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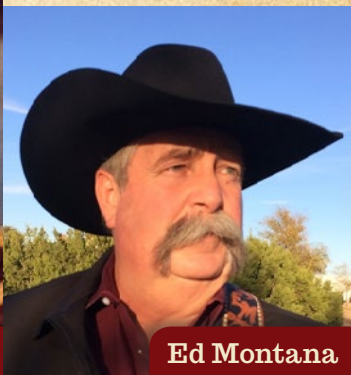
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MUSIC & STORIES FEATURING

Join us for Cowboys, Cocktails, Rhythm & Rhymes!



Gary McMahan



Ed Montana



Cow Bop



Clem Albertoni

Cowboy Poetry is Going Out on the Town!

After 30 years of being a part of the Big Week festivities, the California Rodeo's annual cowboy poetry gathering is spicing things up by changing the date and venue. Friday, March 16th Cowboys, Cocktails, Rhythm & Rhymes will take over the Fox Theater at 241 Main Street in Old Town Salinas at 5pm. The event, presented by SSB Construction, will include top notch western entertainment.

Tickets available now! Show, dinner and 2 drink tokens for \$55 per person or \$100 per couple. Show only, \$30 before March 12th, and \$35 after that. Tickets available at carodeo.com or at The Fox Theater Salinas.

Partial proceeds to benefit the Foundation
for Monterey County Free Libraries.

Presented by



Doors Open 5pm

Dinner 5:30pm

Show 6:30pm

Tickets &
Information

www.carodeo.com

out of the CHUTES

Official Newsletter of the California Rodeo Salinas



WINTER 2017-2018



Photo by Interface Visual.

President's Message

2017 was an epic year for our association and I have every intention of continuing to ride the momentum of the excitement and success generated by the exemplary leadership of Mike Scarr.

We are kicking off our calendar of events with our new, bigger and better Cowboy Poetry event, now called Cowboys, Cocktails, Rhythm & Rhymes on Friday, March 16th at the Fox Theater in Old Town Salinas and we hope you will join us!

The Monster Jam event on Sunday, May 6th will see one of the most exciting displays in all of motorsports. Our California Rodeo Hall of Fame ceremony is back in 2018. Now a bi-annual induction process, the Wall of Fame will see more legends added this year. The August 25th Bulls of Summer PBR event is another action packed addition to our yearly event line up!

I can hardly wait for Big Week 2018! The 108th edition of the California Rodeo Salinas will be kicked off in super exciting fashion with Country Mega Star, Blake Shelton live in concert on Friday, July 13th. Then right into downtown parades with the Kiddie Kapers and Colmo del Rodeo Parades Saturday, July 14th. Dirt slinging action starts Wednesday, July 18th with the PBR and in the words of Ed Montana, "You know where you can meet us, in a town they call Salinas" at the Rodeo starting Thursday, July 19th.

The California Rodeo Association is all about making people happy and for the betterment of our community. The \$300,000 - \$400,000 given back annually to our local non-profits is a huge part of what we do.

HOWDY is not just a word, it's a culture of polite behavior and hospitality, that resonates well beyond the Salinas Sports Complex and California Rodeo Grounds. I have no doubts the HOWDY principles are starting to create an atmosphere of positive energy.

I look forward to seeing you all the third week in July!

Cheers!

Brent Eastman, President 2018-2019



Photo by Edward Field Levine

INSIDE

- 2017 California Rodeo Salinas Champions
- 2018 Commemorative Poster
- New Officers & Directors
- Rodeo Gives Back: By The Numbers
- Save the Dates!

2017 RODEO CHAMPS

ALL AROUND COWBOY

Jordan Ketscher

BAREBACK RIDING

Clayton Biglow

TEAM ROPING

Chad Masters & Travis Graves

SADDLE BRONC RIDING

Brody Cress

TIE DOWN ROPING

Ace Slone

STEER WRESTLING

Dakota Eldridge

BULL RIDING

Trey Benton III

WPRA BARREL RACING

Timi Lickley

FREESTYLE BULLFIGHTS

Toby Inman

GOLD CARD TEAM ROPING

Sonny Cowden & Montey Joe Petska

NON-PRO BRIDLE

Ramona Wold - Real Smooth Cat

OPEN HACKAMORE

Lance Johnston - Two Scoops of Reysin

OPEN STOCKHORSE

Justin Wright - Talkin' Prize

BIG WEEK PBR

Lachlan Richardson

CALF DRESSING

DP Electric

MUTTON BUSTING

Logan Bordi

COMMITTEE TEAM ROPING

Blake Willoughby & Christine Tidwell

PRODUCE MASCOT RACE

Taylor Farms "Choppy"



New President takes the Reins Welcomes New Officers & Directors

Brent Eastman took over the reins of the California Rodeo Association on Thursday October 19th at the annual Stockholders Meeting as the organization's newest President. Eastman will oversee the Board through October of 2019. Brent is a fifth-generation Salinas resident. In 1990 Brent joined the Announcing Committee following in the footsteps of his father, Sam Eastman, and Uncle, George Richardson. In 2001 Brent became the Chair of the Announcing Committee. In 2002 he became a Director.

