



CALIFORNIA
RODEO
SALINAS

Official Newsletter of the
CALIFORNIA RODEO SALINAS

OUT OF THE Chutes

President's Message

Happy Holidays!

The California Rodeo Salinas celebrated its 105th anniversary with over a week of thrilling events. Rock and Roll legends Aerosmith rocked the complex on July 10th to a crowd of over 15,000 fans, the Kiddie Kapers and Colmo del Rodeo Parades filled the streets of Old Town Salinas on July 11th and the Cowboy Music and Poetry Gathering got everyone in the western spirit on Sunday July 12th. The Carnival entertained big crowds for 10 days and the Professional Bull Riding sold out for the 2nd year in a row!



Photo by Interface Visual

The four days of Rodeo were filled with great crowds, talented human and animal athletes and entertainment for all ages. Both the Saturday and Sunday performances were live streamed on the Wrangler Network where 83,000 fans, some watching from as far as Australia, were able to experience our amazing show. Local Cowboy Doyle Hoskins took home the All Around Cowboy title while over 180 sponsors supported this renowned community event.

Looking forward to 2016, we are anxious to see all of the Hall of Fame inductees honored with plaques on our Wall of Fame made possible by a generous donation made in memory of Past President George Richardson. The 2016 Commemorative Poster, an oil painting featuring WNFR Bareback Rider and Salinas native Steven Peebles, was debuted in October at our annual Stockholders Dinner. We are also very excited about a couple new initiatives that we are already working on for the 2016 Rodeo: the first ever Committee Appreciation Night, which you can read more about in this newsletter, and phase one of a western facelift to the look of the Rodeo Grounds during Big Week. Stay tuned to future additions of Out of the Chutes for more exciting news about these initiatives.

Moving into the Holiday Season, the California Rodeo Association is ever thankful for our dedicated volunteers who work year round to make our events successful and for the community who supports our local events, helping us to give back over \$300,000 to local non-profits annually.

Looking forward to an exciting 2016!
Mike Scarr
President 2016-2017

Winter 2015

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Photo by Phil Doyle

Save the Dates: 2016 Events

Monster Jam	May 15
Colmo del Rodeo & Kiddie Kapers Parades	July 16
Cowboy Poetry	July 17
Cowboy Shoot Out Golf Tournament	July 20
Professional Bull Riding	July 20
Hall of Fame Induction Luncheon	July 21
106th California Rodeo Salinas	July 21-24

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2015 RODEO CHAMPS

Professional Bull Riding

Reese Cates

All Around Champion

Doyle Hoskins

Bareback Riding

Will Lowe & Caleb Bennett

Team Roping

Jake Cooper & Tyler McKnight

Saddle Bronc Riding

Sterling Crawley

Tie Down Roping

Reese Reimer

Steer Wrestling

Ty Erickson

Bull Riding

Shane Proctor

WPRA Barrel Racing

Christina Richman

Gold Card Team Roping

David Motes & Carl Wilken

Freestyle Bullfights

Cody Emerson

Non-Pro Bridle Class

Christina Ward-Hot Lil Chic

Open Hackamore Class

Jon Roeser-Shining Smart Remedy

Open Stockhorse Class

Les Vogt-Nic it Smartly

Industrial Calf Dressing

Wilson & Sons-Caesar Romero, Matt

Jenkinson & Brandon Avila

Mutton Busting

Guillermo Solarzano

Committee Team Roping

Ron Roth & Hec Hurley

Produce Mascot Race

Church Brothers-Lettuce Maximus

Ranch Cattle Sorting

Greg Painter, Earl Escobar & Kevin DeBelle



Photo by Interface Visual

Leadership changes at California Rodeo

The California Rodeo Association added a new President, Vice President, Secretary and Treasurer and installed three new Directors to the Board during the annual Stockholders Dinner and Meeting on October 15th. Every two years a new President takes over the leadership of the organization, working closely with three Vice Presidents, a Treasurer and a Secretary as well as an Executive Committee made up of Directors and an at large Board of 52 Directors. Mike Scarr is now holding the reins as President after being an Officer since 2001. Fred Hooker is now the 3rd Vice President, Dave Pedrazzi moved to 2nd Vice President joining Brent Eastman who moved to 1st Vice President. The new Treasurer is Tom Nielsen and the new Secretary is Steve Davis. Daryl Whitcher now moves on to the role of immediate Past President.



Photo by Interface Visual

The three new Directors include Mikel Ann Miller who chairs the Colmo del Rodeo Parade Committee, Sammy Jenkinson who chairs the Monster Jam Committee and Mike McVay who chairs the Maintenance & Construction Committee. All three new Board members have extensive experience at the California Rodeo Salinas and have been long-time volunteers on multiple committees. Two Directors, Larry Tharp, who most recently chaired the Music Committee, and Daniel Torres, Chair of the Hansen Pavilion Committee, moved to an Advisory Director role after decades of dedicated service to the California Rodeo Salinas.

The California Rodeo Salinas would not be able to give back between \$200,000 and \$300,000 each year to non-profits, put on a Professional Rodeo that is one of the top 20 in the United States or to bring over \$6,000,000 in economic impact to our City, during the Professional Bull Riding and four days of the California Rodeo alone, without the dedicated volunteers who are the pillars of our organization with leadership roles being particularly important. The California Rodeo is a leader in the Rodeo Industry and a part of the cultural fabric of Salinas and Monterey County due largely to the dedicated volunteers of the organization.

