



Cheyenne Frontier Days™

Volunteer Handbook

OUR MISSION

TO POSSESS & EXPAND THE ABILITY TO PRODUCE & PROMOTE
THE PREMIER WESTERN CELEBRATION IN THE WORLD

LEADS TO:

Preservation, promotion and education (exposure) of our western heritage
Positive economic impact to our local, state and regional communities
Positive social impact and support to our community

Updated June 21, 2023

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Cheyenne Frontier Days™ Volunteer Handbook

We thank you for volunteering your time and talents in continuing to make Cheyenne Frontier Days™ (CFD) the World's Largest Outdoor Rodeo and Western Celebration. We want to thank you for being part of the Cheyenne Frontier Days volunteer family.

This handbook is designed to inform volunteers about Cheyenne Frontier Days™. No volunteer handbook can anticipate every circumstance or question and after reading the handbook please feel free to discuss any questions you might have with your particular lead and/or chairman.

As an organization made up of volunteers, we need to understand that Frontier Park (the "Park") is part of the City of Cheyenne ("City"), and all laws that are applicable in the city are expected to be adhered to on the Park, including but not limited to when it involves laws related to liquor, motorized vehicles, and human behavior. We are the premier western celebration, developed by volunteers who held the Cheyenne Frontier Days™ purposes, beliefs, and integrity in high regard. This approach must be maintained for the safety and longevity of our event.

As you receive your credentials to volunteer, please sign the signature page of this handbook.

Each committee building will typically have a Volunteer Handbook ("Handbook") available for review. If you would like an electronic file of this Handbook, contact the chairman of your committee.

Again, thank you for volunteering and we look forward to working with you to put on this great community event.

Cheyenne Frontier Days™
General Committee

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Volunteer Mission: *To ensure, to the extent reasonably possible, the safety and well-being of all Cheyenne Frontier Days™ participants – volunteers, cowboys, cowgirls, animals, and any other guests.*

For volunteers, each annual Frontier Days begins when the last one ends. Many volunteers work year-round, devoting their time, goods, services, and money to the show. Others feel the event is a once-a-year reunion where old friends come together and share in a time-honored tradition of service.

Frontier Days represents and relies on true community spirit, where its members reach out to help each other by giving selflessly for the good of the whole community. Volunteers from all walks of life and lifestyles come together as one family to dig in and perform tasks that range from picking up trash in the parking lots to chaperoning a terminally ill child at the rodeo, among a variety of other tasks.

Cheyenne Frontier Days™ isn't just a rodeo or a night show or a town celebration - it is a heritage built over more than a hundred years of tradition. Take a few thousand caring people, put them together with a common goal – then stand back and enjoy the result of tens of thousands of hours of a labor of love.

CFD Volunteer Core Values:

- Take pride in volunteering;
- Ride for the CFD brand;
- Do what needs to be done to the extent appropriate and safe to do so;
- When communicating with our guests, the most important rule is to keep it simple, keep it true, and act appropriately in the circumstances;
- Work to ensure our consumers have a great experience while doing your best to ensure the safety and well-being of all CFD participants, volunteers, cowboys, cowgirls, animals & other guests; and
- Put on the best show possible!

For more than a century, citizens from every walk of life have devoted millions of volunteer hours to plan, organize, and execute all of the events associated with Cheyenne Frontier Days™.

Volunteers are the fuel that drives the CFD engine. Tasks range from sorting stock for ten rodeos plus qualifying performances; caring for the world's largest horse-drawn carriage collection; directing traffic in all types of weather; caring for a large media contingent; maintaining the 83-acre park; serving as hosts for the guests who enjoy the variety of events – and thousands of other items that must be accomplished for CFD to succeed.

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Promoting a Safe and Efficient Workplace

Cheyenne Frontier Days™ is committed to providing a volunteer experience that is free from discrimination and harassment because of race or national origin, religion, age, sex, or disability. Sexual and all other harassment is prohibited. Cheyenne Frontier Days™ supports an inclusive and respectful environment, and all volunteers are expected to conduct themselves in a professional and businesslike manner. Volunteers must not engage in intimidation, threats, hostile behaviors, physical abuse, vandalism, or other inappropriate actions on Cheyenne Frontier Days™ property or while acting as an agent of Cheyenne Frontier Days™. This prohibited behavior includes but is not limited to verbal or physical conduct that has the purpose or effect of substantially interfering with an individual's volunteer workplace or performance or creating an intimidating, hostile, or offensive work environment, and it includes unwelcome conduct based on age, race, gender, color, religion, and other protected classes.

Harassment or discrimination can take many forms including verbal conduct like jokes, innuendos, or slurs; visual or physical conduct such as the display of pictures, gestures, unwanted touching, or horseplay; or other negative actions based on race, national origin, religion, age, sex, or disability. Harassment and discrimination are contrary to the philosophy of Cheyenne Frontier Days™ and will not be tolerated. Cheyenne Frontier Days™ will comply with all applicable Wyoming and federal law regarding discrimination and harassment, including definitions of the same. The definitions of any such actions listed in this Handbook are meant as a guide only, and a determination of what constitutes discrimination or harassment will be within the sole discretion of Cheyenne Frontier Days™ General Committee, in consultation with legal counsel if and when appropriate, and in compliance with applicable law.

Sexual harassment may include unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature. Such actions could constitute sexual harassment if:

1. a volunteer position, job assignment or other decision affecting that volunteer is made because the individual submitted to, or rejected, the unwelcome conduct; or
2. the unwelcome conduct unreasonably interferes with an individual's volunteer performance or creates an intimidating, hostile, or abusive volunteer environment.

Certain behaviors, such as conditioning promotions, assignments, awards, training, or other benefits upon acceptance of actions of a sexual nature are wrong.

Unwelcome actions such as the following are inappropriate and, depending on the circumstances, may meet the definition of sexual harassment or contribute to a hostile volunteer environment:

- Sexual pranks, or sexual teasing, jokes or innuendo in writing, including but not limited to text message ("sexting") and email;
- Verbal abuse of a sexual nature;
- Touching or grabbing of a sexual nature;
- Brushing up or rubbing up against a person;

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- Repeatedly asking a person to socialize during off-duty hours when the person has said no or has indicated he or she is not interested (those in a supervisory position, such as Committee Leads or Coordinators, should be careful not to pressure their volunteers to socialize);
- Giving gifts or leaving objects that are sexually suggestive;
- Making or posting sexually demeaning or offensive pictures, cartoons, or other materials on the premises or other work area;
- Unwelcome conduct of a sexual nature that affects the volunteer environment or experience;
- Actions discussing or otherwise inappropriately addressing anything to do with sex, sexual preferences, or other potentially sexually inclined action.

