

BULLSHEET

The official newsletter of the Reno Rodeo Association

VOL. 3 NO. 5 DECEMBER 2016

**WE HOPE YOUR HOLIDAYS ARE
FILLED WITH GOOD CHEER, BEAUTIFUL SKIES
AND WIDE OPEN SPACES.**



PRESIDENT'S MESSAGE



As we enter into the Holiday Season, I want to thank Melissa, Denise and George for their assistance in putting together our Holiday Dinner at the Atlantis on November 18th. We had 360 members and guests attend this function and all were treated to a delicious meal and an evening filled with the opportunity to catch up

with friends and members of our rodeo family.

The Holidays bring with it stressors that we have all grown accustomed to. For the Reno Rodeo Executive Committee and MAPS Committee, we have the added stress of taking on a marketing opportunity utilizing a booth on Rodeo Way at Cowboy Christmas during the WNFR in Las Vegas. The Executive Committee members who will be manning this booth have gone through extensive training on techniques to best promote the Reno Rodeo at this venue. The goals have been established and metrics in place to measure the success of this endeavor.

I want to take this opportunity to share with you the advice of a sage old philosopher, "Don't underestimate the value of doing nothing, of just going along, listening to all things you can't hear, and not bothering"

I am not condoning that we evade responsibilities; I am suggesting that we take time for ourselves, cherish our families, friends and loved ones, and block out the noise of the world. In its stead, can we soak up the simple joys and pleasures of the season? Can we hold still long enough to embrace the peace that initiated the celebration of Christmas?

I wish you all the peace and joy of the Christmas season and a safe and Happy New Year.

Brad Sidener
2017 President

Here comes 2017!

Howdy everyone! Congratulations on your appointment (or re-appointment) as chair of your committee. The Marketing/Advertising/Public Relations (MAP) Committee is responsible for monitoring the Reno Rodeo website, and we work closely with committee chairs to ensure that all marketing, advertising, and public relations information on the website is accurate and up-to-date.

At this point, we are examining the website to determine any corrections needed, asking that each of you carefully review your sections of the website or any other section mentioning your area of responsibility. Please check to determine if:

1. All dates and times are updated for the 2017 Rodeo
2. Names and titles of the events and/or participants are accurate
3. Locations are correct
4. Contact information is correct
5. Charges or fees posted for your event or activity reflect 2017 costs
6. Any dated materials or applications are corrected to reflect the 2017 calendar

If there is any additional information or other changes necessary, please include that as well. We would appreciate receiving this information by December 15, 2016. Please send corrections and updates to: Teresa Lindsey, bythesea583@yahoo.com, (775)722-7567

Additionally, the MAP Committee is responsible for providing the support you may need to accomplish the marketing, advertising, and/or public relations strategies you have for your committee. If you need assistance and/or support in any of these areas, please contact either of the committee co-chairs: Marjie Swiatek, dgmarj@yahoo.com, (775) 742-2421 or Bill Price, dgbill@yahoo.com, (775) 742-2746.

Thank you for taking the time to help us improve the accuracy and quality of the Reno Rodeo website.

Marjie Swiatek and Bill Price, Co-Chairs
Marketing/Advertising/Public Relations Committee



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GENERAL MANAGER'S MESSAGE



I'm amazed that it is once again time for my Bullsheet article. Time sure flies by when you love your work and are busy to boot! For those of you who were not able to attend the holiday dinner this past Friday, I want to quickly let you know of a few items mentioned that night. First off, we had a great dinner with about 360 people there. Second, I introduced

our new part-time receptionist Alicia Myers and her husband Tim Myers. Alicia will be up front in Melissa's spot, as we have moved Melissa. Not only will Melissa have a new desk area, but she will also have new and expanded job duties; mainly greater roles in on-line specialty sales and sponsorship fulfillment. Please come in and say "HI," to Alicia and check out Melissa's office area.

