



THE HOOEY

The Official Newsletter of Cheyenne Frontier Days™ June 2021



LET'S RODEO!



*General Chairman,
Jimmy Dean Siler*

**There's Excitement
in the Air!**



Howdy,

As you might have heard, the “Daddy” is back. This year is clearly shaping up to be very memorable. With every year, we face new challenges and this year is no exception. I feel our biggest challenge will be our new security measures which are falling in line with other major rodeos and concert venues. None of these measures are fun, but world events have changed us forever.

Now for our show, I couldn't be more excited. Some highlights this year include dedicating the entire show to **Chris LeDoux** and placing a bronze statue on the park. Also coming are a new food concessionaire, some new carnival rides and the creation of the Marietta Dinneen Carriage Barn.

Looking at how ticket sales are going we could see a banner year. This has the potential of putting some extra challenges to our volunteer force. But after watching the volunteers at the last few workdays, there is no challenge too great for them.

We have worked really hard to ensure the 2021 show happens. The plan the volunteers put together to make sure the event was “Health Safe” was second to none. A ton of hard work and thought went into every aspect of the plan with a “Can Do” attitude. So in closing, what a great feeling it is to know the “Daddy” is back thanks to the greatest volunteers, staff and community in the world.

**-Jimmy Dean Siler
General Chairman & COO
and the proudest volunteers ever**



Welcome CFD Partners

It has been a busy time for the CFD Sponsorship Team. We are very excited to announce some new partners for the 125th celebration: **Pace-O-Matic or Cowboy Skill Games** joins our team at the Platinum Arrowhead level along with **Union Wireless** that moved from the Bronze level to a Platinum. New to our Gold Boot Level is **Kracken**.

Joining our Silver Boot Level is **Mayweather Boxing, Pacific Soda (Ciner), Jax Outdoor Gear, Microsoft, One Call of Wyoming, Oxy (formerly Anadarko), Vitalant and WyoTech**.

In our Copper Boot Level we welcome **Great Plains Concrete, Lennox Auto Body Repair, Sinclair, Visit Cheyenne and New Holland Equipment**. In the Event Level we welcome **Motorola and InvestWest (Jim Ward)**.

We are very excited to work with these new partners, and of course, our returning ones. All of us at CFD are very grateful for the support we receive from each and everyone of them. Please join us in thanking them and supporting their businesses whenever possible. **Thank you!**

**TOUGH TIMES don't last
TOUGH TEAMS DO**

An honor and a privilege

It has been my honor and privilege to be the Military Chairman these last three years. Even though we have had trials and tribulations during this “pandemic” I think it has been a great run. The opportunity for **Shannon** and me to serve you has been truly a great honor. It is with great sadness that I write this article but I am also very excited to see where the committee will continue to grow. We have accomplished so much and I look forward to watching the cabin flourish as we become more involved with park activities. You as volunteers give so much of your time and dedication that I am continually motivated by your efforts. You deserve all that you have accomplished and will no doubt continue to flourish under your new chairman. I hope Shannon and I have given you the opportunity to grow and be challenged. I know most of you know I’m retiring from the military with just under 26 years of service, but know I will be going through the 125th with you.

Shannon and I want to thank you from the bottom of our hearts for all that you have done and for welcoming us into your committee. Let’s continue to enjoy each other’s company as we move forward and grow as a CFD family.

**-Col. Brian L. Rico
Military Chairman**



The Hooey

A hooey is vital to a calf or steer roper’s success—it is the final hitch that secures the tie. The tie between the volunteers and Cheyenne Frontier Days™ is vital to the success of the celebration.

General Chairman: Jimmy Dean Siler
Concessions: Brad Westby
Contract Acts: Randy Krafft
Grounds: Wally Reiman
Indian: Bob Mathews
Military: Col. Brian Rico
Parades: Ruthanne Hubbard
Public Relations: Mike Smith
Rodeo: Chad Mathews
Security: Buck Reisner
Tickets: John Svoboda
CEO: Tom Hirsig
Miss Frontier: Bailey Bishop
Lady-In-Waiting: Savannah Messenger
Hooey Editor: Kerry Balcaen
Volunteer Coordinator: Dawn Thompson

Security Matters

Hello everyone! Since the show is quickly approaching, we are working hard with the new security procedures. After visiting other events around the country, I feel we are putting together a plan that compares to them. This has been a very educational process for us and we have learned a great deal. Over the next few weeks, we will fine tune our procedures with everything from clear bags to how entry procedures will work for our customers. Detection devices will be placed at entry locations and security fencing will be placed in certain locations around the park.

