

## PRESIDENT'S MESSAGE

Dear Friends of the California Rodeo,

As your new President, I would first like to take the time to thank my predecessor and his wife, Craig & Vicki Andrus, for the common sense approach they took to leading the Rodeo for the past two years. My wife Donna and I had a great time working with them and learning from them. I am honored to be leading this organization and am looking forward to an exciting and productive two years.



Photo by Interface Visual

I have been a committee member since the early '80s and take great pride in being a part of the team of volunteers that are vital to producing one of the top 20 professional rodeos in the United States. That being said, I have fond memories of the Committee Barbecue and would like to encourage all volunteers to attend in 2012. The barbecue will be held on Saturday June 16th; we have recently added a horse shoe tournament and are talking about other elements to enhance the day. Increased volunteer attendance and participation will make the day even better and give everyone a chance to mingle with fellow committee members and to meet Directors and other members of the board.

2012 events are shaping up. The arena and track events for the July 19th-22nd Rodeo will be fabulous. Save the dates on the right for the other annual events held at the Salinas Sports Complex and during Big Week. Also, be sure to read the article about the Public Recreation Unlimited fund raising efforts for 'The Stadium' and save the date for 'A Legendary Evening' featuring a panel of NFL super stars such as Steve Young and Ronnie Lott on March 10, 2012.

This next year will definitely be a memorable one; we have great hopes of surpassing events of the past and of giving back even more than the \$261,000 that we donated to local non-profits in 2011. Thank you for your continued support of the California Rodeo.

The 102nd Rodeo is gonna be a hot one!

Benny Jefferson  
President 2012-2013



# OUT OF THE CHUTES

WINTER



2011-2012

OFFICIAL NEWSLETTER OF THE  
CALIFORNIA RODEO SALINAS

INSIDE

2011 Rodeo Results, New  
Directors, 2012 Poster,  
Social Media info & More

## SAVE THE DATES: 2012 EVENTS

Public Recreation Unlimited 'Legendary Evening' Fundraiser for 'The Stadium'	March 10
Monster Truck Jam	May 20
Colmo del Rodeo Parade	July 14
Professional Bull Riding	July 18
102nd California Rodeo Salinas	July 19-22
Central Coast Motorsport Spectacular	August 12

## TRAIL WRITINGS

Hello Everyone,

Becoming Miss California Rodeo Salinas 2011 is a dream come true. Like many other rodeo athletes, I have always looked at the California Rodeo Salinas as the king of all rodeos. Not only has the rodeo lived up to every expectation I could have imagined, it has been a true honor working with the staff and committee members. I want to thank all the committee members for the warm welcome they gave me throughout Big Week. After spending quality time with some very special people, my love for the tradition and spirit of the Salinas Rodeo only grew.

My first week as MCRS 2011 included interviews, serving breakfast to competitors, passing out awards, talking with sponsors, signing autographs and dancing to the famous YMCA. These are memories that I will...(continued)

cherish...(cont.)

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

JULY 19-22, 2012

Photo by Wayne Capili



# TRAIL WRITINGS CONTINUED

...cherish forever, but I can honestly say only in Salinas do you get to give an award to a broccoli mascot for winning a veggie race!

Attempting a hoorah with a serious face flanked by a pair of handsome military escorts at a photo shoot in Monterey was an honor. Visiting with America's finest and hearing their support of rodeo was humbling. Representing Salinas Rodeo at the Grand National Rodeo rounded out the month of October. Having the Salinas Rodeo trailer pass through my college rodeo grounds earned me a lot of "that a girls," but what was truly inspiring was hearing all of our college rodeo athletes talk about the day they would be a competitor at the California Rodeo Salinas. The next generation of Rodeo athletes in California is excited and ready to compete.

I am looking forward to participating in more parades, and all of the activities and future rodeos down the road. I wish each of you a happy new year! It is truly an honor to represent the BEST rodeo in California!

Sincerely,  
Kendra Brennan  
Miss California Rodeo Salinas

Photo by Interface Visual



## NEW PRESIDENT, OFFICERS & DIRECTORS

Benny Jefferson (right) is now the President of the California Rodeo. Benny has been volunteering at the Rodeo on the Ground Prep Committee since the early '80s and now his whole family is involved as volunteers for this great event. A local farmer, Benny is involved in not only the Rodeo, but also the California Farm Bureau and is the chairman of the Salinas River Coalition which represents property owners from the mouth of the Salinas River to South of San Ardo. He has two sons, Kenneth and Martin (Jamie) and a granddaughter, Addy, a daughter, Mellisa (Rick) and two grandchildren, Jordan and William, and two step sons Ryan (Natalie) Lisk and John Lisk. Benny and his wife, Donna, live in King City.

Brent Eastman is taking over the reins as 3rd Vice President of the Association. Brent has volunteered at the Rodeo since 1986 and currently oversees the Announcers Stand. Beyond the Rodeo, Brent is the Board President for Partners for Peace, he sits on the Board of Public Recreation Unlimited and is a co-announcer for the Palma-Notre Dame Track Team. Brent lives in Salinas with his wife Maureen; they have five children-Amanda (21), Sam (18), Cammeron (14), Ben (9) and Brent Jr (9). (Brent is not pictured above).

