

Intern Guide



**Estes Park
Western
Heritage, Inc**

1/1/2014

CONTENTS

Contents	2
Approval	4
Welcome	5
Organizational Overview	6
Membership FAQ's	7
Rodeo Committee	8
Arena Management Sub-Committee.....	8
Behind the Chutes Tour Sub-Committee	8
Hospitality Sub-Committee	9
House Management Sub-Committee	10
Parade Sub-Committee	10
Parking Sub-Committee.....	11
Security Sub-Committee	11
Queen's Dance	12
What to Expect Before and During Rodeo Week.....	12
Marketing Committee	14
Public Relations Sub-Committee	14
Social Media Sub-Committee	14
Specialty Rodeo Nights Sub-Committee	14
Web Page Sub-Committee	15
Sales Committee	16
Beverage Sales Sub-Committee.....	16
Merchandise Sales Sub-Committee	16

Ride for the Bucks Sub-Committee 16

Sponsorship Sales/Donor Sub-Committee..... 17

Fundraising Events Committee..... 18

 Antique and Western Collectables Show Sub-Committee..... 18

 Duck Race Sub-Committee..... 18

 Barrel Race Sub-Committee 18

 Western Art Show Sub-Committee..... 19

Royalty Committee 20

Appendix..... 21

Appendix..... 22

 Fairgrounds Map..... 22

APPROVAL

This intern guide has been compiled using input from EPWH leadership, committee members, and interns. As with any guide, this publication should be considered a fluid document and one that is reviewed and revised regularly to maintain currency and accuracy. Please address any suggestions, questions, or concerns directly to the Membership Chairperson.

Howell F. Wright, President & CEO

Estes Park Western Heritage, Inc.

970-231-1738

howell@estesvalley.net

Denise Pumfrey

Membership Chairperson

970- 685-1747

denisepumfrey@yahoo.com

Mark Purdy, Chairman

EPWH Board of Directors

970-481-9512

estesmark@outlook.com

WELCOME

Welcome to the family of volunteers at Estes Park Western Heritage, Inc. (EPWH). The EPWH mission is, “To support the Rooftop Rodeo and preserve and promote the Western heritage of the Estes Valley.” While our members primarily provide financial and/or volunteer support to the Town of Estes Park’s Rooftop Rodeo, they also support the Youth Scholarship Fund and the EPWH Youth Royalty Program. To raise funds to support these activities they produce or co-produce events like the Antique and Western Collectables Show, the Beat the Heat Barrel Race Series, a Professional Bull Riding (PBR) event, and a Western Art Show, which is being planned for 2015. All this simply means that the opportunity for you to find something that you have a passion for is really great. You also have the opportunity to learn about something that may be completely new to you. From the serenity of beautiful art to the fast and dangerous action of bull riding-EPWH has something for you. So again I say, welcome, and thanks for helping to keep the Western way of life alive and well.

Howell F. Wright

“Keep the wind to your back and a smile on your face.”

ORGANIZATIONAL OVERVIEW

EPWH is a Colorado non-profit company and has Federal non-profit status as a 501 (c) (4). The senior authority within the organization is its Board of Directors. The Board gives the authority for the day to day operation of the company to the Executive Committee made up of the President/CEO, Vice President, and Treasurer. Five (5) General Chairperson's (GC) are invited voting members to the EC. They are: Rodeo GC, Marketing GC, Sales GC, Fund Raising Events GC, and Royalty GC.

The organization has developed several documents to help in the management of its various activities. The Membership chairperson will ensure that you have access to:

- Bylaws (includes: Standards of Conduct, Application and Affirmation Letter)
- Membership Contact List,
- Organization Chart,
- Royalty Handbook.

The bylaws detail the specific policies that govern the organization and its content should be studied carefully by all Interns. The organizations *Standards of Conduct* and *Application and Affirmation Letter* are attachments to the bylaws. The *Application and Affirmation Letter* must be signed before individuals can officially start their intern year. Contact information for all chairpersons and members is contained in the (in-house confidential) *EPWH Membership Contact List*. The Organization Chart depicts all leadership positions and names the individuals holding each position. The Royalty Handbook details how the Royalty program is managed and a copy can be obtained by contacting the Royalty chairperson.