Additionally, I reported on another RR publicity event at the

NFR this year: the Cowboy Way vendor booth space at the Cowboy Christmas. This is another exciting venture for us to promote Reno Rodeo. This is not our first ever chance at attending this event in this way, but it is our first fully planned and committed effort to showcase Reno Rodeo! Our volunteer "booth hosts/hostesses" will strive to engage the public professionally and knowledgeably. They will be helped by a very beautiful display booth with video play back, posters, I-pad use for data collection and RR swag to hand out. Their goal is to share as much information about Reno Rodeo and perhaps persuade new sponsors and vendors to RR, new guests to the cattle drive or even new volunteers. If you or anyone you know will be at the NFR & the Cowboy Christmas, stop by and check us out!!

One more item to note, the rodeo office will be closed from noon on Friday Dec. 23 until Monday, January 2, 2017 for Christmas and New Year's.

I hope you all have a wonderful and enjoyable holiday season with your family, loved ones, and friends!!

George Combs
General Manager

WE ARE THE RENO RODEO - JENNY LESIEUTRE

Jenny Lesieutre (pronounced Lucy-et), is such a familiar face around the Reno Rodeo that many might believe that she was born and raised right here in Washoe Valley. But nothing could be further from the truth. The daughter of an Air Force Colonel, Jenny spent the first 10 years of her life in Europe. Her family moved to Florida when she was in the sixth grade, and she eventually ended up near Monterey, CA when she was 16.

It was in Florida that she first learned to ride horses. Her initial experiences centered on English riding and jumping, but it wasn't until after her family moved to California when Jenny became enamored with western riding and roping. She even tried her hand at bull riding for a short time. "I graduated from North Monterey County High School in 1982 and went to Arizona State to study communications," Jenny explained. "After I left ASU, I moved to San Jose, and that is where I became interested in western riding and roping."

Her route to Reno was every bit as unique as her world travels as a child. "One night my then fiancé decided it would be a good idea to grab about 30 friends of ours and travel up to Tahoe to get married that night. Although the marriage didn't work out, I fell in love with Reno and never left," she stated.

Jenny started her Reno Rodeo career in 1992 as a Wrangler and joined the Association as a Member just two years later, becoming a Director in 2015. "Back then you needed a couple of letters from Directors recommending you to be a Member," Jenny explained. "I came in at a time when there were only

about 35 women in the organization."

She has worked on over 50% of the committees and currently serves on the Magazine, MAP, Cattle Drive, Team Penning and Chuck Wagon committees and is the Chairman of the Trail



Ride and Special Arena Event Committees. With all the activities that Jenny is involved in, she estimates that she has contributed over 800 hours each of the last three years for the rodeo – as she says it, Reno Rodeo is her annual "vacation."

Jenny also makes horses her passion with her job as the Wild Horse and Burro Public Affairs Officer at the Bureau of Land Management. She regularly works with horse management programs in her role and has become an

advocate for the Extreme Mustang Makeover program that promotes wild horse adoption.

Jenny lives in Washoe Valley with long-time Reno Rodeo Member, Steve Edgar, their dog Jake and two horses, Leo and McLeod. She has a son who lives in New Jersey, a daughter living in the Reno area, five grandchild and two older brothers, Paul and Phillip, who along with her mom and dad, all live in either California or Arizona, depending on the time of the year.

Whether it's personal family or rodeo family, Jenny considers herself very fortunate. "I'm probably the luckiest girl in the world. I've got 25 years of friendship with the Reno Rodeo," she claimed. No matter where she has ever lived or traveled to in the world, Jenny will always call Reno her home. **Mark Sutton**

FOUNDATION NEWS

The 2016 Denim Drive is celebrating its tenth year and is well underway.

There are over 100 business locations throughout Northern Nevada participating in the drive, including all Nevada State Bank locations, Papa Murphy's, and Scolari's stores. Visit RenoRodeoFoundation.org for a complete list of all collection locations.

Now through December 31

- Famous Dave's is offering a \$5 gift certificate for every \$10 "Dollar for Denim" donation
- Pacific States Communication is offering a drawing for four VIP tickets to the 2017 Reno Rodeo, with one ticket entry for every donation
- Papa Murphy's is offering Free cookie dough for every \$5 "Dollar for Denim" donation
- Sani-Hut is offering a discount to customers who make a clothing donation

Thank you Famous Dave's for hosting the Dining 4 Dollars event on November 16 and for donating 15% of all food sales from 11 am to 9 pm to the Denim Drive. Families enjoyed great food and the kids tested their skills with steer dummy roping.

