



Rhythm & RAWHIDE ★REIMAGINED★



presented by
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GET IN AND JOIN THE FAMILY

SEPTEMBER 14, 2024

THE ROW™

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SILVER LEGACY GRANDE EXPOSITION HALL

Reno Rodeo Foundation is a 501(c)3 nonprofit.

All proceeds from this event go directly toward the Foundation's efforts to support children in Northern Nevada with extraordinary needs.

**LET THE
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YOU.**



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Dolan Auto Group is proud to be the presenting
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WELCOME DEAR FRIENDS



I'm delighted to welcome you to an evening that's set to be absolutely spectacular. This year, we've given our beloved Rhythm & Rawhide a fresh new twist, designed with you in mind. From the moment you arrive, we hope you feel the excitement in the air, the warmth of our community, and the spirit of generosity that fuels everything we do.

Whether you're here for the full evening or joining us later for the concert and dessert, we've crafted an unforgettable experience. Your presence tonight is more than just a celebration—it's a contribution to the Reno Rodeo Foundation's mission to make a lasting impact on the lives of children and families in our community. We're deeply thankful for your support, which helps us continue to provide essential programs including our Denim Drive, Rodeo Wish, Reading Rooms, and Scholarships.

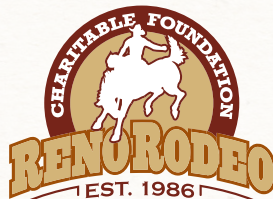
We're thrilled to have you with us and can't wait to share the joy and excitement that is ...

Rhythm & Rawhide Reimagined!

Enjoy the evening!

Cheree Boteler

Executive Director, Reno Rodeo Foundation



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Sponsors as of August 28, 2024.
For the most current list of sponsors, please view online program.

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MIND

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We've all got that rodeo spirit in us. A yearning to break free from the everyday world, to get a little wild and take life by the reins. That's what the Reno Rodeo is all about- a chance to embrace our Western heritage and be part of a tradition 106 years in the making.

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THIS FALL AT RENORODEO.COM



JUNE 19-28, 2025



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FOUNDATION**

KATEY ROSHETKO

EMCEE



Katey Roshetko is the producer and host of the local lifestyle show Morning Break on KOLO 8 News Now. She has spent the last two and a half years falling in love with Northern Nevada and promoting the amazing events, businesses and people that make the Silver State shine. She's worked in the news industry for eight years after earning a broadcast journalism degree and a Masters in strategic communications from Liberty University in Virginia.

Katey is excited to host Rhythm and Rawhide for a second year in a row because she believes in the heart of the Reno Rodeo Foundation.

"Growing up is hard enough. When kids face additional challenges, the community has to step up and support the child and their family," she says. "The Reno Rodeo Foundation's dedication to providing resources so that kids can see they are loved and cared for is what inspires me the most."

DEBBY HERMAN

GUEST SPEAKER



Debby Herman, a native Nevadan, serves as the Senior Vice President and Region Manager at Nevada State Bank, where she oversees 17 branches and 100 colleagues across northern Nevada. With over three decades of banking experience, Debby is known for her exceptional client satisfaction ratings and her ability to mentor and lead her team with a personal touch.

Debby's passion for her career was ignited in her childhood, and her journey has been marked by a strong work ethic and a commitment to excellence. Beyond her professional achievements, Debby is deeply invested in her community. She has served on the board of the Reno Rodeo Foundation for eight years, including a historic tenure as the first female Board President. Her dedication to the Foundation stems from her personal experiences and a heartfelt desire to support children in need, particularly those in protective custody and foster care.

