process.

The chuck wagon was on the road to the Pendleton Round-Up this September. We had a great group attend the Round-Up with Eva & Ashley representing Reno Rodeo & Nevada. Our chuck wagon was in the parade on Friday with Ralph running the mule team, Eva & Ashley sitting next to Ralph with Brad and I standing behind them. Our entry was very much appreciated by the fans in Pendleton with our ground crew handing out bumper stickers. Thanks to everyone for making this a great promotional event for Reno Rodeo.

The trail ride committee has been in overdrive to get a fall ride for everyone to enjoy. A notice will be out soon, Thanks Ladies.

I look forward to seeing everyone at our 1st luncheon on October 15th, and hope everyone can attend.

Scott Peterson
President 2016

2016 OFFICERS

1ST VICE PRESIDENT
BRAD SIDENER

2ND VICE PRESIDENT
BILL SUMMY

PAST PRESIDENT'S REPORT

The Past Presidents will be meeting for the first time this year on October 7th. General items of discussion will include electing a Chairman of the Past Presidents Council, discussing temporary and permanent museum proposals and ideas, providing an update on the Legacy Project and reviewing the performance of Directors this past rodeo year.

Immediately following the Past Presidents meeting, the Past Presidents will be sponsoring a "Meet the Candidates Forum" for the upcoming election. This forum will take place at Pinocchio's upper floor meeting room at 6:30 on Wednesday, October 7th. If you are a Past President or Director and plan to vote, I encourage you to attend this forum so you know the candidates. If you are a candidate, I definitely encourage you to attend. I respectfully request all Directors and candidates wait downstairs in the bar area until the Past Presidents conclude their meeting.

Past Presidents and especially Directors, remember, it is your responsibility to vote and attend the October Board of Director's meeting on October 15th to review and approve the Budget for 2016.

Clint Thiesse
2012 President

PRESIDENT **SCOTT PETERSON**
TREASURER **MIKE TORVINEN**
SECRETARY **DEBBIE JOHNSTON**

IMMEDIATE PAST PRESIDENT **LARRY STACY**
PAST PRESIDENTS REP **CLINT THIESSE**

EXECUTIVE COMMITTEE

Donald Crank, Kevin Rose, Craig Downie, Jim Lindsey, Paul Gordon, Steve Teserio, Bill Johnson

FINANCE COMMITTEE

Mike Torvinen, Jim Neil, Alex Bybee, Ken Miner, Justin Thomsen, Bill Summy, Mary Vuylsteke

GENERAL MANAGER'S MESSAGE

Another day, another dollar… another birthday, another year older… another rodeo, another convention… not quite sure where I was going with this… maybe it was just an illustration of the continuation of events. Everyone thinks in terms of once the rodeo is over, there must not be any more work to be done. Ask that of the finance committee who are right now in the process of completing the budget for next year and its approval by the board, which by the way, will be on October 15th. Ask that of the members working on cleaning up the specialty sales store area and those who very shortly will be going to the ARC convention in Omaha; or ask those who just got back from Pendleton!

"There ...will always be a lot of action after the rodeo and behind the scenes!"

There is and will always be a lot of action after the rodeo and behind the scenes. Elections for new director positions are fast approaching (also October 15th), the Nevada Day parade in Carson City, Wilderness Circuit Finals in Heber City Utah along with the NFR and PRCA convention in Las Vegas; all this with only 3 months left this year! How soon it will be before we are just a few short months away from getting down to the nitty gritty of producing the 2016 Reno Rodeo!!

"Keeping up with Joneses" is not something Reno Rodeo needs to be worrying about, but keeping up with our own standards and goals should be. In this regard, contracts, sponsorships, partnerships and the everyday moving parts are a continual work in progress of analysis for ways to improve, keep the same if it is working and look for new or even already in use ideas to make Reno Rodeo better and great for all!