Nevada Wolf Pack, Laura & Coach Polian, and Denim Drive Partnership Collects \$2,610.50

On Saturday, November 12, the Nevada Wolf Pack, and Laura and Coach Polian partnered with the Denim Drive to collect donations at the football game. Dr. Larry Frugoli, Reno Rodeo Foundation President, and Brad Sidener, Reno Rodeo Association President, were presented a game ball. Special

thanks to: Shannon Bohach, Reno Rodeo Flag Girls Chair; Flag Girls: Jessica Penney, Dusty Smith, Jen Scott and Jenna Damonte; Flag Girls in Waiting: Jana Penney and Delanie Bohach; Miss Reno Rodeo Alex Rayppy; Reno Rodeo Team 355 Volunteers Mario Galicia, Connie Tilley and her husband for all their assistance.

Upcoming Events

December 13 Country Artists Tribute Show, currently playing in Sammy's Showroom at Harrah's, will perform a benefit concert with 100% of the proceeds, including all food and beverage sales, going to the Denim Drive. Doors will open at 6 pm at the space (formerly CBQ) next to O'Clearys at the Sparks Legends mall. Watch for more details.

December 14 Denim Drive collection event hosted by the Marnell family as part of the 12 Nuggets of Christmas celebration from 5 to 8 pm. The holiday celebration will take place at the base of the gigantic Christmas tree. Bring the kids for free hot chocolate complimentary of the Nugget, kids steer dummy roping, Reno Rodeo color books and stickers.

Many thanks to Dan Bybee, Reno Rodeo Association Team 355 Chair and all of the Team 355 volunteers for delivering hundreds of the Denim Drive collection boxes and helping with all of the community events to support the kids!

Clara Andriola
Executive Director



COUNT DOWN TO 100

No cowboy in the history of Reno Rodeo ever dominated events the way Joe Richardson dominated in the 1940s.

Richardson, one of the greatest ropers to ever come out of Nevada, was both a great team ropers and calf roper. He dominated the Nevada calf roping competition at the Reno Rodeo for years. He won the overall calf roping title in 1942 and also won the team roping title in 1941 with Levi Frazier of Pyramid Lake.

Born in Arkansas in 1897, Richardson moved with his parents to California in 1902. He grew up breaking horses and, during World War I, he served as a horseshoe instructor for the Army.

When the war ended he moved to Nevada. "I met him when he first came into this country," said Dr. Edwin Cantlon of Reno. "I can't remember the year, but I remember he was riding a bay horse and leading a gray horse with a pack saddle and all his belongings on him. He spent the night at my uncle and grandparent's ranch outside of Wadsworth."

Richardson went to work for the Ceresola Ranch for a short time and also worked at the Monte Cristo Ranch near Pyramid Lake. It was there he met his wife, Dorothy, a New Yorker who had

come to Nevada to get a divorce. They were married in 1929 and acquired a small homestead property in Olinghouse Canyon near Wadsworth.

A few years later they moved to a small ranch on Lakeside Drive in Reno.

During the 30s and 40s Richardson started showing his considerable horsemanship skills in the Reno Rodeo arena.

Throughout his years on the ranch, Richardson shared his love of roping and riding with others, especially youngsters.

"He taught Steve Walther and Jimmy Halley, Harrie Frost and a lot of kids how to ride and rope," Cantlon said.

That wasn't his only skill. Among other things, he was a good musician," Cantlon said. "He used to play the violin and was an all-around good character."



continued on page 5

LETTER FROM THE QUEEN

Many words come to my mind regarding my trip to Heber City, Utah; unforgettable, remarkable, and spectacular are a few that describe this unique state. Utah's amazing scenery is worth seeing. There are beautiful mountains in every direction, with aspen trees all over. We had arrived after a storm hit, so the fall colors weren't at their peak, yet I still fell in love with the place.

I arrived in Utah along side Kathy Sidener who was my chaperone for the trip. We met up with President Brad Sidener, and the executive officers, Bill Summy, Mike Torvinen, Debbie Johnston, along with General Manager George Combs. We had arrived early that morning, which gave us sometime to explore Salt Lake City. As we started our route to Heber City I made sure to stay awake so I didn't miss any opportunity Utah had to offer.