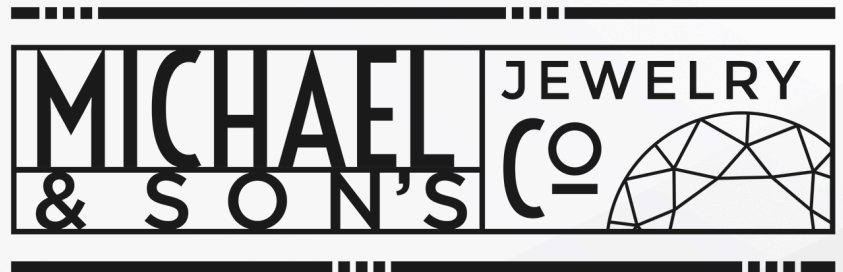
Debby has been involved with the Reno Rodeo Foundation since 2005, playing a key role in initiatives like the Denim Drive, which provides clothing and essentials to children in protective care. Her story, rooted in overcoming adversity and breaking the cycle of poverty and abuse, serves as a powerful testament to the importance of the Foundation's work.

Debby is a proud wife, mother, and grandmother. She continues to be a role model and inspiration to many, both in her professional life and through her unwavering commitment to making a difference in our community.



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Thank You

RENO RODEO'S TEAM 355

The dedication of Team 355 plays a crucial role in the Reno Rodeo Foundation's fundraising efforts, not just tonight, but throughout the entire year. Their unwavering commitment helps sustain our initiatives, making a lasting impact on our community well beyond the rodeo season.

The Team 355 Committee is always eager to welcome new volunteers who share a passion for supporting children and engaging with the public at our fundraising events. This is a wonderful opportunity to make a meaningful contribution to our community and bolster the foundation's ongoing work.

If you're interested in joining this incredible team, please reach out to Dan Bybee at danbybee@hotmail.com for more information.



PLANNING TEAM

Rhythm  **& RAWHIDE**
★REIMAGINED★

Carol Betz
Scott Betz
Shannon Bonnetti

Cheree Boteler
Trista DeWeese
Katarina Frankoski

Larry Frugoli
Pati Frugoli
Chelsea Harrah

Patrice Luciano
Michelle McCormack
Cindy Welch

HUCKLEBERRY ROAD

GUEST ARTIST

Huckleberry Road is a western country rock band hailing from Reno, Nevada, featuring Robert James Clark on vocals and guitar, Anthony Vairetta on guitar and vocals, and Dillon Secklin on drums. With nearly twenty years of making music together, Robert and Anthony have forged a sound that's both timeless and electrifying. Drawing inspiration from legends like Stevie Ray Vaughan, Jimi Hendrix, and Zak Wylde, they've woven their blues roots into the rich storytelling tradition of country music.

Huckleberry Road delivers a dynamic blend of high-energy rock and heartfelt country, serving up tunes that are perfect for both whiskey-soaked nights and soul-searching moments. This band isn't just playing music—they're bringing a whole experience to the stage, one that's as raw and authentic as the road they're on.



CARSON CHANDLER

GUEST ARTIST



At 23 years old, emerging country artist Carson Chandler is carving his path in the music industry with a clear goal: to revive American western country on mainstream radio.

Inspired by legends like Alan Jackson, George Strait, and Waylon Jennings, as well as newer artists such as Cody Johnson and Randall King, Carson Chandler has crafted a compelling blend of music guaranteed to make you stomp holes in your boots!

PATRICE

GUEST ARTIST



When you play music every day, where do you go from there? For singer-songwriter Patrice Luciano, the answer is simple: you bring others along for the ride. A self-taught musician, Patrice knew from the age of five that music would be her chosen path. A native Nevadan, she has made a name for herself as a local business owner in Sparks, NV, where she runs the popular Paddy and Irene's Irish Pub and recently opened Sparks' newest country music venue, The Ranch House.

Beyond her entrepreneurial spirit, Patrice is a mother of three, a United States Air Force veteran, and a beloved community figure who is passionate about supporting local musicians and various charitable causes. Her journey into music began at the age of seven when she first performed the National Anthem at a local event. Growing up in Reno, she was inspired by many musical genres, but her love for country music truly blossomed while performing at local rodeos. By the age of 15, Patrice had picked up her first guitar and started creating her own music, with her sights set on Nashville.

