



Post Office Box 1648
Salinas, CA 93902
800-771-8807
831-775-3100
Fax 831-757-5134
www.carodeo.com

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Save the Date



GRAND OPENING WEEKEND

SEPTEMBER 6th 2013

Join us for a tailgate-style
KICK OFF PARTY!
a fundraiser for



Evening will included
Strolling dinner, hosted bar, tour of the stadium,
LIVE auction and music.

Tickets \$100 per person
Proceeds benefit
Public Recreation Unlimited
21& over

Call (831) 775-3100 to reserve your tickets!

SEPTEMBER 7th 2013

FOOTBALL OPENING DAY!

Youth Game Tickets
Adults \$7
Children \$3
5 & Under FREE



H.S Game Tickets
Adults \$15 Student \$7
Children \$3
5 & Under FREE

SCHEDULE

9:30am Gates Open
Youth Football
3pm Gates Re-Open
Grand Opening Ceremony
Salinas High vs. North Salinas High
Carmel High vs. Palma High

FINALE FIREWORKS!

Consessions, Souvenirs & More!

*Our goal is to raise enough money so schools can
play thier first year at Rabobank Stadium for **FREE!***

SEPTEMBER 8th 2013

FAMILY SOCCER DAY! featuring an International Tournament

SCHEDULE

10am Gates Open
DOUBLE ELIMINTAION TOURNAMENT
featuring Local Teams vs. International Teams

12pm PEE-WEE TOURNAMENT
presented on practice field

5pm EXHIBITION GAME MAIN EVENT
featuring Local Elite Team vs. Tijuana Under 17's

TICKETS

General Admission \$10
Children 8 & Under FREE

President's Message

Dear Friends of the California Rodeo,

As I write this I wonder where the time went and how Big Week will be here so soon. The year has flown by as we prepare for the largest Rodeo in California to take place July 18th-21st. Get your tickets now to see the top cowboys and cowgirls compete at one of the Gold Tour stops here in Salinas on their way to the Wrangler National Finals Rodeo in Las Vegas in December. You will be treated to non-stop action in the arena and track simultaneously, one of the unique features here at Salinas. Read more in this newsletter about Cowboy Kenny's Steel Rodeo Tour, the return of the One Arm Bandit and meet our new clown Mark Swingler. Returning to the Track this year is the Open Ranch Doctoring, crowd favorite Muttin' Bustin', Produce Mascot Race and the ever popular Freestyle Bullfights featuring Borba fighting bulls. Hopefully you had your tickets early for the Monster Jam event in May; remember you have another chance to see motorsports action at the Central Coast Motorsports Spectacular on Sunday August 11th. That show will showcase not only Monster Trucks, but also Motorcycle Jumpers and, new this year, Truck and Tractor pulls. Tickets will be available at www.salinassportscomplex.com and www.tickets.com soon!



Photo by Interface Visual

Other events coming up before and during Big Week include Cowboy Poetry on Friday July 12th, the Carnival on Sun Street that also opens on Friday July 12th and runs through Sunday July 21st, the Kiddie Kapers and Colmo del Rodeo Parades on Saturday July 13th, the Professional Bull Riding on July 17th as well as the Horse Parades during the four days of Rodeo. Miss California Rodeo Salinas 2013 will be named on Thursday July 18th during the opening of our first performance. Don't forget to stop by the Heritage Museum for a tour of vintage Rodeo memorabilia during the four days of Rodeo as well. Also mark your calendars for the GRAND OPENING of the RABOBANK STADIUM on September 7th & 8th 2013. Visit www.carodeo.com, our newly designed and interactive website, to learn more about themed days and other special events during the Rodeo. I would like to thank all of the Directors, Past Directors, Past Presidents, Volunteers, Rodeo Staff and everyone else who dedicates their time and energy to make this great event happen.

Benny Jefferson
President 2012-2013

Out Of The Chutes

Summer



2013

Official Newsletter of the
CALIFORNIA RODEO SALINAS

INSIDE

2013 Big Week Schedule,
Hall of Fame Inductees,
Sponsorship Opportunities,
2013 Specialty Acts,
Committee Team Roping, &
More!