This year Park-n-Ride will remain located at Exit 10D Happy Jack Rd and Missile Drive. The traffic flow will return to **right turn only** around the park, as buses travel up Hynds Blvd. where the new bus lane is currently being constructed. Volunteer Park-n-Ride will remain at Central High School.

The 125th “Daddy of ‘em All”® will be a testament to the dedication of all our volunteers that make every year possible. We have been planning for this show with recommendations and ideas from the

volunteers to make sure the show goes on. We have had very productive workdays and meetings to ensure the 125th is everything we want it to be. I am proud to have served the last four years as the Security Committee Chairman. Security for events like ours have had to face some hard facts that change has to happen. This change is not pleasant but due to world events is needed.

I would also like to take a moment to thank my wife **Koko**, for her dedication and support on this journey. Without her, this would have never been possible so thank you for supporting me and being a part of this journey. Cheyenne Frontier Days is the World’s Greatest Outdoor Rodeo and Western Celebration because of the volunteers that power it year in and year out. I look forward to seeing the growth, and continuing to volunteer for the “Daddy of ‘em All.”® I want to take a moment and thank all of you for your efforts each and every year to make Cheyenne Frontier Days what it is known for and the event we love . . . so thank you!

-Buck Reisner
Security Chairman





JUST LEDoux IT

The 125th Cheyenne Frontier Days™
Celebration is dedicated to
the legendary Chris LeDoux



MERCHANDISE IS HERE

OPEN DAILY, YEAR ROUND
4610 CAREY AVENUE
CHEYENNE, WYOMING 82001
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OWN A PIECE OF HISTORY

**LIMITED
EDITION
BRONZE
STATUES**

10" Bronze • Limited Edition of 125
20" Bronze • Limited Edition of 50

COMMERCE.CFDRODEO.COM



Welcome HEELS

The HEELS of Cheyenne Frontier Days wish to welcome the 2021 Class of HEELS to the Organization.

We are proud to have, by unanimous vote, **Marietta Dinneen** as an Honorary HEEL. Marietta has the honor of being the first woman elected. The last Honorary HEEL was elected in 1986.

Marietta spearheaded the restoration and storage of the carriage collection that CFD currently enjoys. Along with the Parades Committee and W-Heels, she began the painstaking endeavor of restoring, researching and cataloging these priceless vehicles. Under her direction the W-Heels expanded their current role as the guardians of the costumes and carriages. The hours that she, as an individual, has lovingly devoted to the history of Laramie County, Wyoming and

Cheyenne Frontier Days is incalculable. With great kindness she has inspired and mentored hundreds of volunteers. It is with great pride that we welcome her to the HEELS of Cheyenne Frontier Days!

Unlike last year, filled with uncertainty, the nomination committee and the officers were able to hold nominations and the election according to customary traditions. The night of the election was filled with excitement since we were finally able to gather together. The previous COVID year was filled with unknowns every time we turned around. We are all glad to put 2020 behind us and we'll do our best to make the 125th CFD the World's Largest Outdoor Rodeo and Western Celebration that it's known for.

"Lets get to it and get it done."

**-Cindy Braden
Leather HEEL**



2021

Congratulations

HEELS

| | |
|------------------------|------------------|
| Jenny Lakin..... | Concessions |
| Dean Nuse..... | Contract Acts |
| Joe Budd | Public Relations |
| Izabella Jackson | Concessions |
| Tom Romig..... | Military |
| Andrea Marker..... | Rodeo |
| Dave Urquidez..... | Rodeo |
| John Lenton | Security |
| Julie Federer..... | Grounds |
| John Babson..... | Security |
| Brad Kincheloe | Public Relations |
| Brian Ritts | Parades |
| Don Sailors | Grounds |
| Ed Galavotti | Parades |
| Marietta Dinneen | Honorary HEEL |



Pictured: Back Row: **Dr. John Babson, Brian Ritts, Tom Romig, Dr. Brad Kincheloe, Don Sailors.** Front Row: **Ed Galavotti, John Lenton, Dean Nuse, Joe Budd, Jenny Lakin, Julie Federer and Izabella Jackson.**



Leather HEEL **Cindy Braden** is pictured with Honorary HEEL **Marietta Dinneen.**

SAVE THE DATE



It is so exciting that things are getting back to normal. We are having CFD this year and the golf tournament is back! The CFD Volunteer Golf Tournament is for volunteers, their families, HEELS, and sponsors. It's a great way to wind down the summer.

