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Salinas, CA  
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## Shopping & Holiday Cheer

*Holiday Chic  
Boutique*

**11.12.14**

AN EVENING OF HOLIDAY SHOPPING & CHEER!

5 to 9 pm  
Exhibition Mall - Salinas Sports Complex  
1034 N. Main St. Salinas

↔ **FREE ADMISSION** ↔

*\$10 Wine glass with Rodeo logo available for purchase*





## President's Message

Happy Holidays!

The 104th California Rodeo is now in the books – and what a year it was. Outstanding rodeo action in the arena, great entertainment on the Track, an outstanding Kick Off Concert, and a sold out PBR event were just some of the highlights of Big Week 2014!



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Congratulations and a hearty slap on the back are due to Directors George Hansen and Tom Pettitt, whose vision and wisdom were fully realized in a Professional Bull Riders event that has been growing steadily since they brought the PBR to Salinas in 2001. This was just the first of what will be many sold out events in Salinas, and we look forward to 2015, where we will 'kick it up' another notch!

2014 also brought concrete and mortar to the California Rodeo Wall of Fame. Envisioned by President Craig Andrus in 2010 and funded by a large donation from the Gheen family, the wall construction was completed this spring and provides a nice finish to the east entrance to the CA Rodeo Heritage Museum. The recent 'Hot Irons and History' fundraiser for the purchase and installation of the recognition plaques was very successful; stay tuned for additional opportunities to showcase your Brand on the Directors Patio and support our Wall of Fame!

As we look ahead to 2015, we await the delivery of the much anticipated Economic Impact Report currently being prepared by Dr. Brad Barbeau and his staff at CSU Monterey Bay. The full impact of all events held at the Sports Complex will be factored into this valuable tool to gauge what the Rodeo Association brings into our community and the value that the Salinas Sports Complex represents to our City.

As we head into this Holiday Season, we have much to be thankful for. The support, dedication, and commitment that our volunteers provide is what makes the California Rodeo the premier event on California's Central Coast – and allows us to run one of the top 10 rodeo's in the country. Thank you!

Daryl Whitcher  
President 2014-2015

Winter 2014-2015

### INSIDE

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Photo by Richard F. Levine

### Save the Dates: 2015 Events

Monster Jam	May 17
Rodeo Kick Off Concert	TBA
Colmo del Rodeo & Kiddie Kapers Parades	July 11
Cowboy Shoot Out Golf Tournament	July 15
Professional Bull Riding	July 15
Hall of Fame Induction Luncheon	July 16
105 <sup>th</sup> California Rodeo Salinas	July 16-19



## ANOTHER PRESTIGIOUS NOMINATION

The California Rodeo Salinas is nominated for the Pro Rodeo Cowboy Association's Large Outdoor Rodeo of the Year. The winner will be announced on Wednesday December 3rd in Las Vegas, Nevada.

## 2014 RODEO & TRACK Event Champs

### Professional Bull Riding 7/16

Tim Bingham

### All-Around Champion

Trevor Brazile

### Bareback Riding

Steven Peebles

### Team Roping

Trevor Brazile & Travis Graves

### Saddle Bronc Riding

Jesse Wright

### Tie Down Roping

Hunter Herrin

### Steer Wrestling

Dru Melvin

### Bull Riding

Elliott Jacoby

### WPRA Barrel Racing

Christine Laughlin

### Gold Card Team Roping

David Motes & Monty Joe Petska

### Freestyle Bull Fights

Cody Webster

### Non-Pro Bridle Class

Jayson Fisher-Little Brown Indian

### Open Hackamore Class

Jon Roeser-Roany Red

### Open Stockhorse Class

Lance Johnson- He's a Smokin' Indian

### Industrial Calf Dressing

Springfield Farm

Alex Redoni, Carolo Allioti, Reed Worthy

### Mutton Busting

Bryan Villegas

### Committee Team Roping

Billy Armendariz & Jim Martins

### Ranch Cattle Sorting

John Orradre, Earl Escobar, Tony Ferrasci



## California Rodeo Welcomes New Directors.

The California Rodeo Association installed two new Directors to the Board during the annual Stockholders Dinner and Meeting on October 16th.

The Association is governed by six Officers: the President, 3 Vice Presidents, a Secretary and a Treasurer, an Executive Committee made up of roughly 18 Directors and an at large Board of 52 Directors. Daryl Whitcher is currently starting his 2nd and final year of Presidency after being an Officer since 2004. The other Officers include: Mike Scarr, 1st Vice President, Brent Eastman, 2nd Vice President, Dave Pedrazzi, 3rd Vice President, Fred Hooker, Secretary and Ric Causley, Treasurer.

The new Directors are Kathy Donnelly who chairs the Bull X-ing Committee and Pat Hitchcock who Chairs the Director's Patio Barbecue Committee. Both new Board members have extensive experience at the California Rodeo Salinas.

