



California Rodeo Salinas
July 21-24, 2011

Rodeo 101

Celebrating over one hundred years of
rodeo tradition in Salinas

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ABOUT THE CALIFORNIA RODEO SALINAS

Celebrating 101 years of rodeo tradition in 2011, the California Rodeo began as a Wild West Show back in 1911. The Rodeo has always been a premier event in the area as well as an integral part of the community, recruiting over 1,200 volunteers each year and consistently generating much-needed revenue and business for the city. Fondly known as “Big Week” to locals, the week leading up to the Rodeo is filled with parades, poetry events, barbecues and more.

An inductee of the Professional Rodeo Cowboys Association’s Hall of Fame and honored as Small Business of the Year by the Salinas Valley Chamber of Commerce in 2010, the California Rodeo Association is a not-for-profit organization that strives to preserve and promote the traditions of the California Rodeo Salinas and the West. The Board is made up of citizens who participate in multiple regional organizations and events, aiming to improve the community we live in.

We support the community and other non-profit organizations through the staging of the annual California Rodeo Salinas held during the third week in July and other year round operations of the Salinas Sports Complex. Through donation of our facility, vending and fundraising opportunities during the Rodeo and other events, the California Rodeo Association returns over \$200,000 annually to local non-profits as well as non-profits who support the Rodeo Industry.

HISTORY OF THE CALIFORNIA RODEO SALINAS

By Burton Anderson

The word “rodeo” is derived from the Spanish word “rodear” meaning to round up, and was the name used in the Spanish ranchero days when the semi-wild herds of cattle were gathered in the spring for branding, earmarking and castration.

In the fall another rodeo took place when cattle were slaughtered for their hides and tallow. (The cured hides became known as California Bank Notes.) The custom of branding was as much a part of range law in those days as it is today. Twice a year the vaqueros would ride into the wilds, with their remuda of horses, and gather as many cattle as they could find and herd them to a central location, usually a wide valley, where they could be separated by brands.

If any animal made an attempt to escape, the vaqueros promptly roped it with their rawhide reatas. Or in a unique form of bulldogging, called a coleado, the vaqueros chased the cow or steer and grabbed the tail to flip it off its feet.

The semi-annual roundup also served as a social gathering and celebration by the various families who lived on the enormous ranchos, some as large as 45,000 acres, where the nearest neighbors could be miles away. A rodeo could last a week or more and included barbecues, fandangos and roping and bronc riding competition among the vaqueros.

A history of the California Rodeo would not be complete without a mention of its predecessor, the Sausal Park Race Track. In 1872, the Monterey County Agricultural Association constructed a racetrack, grandstand, stables, bar and restaurant on 69.4 acres donated by Salinas pioneer Eugene Sherwood and San Francisco native Richard Hellman.

The donation to the City of Salinas came with the proviso that a fair and races be held at least every two years; otherwise, the property would revert to the former owners.

In 1875, the park hosted three days of horse racing and in that year the Monterey Fair Association was incorporated. In 1878, the name of the park was changed to Sherwood Park. The racetrack also was used by the Pacific Coast Trotting Horse Association for futurity races.

By 1909, attendance at the races was declining and the future of the property was in jeopardy due to the provision. A group of cattlemen who belonged to the informal club called the Salinas Coyotes mulled over ideas to revive interest. One of the members, Iver “Red” Cornett, came up with the idea of having bucking horses fill in the time between races. He asked Frank J. Griffin, a livestock dealer, to arrange it.

The first show was held in 1910 at a baseball park on West Market Street on land owned by C.Z. Herbert, and the committee charged the enormous sum of 25 cents for admission. The show was enthusiastically received. In order to have better facilities for the next year, it was decided to move it to the racetrack at Sherwood Park.

On Aug. 1, 1911, the first rodeo – advertised as a Wild West Show – was held at the racetrack. Since it ran for a whole week, Red Cornett called it “Big Week.” Frank Griffin, however, wanted to call it the California Rodeo. To this day, both names are still used to refer to the rodeo.