In addition to the written documents mentioned above EPWH has two Web sites: www.rooftop.com and www.estesparkwesternheritage.org . EPWH also maintains an active Facebook presence for general EPWH information () and Royalty information (). It is the responsibility of all Members and Interns to check these sites regularly and let the webmaster, Social Media chairperson or Royalty chairperson know of corrections that need to be made or additional information that can be added.

The organization of this Intern Guide is built around the sub committees falling under each of the five General Chairperson's (GC). Each subcommittee listed in this guide will have a brief definition of its purpose. In some case it will have a list of common tasks associated with volunteering and a section with some hints that will help you prepare for your role as a volunteer for that group. Please note that you can normally choose which tasks you'd like to volunteer for, and there are usually several people sharing the tasks. This Guide provides just an overview; the chairpersons of each subcommittee will give you more detailed information.

This Guide is just that – a guide. To keep it current and meaningful we ask your assistance in giving us your suggestions on how to make the guide better. You are the new EPWH and in a very

real sense the success of Estes Park Western Heritage depends entirely on the experience, energy, and involvement of its Members and Interns.

MEMBERSHIP FAQ'S

How do I know what all the formal requirements are for membership?

Specific information about intern responsibilities and the full requirements for transition to full voting membership are located in the bylaws beginning in Article 6: Section 6.1. Interns are encouraged to visit the member's part of The Rooftop Rodeo website, click "RTR member" from the navigation menu on the left. A username and password will be provided to you by the Membership Chairperson. From the member page you can access the Bylaws, read our Standards of Conduct and download a Membership Application which includes an Affirmation Letter for you to sign confirming you have read the bylaws, agree to the code of conduct, and support our mission.

What's the expected time commitment?

You'll need to attend a minimum of seven hour-long meetings per year, six evenings of rodeo, and then spend whatever time is necessary to support three committees with degrees of participation. Most EPWH members will tell you the more involved you get as a volunteer, the more rewarding the experience.

When and where are the general membership meetings held?

General membership meetings are held the third Thursday of each month at the Estes Park Museum meeting room at 7:00 pm. The museum is located at: 200 4th St, Estes Park, CO 80517. There is no general meeting in December, and the October meeting is a post-rodeo celebration. Sub-committee meetings are scheduled separately.

When will I become a voting member and get a badge?

Once an intern has completed all requirements for membership as outlined in Article 6 of the bylaws and been approved by the EPWH Board of Directors, that intern becomes a voting member. Badges will be presented at a general membership meeting, as soon as logistically possible.

How do I get a shirt?

Interns will receive a red shirt to wear to certain EPWH and Rooftop Rodeo events. Contact your Membership chairperson for information about ordering shirts and sizes. Additional shirts in various colors will be provided as the budget permits when full membership is earned.

RODEO COMMITTEE

A common misconception is that the Rodeo GC's job is just a one week job-rodeo week. Not so! This GC is involved in a full year of work with rodeo sub chairs helping them do the detailed planning needed to make rodeo week a success. Deadlines, thought out the year, must be set and met. The person holding this position is generally one who is a skilled planner and knows the rodeo business. There are seven subcommittees: Arena Management, Behind the Chutes, Hospitality, House Management, Parade, Parking, and Security.

Arena Management Sub-Committee

The arena committee is primarily made up of experienced stock hands who do the chute prep and maintenance, gate and panel set up, strip chutes, gates, mutton busting, cash catch, rake for barrels, arena set up, equipment handling, and load chutes. Because of the potential danger associated with working with rodeo livestock it is necessary (in most cases) to have stock hand experience and volunteering for these roles is up to the arena director's discretion.

Mutton busting is an event for spectator's children ages 5-8 (weight limits apply). Children wear vests and helmets and try to "ride" a live sheep for time. Winners each night earn a trophy.