Over the years, Patrice has performed locally, auditioned for shows like American Idol in 2006 and The Voice in 2016, and collaborated with some of Reno's finest musicians. Her music career took off in 2019, which became her most successful year to date. She has been featured on the nationally recognized The Cowboy Channel and has opened for artists such as Riley Green, Lindsay Ell, Colt Ford, and Uncle Kracker.

Winning the Battle of the Bands for KBUL 98.1 FM is just one of the many highlights of her career. Now a Nashville recording artist, Patrice continues to write and record music, living out her dream as a country music musician. Her EP "Dance like we Used to" is available on all platforms.

"I continue to grow and learn new things about this industry," she says. "Fame is not what I seek, but the love of reaching people with my gift."

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★ OUR IMPACT ★

*Founded by the Reno Rodeo Association in 1986
to give back to our community*

\$8.3 million+

**distributed to our local community since 1986
to support kids with extraordinary needs**

80,000

**children with extraordinary
needs supported annually**



\$2.5 million+

**during the Denim Drive since 2006
to provide new clothing to abused,
neglected, and abandoned children**

The Reno Rodeo program is of great benefit to the children I work with; some come to us with very little or nothing but what they are wearing. To have funds to get basics necessities such as socks, underwear, a few pants and shirts; a coat, hat and gloves in the winter is a phenomenal gift to the kids who need it. Thank you so much.

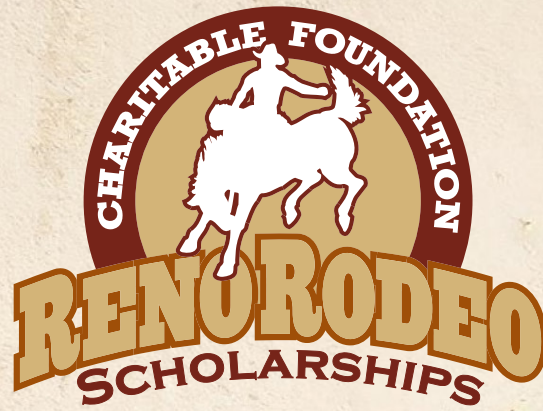
– Social Worker, Fallon

Thanks to the Reno Rodeo for your ongoing support of children in our care. Your continual generosity means so much to the children and also to the foster families that care for them. Our children have lost so much and what they receive from Reno Rodeo is just one more person saying and showing, “I love you.” We appreciate all that you do.

– Kevin, Foster Care Program

I really like getting clothes from the denim drive. It just so happens I’m wearing my favorite jeans right now, which I got from the denim drive.

– David, Foster
Teenager age 17



Thank you Reno Rodeo Foundation for helping me financially achieve my college and career goals. I am beyond grateful for your scholarship as it has allowed me to focus more on school so I can work harder to be accepted into veterinary school. Thank you so much!

— Kerstyn, Scholarship Recipient

The Reno Rodeo Foundation has not only helped pay for my tuition but has helped boost my confidence! Without the Reno Rodeo Scholarship, I would not be able to attend the University of Nevada, Reno to pursue what can help inspire others, just like they do.

— Dayna, Scholarship Recipient

\$140,775

distributed to 28 Northern Nevada students
in 2024 with awards ranging from \$3,000 to
\$7,500 per academic school year

Rodeo License Plate
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Education Scholarships.
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\$2 million+

awarded since 1986



\$300,000+

distributed since 2006 through the
Rodeo Wish program to children
suffering from various illnesses to
enhance their quality of life

The Reno Rodeo Foundation changes lives and makes children that have faced struggles and been treated differently stand out and shine far longer than they can even imagine. They are Heroes in Cowboy hats! Thank you for filling Asher with so much magic and life. You make a difference in more ways than can be put into words.

