

24TH ANNUAL



SAN MANUEL
BAND OF MISSION INDIANS

STATER BROS. 
charities





Welcome to the 24th Annual San Bernardino County Sheriff's PRCA Rodeo!

Welcome back for another exhilarating year!

The San Bernardino County Sheriff's Rodeo is excited for our 24th year of bringing an outstanding rodeo to our community. The Sheriff's Rodeo promotes great American traditions and keeps our western heritage alive, all while raising money to give back to the community.

This would not be possible without our generous sponsors and hard-working, dedicated volunteers who make this an incredible event.

Our 2023 rodeo will feature cowboys and cowgirls who have been certified by the Professional Rodeo Cowboys Association, "PRCA." These outstanding world-class athletes will compete in seven great events, hoping to earn enough points to qualify for the Wrangler National Finals Rodeo, held each year in Las Vegas.

Proceeds from the rodeo support our mission of giving back to local youth. Donations will be made to the

Children's Fund, the Boy Scouts of America, and the Golden Circle of Champions.

The rodeo events also bring awareness to great programs dedicated to helping residents of our county. Proceeds will be given to "Tough Enough to Wear Pink," a foundation dedicated to stopping breast cancer, and the "Man-up Crusade," which supports bringing an end to Domestic Violence. We will also have a Tribute to Public Safety and Military to recognize our everyday heroes.

Thank you for your continued support in helping to make this quality family event.

"Open them chutes & start the show!"



Shannon D. Dicus
Sheriff-Coroner

Welcome from the Chairman

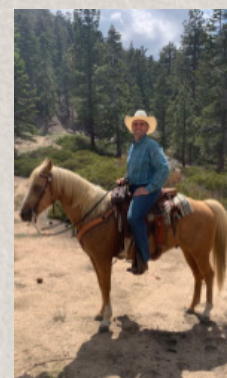
As the 2023 Chairman, I would like to warmly welcome all our rodeo fans.

The rodeo will once again have top-ranked men and women of the PRCA and WPRA competing against each other for the glory of winning our rodeo. With the Sheriff's Rodeo being the richest 3-day rodeo in Southern California, we pride ourselves on knowing we often have cowboys or cowgirls that may make it to the Wrangler National Final Rodeo (WNFR) because of the money they won at our rodeo.

The Sheriff's Rodeo will continue to support our local youth programs, volunteer units, and community

organizations by donating proceeds from the rodeo.

I want to say, "Thank You" for attending the 2023 San Bernardino Sheriff's PRCA Rodeo. I invite everyone to "Saddle Up" and enjoy the ride as you get some Western heritage and a tremendous professional rodeo event.



Sam Fisk
2023 Sheriff's Rodeo
Chairman



Welcome to the 2023 San Bernardino County SHERIFF'S PRCA RODEO



Sept. 22, 23: Gates Open 4 p.m., PRCA Rodeo 8 p.m.
Sept. 24: Gates Open 2 p.m., PRCA Rodeo 6 p.m.

Glen Helen Regional Park, Devore
Parking: \$10.00



DIAMOND SPONSOR



STOCK CONTRACTOR
BRIDWELL PRO RODEOS
Tim and Haley Bridwell, Red Bluff, CA

RODEO CHAIRMAN
Sam Fisk, San Bernardino County Sheriff's Dept.

ANNOUNCER
Reed Flake, Snowflake, AZ

BARRELMAN
J. J. Harrison, Walla Walla, WA

BULLFIGHTERS
Josh Daries, Salinas, CA
Lelo Garcia, Rigby, ID

PICK UP MEN
Matt Twitchell, Richfield, UT
Bob Marriott, Woodcross, UT

SECRETARY
Eva Walker-Chadwick, Cave Creek, AZ

TIMERS
Molly Jane Twitchell, Richfield, UT
Traci Mitchell, Richfield, UT

MUSIC
Amy Flake, Snowflake, AZ

NATIONAL ANTHEM
Friday, Saturday and Sunday

RODEO DANCE BAND
Friday & Saturday, FREE following rodeo, for all ages

RODEO EVENT SPONSORS

Bareback Riding - **MITSUBISHI CEMENT CORPORATION**

Steer Wrestling - **MOLSON COORS**

Tie Down Roping - **S.B. COUNTY FIRE FIGHTERS ASSOCIATION**

Team Roping - **SoCal DISTRICT CONCIL OF LABORERS**

Saddle Bronc Riding - **DAVID OLLIS LANDSCAPING**

Barrel Racing - **BOOT BARN**

Bull Riding - **INTERNATIONAL UNION OF OPERATING ENGINEERS**

Bullfighters - **ARMADA TOWING**

Drill Team - **DAVID JAYNE**

All Around Cowboy - **JEAN TIDWELL**



BENEFICIARIES

4-H Clubs of the Inland Empire
California Circuit Finals Rodeo
Sheriff's Volunteer Forces