Save the Dates: 2013 Events

Cowboy Poetry	July 12
Colmo del Rodeo & Kiddie Kapers Parades	July 13
Cowboy Shoot Out Golf Tournament	July 17
Professional Bull Riding	July 17
Hall of Fame Induction Luncheon	July 18
103rd California Rodeo Salinas	July 18-21

Trail Writings

Hello Again California Rodeo Salinas Supporters & Fans,

The past few months have flown by and now it is rodeo season in California! In December I traveled to Las Vegas for the Wrangler National Finals Rodeo. While working the California Rodeo Salinas booth on Rodeo Way, I talked rodeo with fans from New Zealand, Japan, Spain and of course the United States. Also in December, I rode in not one but two Christmas parades. Star, my horse, donned over 100 lights for the Salinas Parade of Lights. Rain hit the Los Gatos Children's Christmas Parade, so Star enjoyed the parade from the Salinas Rodeo trailer and I waved from under an umbrella in the bed of my truck. What a way to do a parade!

Continued....

BIG DREAMS for BIG WEEK

July 18-21, 2013

Trail Writings Cont....

In March I had the privilege of riding in the 162nd San Francisco St. Patrick’s Day Parade, and won 1st place for best costumed rider. I also ventured up to the capital for National Agriculture Day. There I met state senator Ricardo Lara, who told me about his visit to the Salinas Rodeo last year. Lara loved the rodeo and hopes to attend this year. I also met Laura McIntosh, host of the tv show Bringing it Home and fellow fan of Tanimura and Antle Farms. March was exciting, but April is even more promising.

April and May will take my horse and I all over the state of California. I will be at the Oakdale Rodeo, Motherlode Round-Up, Santa Maria Rodeo, Bakersfield Rodeo, Rowell Ranch Rodeo, and the Redding Rodeo. I am more excited than a little kid going to Disneyland! With 5 more weeks of classes left, I have rodeo-itis. What is rodeo-itis? It is the overwhelming day dreams during lecture about amazing 8-second rides, fun parades and of course the humbling feeling of sporting the California Rodeo Salinas name. On the plus side, rodeo-itis has inspired me to finish up work ahead of time so I can enjoy the rodeo weekends! I hope to see you all out on the rodeo road!

National Ag Day at the Capitol!



Laugh Always,
Tracy Hinson
Miss California Rodeo Salinas 2012

Sponsor Opportunites

Interested in becoming a 2013 California Rodeo Sponsor? Find out how to join the team that promotes and preserves our American values and Western Heritage. There are sponsor packages available at every level. For more Sponsorship information contact one of our Sponsorship Coordinators: Barbara Balentine at bbalentine@carodeo.com or Victoria Rossi at vrossi@carodeo.com or call 831-775-3100 to reach them.



2012 Hall of Fame Inductee Luncheon

Photo by Interface Visual

2013 Hall of Fame Class of Inductees

The California Rodeo Salinas started its Hall of Fame in 2010 as part of the centennial anniversary of this annual western event. The Rodeo has long been supported by loyal volunteers who work on over 60 committees during the event, personnel, contestants and performers whose talents enhance the show. After 100 years of business it was past time to honor those who helped build the organization and elevate the California Rodeo to one of the top 20 professional rodeos in the United States and the largest in California.

Since 2010, the California Rodeo has accepted applications each year and individuals have been nominated in the following categories: Committee Members, Contract Personnel, Livestock, Contestants, Notables, Supporters/Contributors & Staff. To date there are a total of 26 worthy inductees in the California Rodeo Salinas Hall of Fame and this year, the committee is pleased to announce the following inductees:

Notables
Marguerite (Martins) & Marvin Roberts

Contestant
Ty Murray

Contract Personnel
Bob & Nancy Cook

Livestock
#16 Oscar

Committee Member
George Richardson
Dr. E.J. ‘Doc’ Leach

An Induction luncheon will take place on Thursday July 18th on the California Rodeo Director’s Patio at 11:30am. Tickets are \$30 per person and include lunch and beverages as well as the ceremony during which each inductee is honored and receives their trophy. To reserve your seat, call 831-775-3100 between 9am and 5pm Monday-Friday. The 2013 Hall of Fame Luncheon is sponsored by Jim Martins and Clifford & Marguerite Happy.