A victim of harassment can be a man or a woman. The victim can be of the same sex as the harasser. For example, a harasser could be a supervisor, another volunteer, a non-volunteer who has a business relationship with CFD, or a Cheyenne Frontier Days employee.

Additionally, Cheyenne Frontier Days™ does not allow retaliation or reprisal for raising bona fide concerns, reporting violations of policy or law, or cooperating honestly in an investigation of inappropriate behavior.

Reporting and Complaint Procedure

Volunteers should promptly report any incidents of discrimination, harassment, or retaliation they observe or experience. Any concerns, questions, or knowledge of alleged harassment or discrimination should be reported. The CFD Volunteer Coordinator is the main contact for questions, concerns, or complaints about harassment or discrimination. You can contact this person at 307-778-7201. If that person is allegedly involved in the inappropriate action or a volunteer believes such person has failed to properly act related to a report, question, or concern about discrimination or harassment, the volunteer should contact the CEO at 307-778-7201.

CFD's Responsibilities under this Policy

When it is determined that an allegation of inappropriate conduct is credible, Cheyenne Frontier Days™ will take prompt and appropriate corrective action. If Cheyenne Frontier Days receives an allegation of discrimination or harassment or has reason to believe discrimination or harassment is occurring, it will take appropriate steps, which may result in ensuring the matter is promptly investigated and action is taken. If an allegation is determined to be credible, CFD will take appropriate measures to end the unwelcome behavior. CFD may, as it deems appropriate, take action if it learns of possible harassment even if the individual does not wish to file a formal complaint.

CFD Headquarters is responsible for investigating or overseeing investigations of alleged harassment or discrimination. CFD is committed to ensuring, to the extent reasonably possible, that all investigations of discrimination or harassment are conducted in a prompt, thorough, and impartial manner.

CFD will attempt to take any appropriate measures to ensure no further apparent or alleged discrimination or harassment occurs pending completion of an investigation.

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Investigations may include individual interviews and document and record review. Confidentiality will be maintained to the extent consistent with an adequate investigation and appropriate corrective action, as well as any applicable law. CFD will also take all reasonably necessary and appropriate steps to protect from retaliation those volunteers who in good faith report incidents of potential harassment. It is a violation of this policy to retaliate against someone who has reported possible harassment, and violators may be subject to discipline up to and including termination of the volunteer relationship.

Discipline for Violation of Harassment Policy

Volunteers who Cheyenne Frontier Days™ determines, in its sole discretion, have subjected another person at or associated with Cheyenne Frontier Days™ to conduct prohibited by this policy, whether or not such behavior meets the legal definition of discrimination or harassment, or a volunteer who has retaliated against another for reporting possible discrimination or harassment, may be subject to discipline or other appropriate action. Discipline will be suitable to the circumstances, including but not limited to a verbal reprimand, a letter of reprimand, suspension, or termination of the volunteer from the Cheyenne Frontier Days volunteer organization.

Code of Conduct

Volunteers should conduct themselves in a professional manner befitting their particular work duties and reflecting positively on Cheyenne Frontier Days™. Disrespectful conduct, violation of rules, policies or procedures, inappropriate and/or unauthorized use of Cheyenne Frontier Days™ equipment, any unethical or immoral conduct, and any other conduct that reflects negatively on Cheyenne Frontier Days™, as determined in Cheyenne Frontier Days™ sole discretion, is prohibited.

Equipment and Vehicle Use

Cheyenne Frontier Days™ vehicles should be used for Cheyenne Frontier Days™ business and driven by the Cheyenne Frontier Days™ volunteers who have authority to do so. No volunteer will drive a Cheyenne Frontier Days™ vehicle without a current, valid driver's license.

When using Cheyenne Frontier Days™ property, volunteers are expected to exercise care, perform required maintenance within their volunteer responsibilities (and request any apparent maintenance needed, if not within their volunteer responsibilities and/or capabilities to perform it), and follow all operating instructions, safety standards, and equipment manuals and guidelines. Volunteers using Cheyenne Frontier Days™ equipment or vehicles are required to report any damage, defect, or repair needs to their Committee Chair as soon as reasonably possible. If a volunteer causes damages to Cheyenne Frontier Days™ property through obvious misuse, the volunteer agrees s/he may be required to pay for all or part of the damages.

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Personal Vehicles

If a volunteer uses his/her own vehicle for CFD volunteer purposes, the volunteer assumes all risks associated with utilizing that vehicle, takes responsibility for all his/her actions while utilizing the vehicle, and agrees he/she is responsible for any damages, injuries, or other consequences of the use of that vehicle, such that he/she will indemnify, hold harmless, and defend CFD for any expenses, costs, or other impositions of any kind against CFD resulting from the use of a personal vehicle. Such volunteer also agrees that any personal vehicle they utilize will be in safe and sound working order and in compliance with all applicable law, and that the volunteer has a valid and applicable driver's license and at least auto liability insurance limits of the lesser of the minimum required by law or \$25K/\$50K (per individual/per accident).

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Important Information about the Brand

Use of the CFD Name and Trademarks

The names Cheyenne Frontier Days™ and Cheyenne Frontier Nights™, as well as the arrowhead logo and other associated trademarks are owned by Frontier Marketing, LLC, which is a wholly owned subsidiary of Cheyenne Frontier Days, Inc. Use of the names and trademarks on products of any kind requires approval from Frontier Marketing, LLC.

For additional information, contact the Director of Retail Operations at 307-778-1430.

Sponsors

Cheyenne Frontier Days™ is very fortunate to have our sponsors. Not only do they help make Cheyenne Frontier Days™ possible due to their financial support, but they also work hard to develop strong relationships with the CFD volunteers. Please support our sponsors when possible and extend a thank you when you visit their establishment or see them at Cheyenne Frontier Days™. See the Cheyenne Frontier Days™ website www.cfdrodeo.com for current sponsors.

For additional information, contact the Sponsor Department at CFD Headquarters at 307-778-7209 or 307-778-1411.

Animal Care

Cheyenne Frontier Days™ does not tolerate animal abuse or neglect. We care about all our athletes equally, whether they are two-legged or four-legged. We take any accusations of animal abuse very seriously, and we are committed to protecting the welfare of our participants, our animals, and our fans and other guests.

The CFD Animal Care Facts are typically posted on the website at www.cfdrodeo.com.

For questions regarding Animal Care, contact one of the following:

- CEO
- COO / General Chairman
- Public Relations Chairman

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Benefits of Volunteering

For the better part of July, Cheyenne Frontier Days™ is a small community in and of itself. The “community” works because of the volunteers who will not let it be anything but the best. Whatever your interest or skills, there is undoubtedly a place for you to volunteer for one of the committees.

