

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 prep for the largest Rodeo in California to take place July 19th-22nd. 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 on the track simultaneously, one of the unique features here at Salinas. Read more in this newsletter about the Trick and Roman Riding as well as the Open Ranch Doctoring, both new to our track this year.



Photo by Interface Visual

Hopefully you had your tickets early for the Monster Jam that sold out in May; remember you have another chance to see motorsports action at the Central Coast Motorsports Spectacular on Sunday August 12th. That show will showcase not only Monster Trucks, but also Motorcycle Jumpers, a Demolition Derby and our first ever Roll Over Contest. Tickets are on sale now at www.tickets.com.

Other events coming up before and during Big Week include the Cowboy Poetry on Friday July 13th, the Carnival on Sun Street that also opens on Friday July 13th and runs through Sunday July 22nd, the Kiddie Kapers and Colmo del Rodeo Parades on Saturday July 14th, the Professional Bull Riding on July 18th as well as the Horse Parades during the four days of Rodeo. Miss California Rodeo Salinas 2012 will be named on Thursday July 19th during the opening of our first performance. Alan Jackson will be playing live in concert on Saturday July 21st at 6:30pm at Salinas Municipal Stadium; this is sure to be another sell out and a highlight of Big Week. Don't forget to stop by the Heritage Museum for a tour of vintage Rodeo memorabilia during the four days of Rodeo as well. Visit www.carodeo.com, our newly designed 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 dedicate their time and energy to make this great event happen.

Benny Jefferson
President 2012-2013



OUT OF THE CHUTES

SUMMER



2012

OFFICIAL NEWSLETTER OF THE
CALIFORNIA RODEO SALINAS

INSIDE

2012 Big Week Schedule,
Hall of Fame Inductees,
Sponsorship Opportunities,
Committee Team Roping,
New Website & More

SAVE THE DATES: 2012 EVENTS

Cowboy Poetry	July 13
Colmo del Rodeo & Kiddie Kapers Parade	July 14
Cowboy Shoot Out Golf Tournament	July 18
Professional Bull Riding	July 18
Hall of Fame Induction Luncheon	July 19
102nd California Rodeo Salinas	July 19-22

TRAIL WRITINGS

Hello Everyone,

The sights, sounds and smells of rodeo prep are in the air. Hurrah it is rodeo season! I know the entire rodeo committee is gearing up for the 2012 Salinas Rodeo.

The year of 2012 started off with the Legendary Evening fundraising kick off to benefit The Stadium at the Salinas Sports Complex, and, as always, the young kids were an inspiration reminding everyone of the tremendous benefits of a strong athletic program for youth. The California Ag day in Sacramento followed in March, where I attended the California Cattlemen's legislative breakfast, and then had a remarkable day promoting our sport of rodeo with the Flying U rodeo team on the Capitol Mall.

The scent of BBQ, horses, stock, and a watered worked arena have permeated the spring air with a sweet smell...

Photo by Wayne Capili



102...IT'S GONNA BE A HOT ONE

JULY 19-22, 2012

TRAIL WRITINGS CONTINUED

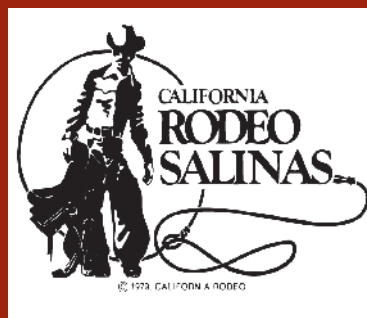
...The pride and pure beauty of our National Anthem, the reverence of Coy's cowboy prayer, excited children, the roar of the crowd on a good ride, are the sounds that have exploded in rodeo arenas across our great state this spring. Good company with Laurie, Mandy, Jerry, and Dean has been shared in Oakdale, Clovis, Bakersfield, Sonora, Rowell Ranch, Gilroy, and Santa Maria. It has been a dream come true representing the California Rodeo Salinas this spring, and I love every minute of the ride. I am looking forward to seeing all of you at the Committee BBQ and at all of the events leading up to the greatest rodeo on the west coast next month-the California Rodeo Salinas.

Sincerely,
Kendra Brennan
Miss California Rodeo Salinas



WWW.CARODEO.COM

The California Rodeo website received a facelift and has been revamped for easy navigation and accessibility. The new look has a slight vintage feel to it, and at the same time is compatible with the popular smart phone and tablet technologies.