– Mother, Reno Rodeo Wish Recipient

COMMUNITY. CHILDREN. PARTNERSHIPS.

Reading Room



25,000

children per year attending
family district court
proceedings are supported
with new books

The Family Court is very grateful for the opportunity to provide a safe, quiet, friendly place for children who come to family court. The ability to also give each child a book of their own is a remarkable thing. Studies show that the introduction of even one book to a child's home, when they did not have any books of their own, helps to increase literacy and a child's performance on standardized tests. It also lets that child know that people care about them and their future. The Family Court could not provide these wonderful gifts without the generous contribution of the Reno Rodeo Foundation. We could not be more appreciative.

– Judge Bridget E. Robb, Second Judicial District Court



HUNDREDS of new Teddy Bears

provide comfort to traumatized children
and bring joy during the adoption of foster
children because of the Denim Drive in
partnership with Northern Nevada law
enforcement agencies



THANK YOU FOR FIGHTING FOR OUR COMMUNITY.

Reno Rodeo Foundation

Renown is proud to support and celebrate community partners who join us in making a genuine difference in the lives, health and well-being of families, friends and loved ones in northern Nevada.

FIGHT THE GOOD FIGHT.

renown.org

Renown[®]
HEALTH

Meet the Summers-Whitton family, the visionary families behind Reno's most luxurious organic tequila brand, El Sativo. A family tied by love, marriage, and shared ambitions. Their journey finds its roots in the fertile soil of Jalisco, Mexico, where the Agave for their tequila grows—a testament to the family's deep connection to their craft.

Growing up in Reno, they've lived lives dedicated to art, service, and community, leaving an everlasting imprint on their beloved city. To us, Reno isn't just a place—it's our home, a precious place of memories from school days to family gatherings.

Partnering with their friends, the Montes family from Jalisco, they embarked on a quest to create a luxury sipping tequila unlike any other. Pouring their hearts, souls, and a sprinkle of Reno magic into each bottle, El Sativo became more than just a spirit—it became a symbol of their principles, a fusion of heritage and environmental stewardship.

Their tequila, born from a single estate, is a certified organic masterpiece, kosher and free of additives. From the slow-stone-oven-cooked Agave to the natural fermentation with native yeast, every step in our process is a labor of love. Our proprietary distillation method ensures that the Agave's essence remains intact, capturing its beneficial properties in every drop.

A rollercoaster ride of hard work and determination came together in a remarkable moment when El Sativo Organic Tequila won the coveted "Best in Class" medal and numerous double gold awards from the most prestigious San Francisco World Spirits Competition. This triumph wasn't just a win for their families; it turned Reno into the talk of the town as the place where the best tequila in the world was born.

Join us on this exciting adventure as we take bold steps together, elevating our brand and introducing our state-of-the-art sustainable distillery. With unwavering dedication to quality and authenticity, we honor the spirit of Reno with our story of unity and tradition as we celebrate a Better Tequila for a Better World. Be on the lookout for our new bottle. (Photo on the right.)



UPCOMING EVENTS

Supper & Spirits

Urban Roots' Fundraiser Dinner
September 21st @ 6pm
- 9pm. Join Reno Local Food Group and El Sativo Tequila for a pairing dinner that supports the Urban Roots' mission to change the way our community eats and learns through seed-to-table education.



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ULTIMATE ORGANIC MARGARITA
1.5 oz El Sativo Organic Blanco
.50 oz Light Organic Agave Syrup
.50 oz Orange Dry Curacao
.50 oz Fresh Organic Lemon Juice
.50 oz Fresh Organic Lime Juice
Glass: Large Rocks
Garnish: Add all ingredients to a shaker tin. Ice, shake, and strain over ice into a large tatin-rimmed rocks glass, garnish with a lime wheel.



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El Sativo available at raley's, total wine, whole foods & other fine liquor stores.