Volunteer Discounts

As a volunteer, besides the personal satisfaction of being part of the world’s premier Western celebration, there are also other benefits available to you. For example, the following are often available:

- Free volunteer and family Park and Ride;
- Free gate admission with volunteer credentials;
- Free M stand rodeo admittance (subject to available seating);
- Eligibility for Scholarships;
- Eligibility for crisis assistance;
- Discounts for carnival passes;
- Merchandise discounts at Chute 10 Mercantile; and
- Discounts at local businesses that participate in the volunteer program. Discounts are often offered through participating local merchants, so don’t hesitate to ask if a local merchant offers a discount to CFD Volunteers. Your event credentials generally serve as volunteer verification. For a current list of Participating Discount Merchants go to www.cfdrodeo.com, More Information, Volunteers.

CFD Volunteer Crisis Fund

Started in 2007, the CFD Volunteer Crisis Fund may provide monetary assistance to current CFD Volunteers when they are faced with a tragic or catastrophic loss, as determined by Volunteer Crisis Fund Board of Directors. Types of assistance available may include funds to help cope with bills during a serious illness or accident, loss of one’s residence due to fire or other natural disaster, death of a volunteer or member of a volunteer’s family, or other emergency situations. Donations are accumulated through fundraisers, auctions, contributions, and donations by volunteers and friends of CFD. For additional information, contact the Volunteer Crisis Fund at 307-421-5851.

CFD Memorial Scholarship Foundation

Founded in 1984, the CFD Memorial Foundation is open to current Cheyenne Frontier Days™ Volunteers, their spouses, and their dependent children. Volunteers must have a minimum of five years of volunteer service to be eligible to apply. Our annual scholarships are made possible by our CFD volunteers, their families, CFD HEELS, CFD Committee events, AmazonSmile, patrons, individuals, and organizational donations. Additional information and application information can be found at: <https://cfdmemorialfoundat.wixsite.com/mysite> and by email at cfdmemorialfoundation@gmail.com.

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Volgistics

CFD utilizes a volunteer management software called Volgistics for tracking and communicating with all volunteers. Each committee has an appointed liaison to manage the committee rosters, and update volunteer contact information. Committees also utilized the system for scheduling shifts during the celebration. CFD Headquarters utilizes the system to send out important information to all volunteers via email. Volunteers should update their committee's Volgistics liaison with any contact information changes, including email addresses.

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Key Connecting Points between Committees

Several cross-committee groups work jointly to try to ensure activities affecting most or all committees are coordinated and operate smoothly.

Lead Assistants

Each committee identifies one or more lead assistants to work together to resolve cross-committee concerns. This group meets year-round, more frequently through the spring, and they meet daily during the show. Since the lead assistants are generally responsible for day-to-day operations in their respective committees, this group provides leadership, direction, and guidance while working to ensure that individual committee interests and concerns are addressed.

Emergency Response Planning (ERP)

Each committee has at least one representative on this sub-committee to ensure the emergency response plan is appropriate for the mission of each committee and that all reasonable coordination needs are addressed. This group collaborated to develop the emergency response plan initially and now works to adjust and implement as needed.

Work Days

The annual work days and nights are planned by this cross-committee group. They identify repairs and maintenance needed on or at the Park, as well as new additions. The work days and nights are also often coordinated by the Grounds Committee.

Recognize, Retain and Recruit (RRR)

Each Committee has at least one representative on this sub-committee which is directed by the General Committee to implement ways to recognize and retain the current volunteer force and to recruit new volunteers.

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Volunteer Activities – Before, During, and Off-Season

Work Nights and Work Days

Work Nights are usually conducted on Thursday evenings before a Work day, which are typically held on Saturday mornings. The Work Nights and Work days generally take place from mid-May until mid-July. Work days are planned by a cross-committee group, led by the Grounds Committee. The tasks completed by volunteers at Work days include activities such as painting, cleaning barns, hosing the grandstands, pulling weeds, building corrals, annual maintenance like cleaning bathrooms and repairs throughout the Park, and other activities as needed. Volunteers meet at the Maintenance Shop to sign in and receive their assignments. Work days are a fun way to meet volunteers from all walks of life across all committees, and they help make the Park ready for the events. After each Saturday work day, lunch is generally provided to all volunteers working that day.

Off-Season Events

Several off-season events are held each year with the aim of enhancing cross-committee friendships and the CFD family. Many of these events focus on fundraising for the CFD Scholarship Fund or the CFD Crisis Fund. These events usually involve dinner and some type of entertainment and are open to all CFD volunteers. Such events may include:

- Volunteer Golf Tournament and Dinner – usually in August
- Hall of Fame Induction – usually in September
- Volunteer of the Year Banquet – usually in the fall
- Indians, Concessions, & PR Steak Fry – usually in May
- Cheyenne Christmas Parade – usually in November
- Operations Committee Chili Feed – usually the first Friday in February
- Volunteer Crisis Fund Fundraiser – usually in February
- Contract Acts' Nut Fry – usually in March
- Parade Committee's Santa Maria BBQ – usually in April or May
- Coronation Ball – Saturday prior to Cheyenne Frontier Days
- Volunteer Appreciation Party – Tuesday before Cheyenne Frontier Days

In addition, many committees have Christmas Parties, and some have "Survivor Parties" after the show.

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Board of Directors

The purpose of the Board of Directors is to oversee the affairs of Cheyenne Frontier Days™, Inc. The general roles of each committee, the Board of Directors, and some individuals are listed herein. This is not intended to be a comprehensive list, but just to give volunteers an idea of the committees and structure of Cheyenne Frontier Days™.

Roles of the Board of Directors typically include:

- Accomplish long-term planning and policy making for Cheyenne Frontier Days™, Inc.;
- approve all capital improvements on Frontier Park;
- approve the Annual Budget;
- establish policies for investments of Cheyenne Frontier Days™, Inc.'s funds;
- approve long term contracts;
- hire the Chief Executive Officer;
- select the General Chairman (Chief Operating Officer);
- approve the General Committee member selections; and
- oversee the Chief Executive Officer and General Chairman.

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General Committee

The General Committee was formed prior to the first event in 1897. With the growth of the event over the many decades, more volunteers and committees were needed to produce the event. What once started as one original committee has grown to nine individual committees and the General Committee, which is made up of the nine Committee Chairmen, the General Chairman, and CEO – the structure as we know it today.

Chief Operating Officer / General Chairman

The General Chairman leads the General Committee. The General Chairman acts as Chief Operating Officer for the corporation and coordinates the nine committees that work in unison to produce Cheyenne Frontier Days. For example, the General Chairman typically:

- selects the nine committee chairmen who provide direction, guidance, and leadership to the volunteer corps to ensure the focus of the Cheyenne Frontier Days™ mission is clear, by consistently presenting Cheyenne Frontier Days™ with a strong and positive image and to do all we reasonably can to ensure a positive experience for our guests, sponsors, exhibitors, volunteers and community, as well as any others impacted by Cheyenne Frontier Days™;
- attends the Board of Directors meetings; a member of every sub-committee on the Board of Directors, as well as sub-committees of Cheyenne Frontier Days™ Operations; and a member of the Cheyenne Frontier Days™ Hall of Fame Committee; and
- assists the CEO in achieving the strategic financial and operational goals set by the Board of Directors.