CENTENNIAL CALIFORNIA RODEO SALINAS IS IN RECORD BOOKS

History was made with a giant boot, visiting celebrities and high attendance figures

The California Rodeo Salinas celebrated its Centennial Anniversary in style from July 15-18, 2010. Celebrity guests, Buck Taylor, known for his acting the 'Tombstone' and 'Gunsmoke' as well as his western art, Lynn Anderson, famed country musician known best for 'Rose Garden,' and Wilford Brimley, actor in 'The Natural,' 'Cocoon' and other films all graced Salinas with their presence. Each celebrity guest participated in the Grand Entry, sang the National Anthem and helped out at the Special Buckaroos Rodeo held each year on Saturday of Big Week for local special needs children. They were happy to join us in marking such a monumental occasion.

Patrons of the Rodeo were also treated to a unique opening ceremony with a giant seventeen-foot red, white and blue boot that featured a beautiful rider and paint horse that came out of the top, presenting the flag of the United States of America. There was also a pageant of flags showcasing the past 100 years of tradition in Salinas. The best cowboys and cowgirls demonstrated their skills in the arena and on the track as part of the Wrangler Million Dollar Tour at this Gold stop, hoping to earn money toward qualifying for the Wrangler National Finals Rodeo in December. The track was also filled with non-PRCA sanctioned events and entertainment such as the Riata Ranch Cowboy Girls who ran at high speeds in front of the grandstands trick riding and trick roping. Clown Slim Garner entertained the crowds with his wild airplane act and fiery barbecue skit. The rodeo action was halted in the arena for an unforgettable act by the One Arm Bandit, John Payne, who herded bison onto his horse trailer while riding a mule. This daring and unique act was repeated and met with awe daily.

The entire week was filled with events leading up to the Rodeo including a night lighted parade on July 10th, officially known as the Colmo del Rodeo Parade; the Kiddie Kapers Parade featuring little cowpokes, our 10th Annual Professional Bull Riding, a carnival, the premiere of the 100 Years of Tradition: History of the California Rodeo Salinas commemorative DVD, Cowboy Poetry and more. DVDs are available for purchase online at www.carodeo.com for \$20 and feature interviews with past Rodeo participants, directors, sweethearts and more as well as vintage Rodeo photos and video footage. The entire celebration was one not soon to be forgotten. Salinas is looking forward to the next 100 years of rodeo tradition. Attendance was up 8.9% over 2009 ticket sales numbers for the four days of Rodeo.

ANNUAL EVENTS & TRADITIONS

Cowboys & Cabernet-Cowboy Poetry & Wine Tasting-Date TBD, 2011

This yearly cowboy gathering includes wine tasting, a silent auction, cowboy poetry, music and more. Come early to enjoy local wines and bid on fabulous silent auction items. Adult tickets are \$40.00. Wine tickets may be purchased at the event for \$10.00. For information call Donna at (831) 776-9570.

Kiddie Kapers Parade-July 16, 2011

The annual Kiddie Kapers Parade will take place on Saturday, July 16th as the lead in to the Colmo del Rodeo Parade. Kids will line up at the Recreation Center in Salinas and the parade will start at 6:30pm. For more information call 831-775-3100. Thousands of children participate in this annual family event.

Colmo del Rodeo Parade-July 16, 2011

The Colmo Parade will grace the streets of Old Town Salinas on Saturday, July 16th at 8pm after a great comeback in 2010 for the Centennial Celebration! This parade commemorates what was once the greatest parade of the West! As the California Rodeo was first produced in 1911, so was the first informal night parade. The parade was organized by local townsfolk, and included decorated automobiles that would drive down Main St. Salinas to wrap up Big Week festivities. Later in 1913 the parade was formalized. At this time the "Colmo del Rodeo" was recognized as the largest and greatest night-lighted parade west of the Mississippi. Sadly, after the 1985 Big Week, the Colmo was eliminated from Rodeo activities, though a few years later in 1987 it was brought back and was a part of the Saturday horse parade. For more information please call Ray Pulver at 408-629-2520 or email him at upbeatparades@aol.com.

Professional Bull Riding-July 20, 2011

You've seen it on television, now you can watch it live as forty-five of the world's best bull riders meet in Salinas competing for more than \$40,000. The Professional Bull Riders are bucking into Salinas on July 20th for a night filled with rank bulls, high scores and big wrecks. The Professional Bull Riders Touring Pro Event will begin at 7pm (gates open at 5pm) at the Salinas Sports Complex.