George Combs
General Manager

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COMMITTEES, CHAIRS, & CO-CHAIRS FOR 2016

Committee	Chair	Co-Chair
50/50	Greg Goss	Daniel Snow
Admissions	Bob Cose	Bob Anderson Ken Miner Ravi Ramcharan
Animal Care	Scott Greene	Joe Coli
Arena	Craig Downie	Phil Baumann
Autograph Party	Michael Efstratis	
Barbeque	Dennis Freeman	
Bars	Kevin Rose	Larry Fenlason
BFI	Zach Downie	Rich Pettinari
Box Seats		
Buckles/Jewelry	Karen Riley	Jarvis Anderson
Businessman's Steer Decorating	Ann Quinn	Crystal Bacher
By-Laws	Mike Torvinen	Sharon DeSimo
Captial Improvements	Scott Peterson	Clint Thiesse
Cattle Drive	Butch Van Leuven	Randy Bell Joe Capurro John Harp
Chuck Wagon	Jim Lindsey	Steve Edgar
Contestant Hospitality	Loni Jones	
Contestant Parking	Dale Brice	Daniel Bybee Maggie Green
Count Team	Deana Paulman	Jeff Foster Jim Foster
Day Events	Tonya Marini	Ray Callahan
Drill Team Competition	AJ Dillard	Sandy Andersor Karen Mitcham
Emergency Management	Gary Derks	Bob Cose
Executive	Scott Peterson	Brad Sidener
Exhibit Hall	Michael Buis	Mark Sutton
Finance	Mike Torvinen	Jim Neil
Flag Girl Committee	Shannon Bohach	Amy Callahan Gina Mattoon
Golf	Jim Carpenter	Phil Salerno
Grounds	Mike Berry	Don Crank
Insurance	Julie Gallio	Jim Foster
Jr. Roping	Jim Foster	Tonya Marini
Kids Day	Tonya Marini	Jessica Sutton
Legacy Project	Kim Surratt	

Committee	Chair	Co-Chair
Local Sponsors	Carrie Ann Rogers	Jim Elston Therese Kehoe
Magazine	Mark Sutton	
Magazine Distribution	Rich Pettinari	Zach Downie
Manpower - RRT		
Manpower Nominating	Sharon DeSimoni	Chelsea Sidener
Marketing/Advertising/ Public Relations	Bill Price Marjorie Swiatek	
Medical	Shane Akerson	Marty Lipon Stephen Patraw
Mutton Busting	Dellice Steadman Steve Teserio	
National Sponsors		Kim Surratt
Parade	Colleen Scott	Pat Schellin
Policy Review		
Posters	Don Cose	Carol Fiechtl
Presidents Room	Stan Stoll	Jim Carpenter Daneen Isenberg Vicki Jennings
Public Parking	Mark Kahl	Debbe Angers
Queens	Heather Creveling	Amy Callahan
Reno Rodeo Reading Round-Up	Francine Donshick	Terry Donshick Jim Lindsey
Security	Joshua Iveson	Rich Miller Mark Scott
Special Arena Events	Jenny Lesieutre	
Special Kids Rodeo	Francine Donshick	Marie Baxter
Specialty Sales	Jeanette Bye	Chris Mulloy
Stalls	Jason Warren	Nicholas Heathman Eric Logsdon
Team 355	Daniel Bybee	
Team Penning/ Association Sorting	Greg Torvinen	Jim Neil
Technology	Troy Gardner	Michael Buis
Tickets	Bill Johnson	Stephanie Berggren Lauren Sankovich Colleen Schaar
Trail Ride Committee	Jenny Lesieutre	
Ushers	Buck Smith	Heather Creveling Monte Neugebauer

The rodeo is growing and expanding. It takes all of our combined efforts to pull off this great event. As we grow, sometimes it's hard to keep track of who is doing what. For this reason, the following is a listing of all the chairmen and co-chairmen of each of our committees. This is a quick reference guide, for knowing who to contact about what. Check out RIDE for more details about contacting these fine leaders.

WE ARE THE RODEO

In this month's BullSheet we are beginning a new segment highlighting some of the many people that make up the Reno Rodeo, "The Wildest, Richest Rodeo in The West". This month we are featuring Richard and Joanne Mathieu (pronounced Matthew). Richard and Joanne have a combined total of 13 years of rodeo experience between them. Each of them became Members with the Association directly after serving their two years as Wranglers. Richard has been a Member for 7 years, while Joanne joined the Association two years ago.