Cash catch involves children trying to snatch cash off the backs of free roaming sheep.

Volunteer activities for mutton busting and cash catch may include:

- Organization
- Pre-rodeo sign up
- Weighing children
- Ensuring parental/guardian waivers are signed
- Managing helmets and vests, returning equipment
- Escorting kids and **one parent per child** to and from the arena

Hints for Arena volunteers:

- Volunteers must follow PRCA rules and dress code by wearing long-sleeved shirt, boots, and western hat.

Behind the Chutes Tour Sub-Committee

Behind the Chutes tours are revenue-generating tours. They are for groups of approximately 30 spectators. These tours are led by experienced EPWH instructors and conducted just before the rodeo begins. Instructors in the arena teach about the timed events (calf roping, team roping, steer wrestling, and barrel racing). In the chute area, instructors teach about the rough stock events (bareback riding, saddle bronc riding, and bull riding). The tours take about 45 minutes and normally there are two tours per evening (4:30 and 5:30).

Volunteer activities may include:

- Filling goody bags,
- Chaperoning guided tour groups,
- Sharing general enthusiasm with guests on the tour,
- Actually teaching timed event or rough stock sections.

Hospitality Sub-Committee

Our Hospitality tent is set up specifically to provide our contestants and their family's good food and a place to rest. High level sponsors, VIP guests, rodeo contractor personnel and visiting committees as well as our RTR committee members also use this facility. By building and maintaining relationships with our sponsors, we create a place to visit and develop positive relationships. Having this special place to meet new and old acquaintances keeps our contestants and their families coming back to experience our award-winning rodeo in Estes Park. It is important that all committee members take the time to visit with competitors and sponsors to let them know that we truly appreciate them and are glad that they came to the RTR.

Volunteer activities may include:

- Managing budget and inventory
- Setting work schedule for the week
- Shopping for the supplies for rodeo week
- Picking up food nightly
- Setting up and tearing down (the inside of tent) for rodeo week
- Getting the nightly VIP list
- Filling up buckets/coolers for the bull fighters
- Putting out the nightly menu on blackboard
- Working on the serving line
- Maintaining communication with the fairground staff (menu, sponsorship details, etc.)
- Busing tables and visiting with contestants and their families
- Nightly set-up, prepping, stocking and cleaning
- Nightly laundering of aprons and rags
- Nightly washing of pots, pans, dishes, etc.
- Nightly set-up and putting away of the large-screen TV
- Community outreach (who leftovers can be given to)
- Soliciting, organizing and maintaining sponsorships
- Sponsorship ads and scoreboard video/jpg

House Management Sub-Committee

House Management oversees all aspects of ticket sales, including pre-sales, internet sales, sales at the ticket booth in Bond Park, ticket sales on rodeo nights, and the will-call booth. Volunteers may assist in any of these sales activities.

During the rodeo, volunteers are also needed in the roles of:

- Greeters
- Ushers
- Ticket sellers
- Ticket takers
- VIP detail

Hints for House Management volunteers:

- If you are an usher, it's good to familiarize yourself with the box-seat numbering system so you can help people with box seat tickets find their place quickly and/or politely remove people without box seat tickets who try and sit there. These seat maps are available on the RTR website or from your committee chair.
- VIP detail may involve special guests, donors, sponsors, or a reciprocal arrangement with other rodeos

Parade Sub-Committee

The parade through Estes Park includes a variety of exhibitors and is traditionally held on Tuesday, the morning of the first day of the rodeo.

Volunteer activities may include:

- Handing out numbers
- Traffic control
- Organizing the parade lineup and managing the script
- Escorting judges
- Walking the parade route
- Handing out rack cards
- Coordinating with fairgrounds
- Acting as parade route announcers

Hints for Parade volunteers:

- Remind participants not to throw candy or anything else.
- The Estes Park Police have primary traffic control responsibility
- There is a social breakfast before the parade and all parade workers are welcome

Parking Sub-Committee

Rooftop Rodeo charges for parking and has volunteers stationed at various entries to the parking lots to collect money and guide those with valid handicapped credentials to the disabled parking lot next to the grandstand.