Two of our long-time Directors have moved into Advisory Director roles: Al Mortensen and Bill Quinlan. We thank them both for the decades of work they put into the California Rodeo Association.

## Sponsorship Opportunities.

Interested in becoming a 2015 California Rodeo Sponsor? Find out how to join the team that promotes and preserves our American values and Western Heritage.

There are sponsorship packages available at any level and they can be customized to suit your needs. For more information contact our Sponsorship Coordinators Victoria Rossi at [vrossi@carodeo.com](mailto:vrossi@carodeo.com) or Barbara Balentine at [bbalentine@carodeo.com](mailto:bbalentine@carodeo.com) or call 831-775-3100 to reach them.

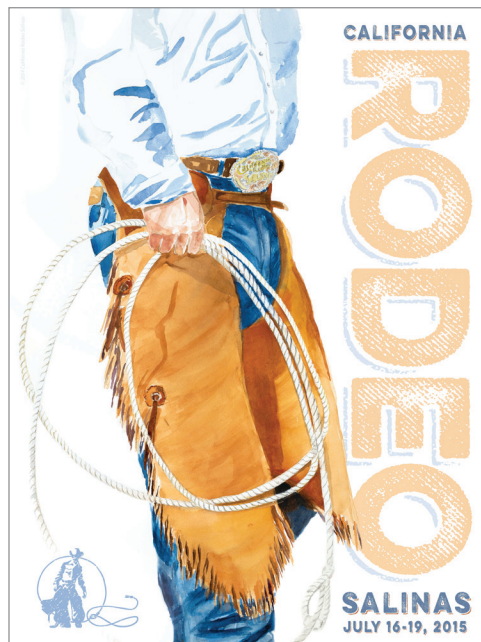


# 2015 Commemorative Poster Unveiled.

The California Rodeo Association and President Daryl Whitcher unveiled the 2015 Commemorative Poster at the annual Stockholder Dinner on October 16th. The original watercolor was painted by local artist Laurie Myers and features a cowboy wearing the coveted Salinas Rodeo Championship Buckle.

Laurie is a self-taught artist who taught art to elementary school students for 20 years. She recently retired from teaching art at John E. Steinbeck School in Salinas, California. Her mission is to bring the joy of art to as many people as possible throughout Monterey County. She lives on a ranch and is surrounded by horses, cowboy gear and the western way of life. Her surroundings inspire all of her paintings. Laurie was thrilled to paint the commemorative California Rodeo Salinas poster for the 2nd time.

The 2015 Commemorative California Rodeo Salinas poster will be available for purchase at the Rodeo Office at 1034. N. Main Street in Salinas from 9am to 5pm for \$15 soon. They will also be available online at [carodeo.com](http://carodeo.com) in a few weeks.



## Trail Writings

Hello everyone!



I am so excited to be a part of the California Rodeo Salinas family! It is truly an honor to have competed and been selected to represent my favorite and the best rodeo in California.

The Salinas Rodeo has

been a tradition for my family since I was a little girl. It is the biggest blessing to finally be able to give back to our incredible association and represent the community that has provided everything for me. I have a busy year ahead with various events already lined up! I attended the Pioneer Day Parade in Paso Robles in early October, supposedly the biggest parade west of the Mississippi! It was their 125th anniversary; we had a lot of fun getting the crowd excited for our 105th anniversary! It was really warm but the smiles and excitement from the crowd took your mind right off of that heat!

It was so nice seeing everyone at our Annual Stockholder meeting; we had a great turn out. We auctioned off some delicious desserts, unveiled the new commemorative poster and heard updates from our Directors. I can already feel the excitement and plans for our rodeo next year! My next stop as queen will be attending a Monterey County 4-H Council meeting this month as well as participating in holiday parades in December. Be on the lookout for me at the Salinas Parade of Lights! Starting in the spring you can find me on the California Rodeo Circuit travelling up and down our golden state. I cannot wait for the journey

ahead and would love to meet each and every one of you! See you all soon!

Sincerely,  
Jynel Gularte



## Charitable Donations.

Giving back to the local community is something the California Rodeo Salinas is very proud of. The not-for-profit organization gave back over \$220,000 this past year.

Many people do not know that the California Rodeo gives back a significant amount of money to non-profit organizations each year. The economic impact of such a large event is impressive, but the fact that some organizations operate for a full year on the money raised at the Salinas Sports Complex is also quite impressive.

Some of the organizations who earned money include: Atlantic Little League, Boys Scouts Troop #232, San Benancio 4-H and Elite Gymnastics.

Daryl Whitcher, President, and Brent Eastman, Vice President, presented a symbolic check to representatives from local non-profits for \$220,658.20 at the August 2015 Director's Meeting.