Sheriff's Rangers
San Geronio Girl Scout Council
SEBA Charity Fund

C.H.S.R.A. District 8
Sheriff's Posse
Man Up Crusade

Inland Empire Boy Scouts
Pacific Coast Junior Bull Riders
Yucaipa Kiwanis Foundation

Challenged Children Rodeo
Los Flores Ranch
Loma Linda University
Medical Center

In 2023, the Sheriff's PRCA Pro-Rodeo donated \$87,325 to charities.

The San Bernardino County Sheriff's Benefit Rodeo committee would like to thank all of the organizations who have helped and supported "Pro-Rodeo." It is only through their help that our Rodeo is a success.

Rodeo Photographers: Gene Hyder (www.hyderphotos.smugmug.com); Dan Cleveland (danclevelandphoto.net); Phillip A. Broda (piraterodeo.net); and Andrea Kaus (smugmug.com)

Rodeo Program: Teri Adams



Thank You SPONSORS

for supporting the

2023 San Bernardino County Sheriff's PRCA Rodeo



TITLE SPONSOR

Stater Bros. Charities

PRESENTING SPONSOR

San Manuel Band of Mission Indians

DIAMOND SPONSOR

Twenty-Nine Palms Band of Mission Indians

PLATINUM SPONSOR

Chick Fil-A 210 & Ayala Drive
Cunning Dental Group
San Bernardino County Sheriff's Council
Rotolo Chevrolet
Saint Moore Insurance
Sheriff's Employee Benefit Association (SEBA)
Southern California Toyota
Superior Tank Lines

GOLD SPONSOR

2 Azone 2nd Amendment Zone Inc.
Burrtec Waste Industries, Inc.

CANarchy-The Beast Unlimited
First Net/AT&T
I-15 Auctions/Earl Graham
Joshua Grading & Excavating, Inc.
KFROG
Lamar Outdoor Advertising
Monster Energy
Raising Cane's
S.E.A.T. (Sheriff's Employees Assistance Team)
Southwest Regional Council of Carpenters
Jean Tidwell

SILVER SPONSOR

Alpine Slide (Chaps Leasing)
Apple Valley Gun Club
Big Tex Trailers
Coalition Digital
FINNCO Services
International Brotherhood of Teamsters
Kelley's Underground Construction
MGR Property Management
Mykon Builders, Inc.
Ozel Jewelers
PRCA Wrangler
Rebel Oil

Side Action Apparel
Signarama
Spectrum Crane
Speed & Associates, CPAs
Supervisor Jesse Armendarez

BRONZE SPONSOR

Arrowhead Orthopaedics
Fence World
G&M Towing
G&M Automotive Center, Inc.
Hillwood Investments
Hospitality Medical Aesthetics
Inland Pain Management
James Ramos/Mike Tulisak
National Orange Show Foundation
Prime Healthcare Services
Proximo Spirits/Pendleton Whiskey
Redlands Chiropractic
Route 66 Shooting Sports Park
Dawn Rowe
Snow Summit Resort
Starbucks Coffee Company
Steve's Towing
Supervisor Curt Hagman
Symbiosis Ambulance
Taco Shack
Varner & Brandt, LLP
Wildland Images

FRIEND OF THE RODEO

Casco Equipment Corporation
Claremont Police Officers Association
Coastal Business Group
Crown Contracting
Dave Financial Mortgage Company
Eugene Boisvert
High Performance Helicopters
Field Time Target and Training
John Schaffer
Law Office of Moody
Rezek Equipment Engineering
Saddlerock Reverse Mortgage
So Cal Rusy Muscle
Statewide Promotions
Tom & Jerri Aminikharrazi

OFFICIAL MALT BEVERAGE

Coors - Gate City Beverage

OFFICIAL HOTEL

Hilton Garden Inn,
Ontario/Rancho Cucamonga

OFFICIAL RADIO SPONSOR

KFROG Valley /
KAT Country High Desert

PANEL CLUB MEMBERS 2023

The following generous people and companies have donated a minimum of one thousand dollars to the San Bernardino County Sheriff's Pro Rodeo. These donations are being used to improve the area and surrounding grounds for us all to enjoy. Thanks to all the Panel Club Members.