Fred Hooker (left) will be serving as Secretary for the California Rodeo. He began volunteering in 1978 and currently runs all Concessions at the Rodeo and other events throughout the year. This includes managing all the non-profit and specialty food vendors, beer concessions, inventory purchasing and the midway and other merchants. Fred's sons and daughters have served on committees and he loves the fact that the Rodeo is a family affair. Fred lives in Salinas with his wife Mary.

## GET SOCIAL!

Almost 8,000 people 'like' the California Rodeo on Facebook and we have almost 3,000 followers on twitter. Become a fan or a follower to get up to the minute information throughout the year.

Go to [www.facebook.com/CARodeoSalinas](http://www.facebook.com/CARodeoSalinas) or <http://twitter.com/CaliforniaRodeo>



JULY 19-22, 2012



**CONTINUED...**

The rest of the Officers are Daryl Whitcher, 1st Vice President, Mike Scarr, 2nd Vice President and Ric Causley, Treasurer.

Dave McDougal (left) started volunteering at the Rodeo in 1994 in the Indian Village. He has been chairman of the Kids Corral Committee since 1999. His wife of 24 years, Nancy, is by his side helping to run the Kids Corral, build floats and support the Rodeo in any way they can. Dave is self-employed with OnSite Equipment Repair which provides heavy equipment service for Ag and Construction companies. He has two grown children, Stephanie and Chris, and a five month old grandson, Colby James.

Patty Standridge (center) is a lifelong resident of Salinas and the Chairman of our Banking Committee and has been since 2005. She started volunteering on the committee in 1998. Patty has also worked for Nunes Company since 1998. The banking committee doesn't get any limelight but is one of the most vital functions to our association and Patty handles this huge job gracefully. She has three kids- Jennifer, Jocelyne and Peter and 4 beautiful granddaughters.

Tony Rossi (right) has volunteered on the Arena Committee since 1978; he also helps out every year with the Special Buckaroos Rodeo, a special rodeo that is put on for handicapped children on the track on Saturday before the Rodeo starts, and Tony is also on the Construction Committee for 'The Stadium' project that Public Recreation Unlimited is leading. Tony and his wife Susie live in Salinas and own and operate Rossi Masonry. They have a son, Timmy, and daughter, Gina. When Tony isn't working, he enjoys hunting, fishing and golfing.

**2012 COMMEMORATIVE POSTER RELEASED**

The 2012 posters, shown to the right, are available in the Rodeo Office for \$15 each, or \$30 for posters signed by Ash Cooper, and online at [www.carodeo.com](http://www.carodeo.com) in the store portion of our website. Ash Cooper is a Rodeo Clown and an award winning artist for Leanin' Tree greeting cards. He captured the essence and excitement of the freestyle bullfights that are the finale to each rodeo performance in this year's poster.

**2011 CHAMPIONS**



**All-Around Champion**

Ryle Smith

**Bareback Riding**

Kaycee Feild

**Barrel Racing**

Christina Richman

**Bull Riding**

AJ Hamre

**Committee Team Roping**

Billy Armendariz & Jeff Shearer

**Freestyle Bullfights**

Cody Webster

**Gold Card Team Roping**

Steve Branco & David Gill

**Mutton Busting**

Carlos Jacob Esquivel

**Non-Pro Bridle Class**

Debby Sanguinetti

**Open Hackamore Class**

Les Vogt

**Open Stockhorse Class**

Mark Luis

**Saddle Bronc Riding**

Cody Wright & Wade Sundell

**Steer Wrestling**

Dane Hanna

**Wild Cow Milking**

Ed & Joe Roth

**Team Roping**

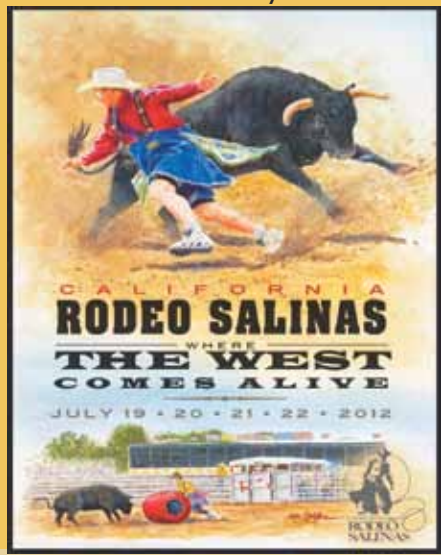
Jay Adams & Randon Adams

**Tie Down Roping**

Cimarron Boardman

**Industrial Calf Dressing**

Paraiso Vineyards







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Salinas, CA  
Permit No. 139

## **PUBLIC RECREATION'S STADIUM FUNDRAISER**

### **SAVE THE DATE: MARCH 10, 2012**



Public Recreation Unlimited is planning a one of a kind event to be held Saturday March 10, 2012. Former National Football League superstars and Forty Niners Steve Young and Ronnie Lott are confirmed to attend the event along with former Head of NFL Referees, Jim Tunney, who will be the Master of Ceremonies for the evening. Other former NFL players have been invited, but have yet to confirm. This elite evening will feature a gourmet dinner prepared by Chef Beat Giger of Pebble Beach Resorts, a panel of NFL stars, unique auction items and more. The event will take place at the Salinas Sports Complex in the Exhibition Mall. Tickets are \$150 each and can be purchased by calling 831-775-3100. To stay up to date on 'The Stadium' project, visit [www.PublicRecUnlimited.com](http://www.PublicRecUnlimited.com) where you will find the list of donors, board members, latest news, plans for the stadium and more.