Volunteer activities include:

- Setting up parking signs
- Taking down signs
- Collecting parking fees and make change (cash only)
- Checking handicapped parking credentials and direct drivers to the handicapped parking area
- Providing information on the time the rodeo starts, where to enter, etc.

Hints for parking volunteers:

- Keep in mind that you are likely the first person our guests will see when they come to the rodeo and you provide the first impression of the rodeo. Don't just collect money--welcome them, ask if they've been to a rodeo before, wish them a good time, etc.
- Parking Ticket sellers will be provided with start-up cash and a specific number of tickets. At the end of the evening they will reconcile their account with a finance committee representative. An apron for the money and cash to make change will be provided, which gets turned in to your parking chairperson or designee when we stop collecting for parking. Your chairperson will tell you when that is, but it is usually the ticket window closes.
- There are some people who will be able to park for free—check with your chairperson for a list of who those people are

Security Sub-Committee

It is important during the rodeo to secure the contestant area. The contestant area is defined as that area from the east midway gate completely around the arena to include all additional arenas, barns, stock pens, and camping areas. (See the appendix for a map of the fairgrounds area) Volunteers may be posted at strategic areas to ensure people have the credentials to be in various places. Each year the credentialing process changes, therefore it is important to set these plans before rodeo week. We want contestants to feel welcome and to know that while they are competing someone is looking after their property. This is not a law enforcement job and no volunteer should place themselves in a situation that could cause them harm. Our security

personnel are eyes and ears for law enforcement and should notify peace officers of anything that they feel is out of line. If law enforcement is not immediately available, call 911.

Volunteers may be asked to provide security at the following locations:

- Contestant gate (this is also a post for a peace officer)
- Grounds security/perimeter
- Contestant parking
- East Midway gate (this is also a post for a peace officer)
- Stairs to announcer's box behind the chutes (crow's nest)
- Monitor the alley at the south gate during barrel racing

Hints for Security volunteers:

- If you are posted at a specific location, you may also need to check press passes and be on alert for anyone who is bringing photographic equipment outside of designated spectator areas (so, for example, someone who might want to take pictures that portray the treatment of rodeo stock negatively). All questions about Animal Welfare are to be immediately taken to the Fairgrounds manager.
- In addition to security functions, volunteers posted by contestant areas are representing RTR to those contestants and their families, and so this should be considered a public relations type role, as well.
- Volunteers may be asked to manage security radios, make sure they have batteries, etc.

Queen's Dance

While the Queens Dance is not a part of the Rodeo Committee's responsibilities it is mentioned here because it is part of "rodeo week." It is a ticketed event and it is run by the Town of Estes Park in that they make all arrangements for a location and entertainment and they keep the gate receipts. The rodeo announcer acts as the MC and the EPWH President introduces the Queen, her court, and all visiting royalty. Occasionally, the Town may ask EPWH for limited volunteer help.

Volunteer activities may include:

- Ticket takers

What to Expect Before and During Rodeo Week

Volunteer activity heats up fast as rodeo week approaches, and most rodeo members volunteer in some capacity every night of the rodeo they are able. There are opportunities for helping out more than one committee per night; for example, an intern may volunteer to help with parking before the rodeo begins and then take a shift in the hospitality tent during the rodeo. Interns are encouraged to volunteer for as many different areas as possible, plus also enjoy the rodeo as a spectator one

night. The Intern Coordinator (Membership Chairperson) will help you manage your volunteer time.

Once on the rodeo grounds, everyone needs to sign in on work sheets so that volunteers are covered by the town's insurance. The location of the sign in sheets will be announced prior to rodeo week.

Committee members and interns are prohibited from drinking alcohol during the rodeo or any other EPWH activity except for designated social gatherings- no one wearing a Rooftop Rodeo shirt or working in the capacity of a volunteer for the Rooftop should be seen by our audience drinking alcohol. (There is an event after the rodeo and outside general public areas that interns and members can attend where alcohol is served.)