Always wearing smiles on their faces, Richard and Joanne serve on the Contestant Parking Committee and the Exhibit Hall Hospitality Committee respectively. In addition to their committee responsibilities, they have also contributed their time to various Reno Rodeo Foundation activities. In fact, Joanne first got involved with the Reno Rodeo through her foundation volunteer experience. Joanne recalls one of her favorite Reading Roundup stories, "I remember Francine Donshick speaking to 2nd graders from Cottonwood School in Fernley, explaining how cowboys break horses. One little boy raised his hand asking, 'after they break them, do they put them back together'?"

Richard served 7 years in the military in both the Marine Corp and the Air Force followed by a 36 year career with Safeway as a butcher. Joanne initially stayed at home while raising her sons but later worked for 26 years with the Petaluma School District as a teacher's aide and personnel assistant.

When Richard and Joanne aren't volunteering at the rodeo or foundation events, they enjoy spending time with their children and grandchildren. They have two sons aged 55 and 52 and 4 grandchildren.

Next time you get to a rodeo event or luncheon, be sure to look up Richard and Joanne to say hello!

Reno Rodeo Foundation Scholarship Application Period Now Open

Thanks to the partnership between the Reno Rodeo Association and the Reno Rodeo Foundation, as well as our Nevada Rodeo License Plate, we are able to distribute scholarships annually to eligible students throughout 13 Northern Nevada counties.

Jack Schroeder, Reno Rodeo Foundation Trustee and Scholarship Chairman, and his committee members are encouraging all interested applicants to carefully review the eligibility requirements and the application guidelines. Any student meeting the requirements should please apply.

The number of scholarship recipients varies based on the number of qualified applications received and the funding designated by the Reno Rodeo Foundation Board of Trustees.

Scholarship Applications are available on the Reno Rodeo Foundation website at **RenoRodeoFoundation.org/Scholarships.**

Minimum Eligibility Requirement Questions

- Will you be graduating from a Northern Nevada high school?
- Upon graduation will your high school GPA be 3.0 or better?
- Are you planning on pursing a degree at an accredited Nevada College or University?

If you know someone who can answer "Yes" to all three questions, then they meet the minimum eligibility requirements. The scholarship application closing period is March 23, 2016. Please spread the word.

The Denim Drive is Coming!
The Denim Drive is Coming!

The 2015 Reno Rodeo Foundation Denim Drive will begin on November 9th and run through December 15th. Registration for collection locations will begin in October. If you know a business that would like to participate this year, please contact Clara at **CAndriola@RenoRodeoFoundation.org** or call **775.322.9875**.

Texas Hold'em Poker Tournament October 16th at the Grand Sierra Resort

Don't forget to register for the Reno Rodeo Foundation's Texas Hold'em Poker Tournament on October 16, 2015 at the Grand Sierra Resort. Registration and Mixer at 6:30 p.m. and Dealin begins at 7:00 p.m. 1st Place Winner $1,000 and a Custom Belt Buckle. 2nd Place Winner $500. The 3rd Place Winner is $250 and was sponsored by Alpine Insurance. Buy-in is $100 per person or a table of ten for $900. Register Today at **RenoRodeoFoundation/Texas-Holdem-Poker-Tournament**.

Clara Andriola
Executive Director

TICKETS for 2016 Reno Rodeo are On Sale Now! **See page 11 for more information.**

WE'VE BEEN BUSY

Reno Rodeo Team 355 working on a huge donation of shoes – 27,000 in need will be served!

Second "We Love This Bar" at Famous Dave's on Sept. 28th. RRLV Martinis and snacks...a good time was had by all.

Wranglers WANTED Event
Thursday, October 8, 2015 – 5:30 to 7:00

Team RRT is hosting a recruiting event for potential Wranglers to learn more about Reno Rodeo. Invite a friend or associate interested in becoming a part of Reno Rodeo, and bring them with you to the event.

Each chairman needs to be there, or to delegate someone to explain the responsibilities of committees. Others please plan to share how volunteering for the rodeo means being part of something that is fun, supports our community, celebrates our western culture, remembers our past and looks to the future as the Reno Rodeo Foundation .supports our youth.

WHAT IS OUR BRAND?

What's our brand? Do we all recognize the correct version of the Reno Rodeo logo? My guess is the answer is "no".

A few years ago we had our official logo trademarked. It was not an inexpensive process, and it required meeting strict guidelines to protect our "brand." Now the process has been completed it's important to maintain consistency when using the Reno Rodeo logo.