JULY 19-22, 2012



2011 Hall of Fame Inductee Luncheon

Photo by Interface Visual

2012 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, Performers, Livestock, Contestants, Notables, Supporters/Contributors & Staff. This year, the committee is pleased to announce the following inductees:

Committee Member

Pete Pedrazzi
Warren Wayland

Livestock

RR Le Mistral aka Mister

Contestant

David Motes
Frankie Schneider
Johnie Schneider

Performer

Wilbur Plaugher

An Induction luncheon will take place on Thursday July 19th 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 2012 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.



102 SMOKIN' YEARS OF RODEO WILL INCLUDE NEW TRACK ENTERTAINMENT

SURESHOT ACTS

This year on the track the California Rodeo welcomes Sally Bishop and Roz Beaton of Sureshot Acts. These two ladies hail from Calgary, Alberta and have had plenty of experience in the arena. As newcomers to the California Rodeo they offer exciting entertainment with trick riding and 4-up roman riding. Both of these daring acts are performed at break-neck speed with style and flair that has become noticeably their own. These two women are no strangers to the showman's life, they have performed all over North America as cast members of the multi-million dollar Cirque du Soleil Equestrian show "Cavalia." Both Sally and Roz are thrilled to be a part of the world famous California Rodeo Salinas.



BACK BY POPULAR DEMAND SLIM GARNER



Photo by Richard Field Levine

OPEN RANCH DOCTORING

Also new to the track this year is the Open Ranch Doctoring. A look into the ways of the old west and tradition of the California Rodeo, the ranch doctoring embodies the working ranch cowboys of today and the vaqueros of the "rodear," or round-up, days. This event is a true testament to the working cowboy and life on the ranch. Out in the open pastures cowboys must capture and doctor or vaccinate sick or hurt cattle on a regular basis.

Four people/team. Entry fee is \$400 per team. Short go winners receive belt buckles. Entry forms are available in the Rodeo Office or at www.carodeo.com; for more information call (831) 775-3100.

2012 COMMITTEE TEAM ROPING SUNDAY JULY 22

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

2012 BIG WEEK SCHEDULE



FRIDAY JULY 13th

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

SATURDAY JULY 14th

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

WEDNESDAY JULY 18th

8am 22nd Annual Cowboy Shoot Out
7pm 12th Annual PBR
7pm Miss California Rodeo Personality

Appearance, Sherwood Hall

THURSDAY JULY 19th

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 KTOM Stickhorse Race-Track
5pm Kids Corral Opens
6pm Grand Entry & Rodeo

FRIDAY JULY 20th

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 21st

8am Arena Slack
10am Gates Open

SALUTE TO MILITARY DAY

10am Heritage Museum
11am Kids Corral Opens
11:30am Horse Parade, Downtown
12pm Special Buckaroos Rodeo-Track
1:15pm Grand Entry & Rodeo
6:30pm Alan Jackson Concert

SUNDAY JULY 22nd

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

102... IT'S GONNA BE A HOT ONE



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

PRSRT STD
US POSTAGE
PAID
Salinas, CA
Permit No. 139

ADDRESS SERVICE REQUESTED

SPONSORSHIP OPPORTUNITIES

Associate your business with the fastest growing sport in the country and gain nationwide exposure by becoming a California Rodeo sponsor. Take part in over a century of tradition. After more than one hundred years of history, Rodeo action and western entertainment, the California Rodeo maintains the glory, commitment and integrity of the American spirit.

Lend positive exposure to your business. The California Rodeo is extensively promoted throughout California via television, radio, print media and direct mail campaigning as well as via our social network of over 12,000 people. Each year more than 50,000 people attend and participate in the Rodeo and Big Week activities, and thousands of viewers catch the action when the Rodeo is televised on the Pursuit Channel.

As a sponsor of the California Rodeo, your dollars go toward raising funds for local service and charitable organizations and creating opportunities for youths to participate in a nationally recognized community activity. The California Rodeo gives back over \$250,000 annually to local non-profits.

Reap the rewards of giving. No matter what level of sponsorship you choose to accept, the Rodeo's sponsorship committee goes that extra mile to customize your package, allowing the best exposure, promotion and partnership for your business and the Rodeo.

Join the team that promotes and preserves our American values and Western Heritage. Become a sponsor of the California Rodeo. For Sponsorship information contact one of our Sponsorship Coordinators: Barbara Balentine at bbalentine@carodeo.com or Victoria Rossi at vrossi@carodeo.com. You can also call 831-775-3100 to reach them.