Last year was the 41st Annual tournament and first place winners were **Nick Lumbreraz** (Sponsor), **Bill McInerney** (Past Chairman), **Kristy Westfall** (Tickets) and **Bill Berg** (Past Chairman). Each of them received a buckle.

Second place winners were **Donavan Stevenson** (Sponsor), **Bill Heaster** (Indians), **Joe Lucero** (Contract Acts) and **Kent Davis** (Contract Acts). Each of them received a boot jack.

Third place were **Shawn Fisher** (Contract Acts), **Nate Hartwig** (Sponsor), and **Cotton Jones** (Grounds/Sponsor). They each received coasters.

The 2021 Tournament will be held on **Sunday, August 22** at the Airport Golf Course. Entry forms are available at CFD Headquarters or in this issue of the Hooey. Look for more news as it develops. If you are interested in sponsoring, or have questions, please contact Julie at: julzfederer@gmail.com.



42ND ANNUAL CFD VOLUNTEER GOLF TOURNAMENT

4 PERSON SCRAMBLE – BLIND DRAW

SUNDAY AUGUST 22, 2021 AIR PORT GOLF COURSE

CHECK IN 7AM SHOTGUN START 8AM

NEW !!!! TEAM REVEAL SOCIAL HOUR AND HORSE RACE

REFRESHMENTS AND HORS D'OEUVRES

TIME AND PLACE TO BE ANNOUNCED

OPEN TO ALL CFD VOLUNTEERS, HEELS AND FAMILY AND SPONSORS

PLEASE KEEP THIS PORTION FOR YOUR REFERENCE

ENTRY FORM

Submit Entry Forms To CFD Headquarters

Name _____

Email _____ Phone _____

Committee _____

USGA Handicap _____ or Ave Score 18 Holes _____

2021 CFD Golf Tournament is \$70.00 per player

Sunday Aug 22nd, Airport Golf Course

7am Check In

8am Shotgun Start

Includes Social Hour (Date TBA)

Green fees, cart and lunch on Aug 22nd

Golf Tournament Entry Fee @\$70.00

\$ _____

Total Enclosed – (Cash or Check)

\$ _____

Entries Close August 13th, 2021

SMOKE SIGNALS

As **Charles Dickens** once wrote – “It was the best of times, it was the worst of times.” It has become the running cliché when you make Chairman that everyone tells you how fast the three years will blow by. This was no exception in my case when selected in 2017. Then along came 2020. Even typing the date here brings a certain shiver down my spine. My first year, we saw the finals get postponed for a brief period while waiting out tornados and hail. I don’t think any of us dreamed that we would see the cancellation of an entire show. To add insult to injury it seemed as if another curve ball was around every corner as was evidenced when we lost a brother and fellow chairman – **Jerry Moberly**.

It is easy to reflect on the bad with the past year, but all in all it has been a great ride. It is only possible to have success as a chairman if you have great people around you to lift you up and give you support. Being that this is my final hooey article, I apologize in advance if this gets lengthy, but I have so many that I owe a debt of gratitude!

It is easy being chairman when you oversee a great

committee like Indians. We are small but mighty and every year the village has looked great, the pancake breakfast has run smoothly, and our royalty have represented CFD well. Thank you to the entire Indian Committee for your unrelenting passion for what we do and for keeping the margaritas flowing!

Thank you to **Bill Berg** for giving me the opportunity to serve on the General Committee and teaching me how to be a chairman. Thank you to all the chairmen I have served with past and present as well as all of the former chairmen who have always been there for advice. I’ve learned from each one of you and enjoyed the passion we all share for this event. Thank you to my brothers **Buck** and **John** (the other two Amigos) for being my partners in crime for the past four years. Thank you,

Jimmy Dean Siler, for being our fearless leader the past three years and for giving us an opportunity for a re-ride along with your continued mentorship. Thank you to **Tom Hirsig** for the great discussions and teaching me the business side of CFD. Thank you to all of the CFD staff that put in countless hours to make us successful.