When I arrived at our hotel all the officers were there to greet me. I don't think they knew what they were getting into by bringing me, but there is a reason my parents call me high maintenance. I think they would agree, as I lost my room key four or five times, but aside from that I think everything else went smoothly.

The rodeo performance was that night, so it was time to get ready. One thing I truly believe you learn as a rodeo queen is how to get ready at the drop of a hat. I think I've mastered this talent. We all then piled in the car for the sponsor dinner hosted at the fairgrounds.

The Wilderness Circuit Finals is hosted in an indoor arena only a few minutes from our hotel. When we arrived, I was welcomed by many of their queens. One queen I got to know very well was the new Wilderness Circuit Queen, Baylee LaFleur. She was outgoing and fun. She mentioned she couldn't wait to be a

visiting queen for our rodeo this June.

We talked over Facebook before my arrival and she mentioned that I would be able to carry sponsor flags throughout the performance on Saturday. There was only one problem ... I didn't have a horse. However, that didn't stop me! The general manager of the Wilderness Circuit graciously offered his horse to me. He forgot to mention that it was an old bulldogging horse. So, as we entered out of the gate he was moving. Don't worry, my hat stayed on and I stayed smiling the whole lap.

In a blink of an eye, it was already time to pack up our bags to head back to Reno. This trip was filled with laughter and joy as the officers and I got to spend our first big trip together. We will soon be packing our bags for the Wrangler National Finals Rodeo in Vegas. I'm already counting down the days! My next article will be about another adventure I am fortunate enough to go on.

I wanted to give a quick shout out to everyone for making my first few months as Miss Reno Rodeo so special. Here's wishing the Reno Rodeo family a very happy holiday season. Hope to see many of you at the WNFR!



Alex Rayppy
Miss Reno Rodeo 2017

BITS AND SPURS

Vendor Chairman Michael Buis received the 2015 Executives Association of Reno Harry Parker Award for Excellence in Service to the Community. This is a highly regarded recognition named after the Reno Rodeo director, community contributor, and founder of the Executive Association. In addition to his Reno Rodeo commitments Michael was President of the Great Reno Balloon Race this year, active in the Miss Nevada Pageant, and provides support and assistance in many of his church's programs dealing with teens and the homeless. Congratulations, Michael and thank you for all that you do!

Congratulations also to Cattle Drive chairman Butch Van Leuven who has recently retired from the Air Force after 42 years of service. He and his wife, Chari, recently returned from a retirement cruise to Holland, Germany, Austria and Hungary. We all thank you for your service, Butch.

Former Miss Reno Rodeo and Miss Rodeo Nevada, Ashley Espin, has officially launched her jewelry business, The Fringed Wildflower. "The time has come and I couldn't be more thrilled! I have been a crafter all my life and truly enjoy bringing smiles to others! It's time I launch this little hobby of mine!" Ashley said. Check it out on facebook and Instagram! Every thing is hand

made and made to order!

Congratulations also go out to Reno Rodeo member Melissa Rosenthal who just passed the Nevada State Bar. Melissa has been with Reno Rodeo for three years and has served on the Mutton Bustin', BSD and Sponsors committees.

Past President Garry 2R Jackson's wife, Bonnie, fell at the Reno Rodeo holiday dinner and broke her hip. She is doing fine and will be home in three or four days. Garry is trying to get Renown to send her home for an hour each day so she can get the laundry done, as he is running out of underwear!! Get well soon Bonnie. We don't want Garry to have to go commando.

Bits and Spurs is a regular feature in the BullSheet. If you have announcements, celebrations, or other news, please submit them to dgbill@yahoo.com for review.

COUNTDOWN TO 100 continued from page 5

After his wife died in 1956, Richardson moved to Arizona to be with his daughter, Roxy. He lived there until his death in 1973. The 1989 Reno Rodeo was dedicated in his memory.

The stories for the Count Down to 100 are excerpts from "A History - The First 80 Years" by Guy Clifton.

Hopefully, by the time you receive this publication, you will have received your 2017 Membership Cards (as I am writing this – they are being printed). It is our desire to have those cards out so if you wish to purchase Christmas gifts at Boot Barn – you could get a discount. Be looking for those little jewels in your mailbox.