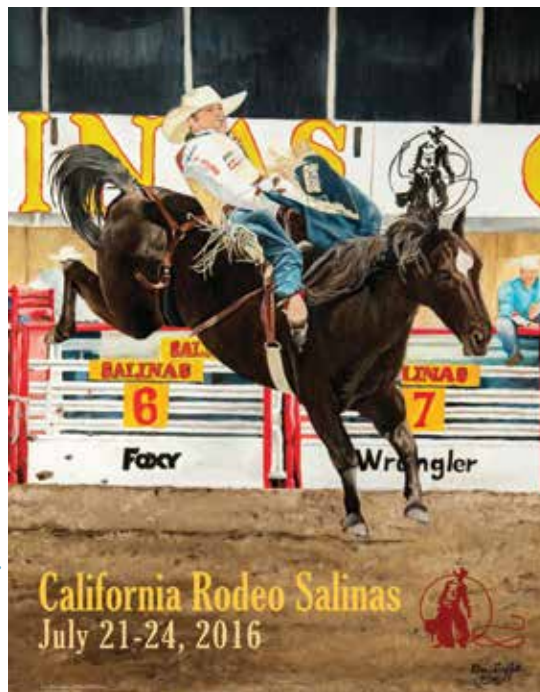


2016 Commemorative Poster features Steven Peebles

Each year the California Rodeo Salinas produces a commemorative poster, the content of which is driven by the President. The new President, Mike Scarr, had a vision of a poster featuring a traditional rodeo event and showcasing the famous Salinas arena. The President works with the Rodeo's Marketing Manager to solidify an idea and secure an artist, artwork is then produced and scanned and a poster including the California Rodeo logos and dates is created. The 2016 commemorative poster was debuted at the annual Stockholders Dinner on Thursday October 15th.

The poster was painted by Dani Griffith-Traweek, the Event Marketing and Sponsorship Director at the Colorado State Fair, who interned at the California Rodeo Salinas and also painted the 2002 and 2007 commemorative posters for the association. Dani's oil paintings take an average of 40 hours to complete and her goal is to bring out as much action and feeling in the painting as possible. This particular painting was comprised of four different photos taken in 2014 by Richard Field Levine. Richard is a Professional Rodeo Cowboys Association card holding photographer who has been working in Salinas for over 20 years. The poster showcases 7-time Wrangler National Finals Rodeo qualifier Steven Peebles, who was born in Salinas and raised here until he was 14, during his championship bareback ride aboard Four Star Rodeo's horse Black Ice.

The posters are available for purchase for \$15 at the California Rodeo Office, 1034 N. Main Street, Salinas, from Monday-Friday between 9am and 5pm and online at www.carodeo.com under About Us and Store. They will also be available for sale at the 2016 California Rodeo Salinas July 21st-24th.



Trail Writings

Howdy Everyone!



Being crowned Miss California Rodeo Salinas 2015 this last July was truly an honor. I love the California Rodeo and look forward to

representing it this next year at all the PRCA rodeos to come! My love for the sport of rodeo makes it all the better to be able to promote the greatest rodeo of all.

Recently we had the annual Stockholders Dinner where I was able to meet some great people, auction off desserts, and help welcome in the new Rodeo President Mike Scarr. I look forward to traveling with Mike for the next year, but my favorite part of the meeting was revealing the new poster featuring Steven Peebles riding for the Salinas Bareback Riding gold buckle back in 2014! Steven was so surprised and absolutely thrilled to be highlighted on the poster.

These last few months have been very busy for me as well. I am attending Columbia Junior College and finishing up my Associates of Science for Transfer Degree in Business Administration with a concentration in Accounting and plan to transfer next fall to a University. In October, I competed in the first two Intercollegiate Rodeos for the West Coast Region. They were at Susanville and Quincy and I competed in the Barrel Racing and Breakaway Roping. I have also been going to many barrel races all over the state proudly showing off my California Rodeo Trailer!

Riding my horse Joe in the Salinas Holiday Parade of Lights was so much fun. I loved seeing everyone out there!

I wish everyone a safe and Merry Christmas and a Happy New Year!

Happy Trails,
Taylor Howell
Miss California Rodeo Salinas 2015



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Committee Appreciation Night!



Exclusively for Volunteers & their Guests

We are always thinking of ways to thank our committee people and this year we have something new. On Saturday July 23rd, 2016 after the Rodeo from 5 to 11pm, the Coors Banquet Bull X-ing Cantina will be open for Committee Appreciation Night, a private party for committee members and their guests only. There will be a band, food, drinks and other activities. We will be sending out more information to our volunteers in the near future.

The Pendleton Whisky Saloon will be open to the public on Saturday July 23rd while the Coors Banquet Bull X-ing Cantina hosts Committee Members and their guests.

Our volunteers are the heart of our operation and we wouldn't be able to give back to our community without their dedication and hard work.

The community's support of the California Rodeo Salinas, the Monster Jam and the Central Coast Motorsports Spectacular in 2015 resulted in more than \$300,000 in donations to other local non-profit organizations, so what the community spends here, stays here. Learn more about the Rodeo giving back at www.CARODEO.com.