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Concessions Committee

The Concessions Committee oversees all activities pertaining to the carnival midway, exhibits, free entertainment, and food concessions, including activities such as:

- working with City and County officials to ensure compliance with safety and health standards by the carnival and food vendors;
- monitoring the integrity of the midway carnival games, to the extent appropriate and reasonably possible without taking on any;
- contracting with and coordinating the exhibit areas, including Old Frontier Town, the Exhibition Hall and vendors throughout the midway area;
- administering the free entertainment stages (The Garden and Sidewinder Saloon); and
- planning and coordinating the Challenge Rodeo.

Contract Acts Committee

The Contract Acts Committee produces the Frontier Nights entertainment – the night shows. Their responsibilities include, among other duties:

- working with the concert promoter to contract the artists, sound, lights, video, and artist merchandising;
- managing the Buckin' A Saloon; and
- setting up and tearing down the stage each day, providing security for performers while they are on the park, coordinating meet & greets with the performers, and providing event security for the night show.

Grounds Committee

The Grounds Committee generally oversees the maintenance and repair of Frontier Park. Their responsibilities typically include:

- providing oversight of the electrical, plumbing, restroom, and park clean-up activities;
- coordinating work days and nights; and
- coordinating Doctors who work with the cowboy medics and Justin Sports Medicine.

Indians Committee

The Indians Committee oversees the Indian Village, and their responsibilities typically include:

- securing dancers, entertainers and vendors for the Indian Village;
- maintaining the village grounds at Frontier Park;
- facilitating the activities of Miss Frontier and her Lady-In-Waiting; and
- producing the three pancake breakfasts in partnership with the Kiwanis Club members and City personnel.

Indian Committee volunteers can be identified by their turquoise wool vests.

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Military Committee

The Military Committee oversees military personnel participation and their responsibilities generally include:

- hosting and organizing the Coronation Ball for Miss Frontier and her Lady-In-Waiting;
- organizing the Thunderbirds Air Show;
- coordinating with the F.E. Warren Air Force Base Fort D.A. Russell Days;
- providing the “Cowboy Medics” to assist the Grounds Committee doctors by furnishing medical aid to injured cowboys in the arena; and
- coordinating Military distinguished visitors and military volunteers supporting other CFD Committees.

Operations Committee

The Operations Committee scans tickets and assists ticket holder at the portals, in the stands, and in the party zone.

Their other responsibilities generally include:

- handling parking on the park and at the satellite locations;
- works with uniformed security and coordinating with local, county, and state law enforcement;
- maintaining the Emergency Response Plan;
- managing and staffing the medics at the First Aid Station in C Stand;
- assisting persons with disabilities;
- updating parkwide security orders; and
- providing telephone staffing in the Command Center.

Parades Committee

The Parades Committee produces the four parades during CFD and their responsibilities generally include:

- organizing and producing the four world class parades;
- working year round to maintain the horse drawn carriage collection;
- coordinating the youth ambassador precision riding group called the Dandies;
- home of the W-Heels that collects, organizes and curates all of the parade costumes;
- coordinating pre-rodeo entertainment and producing the grand entry each day;
- overseeing the CFD Invitational Chuck Wagon Cook-off area;
- preparing and serving breakfast at the Bucking Horse Round-up; and
- providing and/or securing security for the pancake breakfasts.

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Public Relations Committee

The Public Relations Committee serves as host to sponsors, media and other special guests. Their responsibilities typically include:

- providing information to the visiting public;
- managing the sponsor areas;
- hosting media from around the world;
- hosting special guests and visiting rodeo committees; and
- coordinating and conducting the Behind the Chutes Tours; and
- liaison between the General Committee and the CFD Art Show.

Rodeo Committee

The Rodeo Committee oversees all aspects of the production of the rodeo performances, qualifying events, and contestant services, generally including:

- contracting with stock contractors, announcers, bullfighters, and specialty acts;
- partnering with PRCA and WPRA year-round;
- coordinating the performance of approximately 1,800 contestants;
- managing the Cowboy Hospitality area (Cowboy Bistro), and the finals Calcutta;
- working with veterinarians to ensure the health and welfare of all livestock; and
- planning and coordinating the Bucking Horse Round-up.

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Youth Volunteers

Any volunteer under the age of 16 requires a waiver signed by the parent/guardian and the Committee Chairman before receiving credentials.

Youth Volunteer Program

The program is open to youth between the ages of 13-18. Volunteers participate in scheduled work days and work with mentors from each Committee with the intention of finding a committee that best fits the goals of each volunteer once they meet the age requirements of the chosen committee. Contact youth.director@cfdrodeo.com with any questions regarding the program.

Toes

The Toes are a group of youth between the ages of 8-18 who work directly with the Rodeo Committee. Once they turn 18, they can become a full member of the Rodeo Committee. The Toes help on work days just like all of the other volunteers. Their main job is helping run the slide gates to move cattle in for the rodeo performances. They also help with the Cowboy Concierge by selling shaving and hay to the contestants, and at the Cowboy Bistro setting up, cleaning up, and serving meals to the contestants.

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Royalty

Miss Frontier and the Lady-In-Waiting

Miss Frontier and the Lady-In-Waiting represent and promote Cheyenne Frontier Days™ and the heritage of the Old West during the July celebration and at other rodeos and events throughout the year.

The first Miss Frontier was selected in 1931 when the Cheyenne Frontier Days™ Committee sponsored a contest. All six of the girls who entered were sponsored by a civic organization. Each girl was judged based on the number of tickets sold by her sponsoring organization. In 1934, the Cheyenne Frontier Days™ Committee selected Miss Frontier and a Lady-In-Waiting, starting a tradition that is followed to this day.

Lady-In-Waiting tryouts take place in the fall. Applicants must:

1. Be a resident of Laramie County;
2. Be a high school graduate at time of application;
3. Participate in a horsemanship skills demonstration; and
4. Participate in an interview with the General Committee.

Miss Frontier and the Lady-In-Waiting are under the direction of the Indians Committee Chairman.

The Lady-In-Waiting is under the guidance of Miss Frontier who assists her in learning her role as a spokesperson for Cheyenne Frontier Days.

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Other Organizations within CFD

Buckle Club

The Buckle Club is comprised of past and present committee chairs and their spouses. This group was organized in 1979 and utilizes the talent and experience of seasoned volunteers to assist with various CFD functions.