During the rodeo, members wear different colored shirts each night. The shirt color rotation is either announced at the last meeting prior to the rodeo, or sent in a group email. Interns will probably only have one shirt, so it's fine to wear that each night.

If at any time an "animal rights" person tries to confront volunteers, do not try to explain, defend or argue. Simply take them to the Fairgrounds Manager or his designee. Each security team member will be given a cell phone contact list which will include the number for the Fairgrounds Manager.

In general, expect to work hard side-by-side with fellow interns and members and have a fabulous and rewarding experience!

MARKETING COMMITTEE

The Marketing GC oversees Public Relations (PR), Social Media, Specialty Rodeo Nights, and the Webpage. These activities support all EPWH functions. The GC partners very closely with the Sales GC.

Public Relations Sub-Committee

Public Relations deals with marketing EPWH activities and raising the public's awareness of EPWH without significant cost to EPWH. Our PR team works to find as many avenues as possible to publicize what EPWH is doing. It is different from advertising wherein the organization would pay some other entity to talk or write about EPWH. Optimally, EPWH would receive some form of public attention, at least once, every week of the year.

Volunteer activities may include:

- Writing newspaper articles and news releases,
- Arranging for media interviews,
- Arranging for radio and television appearances,
- Maintaining files of PR experiences,
- Creating VIP photo opportunities,
- Ensuring that EPWH activities are posted on Facebook, Twitter, and the Webpage,
- Maintaining a close working relationship with other PR professionals in Estes Park, other rodeo committees and Sponsor corporations,
- Working directly with Social Media chairperson and the webmaster to ensure maximum exposure for EPWH.

Social Media Sub-Committee

Social media includes all forms of electronic/internet communications (Facebook, Twitter, etc.) except for Webpage's. This sub-committee works closely with PR and all GC's to make sure EPWH activities are constantly being communicated in as many ways as possible.

Volunteer activities may include:

- Maintaining a Facebook page
- Daily tweeting of events in areas related to EPWH activities

Specialty Rodeo Nights Sub-Committee

These committees are formed mostly ad hoc once it is determined if there will be special event nights and what those will be. There could be a military night, Tough Enough to Wear Pink night, etc. These vary, so volunteers will organize what the tasks are with the chairperson.

Web Page Sub-Committee

The webpage group maintains the main RTR webpage, and the EPWH page plus several satellite pages. The chairman works directly with Saffire, our web service. The chairman also endeavors to keep the webpage fresh. To help in this, all GC's have the responsibility to provide new information as it becomes available.

SALES COMMITTEE

This GC is responsible for acquiring cash and in-kind sponsorships and donations to support all EPWH activities. This is accomplished through four subcommittees: Beverage Sales, Merchandise Sales, Ride for the Bucks, and the Sponsorship/Donor subcommittees.

Beverage Sales Sub-Committee

ESPW has provided TIPS (Training for Intervention ProcedureS) training for a number of members in order that, when the opportunity arises, EPWH can participate in beer and spirit sales as a money making venture. TIPS training will periodically be made available to ensure a large pool of individuals who can act as servers. While TIPS training is required for an individual to serve alcohol any member can work as an I.D. inspector, cashier, or pourer.

Merchandise Sales Sub-Committee

The Merchandise Manager maintains an inventory of merchandise sold during the rodeo and other venues throughout the year. This area is managed and run as any retail store. It is hoped that in the future on line sales will be available.

Volunteer activities may include:

- Selling merchandise during rodeo week
- Internet sales
- Displays
- Inventory
- Stocking
- Input to buying decisions

Ride for the Bucks Sub-Committee

In the Ride for the Bucks program the winner(s) of each event are handed a \$100 dollar bill during the winner's victory lap. The individual of company sponsoring the ride can designate who actually hands out the \$100 dollar bills. This program has advantages for three groups. First, it is a special feature EPWH offers to businesses who would like to receive maximum exposure for their advertising dollar. A business can sponsor as many rides as they wish at \$100 dollars each. Secondly, the competitors benefit by receiving extra money, and thirdly, the rodeo receives extra recognition by the competitors and this adds to the reputation of the rodeo as being the best mid-sized rodeo in the industry.