Empty Saddles

Our thoughts & prayers go out to the families of:

Ben Allen (Concessions)
Don “Bud” Brown (HEEL)
Charles “Chuck” Chapman (Buckle Club)
Earl Cutter (Security)
Major Dorr (Parades)
Fred Dumire (Military/Parades)
Greg Esp (Rodeo)
Barbara Galeotos (Buckle Club)
Edward Grant (HEEL)
Stu Haskell
Margy Hirsig Wilson (Past Queen)
Wayne Johnson (Tickets/HEEL)
Diane Kaysen
Max Kaser (HEEL)

Mary Ann Kindervater (Rodeo)
Robert “Bob” Kirby (Rodeo/HEEL)
Tom Korthals (PR/HEEL)
Gary McDaniel (Rodeo)
Schuyler McDonnell (Military)
Darrell Moore (PR/HEEL)
Tyler Morgan (Tickets)
Larry Rumann (HEEL)
Josephine Rust (Buckle Club)
Paul Schwieger (Rodeo/HEEL)
Bill Smith (Rodeo/HEEL)
Lester Soard (Concessions)
David Uchner (Buckle Club/HEEL)
Mel Zwonitzer(HEEL)

Thank you to my wife **Erica** and my boys **Bobby** and **Owen**. You have supported me through it all and I love you more than anything. Thank you to my parents for always being there and helping us with a crazy schedule. Finally, thank you to every volunteer on this park. You have solidified my belief this is truly the greatest rodeo along with the most dedicated group of volunteers in the world!

Alright, enough with the sappiness. We have the 125th to get ready. Let’s buckle up and have the greatest year CFD has ever seen! Let’s Go, Let’s Show, Let’s Rodeo. Love you all,

-Bobby Mathews
Indians Chairman

TICKET TALK

There is excitement in the air as we prepare for the 125th “Daddy of ‘em All.”® There are many changes for this year’s show as many of you are aware. As part of our COVID response plan submitted to the State of Wyoming and the County, we committed to limit contact with the public and one way to do that was to change tickets to a digital platform. Please make sure that your phone is charged and that you have pulled your tickets up prior to arrival at the park for ease of use. Using Apple or Google wallet is the best way to access your ticket, and cellular data or Wi-Fi is not required. Please help us help our customers by making sure that everyone you encounter is aware of this and has their tickets ready for scanning at these locations. If you, or any of our patrons, have any questions, please refer them to the Ticket Office or to cfdrodeo.com. Patrons with tickets in any of the General Admission Party Zone areas will be scanned in and out, and will be required to attend the event in the area in which they purchased their tickets. Attempting to scan tickets into alternate party zone GA areas will not be permitted by the scanners. Guests have been notified that they must have tickets with them at all times to verify seating and events.

Another change is the \$5 Gate Admissions tickets will be sold at the Ticket Office instead of the Front Gate. The windows at the Front Gate will be utilized for Will Call for those who chose to purchase hard tickets.

Disability Services is also changing their routes due to all the changes around the park, including the new Park-n-Ride drop-off location, security fencing, food, and carnival area redesign. When assisting

patrons in receiving a ride, please give our dispatcher an accurate description of where the patron is located so that the drivers can find them efficiently. Also, we will no longer be providing the people mover service between B & C lots.

It has been an honor and a pleasure to serve all of you over the last four years. There have been many ups and downs throughout this time. Most obviously the difficulties faced by all of us through the pandemic and unprecedented cancelling of the 2020 show, and in all the challenges of planning and getting ready for the Re-Ride this year. **Kim** and I want to thank everyone for your help, guidance, and support through both the good and hard times. You have shown that your heart and soul is all in support of this great organization. A special thanks to the CFD Board of Directors, General Committee, staff, and last but not least the volunteers especially the Ticket Committee. Boots and Saddles, Let’s Go!

-John Svoboda
Tickets Chairman



| | |
|-----------|---------|
| ⇒ June 17 | 5:30 pm |
| ⇒ June 19 | 8:00 am |
| ⇒ July 8 | 5:30 pm |
| ⇒ July 10 | 8:00 am |
| ⇒ July 17 | 8:00 am |