Heels

The idea of the “Heels” emerged in 1934 as a result of financial difficulties brought on by the Great Depression. Because the pocket linings of Cheyenne Frontier Days were pulled inside out, a group of volunteers put their heads together and brainstormed over how to remedy the show’s tough financial situation. They tossed around the idea of replacing paid arena help with volunteers and the “Heels” organization was born. It is said that volunteer Ed Storey commented during that casual meeting that they’d be a bunch of heels if they didn’t help out, and the name stuck.

Today, the Heels are comprised of volunteers who have been recognized for their exceptional service to Cheyenne Frontier Days™. Each year, new members are nominated by the Heels on their committee and voted into the Heels organization by all Heels on the basis of their contribution to Cheyenne Frontier Days™.

2010 marked the 75th anniversary of the Heels, and they were voted into the Cheyenne Frontier Days™ Hall of Fame in 2013.

W-Heels

The W-Heels is a group of volunteer women who work with the Parades Committee in producing the horse-drawn vehicle section of the four parades each year. These women provide the carriage riders with over 600 authentic costumes that reflect the styles worn between 1897 and 1914. The group supports the Old West Museum and is active in carriage preservation and restoration.

Dandies

The Dandies are a group of young ladies who serve as CFD goodwill ambassadors. Each Dandy competes annually for her place on the team. The Dandies are chosen based upon their horsemanship, attitude, and personality. Each girl must provide and care for her own horse. The Dandies represent Cheyenne Frontier Days™ throughout the year at various rodeos and events. During Cheyenne Frontier Days™, each Dandy displays the flag of a supporting or official sponsor while performing during the nine rodeos and four parades.

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Cheyenne Frontier Days Old West Museum

The history of the world's largest outdoor rodeo and western celebration comes alive at the Cheyenne Frontier Days™ Old West Museum. A premier cultural and historical center in Wyoming, the CFD Old West Museum offers year-round programming, exhibits, and activities that celebrate the heritage and pioneer spirit of the American West and the thrilling history of the world's first extreme sport.

In addition to exhibiting the rich history of the "Daddy of 'em All,"® the Cheyenne Frontier Days™ Old West Museum also features some of the most intriguing western artifacts in the region, including one of the most extensive collections of carriages. The displays in the Cheyenne Frontier Days™ Old West Museum chronicle the colorful pioneer history of Cheyenne and the expansion of the American West.

The Cheyenne Frontier Days Chute 10 Mercantile is located in the Old West Museum and carries the Cheyenne Frontier Days™ official products and other Wyoming souvenirs. Cheyenne Frontier Days™ volunteers receive a discount at the store.

The Cheyenne Frontier Days Old West Museum is located off Carey Avenue in Frontier Park.

Cheyenne Frontier Days™ Western Art Show and Sale

The art show began in 1981 as the Governor's Invitational Art Show & Sale and changed to its current name in 1995. The CFD Western Art Show and Sale is run by a volunteer sub-committee of the Old West Museum. It is held the Thursday prior to the CFD celebration, and all sold and unsold art remains on display throughout the entire celebration.

Every year, the popular event features the works of the country's top contemporary western and wildlife artists in paintings, sculptures, wood, and alabaster carvings and Navajo weavings.

Growing in popularity every year, the Cheyenne Frontier Days™ Western Art Show and Sale attracts artists from all over the country who all share the same passion—a love for the great American West and its heritage.

Each year, the works of an artists is chosen to represent the show in a signed and numbered print in a limited edition of 500. Proceeds from the Cheyenne Frontier Days™ Western Art Show and Sale benefit the Cheyenne Frontier Days™ Old West Museum.

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Full Time Staff

Below are some of the typical duties and expectations of the Cheyenne Frontier Days™ full-time staff members:

Chief Executive Officer

- develops short- and long-range corporate strategies in conjunction with the Board of Directors;
- executes strategic plan for achieving major goals and objectives for the organization;
- achieves strategic financial and operational goals;
- provides direction, guidance, and leadership towards the achievement of CFD's mission, strategies, and brand and its annual goals and objectives;
- leads operations and administration directed by the Board of Directors by consistently advising and informing Board members and interfacing between the Board of Directors and staff;
- directs marketing of Cheyenne Frontier Days™ and ensures that it is consistently presented in a strong, positive image to relevant stakeholders;
- manages critical Cheyenne Frontier Days™ contracts for the rodeo, night shows, sponsorships, and concessions;
- understands and focuses on improving the Cheyenne Frontier Days™ experience for guests, sponsors, exhibitors, the community, and others; and
- builds, fosters, and maintains excellent working relationships with stakeholders, including but not limited to the Board of Directors, General Committee, sponsors, volunteers, staff, professional associations, contractors and community.

Chief Financial Officer

- oversees all financial and accounting functions, including preparation of the financial statements;
- provides human resource services, including all paperwork and benefits administration; and
- provides advice and guidance regarding financial and accounting items.

Duties are performed for CFD, Inc., CFD Foundation, and Cheyenne Carriage Collection.

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Accounting Specialist

- accounting for all Frontier Marketing, LLC retail locations, as well as Frontier Marketing, LLC wholesale and direct marketing sales
- accounts payable, data input, and account management for Cheyenne Frontier Days.

Corporate Relations Manager

- business development and management of the corporate sponsorship program including contracts, recruiting, and communications;
- manages sponsor retention and satisfaction, and enriches the sponsor experience for sponsor partners;
- co-develops and implements a yearly sponsor sales strategy. Identifies potential sponsors appropriate for a world-recognized Western celebration, establishes strategies to approach potential sponsors and submits proposals to potential sponsors.
- builds, fosters and maintains excellent working relationships with sponsors, stakeholders, Committee Chairs, and volunteers.

Event Director

- coordinates and manages events and rentals at CFD Event Center, Buckle Club, and other facilities at Frontier Park.

Executive Assistant/Facilities & Contracts Coordinator

- supports CEO, Board of Directors, and Foundation;
- contract management;
- facilities management;
- insurance management and oversight; and
- manages parking hangers and contract badges.

Grounds Superintendent

- prepares and maintains buildings and grounds in operable, safe, and attractive condition, to the extent reasonably possible, for events & rentals;
- keeps CEO, General Chairman, Grounds Chairman, and other Committee Chairman apprised of necessary improvements, upgrades, and equipment requirements or work needed for infrastructure. Makes designs, material, construction, and equipment recommendations;
- develops long-range and short-range maintenance and care schedules for Frontier Park buildings, grounds, and equipment within annual budget guidelines;
- supervises typically up to 5 part time and 2 full time facility maintenance employees, including hiring and training;
- review safety, maintenance and operation standards with all employees on a monthly basis;
- supervises volunteer grounds crew during Cheyenne Frontier Days™ and, along with assistant groundskeeper, assigns their duties each day; and
- acts as liaison with City and County Fire, Safety, Streets and Maintenance representatives.