Volunteer activities may include:

- Helping to acquire the \$4,800 dollars required

Sponsorship Sales/Donor Sub-Committee

This group includes the account executives for all sponsors and donors for all EPWH activities. They create leads and follow up on leads discovered by the marketing team. They negotiate contracts, make follow up contacts throughout the year and, in general, take care of the sponsors and donors they deal with. They seek sponsors and donors at the local, regional, and national level. Any person who has a sales background should consider using their talents and experience with the Sponsorship Sales/Donor subcommittee.

FUNDRAISING EVENTS COMMITTEE

The GC of this committee is responsible for managing activities that are regular profit centers such as the Antique and Western Collectables Show, Barrel Race series, and the annual Duck Race. New events that are potential profit centers like Professional Bull Riding (2014) and the Western Art Show (2015), are also managed through this committee.

Antique and Western Collectables Show Sub-Committee

Volunteers may be asked to assist the chairperson with advertising, organization, scheduling, problem-solving, and soliciting vendors.

Volunteer activities may also include:

- Place booth tables and chairs in a prearranged pattern
- Tear down-take down and stack tables and chairs
- Ticket sales
- Assisting vendors with questions and problems
- Putting up signs and banners

Hints for Antique and Western Collectables Show volunteers:

- Show up early for your shift so you can shop/explore a little! By walking around and getting a feel for the show and the vendors, you can better help with any questions or issues that arise!

Duck Race Sub-Committee

The Estes Park Duck Race is held annually on the first Saturday in May. For instance the 26th Duck Race will be held on May 3rd, 2014, and continues a tradition started in 1989 to support the local charities of the Estes Valley. The Duck Race is simple. You “adopt” little rubber ducks and on the adoption form select Estes Park Western Heritage as your charity of choice. An adoption costs \$20 and EPWH keeps \$19 of that amount. Generally, each member of the committee is asked to buy or sell at least two adoptions which nets out to approximately \$2,000 for EPWH philanthropies.

Barrel Race Sub-Committee

EPWH along with True West Productions, Inc. co-produces two weekends of what is known as 4D barrel racing. Racers who compete in all four race days they are in the running for Series Champion. These are family events and racers of all levels from first-time racers to professionals compete.

Board Approved February ?, 2014

Volunteer opportunities include:

- Competitor sign-in
- Barn manager
- Rakers
- Event advertising
- Food and merchandise sales
- Production help
- Managing entry fees and payouts
- Finding Prize sponsors

Hints for Barrel Race volunteers

- This is a low pressure, fun event. A production company does the official work on race day.

Check with the Barrel Race Chairperson to see how you can work on the year-round committee.

Western Art Show Sub-Committee

Planning is

ROYALTY COMMITTEE

The purpose of the Estes Park Western Heritage Royalty program is to provide an opportunity for young women and men to become ambassadors for the Rooftop Rodeo, Estes Park Western Heritage, Inc., the Town of Estes Park, and the sport of professional rodeo by demonstrating knowledge of the sport of rodeo, respect for the Western way of life, and a commitment to their community.

The goals of the program support the purpose of the EPWH Royalty program and the growth and development of its participants. The goals are to develop:

- Knowledge of the sport of rodeo,
- Knowledge of the history of the community, the local rodeo, and how Estes Park Western Heritage, Inc. and the Rooftop Rodeo Committee function within the community,
- Public and interpersonal communication skills which includes acquiring and acknowledging sponsors,
- Knowledge of horsemanship; basic equine safety, health and care, appropriate arena etiquette, and the use and care of tack.

For additional details concerning the Royalty program refer to the current year edition of the *Royalty Handbook* which can be obtained from the Royalty Coordinator

APPENDIX

APPENDIX

Fairgrounds Map