With that being said I've included an example of the trademarked version of the logo. I've also included a black and white version along with a simple line art version.

If you are not using the correct version of the logo, based upon these samples, get rid of the one you are using. You can find the correct versions on our website under the "About" heading (scroll down to logos and images).

It is also important to not squeeze or stretch the logo. This will also create issues in maintaining our trademark. If you are not sure how to use the logo properly please contact one of the members of the MAP committee for help.

In the near future we will be producing a small document with guidelines on how to properly use the Reno Rodeo logo.

As a footnote, we all have clothing items that have the old logo on them. We are not asking you to dump those and order new ones. We are just asking you to be aware in the future.

LETTER FROM THE QUEEN

With summer coming to an end, I'm glad I enjoyed the last of the warm weather representing the Reno Rodeo. The final weekend in August, at the Truckee Pro Rodeo, I attended a sponsor's event and spoke about *Dare To Be A Cowboy*, the non-profit organization created to help young rodeo competitors. I was asked to ride on a sponsor's sorting team. We had the win… until Ty Rogers and his parents showed us how it was done by taking 2 seconds off our time!

From Truckee I went out to Eastern Nevada for the Labor Day weekend Elko County Fair. It was such a pleasure going back to my childhood 4-H days, watching the kids show their animals and keeping the western lifestyle alive. Elko County Fair is especially fun because of the horse racing. All day, every day, the crowd cheers as the horses race down the track. After each race, I presented the awards to the winning riders' horses. I felt honored to be representing the Reno Rodeo at the historic ranching community fair!

We then took the trek north to the very small town, and very large rodeo, in Pendleton, Oregon. What a rodeo that is! The whole town comes together to Let 'er Buck! I have never had the opportunity to be involved in a parade with so much energy. The streets were lined with hundreds of people cheering and yelling! There is a large Indian presence in Pendleton, and I think the highlight of my whole weekend was watching the Indian races. If you have never seen them, I suggest going next year, or at least checking it out on the internet. The Pendleton roundup is a rodeo that belongs on everyone's bucket list!

I'll be in town for the next couple of weekends before attending the California and Wilderness Circuit finals rodeos in October!

Happy Trails,
Eva Werschky
Miss Reno Rodeo 2016

ORDER YOUR 2016 RENO RODEO CALENDAR TODAY!

For $15 you can order the 2016 calendar. But wait, there's more. If you order 10 or more we will ***personalize*** the calendars at no additional charge. But wait, there's even more. If you order 50 or more your price drops to $10 a calendar.

Reno Rodeo calendars make great Christmas gifts for your family, friends, and memorable business gifts for your clients.

We will be taking orders until the end of October, so get your order in now. The calendars will be ready for pick up at the rodeo office by mid November. If available any calendars ordered after October 31 will be $20 each.

To order the 2016 Reno Rodeo Calendar please email map@renorodeo.com, or go online to renorodeo.com .

OCTOBER 2015

S	M	T	W	T	F	S
				1 Early voting today through Nov.14 at RR Office 9am to 5 pm daily	2	3
4	5	6 RR Office Conf Room 5:30 pm NOM-Election Prep	7 Candidate Forum at Pinocchio's Reno 6:30 pm	8 RRT Recruitment Mtng in North Hall, 5:30-7:30	9 Texas Hold'em Tournament sign-up deadline	10
11	12	13	14	15 Member Lunch and Election noon at the Nugget Board of Directors 5:30 pm Past Pres Rm	16 Texas Hold'em Tournament at GSR Dealin' begins at 7 pm	17
18	19	20 RR Office 4:30 pm Finance Com 5:30 pm Executive Bd Bullsheet Stories due for November	21	22	23	24
25	26 RR Legacy Vodka Flash Mob	27	28	29	30	31 Nevada Day Parade at 10 am HALLOWEEN

NOVEMBER 2015

S	M	T	W	T	F	S
1	2	3 RR Office 4:30 pm Finance Com 5:30 pm Executive Bd	4	5	6	7
8	9 Denim Drive Launch	10	11	12	13	14
15	16	17 RR Office 4:30 pm Finance Com 5:30 pm Executive Bd	18	19	20 Holiday Dinner El Dorado Convention Center at 5:30 pm Bullsheet Stories due for December	21
22	23	24	25	26	27	28
29	30 RR Legacy Vodka Flash Mob					

NOM-COM

Election Details

Early voting for the upcoming October 15th election of one Executive Committee member (for one year) and six directors will begin on October 1st, 9 am and continue through October 14th, 5 pm at the Reno Rodeo office.