California Rodeo Salinas-July 21-24, 2011

The 2011 Wrangler Million Dollar ProRodeo Tour makes a stop in Salinas, bringing some of the best cowboys and cowgirls ProRodeo has to offer. The California Rodeo Salinas is one of the top 20 rodeos in the US and draws over 700 of the best cowboys and cowgirls across America to compete for almost \$400,000 in prize money and the coveted gold and silver Salinas belt buckle. This annual event also draws over 50,000 fans to the Salinas Sports Complex each year to see action-packed rodeo events such as bull riding, team roping, steer wrestling, saddle bronc riding and more. The track that surrounds the arena is also full of action, including hide races, specialty performances, barrel racing, mutton busting and several other crowd-pleasing events. It is truly a unique event.

Cowboy Shoot Out

The 21st Annual Cowboy Shoot Out golf tournament takes place on Wednesday July 20th at Laguna Seca Golf Ranch. Arrive at 7am for a cowboy breakfast, followed by an 8am sharp shotgun start. The cost is \$150 per person and we take the first 144 entrants. The golf tournament is followed by a steak barbecue at the Salinas Sports Complex.

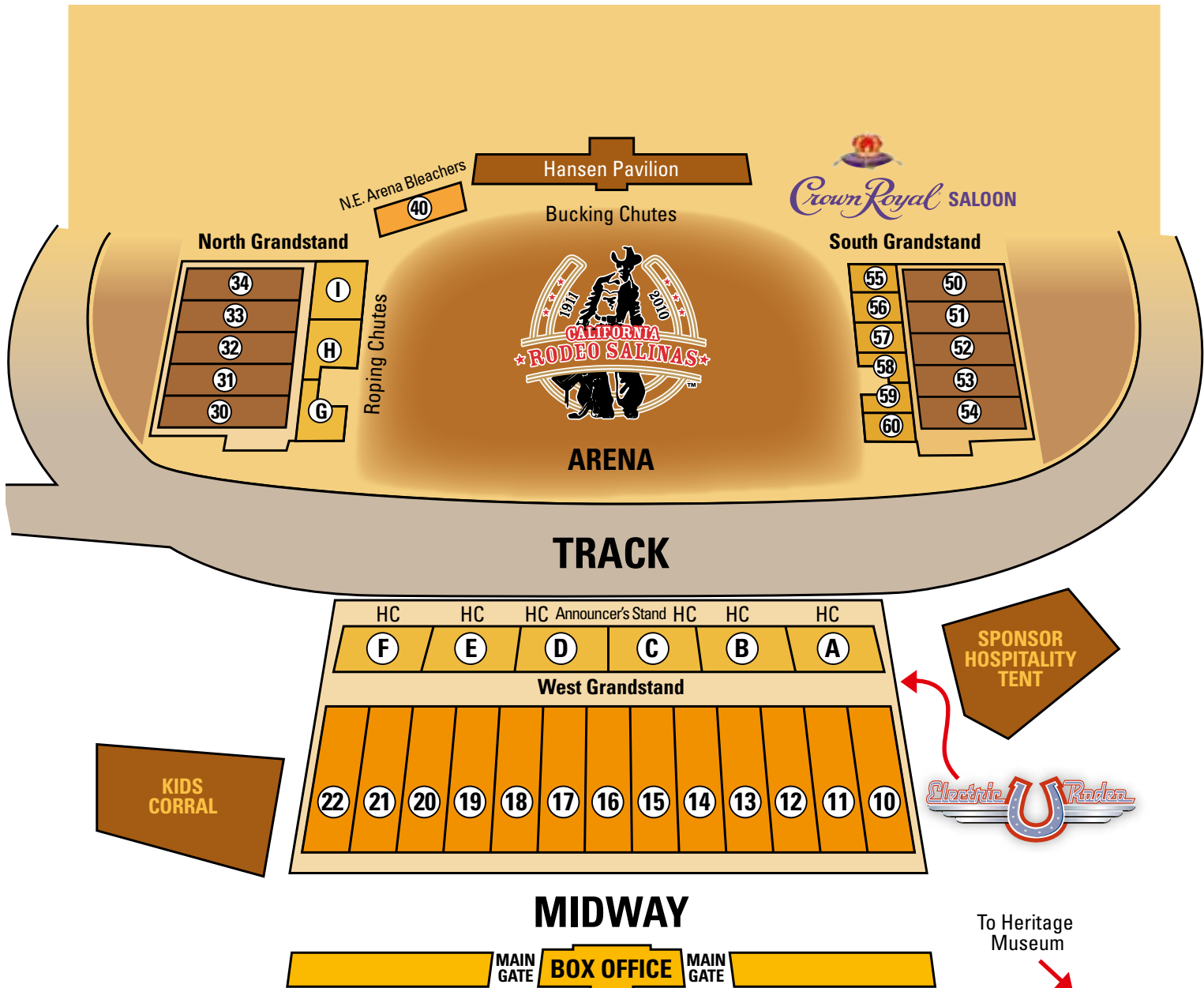
**SALINAS SPORTS COMPLEX
HOME OF THE CALIFORNIA RODEO SALINAS**

About

In partnership with the City of Salinas , the California Rodeo Association designed the Salinas Sports Complex to host not only the Rodeo but a wide variety of community and sports events that include concerts, football games, soccer games, motor events, festivals, and graduations.

The complex is located on 80 acres in Sherwood Park on land owned by the City of Salinas . The California Rodeo Association holds a 50 year lease with the City to run and maintain the facilities. For years the grounds were used only for staging the California Rodeo, while today the Salinas Sports Complex is a year round hub of activity.

The layout of the grounds during the annual rodeo is below.



RODEO ATTRACTIONS

Crown Royal Saloon Open for Business

Starting Thursday, July 21st

- The Saloon is open during and after all four rodeo performances, and will feature live music Thursday and Friday nights. Reserved for those 21 and over, this complimentary saloon area is right next to the arena; patrons can view rodeo events and sip on cocktails while visiting with their friends. Don't miss the Crown Royal Girls who will be passing out various Crown Royal memorabilia each day.

Bull X-ing Cantina