Notice to Membership:

If you are interested in moving to or volunteering for another committee, please submit your request to the Nominating Committee at manpower@renorodeo.com or contact anyone on the Nominating Committee. This request will be reviewed and every effort will be made to accommodate your request.

Notice to Committee Chairmen:

Please let the Nominating Committee know of any changes required to your rosters. Let us know how many folks are needed to round out your rosters. New Wranglers will be assigned where needed. Remember...the squeaky wheel gets the grease! Send requests to manpower@renorodeo.com or contact Sharon DeSimoni at Sharon.rodeo@gmail.com or Chelsea Sidener-Mitchell at cmsidener@hotmail.com.

Have a Merry Christmas and a very Happy New Year! Rest up!!! After the holidays the committees will be full bore readying for the Wildest, Richest, Rodeo in the West!

Sharon DeSimone
Nom-Com Chairman

The Legacy Committee does not have significant new information to report this month. The 100 Year Committee will be setting up the schedule and developing a list of "stars" for the upcoming "Reno Rodeo Storytelling Series." The Museum Committee has several meetings lined up to discuss static displays for this coming year associated with our proposed Western Heritage Month (name soon to change due to conflict with our other events). And, the Facility Committee Chairman did receive the appraisal on the vacant (and occupied) properties to the northwest of our grounds. The appraisal will be presented to the Executive Committee and Board of Directors in the coming weeks.

We only had eight people attend our November meeting. I realize we jockeyed around the date to accommodate a Legacy Vodka function, which may have caused some conflicts. I just hope our group in not losing momentum to achieve the goals of our Strategic Plan and ultimately the Legacy Project.

With the upcoming NFR and then the Holidays, the committee will not meet in December. Our next meeting will be JANUARY 12, 2017. Mark your calendar. Everyone have a happy and safe Holiday Season.

Clint Thiesse
Legacy Committee Chair

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DECEMBER 2016

S	M	T	W	T	F	S
				WNFR Las Vegas 1	WNFR Las Vegas 2	WNFR Las Vegas 3
WNFR Las Vegas 4	WNFR Las Vegas 5	WNFR Las Vegas 6	WNFR Las Vegas 7	WNFR Las Vegas 8	WNFR Las Vegas 9	WNFR Las Vegas 10
	RR Office closed	RR Office closed			RR Office closed	
11	12	Reno Rodeo Office 4:30 pm Finance Com 5:30 pm Executive Bd 13	14	Officers Meeting RR Office 11am Staff Luncheon RR Office at noon 15	355 Toy Dist Setup at 1pm RSLEC - South Exhibit Hall 16	355 Toy Dist 10 am at RSLEC South Exhibit Hall 17
18	19	20	21	22	23	24
		January Bullsheet stories due			RR Office closes at noon	
25	Christmas Break 26	Christmas Break 27	Christmas Break 28	Christmas Break 29	Christmas Break 30	31
Christmas Day	RR Office closed	RR Office closed	RR Office closed	RR Office closed	RR Office closed	

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JANUARY 2017

S	M	T	W	T	F	S
1	New Year's Break 2	3	4	5	6	7
	RR Office closed					
8	9	Reno Rodeo Office 4:30 pm Finance Com 5:30 pm Executive Bd 10	11	Legacy Project Com RR Conference Room 5:30 pm 12	13	14
15	Martin Luther King Holiday 16	17	18	Membership Lunch noon location TBD 19	20	21
	RR Office closed				February Bullsheet stories due	
22	23	Reno Rodeo Office 4:30 pm Finance Com 5:30 pm Executive Bd 24	25	26	Officers' Meeting 8 am at Tamarack Denim Distribution Setup 12n at Kids' Kottage Gym 27	Denim Distribution 10 am Kids' Kottage Gym 28
29	30	31				



Don't forget to download our App.

Go to your respective app store and search for Reno Rodeo. Download the app. When prompted to determine if you want to receive "push notifications" please accept. Then enter your email address in the space provided. Thank you.

Please send comments to: greg@gmaagroup.com We can make updates as necessary.

And follow us on social media:



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