A C Byers Trucking
A Tech Transmission
ATI Restoration
Allied Barton Security Services
Apple Valley Gun Club
Apple Valley Posse
Aramark Corp.
Arrowhead Credit Union
Arrowhead Executive Suites
Bob & Jill Fonzi
Boone's Bail Bonds
Boswell Family
California Steel Industries
CEMEX
Christina & Thomas Kim
Cliff & Sharon Wolfe

Cunning Dental
Dave & Donna Call
Dave, Deborah Jayne and Family
Dave Financial
David Ollis
Dawn Rowe, 3rd
District Supervisor
Fantasy Alarm
Landscaping, Inc.
Delgado-Matich Cattle Co.
Desert Community Bank
Desert Automotive
Mufflers & Trailer
Hitches
Desert Mountain
Veterinarian
Don Carlone
Construction

Dutton & Assoc.
Earl & Rhonda
Graham
Floyd Tidwell
Footprinters #67
Garner Holt
Animatronics
G&M Towing and Automotive
George and Patricia
Hicks
Home Funding
Corporation
Operating Engineers
Local 12
Golden Corral
Guy Yocum Const.
Hubbs Equipment & Construction
IBEW Local 477

IMC Real Estate
Uptown
Jack in the Box
Jensen Precast
Jerry Laird
John and Shelly
McMahon
Keefe Group
Kendrew Investments
Knockout Pizza and BBQ
Law Offices of
Kirk Tarman & Assoc.
Legion Labor Corp.
Lloyd Copelan Garage
Doors
Maintex, Inc.
Mitsubishi Cement Corp.

Modern Meat, Inc.
Penny Bail Bonds
Pepe's Towing
Phelan Recycling
Prime Healthcare
Quaid Harley
Davidson
Ray Martinez & Assoc.
Regal Mortgage
RCRSE
Riley Electric, Inc.
Richard & Kathy
Clouse
Ron & Kim Mead
Construction
S. A. Recycling
Saint Moore
Insurance

Firefighters Assoc.
Saddlerock Reverse Mortgage
Schwab Charitable Fund/Richard C. John Family
Shannon Dicus for S.B. County Sheriff
Shed World
Sheriff's Rangers
Signarama
Silva & Silva Law
Silverado Silversmiths
Snow's Custom Cabinets
Southwest Gas Corp.
Step Ahead
Sunshine Rentals

Synagro Technologies, Inc.
The Buster Family Foundation
Teamsters Local 166
Tim & Jetta Wessel
TL Pavlich
Construction, Inc.
Toyota of San Bernardino
Two Guys Tradin' Co.
Union Pacific Railroad
Valley Collision Center
Verizon Corp.
West Valley Posse



STATER BROS.
charities

SAN MANUEL
BAND OF MISSION INDIANS



SUPERIOR
SOLAR PANELS / GREEN / LOW CARBON



TOYOTA

LAMAR
ADVERTISING COMPANY



BURRTEC
"We'll Take Care Of It"

SAN BERNARDINO COUNTY

BIDFAST AND LAST
Premier Auction

SAINT MOORE Insurance
AGENCY



KFRG 95.1
So Cal's #1 For New Country!

FIRSTNET
Built with AT&T

SHERIFF'S EMPLOYEES BENEFIT ASSOCIATION
Proudly representing 3,400 peace officers in San Bernardino County

Speed & Associates
Certified Public Accountants



California Cylinder



CURT HAGMAN
FOURTH DISTRICT SUPERVISOR

FINNCO
SERVICES

Signarama
The way to grow your business.



JOSHUA
Grading & Landscaping Inc.
EST. 1981

CUNNING DENTAL GRO
Beautiful Permanent Teeth in 1 D
Dentistry While You Sleep



MGR
Property Management

SAN BERNARDINO COUNTY
DAWN ROWE
THIRD DISTRICT SUPERVISOR

JESSE ARMENDAREZ
SAN BERNARDINO COUNTY SUPERVISOR

James C. Ramos
ASSEMBLY DISTRICT 44



BIG BEAR
MOUNTAIN RESORT



ARROWHEAD ORTHOPAEDICS
"A Tradition of Excellence"

HILLWOOD
A PEROT COMPANY®



PRIME HEALTHCARE
SERVICES, INC.