- Open during and after each performance of the California Rodeo Salinas and the Professional Bull Riding, the Bull X-ing Cantina is *the* place to be to enjoy the social aspect of these events. The tent features live music, dancing each night/day and amechanical bull. A \$20 cover charge gets you into this unique venue if you are 21 or older. Contestants and volunteers have a \$10 cover charge.

California Rodeo Heritage Museum

- The California Rodeo Heritage Museum celebrates the history of the California Rodeo from its days of being a semi-annual round-up to the modern day adaptations. Memorabilia on display includes vintage Miss California Rodeo outfits, rodeo clown costumes, and cowboy attire. Saddles, cowboy hats, and tack donated by those families connected to the Rodeo's founding directors and participants can be seen, along with an authentic Wells Fargo stagecoach. The museum is located at 1034 North Main Street in Salinas (California Rodeo Grounds). The Rodeo Museum is open to Rodeo fans all four days of the Rodeo; Thursday and Friday from 3pm into the evening, and Saturday and Sunday at 10am. It is also open by special appointment at other times for research. Every spring, elementary school students in Salinas are invited for field trips to tour the museum.

Sponsor Hospitality Area

- Located at the South end of the main grandstands, the Sponsor Hospitality Area is a massive tent filled with complimentary food and beverages with space to sit in the shade or out in the sunshine for an up-close view of track action. Entry is granted only with Sponsor Hospitality badges; this privilege is given to Sponsors who support the California Rodeo Salinas and purchase Sponsor Packages. These badges also provide access to special seating in the main grandstands. The California Rodeo Salinas' Sponsor Hospitality Area has been recognized by the Professional Rodeo Cowboys Association on a national level.

Kids Corral

- The Kids Corral is a fun-filled, action-packed area for children and their parents, all of which is FREE of charge. Children will go wild in a bounce house, fly down the 30 foot slide and more. There is also the Petting Zoo where the children get to hold the bunnies and sit in with the baby goats. The list goes on and on, and it is all FREE to everyone who attends the California Rodeo.

RODEO ATTRACTIONS continued

General Store

- The California Rodeo Salinas General Store is full of everything you can think of with our famous California Rodeo logo. Whether you're looking for a festive new sweatshirt for those chilly Salinas evenings or a Tough Enough to Wear Pink hat to show your support, the General Store can fit your every shopping need.