If you need an absentee ballot, please contact **Manpower@renorodeo.com**. An absentee ballot will be mailed to you, registered mail, return receipt. Make your request early so that you can get the ballot back to the office prior to October 14th at 5 pm. No ballot received after that time will be counted.

The Election will be held on October 15th, 2015 at the Membership Luncheon at the Nugget in the Rose B Ballroom. Voting will start at 11:30 am with lunch to follow.

Good luck to all candidates!

Wranglers WANTED Event

Thursday, October 8, 2015 – 5:30 to 7:00 in the South Exhibit Hall

Team RRT is hosting a recruiting event for potential Wranglers to learn more about Reno Rodeo – what we do and how it is produced on the rodeo grounds. The "Team" is requesting that each and everyone of you invite a friend or associate interested in becoming a part of Reno Rodeo, bring them to the event, and share with them why YOU joined and are a part of the Wildest, Richest Rodeo in the West!

Refreshments will be provided and, like the last even, there will be raffle prizes given away at intervals during the evening!

For additional information email questions to **Manpower@RenoRodeo.com**.

PENDLETON ROUNDUP

Scott, Brad, Ralph, Eva, and Ashley

Ashley, Debbie, and Jenny with Bobby Kerr and Trigger

RENO RODEO COWBOY/GIRL COOKOUT & TRAIL RIDE!!

Save the Date for October 17th & 18th

Reno Rodeo is revitalizing the Trail Ride, with not one but two events for the 2016 Rodeo year! Our first event will be beginning on Saturday October 17th at the Washoe State Park with a family-friendly dinner followed by Live Entertainment allowing for dancing or just sitting by a fire catching up with old friends! For those that wish to camp out, the campsite/park entry fee cost is $15 per night - in addition there is a Bed and Breakfast across from the park and a hotel on the north end of Carson City (for those that prefer not roughing it!). If you choose to come out only for the dinner and entertainment, there is a $7 per car park entry fee. For those that plan to stay overnight, we will have breakfast available on Sunday, October 18th followed by a group morning trail ride or hike. Cost for dinner and entertainment is $25 per person with breakfast a mere $5 per person – a flyer / registration form with all the details will be forthcoming so save the date!

TICKETS for 2016 are On Sale Now!

Tell your friendsw and family that the best seats for the 2016 Reno Rodeo just went on sale.

Here is a "cheat sheet" to help everyone save money when buying tickets.

The best deal is to buy them at the Lawlor Event Center (at UNR) ticket office. There is no handling charge or fee.

Second best is go our website, **RenoRodeo.com**, where you download a pdf of the ticket order and scan, fax, or mail it back per the directions, with a single fee of $7.00 per order.

The last option is conveniently going on line to **ticketswest.com**, or calling **1-800-325-7328 (1-800-325-SEAT).**

For more information please note the new email address for ticket inquiries is **Tickets@RenoRodeo.com**.

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Go to your respective app store and search for Reno Rodeo. Download the app. When prompted to determine if you want to receive "push notifications" please accept. Then enter your email address in the space provided. Thank you. Please send comments to: greg@gmaagroup.com
we can make updates as necessary.

And follow us on social media:

RENO RODEO ASSOCIATION
PO BOX 12335
RENO, NV 89510

A little of this and that:

George Combs challenges all our members to match his table at the Texas Hold 'Em poker tournament! To date Jenny Leiseture, Heather Creveling and Brad Sidner have accepted the challenge…how about you? See inside for more information.

Check out the October issue of *Cowboys and Indians*. Reno Rodeo Cattle Drive is featured in a nice layout with lots of great pictures.

And most importantly: A Retraction

Larry Stacy isn't moving to Texas. I am far more gullible that I ever imagined, and apparently someone was goofing with me. Sorry Larry, for the erroneous report - we're sure happy that you are staying here!

Until Next Month,

Marjie Swiatek, Bill Price

MAP Committee