Brent's promotion to President means Mike Scarr moves into the role of immediate Past President while Dave Pedrazzi advanced to the position of 1st Vice

President and Fred Hooker moved into the 2nd Vice President role. Former Secretary Steve Davis took the 3rd Vice President position and the new Secretary is Director Bob Eggers. Tom Nielsen remains in the Treasurer position to round out the six officer spots. Three new Directors were also named to the Board-Dean Callender, Scott Houchin and Justin Grainger. Two Directors moved to an Advisory Director role-Dr. Bert Tardieu and Pete Silacci.

Full biographies of new officers and directors are available at www.carodeo.com/press.

Rodeo

CALIFORNIA SALINAS

BY THE NUMBERS

DID YOU KNOW?
The California Rodeo Association manages the Salinas Sports Complex at no cost to the City of Salinas or tax payers, and preserves and promotes the traditions of the West!

\$11 million economic impact just during Big Week 	\$56,500 SCHOLARSHIPS in 10 years	\$400,000 DONATED annually to non-profits
170 YOUTH EVENT DAYS at Rabobank Stadium including football, soccer, field hockey, lacrosse and graduations	1,400 VOLUNTEERS	35 SOFTBALL TOURNAMENTS

The Salinas Sports Complex is both a social hub AND a venue for community and private events!

carodeo.com

SAVE THE DATE

AVAILABLE MARCH 26TH.



ANNUAL SELL OUT!



TICKETS ALMOST SOLD OUT!



JOIN US FOR BIG WEEK!



THE CALIFORNIA RODEO BOX OFFICE OPENS MARCH 26TH

All event tickets will be available at the Box Office

Monday through Friday 10am - 6pm.

For a full list of events and ticket information visit www.carodeo.com

2018 Commemorative Poster is Lifesize

Rodeo President Brent Eastman had a unique idea for the 2018 California Rodeo Salinas' commemorative poster. Having a tie to local artist John Cerney, Brent thought it would be fun to commission John to create a unique mural for the California Rodeo Salinas that could be highlighted on the annual poster. It was quite an undertaking, but the Rodeo's team and John were able to collaborate and create a traditional rodeo poster out of the larger- than life artwork that John painted. The poster features a small crowd gathered near a bucking horse and rider, from a photo taken by Richard Field Levine, and fence. The original mural was placed just south of the North Main Street exit on Highway 101; this is a year-round marketing piece that really denotes the Rodeo as Salinas' marquis event. The California Rodeo has worked with John in the past to create large murals of our Past Presidents Sam Eastman and Doc Etienne that you may have seen around Salinas and we were thrilled to partner again on this piece.

John Cerney was born in Carmel and grew up in Salinas. He worked in the produce industry before studying art at the College of San Mateo and then California State University, Long Beach. He became self-employed as an artist in 1985 and is the owner of John Cerney Murals in Salinas. His work can best be described as 'giant cut-out art,' ordinarily



viewed from the comfort of your automobile. He would often convince farmers to let him use their barns as canvases and that evolved into cut-out paintings. John started working in giant scale in 1995, realizing that in order for the viewer to 'take in' the figures from a quick moving car, they had to be more monumental in size. His projects are now located throughout the Midwest and Western United States and have been featured in numerous magazines, including National Geographic and Sunset.

The posters are available for purchase for \$15 at the California Rodeo Salinas Office, 1034 N. Main Street, Salinas, Monday through Friday from 9am to 5pm. They can also be purchased online at www.carodeo.com. They will also be available for purchase at the 2018 California Rodeo Salinas July 19th-22nd.

TRAIL WRITINGS

Hello everyone!



I am forever grateful to have been honored with the position of Miss California Rodeo Salinas 2017! I have been dreaming of becoming a representative of the California Rodeo Salinas since I was a little girl, growing

up in the Salinas Valley and attending the Rodeo my entire life.

I have been able to experience some events such as the stockholder dinner meeting, where we welcomed the new president, Brent Eastman. We also revealed the 2018 commemorative poster featuring a saddle bronc rider supported by a crowd of passionate fans. This beautiful poster was created by local artist, John Cerney. I was also privileged with the opportunity of participating in the Parade of Lights, held on the streets of Oldtown Salinas.

Other than representing the California Rodeo Salinas, I have been attending Cuesta College to further my education, which has been a great experience along with being on the rodeo team and competing in multiple barrel racing events across California. I am so excited for the future events to come, and I look forward to representing the community of rodeo and the tradition of the California Rodeo Salinas.

Sincerely,

Lena Coulson
Miss California Rodeo Salinas 2017



Salinas Parade of Lights