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Groundskeepers

- assists the Grounds Superintendent.

Information Technology

- responsible for design, installation, implementation, training, and maintenance of all technology systems within Cheyenne Frontier Days™ and throughout Frontier Park. This includes all internet and phone services as well as all hardware and software systems.

Malt Beverage & Volunteer Coordinator

- supervises and coordinates all aspects of Cheyenne Frontier Days™ liquor and malt beverage sales;
- serves as communication point between Cheyenne Frontier Days™ and the volunteers; and
- determines, implements, and fosters ways to improve the volunteer experience.

Marketing Coordinator

- assists the Marketing Director in the execution of all marketing functions, including the development and execution of the digital marketing and social media strategies;
- plans, develops, implements, and manages social media channels;
- coordinates with an outside web development firm to maintain the website, perform updates, and optimize traffic;
- coordinates and designs social posts, emails, ads, posters, brochures, rack cards, day sheets, packets, and PowerPoint presentations;
- designs and develops the e-Newsletter;
- implements and manages consistent branding across all outlets; and
- assists in the production and submission of advertising materials, including copy, graphic designs, and photographs

Marketing Director

- designs, implements, and facilitates CFD's annual marketing plan to support revenue and earnings objectives;
- plans and oversees advertising and promotional activities, including those such as television, print, online, electronic media, and direct mail;
- serves as liaison with outside agencies on ongoing promotional campaigns;
- ensures the procurement and production of advertisements, brochures, order forms and other marketing materials, as appropriate;
- provides a media liaison and outreach. Serves as primary contact for media inquiries. Establishes and maintains relationships with key community and strategic partners;
- oversees digital space development, design, and maintenance; and
- develops and evaluates market research and adjusts marketing strategy to meet changing market and competitive environment.

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Receptionist/Sign Shop

- greets guests at Cheyenne Frontier Days™ Headquarters and via phone. Independently responds to general inquiries and provides a quality communications link between guests and Cheyenne Frontier Days™ staff as necessary;
- assists General Committee chairs with preshow and show time scheduling and arrangements, including calendar and daily itinerary ;
- maintains an accurate calendar of Cheyenne Frontier Days™ and Buckle Club facilities throughout the year;
- screens, researches, processes, and submits donation requests for General Committee approval;
- transcribes the Minutes of General Committee meetings;
- receives all sign requests; and
- produces all new/updated signs.

Retail Operations Manager

- manages all Frontier Marketing, LLC retail sales locations and the Cheyenne Frontier Days™ online trading post. This includes the Chute 10 Mercantile and Frontier Park;
- purchases all Cheyenne Frontier Days™ retail items. Ensures alignment with Cheyenne Frontier Days™ brand, logo and consumer demand;
- implements marketing strategy for retail and online sales;
- works to ensure, to the extent possible, only authorized and proper use of Cheyenne Frontier Days™ intellectual property by third parties; and
- monitors licensees' compliance with Terms of License agreements.

Sponsor & Exhibits Manager

- manages the corporate sponsorship program including contracts, recruiting, communications, and exhibits;
- works to increase sponsorship revenue;
- increases or maintains, to the extent reasonably possible, sponsor retention and satisfaction, enriches the sponsor experience by providing responsive and professional assistance to inquiries and actively seeking sponsor feedback and insight;
- co-develops and implements a yearly sponsor sales strategy. Identifies potential sponsors appropriate for a world-recognized Western celebration, establishes strategies to approach potential sponsors and submits proposals to potential sponsors. Follows through after proposal submission to increase success of strategy.
- recruits, reviews, organizes, manages, and appropriately locates 200+ exhibits.

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Store Manager

- manages and oversees Chute 10 Mercantile shop operations, ensures efficient function of the gift shop, managing the sales floor to provide maximum profitability;
- picks, packs, and ships all online orders for the e-commerce site;
- control inventory to ensure sufficient stock, rotated and changed by season;
- oversee hiring, training, enforcing customer service guidelines; and
- assist the Director of Retail Operations with ordering Cheyenne Frontier Days logo items.

Ticket Office & Parking Operations

- manage all aspects of ticket operations, ticket fulfillment, customer service, box office operations, and sales reporting;
- creation and implementation of ticket operations procedures, event builds, inventory management, and event ticketing access procedures, development, maintenance, and fulfillment of ticketed events;
- maintain all aspects of ticketed events, including event builds, inventory management, invoicing, internal orders, digital ticketing, and post-event processes;
- facilitate internal and external ticket orders and transfers, including charity ticket processes;
- manages and facilitates parking reporting, sales, and product operational requirements;
- ticket and Guest Experience and acts as key point person with venue box offices for ticket operations activities and cultivates an alliance with their teams to uphold a high guest service standard;
- collaborate with production staff to manage the ticketed access control system, hardware, software, and integration;
- assist in the development of policies and procedures, manages year-round and seasonal staff (50+ team), and identify the need for and scope of their work;
- serve as a customer service point of contact for all ticket-related questions and box office inquiries;
- continuously identify and suggest process efficiencies for sales and ticket operations and, as needed, plan and implement new ticketing procedures;
- integrating marketing activities/sales messaging within ticketing timelines & the front-end, public experience on ticket vendor websites;
- orchestrating customer service messaging and efforts across all purchaser touchpoints; and
- reconcile ticket sales and deposits and prepare reports and financial settlements.

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Terms & Locations to Know

AA Barn: This is the first white barn located off Hynds Blvd at the west gate (V-12) to the Park. Event horses are located here.

ADA Accessible Decks: Areas for visitors in wheelchairs to watch the rodeo and night show. There are several areas in Lower B stand and an area near the announcer's deck in the east side stands.

All-Around Room: Largest meeting space located on the 1st floor of the Event Center.

Arm bands (carnival): Arm bands can be bought in advance or during Cheyenne Frontier Days™; they allow the recipient access to carnival rides.

BB Barn: The barn located directly north of AA barn. Event horses are located here also.

B Stand: Middle large stand on West Side of Arena.

Behind the Chutes Tour: A behind the scenes tour of the arena, stock pens, and bucking chutes on Frontier Park.

Buckin' A Saloon: 21 and over tent located in the midway with live music and adult beverages.

Bucking Horse Round-up: Usually held the Sunday before Cheyenne Frontier Days™ to bring the bucking horses from pasture into Frontier Park.

C Stand: North stand located on west side of arena.

CFD Old West Museum: Located in the red brick building off Carey Avenue. It also houses the Chute 10 Mercantile Store.

Chairmen's Room: Medium sized meeting space located on the 1st floor of the Event Center.

Challenge Rodeo: Special needs children assisted by volunteers, rodeo clowns, and cowboys participate in a small-scale rodeo on Wednesday and Thursday.