Carnival (off-site)

- The Rodeo Carnival will be back to town from July 15th-24th on Sun Street in Salinas. Head over to the carnival for rides, cotton candy, games and more from 4pm to 11pm on Weekdays and 11am to 11pm on weekends.

Mid-way Concessions & Mall Shopping Area

- Ordinarily one might not put shopping on their list of things to do at a rodeo, but here at the California Rodeo Salinas there are many vendors that offer unique products and shouldn't be over looked!

PRESS RELEASES OF INTEREST

PRESS RELEASE

For Immediate Release: July 30, 2010

Contact: Mandy Roth
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Sunday Performance of 100th California Rodeo Salinas to be Televised Tune in August 7th to watch the California Rodeo's Final Round

SALINAS, CA – July 30, 2010-A part of the Wrangler Million Dollar Tour presented by Justin Boots, the California Rodeo Salinas is one of eight elite Gold Tour Rodeos. Action will be filmed during the final round of competition on Sunday, July 18th and will air on Saturday, August 7th on InCountry Television-channel 230 on the DISH Network from 5 to 7pm. The program will feature the short-round action at the California Rodeo Salinas along with champions' interviews, information on Salinas and the surrounding areas, highlights about the committee and more.

ICTV has assembled an all-star broadcast team, which is comprised of six-time World Champion All-Around Cowboy Larry Mahan, ProRodeo Hall of Fame bullfighter Rob Smets, PRCA announcer Tim Fuller and former Miss Rodeo Virginia Charli Wacker.

The Wrangler Million Dollar Tour presented by Justin Boots is the centerpiece of the PRCA season, linking 22 of ProRodeo's most prestigious events. There are two levels of competition, with those designated Gold rodeos offering a committee purse of at least \$20,000 in each event and Silver rodeos a committee purse of at least \$10,000 per event.

The California Rodeo Salinas will celebrate 100 Years of Tradition July 15-18, 2010. The California Rodeo Association is a non-profit organization that strives to preserve and promote the traditions of the California Rodeo Salinas and the West. We support the community and other non-profit organizations through the staging of the annual California Rodeo Salinas and other year round operations of the Salinas Sports Complex. Through donation of our facility, vending and fundraising opportunities during Rodeo and other events, the California Rodeo Association returns over \$200,000 annually to local non-profits. For more information about the California Rodeo Salinas, log on to www.CARodeo.com or call the California Rodeo Office at 831-775.3100.

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PRESS RELEASE

For Immediate Release: August 20, 2010

Contact: Mandy Roth
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CENTENNIAL RODEO PROCEEDS GO BACK TO THE COMMUNITY
Non-profit organizations and schools to receive almost \$300,000 in 2010

SALINAS, CA – August 20, 2010-Celebrating its 100th anniversary with a series of popular events, bringing celebrities to town and increased rodeo attendance aren't the only things the California Rodeo Association has to be proud of in 2010. This year the increased crowds at the rodeo left more tips in the tip jars, ate more food and bought more merchandise while they were here. Almost \$300,000 of the money they spent is going back into the community via organizations and youth groups in the county that provided services during the Rodeo and other events held at the Salinas Sports Complex throughout the year or to national organizations that support the sport of rodeo.

The grand total of charitable donations worked out to be \$282,302.27, up over \$100,000 from 2009. Some of the groups that earned money during the Rodeo were the Breast Cancer Assistance Group of the Monterey Peninsula, Monterey County Free Libraries, Salinas Elks Club, Alvarez Titans, Salinas High Math Club, Continental Little League, Lagunita School, Notre Dame High School, Alisal High School Sober Grad, North Salinas High Football, Steinbeck Rotary, Salinas Valley Junior Golf, Boys Scouts Troop #323 and Palma High School. Volunteers from these groups sold programs, parked cars, sold merchandise or food and much, much more. The Rodeo relies on these non-profit entities as well as numerous additional volunteers to put the rodeo and all of its events on.

Donations were also made to the Justin Cowboy Crisis Fund, which helps cowboys that are injured during competition, Friends of Rodeo and the Children's Miracle Network. Representatives from several groups were present for the Director's Meeting on August 19th to receive their checks. President Craig Andrus presented the funds to the group.

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