Inland Pain Medicine
Specialist in Pain Care & Management



Jean Tidwell



2A
Zone
WWW.2AZONE.COM



BOOT BARN

LIUNA! SOUTHERN CALIFORNIA
DISTRICT COUNCIL
OF LABORERS
Feel the Power



MillerCoors
A MOLSON COORS COMPANY

ARMADA
Towing Service

David Jayne

COALITION DIGITAL
WWW.COALITIONDIGITAL.COM

Alpine Slide
at Magic Mountain



Redlands Chiropractic



DAVID OLLIS
DO
LANDSCAPE
DEVELOPMENT
LLC (P) 2023



SPECTRUM CRANE SERVICE

Steve's
TOWING

THE BEAST
UNLEASHED
HARD 6.0%



VARNER & BRANDT



Norco Cowgirls Rodeo Drill Team

Devoted to their horses and being the #1 Drill Team in Southern California, the team's goals are to have fun, build friendships, excel in their horsemanship, and to represent Norco Horsetown, USA. You may have seen the Norco Cowgirls in the internationally televised Tournament of Roses Parade (7 years) on RFD-TV, at the Norco, San Bernardino, Industry Hills, or San Dimas PRCA Rodeos, or the California Circuit Finals. They are featured in the movie "A Cowgirls Story" and the upcoming "Subconscious Dreamer." If you are interested in riding with this fun, professional group of women or would like to book a performance, give us a call at (909) 721-5584 or norcocowgirl@msn.com.



Saddle Up Charity



Each September we put on a rodeo in San Bernardino, California and the proceeds are used to benefit youth organizations in our county. As the San Bernardino Sheriff's Rodeo Youth Outreach Coordinators our specific goal is to provide kids with an introduction to rodeo and to help keep the western heritage alive and growing.

In an effort to accomplish our goals we hold a horse camp at the rodeo for selected youth in our community to attend, free of charge. During this camp kids are provided a hands on experience with horses to include basic handling, grooming and bathing. After they attend our camp we provide them with a brand new pair of boots and a month of free horseback riding lessons for both the child and one adult.

2023 Rodeo Committee



Upcoming Events



October 14-15, 2023
City of Industry, CA



November 10-12, 2023
Brawley, CA



December 7-16, 2023
Las Vegas, NV



December 29-31, 2023
Red Bluff, CA

Announcer - Reed Flake



Reed Flake grew up working cattle and horses for his family ranch. Later he went to Ricks College where he received a degree in ranch management. Reed has been announcing rodeos for over 26 years. He has announced events such as the National High School finals, the National Jr. High Finals, the Turquoise Circuit Finals, the USTRC finals, the George Strait Team Roping and the Bob Feist Team Roping.

Band - Michael Austin

FREE following rodeo • all ages



With a bold sound influenced by the legends of Outlaw Country, Americana, and Rock, Michael Austin has had impressive chart success in over 25 different countries with his debut CD "Neon Halo".

Michael performs often for the U.S. Armed Forces and he is frequently requested to sing his powerful version of the National Anthem at events and festivals. Always striving for the top level of musicianship from himself and his band, he gives his fans music and live shows they will not soon forget.

Barrelman - J. J. Harrison



J. J. Harrison's love of rodeo began in Okanogan, Wash. He continued his rodeo passion while he taught science and social studies for eight years. What makes Harrison a good rodeo clown isn't that scripted humor or set jokes most clowns use. It's the off the cuff stuff and spur of the moment quick wit that are his best attributes. Harrison believes "It's all about making people feel good." J. J. has performed at the National Finals Rodeo as well as three National Circuit Final Rodeos.

Bull Fighters - Lelo Garcia and Josh Daries



Lelo "Krazy Train" Garcia is a PBR and PRCA bullfighter and owner at Rockin' G Fighting Bulls. He was voted to work the IMPRA finals in 2008 and 2009. He worked the EPB finals in 2012 and 2013, was a Top 10 PRCA freestyle finalist, and placed 4th at the PBR freestyle bullfights.



Raised in Salinas, Josh Daries serves as a cowboy protector, a former bull rider who grew up watching his family participate in competitions. Daries first took an active part in rodeo starting when he was 5 years old. He says the rodeo life grew on him and became something he is passionate about. When he was a bull rider he took part in the California Circuit Finals twice, and five times he clinched the California Cowboys Professional Rodeo Association Bull Rider of the Year title.



“ We don’t just
do business in
the community,
we’re part of
the community. ”

Stater Bros. Charities is proud to support the San Bernardino County Sheriff’s Rodeo and the work they do for public safety and children in the communities we proudly serve.

STATER BROS. 
charities