Chuck Wagon Cook-off: Located south of Old Frontier Town, authentic chuck wagon crews demonstrate traditional chuckwagon cooking.

Chute 9: All timed events other than barrel racing begin at Chute 9. It is located at the south end of the arena.

Chute 9 Timers: Sit above Chute 9 for timing the timed events and are assisted by judges on horseback.

Clown Gate: Pedestrian gate located immediately north of Bucking Chute 0. Allows access to the arena. Clowns roll the barrel out of this gate.

Coronation Ball: Celebration crowning the new Miss Frontier. Usually held the weekend before Cheyenne Frontier Days™ begins.

Cowboy Medics: Medical providers and assistants that tend to injuries to contestants, perform therapy, and assist with activities, including but not limited to actions from wrapping ankles to handling serious injuries. Located under the East Side Stands, they are part of the Military Committee.

Disability Services: Golf carts that provide transportation all over the park for visitors unable to walk long distances.

East Side Stands: Large stands on the east side of the arena, directly above the bucking chutes.

Event Center: Located at the south end of B Stand; structure that houses Cheyenne Frontier Days™ Event Center, Full Time Staff Offices, and The Chute. During Frontier Days, it serves as the Hospitality area for Sponsors and Special Guests of CFD.

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Exhibit Hall: Large concrete building located southwest of B Stand, just to the left after you enter the main gate.

First Aid Station: Located under C Stand, accessible from both sides of C stand, and staffed by Security Committee medical personnel.

Fort D.A. Russell Days: An Open House hosted by F.E. Warren Air Force Base for remembering when the base was an Army Cavalry Base; includes tours of historic base homes.

Heel's Office: Room under B Stand for Cheyenne Frontier Days™ Heels to keep paperwork and supplies.

Howdy Wagon; Howdy House; Howdy Hut: Covered wagons occupied by Public Relations Volunteers who provide information to tourists regarding Frontier Days and Cheyenne.

Indian Village: Located at the southeast corner of the Park off of 8th Avenue and Carey. Vendors are located in the village and there are free Native American Dance performances daily. There are also teepees set up during the show.

Justin Sports Medicine: Maintains a comprehensively equipped mobile unit directly behind the East Side Stands during the rodeo for the contestants entered in the rodeo.

M Stand: Generally known as the stand for contestants' families. However, some general admission tickets are sold for this stand located south of the large east side stands near timed events Chute 9. Volunteer badges provide access to M Stand during the rodeo, providing that seating is available.

Media Center: Building located behind (north of) the PR Building for visiting media to work in.

Media Guide: Information pamphlet provided to the media to help familiarize them with Cheyenne Frontier Days™ and its history.

Miss Frontier Room: Smallest meeting space located on the 1st floor of the Event Center.

North Forty: Hospitality tent for visiting rodeo committees and special guests located north of the east side stands.

OK Corral: In the PR building and acts as the information hub for the PR Committee.

Old Frontier Town: Vendor area on the east side of the Arena, North of the Indian Village, South of the PR Building.

Pancake Breakfast: Located at the Depot Plaza downtown on Monday, Wednesday, and Friday from 7 to 9 a.m. Free pancake breakfast for visitors, also serves as an emergency exercise for feeding large crowds for the Kiwanis organization.

Parade Lot: Lot located on the northeast corner of the Park where the parade wagons are kept during Cheyenne Frontier Days™.

Park-n-Ride: Located off I-25 at Happy Jack Road. Visitors and Volunteers can park and take a shuttle to Frontier Park. Admission to the park is included in the transportation fee.

Party Zone: Standing area below B stand used for night shows; this is the closet area to the entertainer. Previously known as Standing Room Only.

Photo Pit: Area below ground level on west side of the arena used by photographers to take pictures during the rodeo.

Police Station: Located next to the First Aid Station under C Stand.

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Post Rodeo Party: Cocktail party in the Event Center following the rodeo for Sponsors, Special Guests, and invited Contractors/Contestants.

Rooftop: Ticketed area located on the roof of the Event Center building.

Qualifying Rounds: Based on the large number of contestants in the timed events, not all of them will fit in the afternoon performances. Therefore, some of the contestants compete in an earlier performance.

Rough Stock Events: Bull Riding, Saddle Bronc Riding, Bareback Riding, and Rookie Bronc Riding. All are scored events as opposed to timed events, although they include the eight (8) second riding requirement.

Schedule of Events: A brochure and map, distributed on the Park and locally, outlining events for the week, day by day, and hour by hour.

Schrader's Lot: Parking area for committee chairmen during the parades, located on the southwest corner of 24th Street and Carey Avenue. This is also where the parade ends.

Security Checkpoints: Entry points into the fenced area of Frontier Park where every person walks through weapons detectors, and bags may be checked.

Skeet Gate: Pedestrian gate located directly on the south side of the 00 bucking chute. Allows access to the arena.

Southwest Drive: Property located South of Cheyenne that is used for remote contestant parking during the rodeo.

Sponsor Boxes: Boxes in the East Side Stands reserved for purchasers and their guests.

Sponsor Deck: Sponsor Box located in the middle of the East Side Stands for Sponsors.

Sponsor Hosts: Public relations volunteers and past chairmen who assist sponsors and guide them around the Park.

The Chute: Private bar located at the Event Center, operated by the General Committee.

The Garden: Area just inside the main gate which encompasses the Free Entertainment Amphitheater and shade umbrellas.

Thunderbirds Air Show: Free aerial demonstration by the US Air Force Thunderbirds on Wednesday morning.

Ticket\Box Office: Located on the south side of the Park, immediately outside of the main gate. Rodeo and night show tickets and carnival armbands may be purchased here.

Ticket Resolution: Several small buildings located around Frontier Park that are staffed with Ticket Office staff who assist ticket buyers with any ticketing issues they may have.

Timed Events: Barrel Racing, Breakaway roping, Steer Roping, Steer Wrestling, Team Roping, and Tie Down Roping are considered timed events.

Toes: Rodeo volunteers usually between 8-18 years old who help with sorting and loading cattle at Chute 9.

Track: Area outside of the arena but inside B Stand that travels behind the East Side Stands. Used in the past for the chuck wagon and pari-mutuel racing and presently for the Wild Horse Race, Grand Entry, and miscellaneous other performances during the rodeo.

Tunes on the Terrace: Ticketed area located in front of B Stand used for night shows.