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for all you do for children in our community



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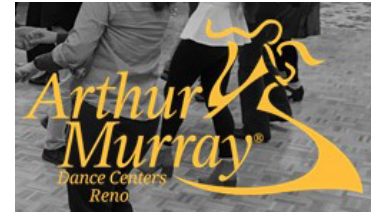
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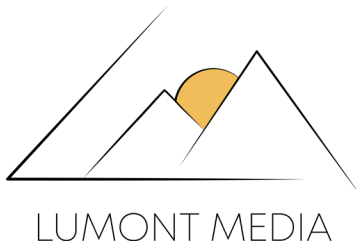
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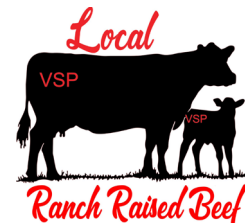


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TEXAS Hold 'EM

Poker Tournament

SATURDAY, OCTOBER 5, 2024
NEW WEST DISTRIBUTING

5 PM DOORS OPEN ♦ 6 PM POKER STARTS

Join us ...

for a night filled with fun, competition, and,
most importantly, community impact.

This tournament is not just about cards; it's
about supporting the Reno Rodeo Foundation's
vital programs that make a difference in the
lives of children across Northern Nevada.

The stakes are high, and the competition will
be fierce as players vie for the coveted Reno
Rodeo Foundation Texas Hold 'Em buckle—a
symbol of skill, strategy, and support for our
community.

Whether you're a seasoned poker player or just
looking for a great night out, your involvement
will help ensure that our programs continue to
thrive and serve those who need them most.



PRIZES



1st Place
\$1,000 & buckle



2nd Place
\$500



3rd Place
\$250

SECURE YOUR SEAT NOW!





Thank you
Reno Rodeo Foundation
for being such an amazing asset
for our community! ♥

Instagram: blushworthyevents
Site: www.blushworthyevents.com



Photo Courtesy of Sarah Woods Photography

**morning
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WEEKDAYS 9AM



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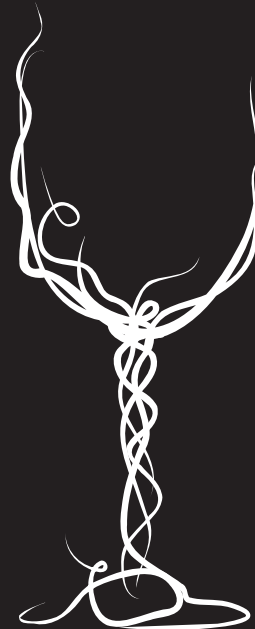
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IT MATTERS WHO INSPIRES YOU.

Our community is stronger, thanks to the generosity of all who are enjoying Rhythm & Rawhide. The Reno Rodeo Foundation inspires all of us to do more, be more, and make the world a better place.