Full biographies of the inductees can be found at www.carodeo.com.



Photo by Phil Doyle



2013 Specialty Acts Are Sure to Keep Crowds Entertained!

Cowboy Kenny’s Steel Rodeo Tour *presented by Jack in the Box*
"Cowboy" Kenny Bartram, a Freestyle Motocross champion out of Oklahoma is bringing high flying excitement to the California Rodeo Salinas in 2013 with his Cowboy Kenny’s Steel Rodeo Tour which features non-stop, action packed freestyle motocross entertainment. Kenny stays true to his Stillwater, Oklahoma roots, wearing his signature cowboy hat and playing country music during his runs, making him a true individual in the freestyle industry. Kenny and his team will have you on the edge of your seats while they make high flying-aerial stunt passes on the track during each performance of the 103rd California Rodeo Salinas!

One Arm Bandit *presented by United Ag*
John Payne, from Shidler, Oklahoma, is known by most as the One Arm Bandit. Along with his trusty steeds he brings with him a herd of wild Buffalo that he uses to entertain spectators and demonstrate that the partnership and respect between humans and animals can be breathtaking! The One Arm Bandit and tribe of wild Indians made for a great show at the Centennial Celebration of the California Rodeo Salinas in 2010; the following year John went on to win PRCA Specialty Act of the Year making it his unprecedented 13th win in that category. John’s act is an exciting addition to the action at the Rodeo this year!

Rodeo Clown Mark Swingler
Mark Swingler, from Austin, Texas, has been entertaining rodeo fans at Professional Rodeos for over twenty years. His ability to entertain rodeo fans with his diversity in comedy acts has established him as a premier entertainer in the PRCA. His 1927 Model “T” Clown Car, which is a ten time PRCA Comedy Act of the Year nominee, the Original Moonwalk, UPS Special Delivery and his latest addition, The World’s Worst Hot Dog Vendor, have kept people rolling in their seats across the nation. Mark Swingler is a true entertainer and only has one goal on his mind when entering a rodeo arena- to make sure rodeo fans get their money’s worth. His talent to involve crowds with his outrageous acts and ability to create an atmosphere of family fun makes him a great addition to the 103rd California Rodeo Salinas!



2013 Committee Team Roping Sunday July 21st

Sign Up at 9am** Roping Starts at 9:30am
3 for \$40- Progressive after 2
For more information Call Bill Whitney
(831) 596-0575

Win a “Salinas” Buckle



Photo by Richard Field Levine

2013 BIG WEEK Schedule



FRIDAY JULY 12th

11am Carnival Opens, Sun St.
5pm Cowboy Poetry, Sherwood Hall

SATURDAY JULY 13th

6:30pm Kiddie Kapers Parade
8pm Colmo del Rodeo Parade

WEDNESDAY JULY 17th

8am 23rd Annual Cowboy Shoot Out
7pm 13th Annual PBR

7pm Miss California Rodeo Personality

& Appearance, Sherwood Hall

THURSDAY JULY 18th

11am Arena Slack
11:30am Hall of Fame Luncheon
3pm Mini Parade- E. Alisal St.
4pm Gates Open

TOUGH ENOUGH TO WEAR PINK NIGHT

4pm Heritage Museum Opens
4:30pm Stickhorse Race-Track

5pm Kids Corral Opens

6pm Grand Entry & Rodeo

FRIDAY JULY 19th

11am Arena Slack
3pm Mini Parade- N.Main St.
4pm Gates Open

FIGHT HUNGER NIGHT

5pm Kids Corral Opens

6pm Grand Entry & Rodeo

SATURDAY JULY 20th

8am Arena Slack
10am Gates Open

SALUTE TO MILITARY DAY

10am Heritage Museum Opens

11am Kids Corral Opens

11:30am Horse Parade, Downtown

12pm Special Buckaroos Rodeo-Track

1:15pm Grand Entry & Rodeo

SUNDAY JULY 21st

8am Arena Slack
10am Gates Open

DAY OF CHAMPIONS

10am Heritage Museum Opens

10:30am Cowboy Church Services

11am Kids Corral Opens

11:30am Horse Parade, Downtown

1:15pm Grand Entry & Rodeo