{scholarships announced!}

The Cheyenne Frontier Days Memorial Foundation Board of Directors are pleased to announce and congratulate the 2021-2022 scholarships recipients: **Joshua Abegglen, Cole Allen, Amber Carlson, Kaitlin Castle, Marcus Cole, Aspen Cotton, Raegan DeLancey, Miles Enstad, Hunter Ernst, Jack Espinoza, Mackenzie Faircloth, Brittany Fowler, Kagan Gilbert, Lucas Halvorson, Yves-Marie Hess, Cole Hinchcliff, Halley Jankovsky, Jordan Johnson, Emily Keiter, Gracie Keiter, Mackenzie Klipstein, Paige Klipstein, Kayleigh Kraftt, Brooklyn Lowe, Blaine Lyman, Seth Oates, Tanner Pace, Addison Potts, Ryann Schoene, Mackenzie Sewell, Taylen Sewell, Colton Sowards, Michael Swidecki, Kaycee Thomas, Tyler Trissel, Delanie White, Taylor Wilson, Jessica Woodworth, Alexis Zaharas, Katrina Zaharas, and Kristina Zaharas.** We awarded 41 scholarships totaling \$54,900 for the next academic year. Since 1985, the foundation has awarded 1,525 scholarships totaling \$1,323,325. The current Board of Directors are **Laura Jeffrey, Rod Hottle, Bill Benskin, Jim Hearne, Phil Van Horn, Angela Johnson, and Judie Peterson.**

The Memorial Foundation Board is trying to locate a unique bronze sculpture. It is a 21 inch replica of "The Daddy of 'em All"®, A Cheyenne Tradition, by Cowboy Artist **Herb Mignery**. The monument size bronze is located in the north C Lot outside the CFD Old West Museum. The foundry casting number is #16 of 20. If you have any information regarding the bronze, please contact the board at cfdmemorialfoundation@gmail.com.

The Memorial Foundation Board is conducting a survey. Your feedback will greatly assist us in all aspects, from application to fund raising and soliciting donations. All responses will remain anonymous. The survey will take approximately four minutes. Please use the link below to complete the questionnaire. It can also be found on our website at <https://cfdmemorialfoundat.wixsite.com/mysite> and our FaceBook page. The survey will close on August 1, 2021. Thank you.

Best wishes to the entire Cheyenne Frontier Days™ volunteers, staff, and family on a successful 125th Daddy of 'em All"®

Are you ready for the CHALLENGE?



Concessions Chairman **Brad Westby** is pictured above with the trophy from the last CFD Volunteer Committee Challenge Blood Drive. Concessions Committee won the competition by having the largest percentage of volunteers donate. Let's see if they can do it again or will there be a new committee champion?



The 2nd Annual Cheyenne Frontier Days™ Volunteer Committee Challenge

MONDAY, JUNE 28

9 A.M. - 2 P.M.

CHEYENNE FRONTIER DAYS™ EXHIBIT HALL

Help ensure a safe blood supply for the Summer and 4th of July Holiday by donating blood!

Join us at the Cheyenne Frontier Days™ Exhibit Hall on Monday, June 28 or donate on behalf of CFD that week at our Cheyenne donation center!

Appointments are encouraged and face coverings are still required for all donors by Vitalant. Make your appointment today by calling 307-638-3326 or go to donors.vitalant.org and use the zip code function to find the blood drive!



To learn more about our new brand,
please visit us at vitalant.org/ourbrand



**CHEYENNE
FRONTIER DAYS™**
World's Largest Outdoor Rodeo & Western Celebration

vitalant  SM



CHEYENNE FRONTIER DAYS™

western art show & sale

125 YEARS OF WESTERN HERITAGE

SAVE THE DATE!

The 2021 Cheyenne Frontier Days™ Western Art Show & Sale is back live and better than ever! Opening night tickets include a reception at the Wyoming Governor's Residence, *Jump the Gun* sale, dinner, and of course the opportunity to support Western art and heritage today and for years to come. Limited ticket availability in 2021 means they'll sell out quickly—don't delay your purchase!

— July 22, 2021 —
3:30—9:00 PM

To purchase tickets, visit cfdartshow.com or call (307) 778-7289.

Because of COVID-19 health and safety considerations, we anticipate the number of attendees may be limited compared to previous years. We suggest you purchase tickets as soon as possible, as the event will likely sell out. Tickets will be available on-line until sold out, or through Friday, July 16. After that date, any tickets still available must be purchased in person at the CFD Old West Museum Office with a cost of \$200.

Guests assume all risks, hazards, and dangers arising from or relating in any way to the risk of contracting a communicable disease or illness (including exposure to COVID-19, a bacteria, virus, or other pathogen capable of causing a communicable disease or illness), whether occurring before, during, or after the event, however caused or contracted, and hereby waives all claims and potential claims against Cheyenne Frontier Days™ and/or the Cheyenne Frontier Days™ Old West Museum.



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Setup

Western Art
Show
Registration

Docent

CHEYENNE FRONTIER DAYS™
OLD WEST MUSEUM

VOLUNTEERS NEEDED!

Contact Janet Wampler: 307-778-1418;
janet.wampler@oldwestmuseum.org

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