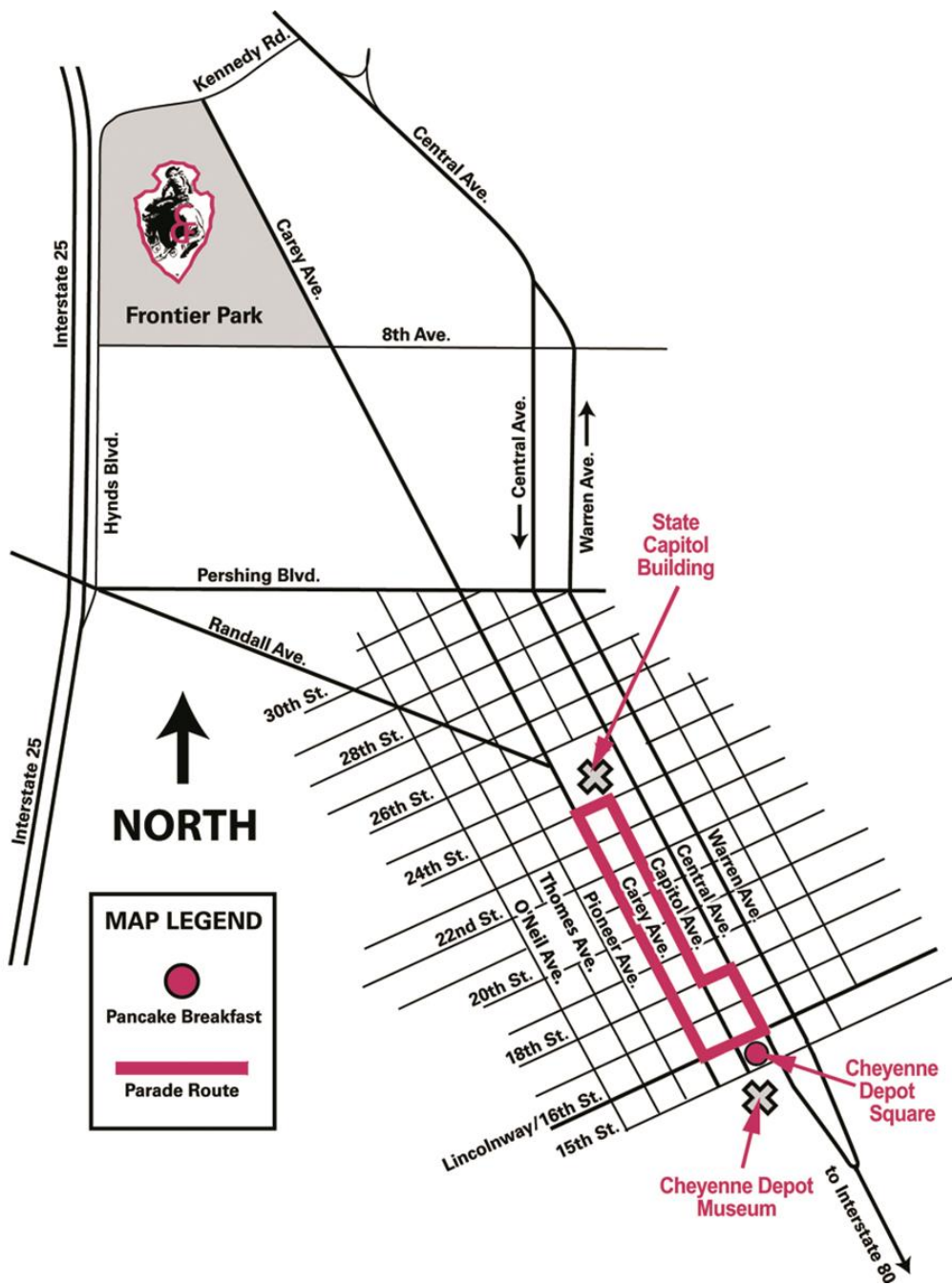
Village Vest (day leader): The Indian Village Volunteer in charge of operations in the Indian Village each day during Cheyenne Frontier Days™.

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Volunteer Park-n-Ride: Parking area and shuttle to Frontier Park at Central High School. Volunteers and contractors use their badges. Poker chip for family members.

Wagon Doctors: Group of volunteers who restore and maintain the horse drawn wagons seen in the Cheyenne Frontier Days™ museum and in the parades.



**Cheyenne Frontier Days™
Volunteer Handbook**

ACKNOWLEDGEMENT OF RECEIPT OF VOLUNTEER HANDBOOK

I ACKNOWLEDGE RECEIPT OF THE CHEYENNE FRONTIER DAYS™ VOLUNTEER HANDBOOK, THAT I HAVE READ AND UNDERSTAND ITS CONTENTS, AND I AGREE TO ABIDE BY THESE POLICIES AND PROCEDURES. I HAVE HAD THE OPPORTUNITY TO ASK ANY QUESTIONS I MAY HAVE ABOUT THE HANDBOOK AND UNDERSTAND THAT THIS HANDBOOK REPLACES ANY PRIOR VOLUNTEER HANDBOOK AND POLICIES OR PROCEDURES DIRECTLY ADDRESSED BY THIS HANDBOOK. I UNDERSTAND THAT THIS HANDBOOK IS INTENDED AS A GUIDE FOR THE EFFICIENT AND PROFESSIONAL PERFORMANCE OF MY VOLUNTEER WORK, AND THAT CHEYENNE FRONTIER DAYS™ RESERVES THE RIGHT TO INTERPRET, CHANGE, SUSPEND, ADD TO, OR TERMINATE ALL POLICIES, PROCEDURES, HANDBOOKS, AND OTHER GUIDELINES AT ITS DISCRETION AND WITH OR WITHOUT NOTICE. NOTHING IN THIS HANDBOOK OR IN ANY OTHER POLICIES OR PROCEDURES OF CHEYENNE FRONTIER DAYS™ MAY BE CONSTRUED TO BE A CONTRACT BETWEEN CHEYENNE FRONTIER DAYS™ AND ME. ADDITIONALLY, THIS HANDBOOK AND ANY OTHER POLICIES, PROCEDURES, PRACTICES, OR RULES OF CHEYENNE FRONTIER DAYS™ ARE NOT TO BE CONSTRUED BY ME AS CONTAINING ANY TERMS AND CONDITIONS OF EMPLOYMENT, BECAUSE I AM VOLUNTEER. I UNDERSTAND THAT NO ONE AT CHEYENNE FRONTIER DAYS™ HAS THE AUTHORITY TO MAKE ANY PROMISES, GUARANTEES, OR CONTRACTS REGARDING MY VOLUNTEER WORK FOR CHEYENNE FRONTIER DAYS™ OR THE CHEYENNE FRONTIER DAYS™ POLICIES OR PROCEDURES UNLESS IN WRITING AND SIGNED BY THE PRESIDENT/CEO. FINALLY, I UNDERSTAND THAT IF MY VOLUNTEER POSITION IS TERMINATED FOR ANY REASON, I MUST RETURN ANY CHEYENNE FRONTIER DAYS™ PROPERTY THAT I MAY HAVE TO CHEYENNE FRONTIER DAYS™.

SIGNATURE: _____

PRINTED NAME: _____

COMMITTEE: _____

DATE: _____