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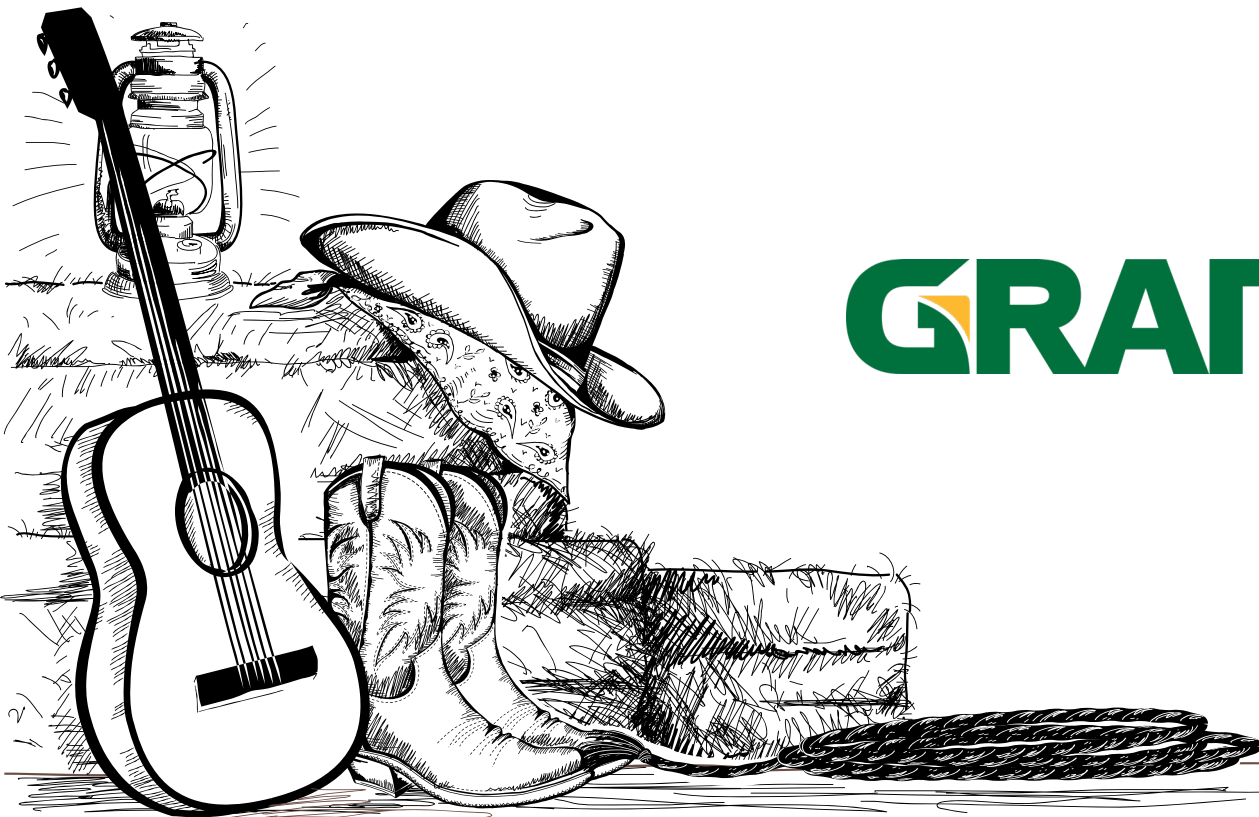
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Heritage for
generations to
come.**

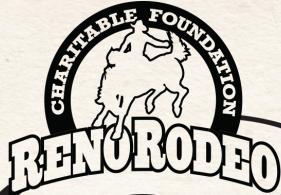
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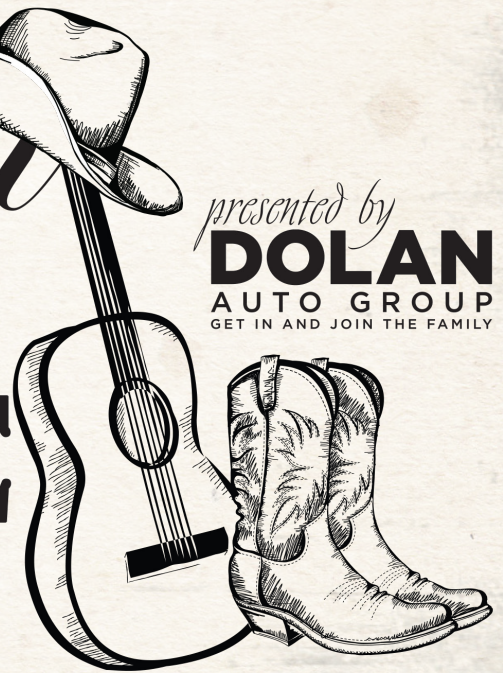


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how to support our efforts, please visit
RenoRodeoFoundation.org



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BY GORDON RAMSAY

RAMSAY'S KITCHEN BY
RK



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VIEW MENUS



Gordon Ramsay shares a selection of his classic dishes, local favorites and latest discoveries from around the world at Silver Legacy.

THE ROW

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