



*Prescott Frontier Days®
Rodeo Parade 2017*

GRAND MARSHAL—

MONTY “HAWKEYE” HENSON

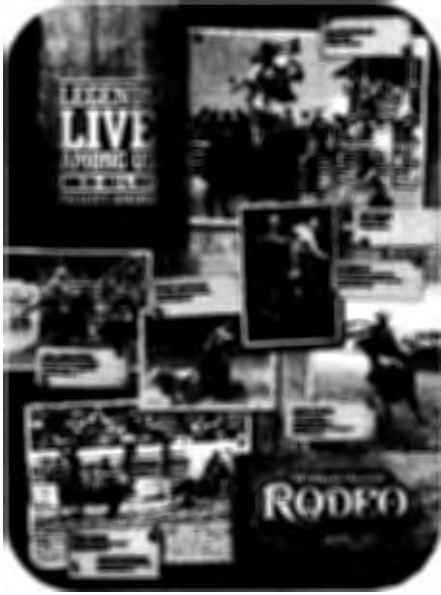
3-TIME WORLD CHAMPION

SADDLE BRONC RIDER



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2017 Prescott Frontier Days® Rodeo Parade Grand Marshal



Monty Henson, sometimes known as **Hawkeye Henson** (born October 1953), is a three-time Professional Rodeo Cowboys Association world champion saddle bronc rider.

He was born in Farmersville near Dallas, Texas. During his rodeo career he won 3 world titles in 1975, 1976, and again in 1982. He won the average at the NFR 4 times. He won or placed at almost every major rodeo in the country. He has been around the world, Rodeoing as well going to rodeos in Europe and Japan.

Known for his flying dismount and infamous eagle feather in his hat, Hawkeye's style and ability have been compared to those

of the legendary **Casey Tibbs**. He qualified for the National Finals Rodeo 14 times. Henson was quoted as saying, "I'm a cowboy. That's the best thing anybody could say about me. If I could have that on my tombstone – Here lies Hawkeye, a cowboy – then I can die a happy man."

In 1994, he was inducted in the Prorodeo Hall of Fame. In 2003 he was inducted into the Texas Rodeo Cowboy Hall of Fame in Belton, the seat of Bell County in central Texas.

In 2002, Hawkeye was inducted into the Texas Cowboy Hall of Fame located in the Fort Worth Stockyards in Fort Worth. Inducted for his rodeo accomplishments, the museum features many of his personal items used during his illustrious rodeo career. These items can only be seen at the museum.

He has appeared in numerous television programs and films. In 2004, he was cast as Hawkeye in four episodes of the HBO series *Deadwood* alongside Ian McShane, Timothy Olyphant, and Molly Parker. He is also a Country music entertainer. He also still promotes several rodeos across the country.

— **Monty Henson** —

2017 Prescott Frontier Days

ENTRY NAME

Arizona Sons of the American Revolution Grand Marshal - Monty Henson Barrett Propane (Presenting Sponsor)	Honorary Pioneer Family — Olsen Family Kiwanis Club of Prescott — Kiddie Parade Andy Devine Days Rodeo Queen & Teen Queen
Prescott Frontier Days Board of Directors 2016 Prescott Frontier Days Royalty Adult Center of Prescott Cameo Foundation / Ms Senior Arizona Zona Road — Rodeo Dance Band City of Prescott Council Prescott Fire Department City of Prescott Volunteer Rangers and the Over the Hill Gang Rodeo Specialty Act — Tomas Garcilazo Miss Turquoise Circuit United Way of Yavapai County Yavapai County Government Yavapai County Sheriff's Office Yavapai County Mounted Sheriff's Posse Brno's Brigade — Attorney General Mark Brnovich Jesse Steed Memorial Project Eric Marsh Foundation for Wildland Firefighters Yavapai Regional Transit Fusion of Movement Boys 2 Men Mentoring Program Arizona Rangers Big O Tires	Payson ProRodeo Queen Aztlan Masonic Family Float Iron Springs Club Prescott Regulators & Their Shady Ladies Prescott Area Move to Amend Yavapai Title Scottsdale Saddle Club Miss Tohono O'odham Nation Rodeo Royalty Northern Arizona All Airborne Chapter 82nd Airborne Association Tri-City Property Management Service Inc. Bob and Geri Gibbs Wilcox for Mayor Mountain Valley Regional Rehabilitation Hospital The Prescott Buscaderos Prescott United Methodist Church Hand-Crafted Tiny Homes Red Rock Jeep Tours Granite Mountain Riders One AZ Credit Union Asphalt Paving & Supply Inc Phoenix JC Comancheros Pony Express Wallick and Volk Mortgage Scottish American Military Society Post 1297 Prescott Area Celtic Society Yavapai County Jeep Posse Search and Rescue APS Honors Our Living Legends
Depot Marketplace/ Arizona Commercial Classic Garage Floor Coatings United States Marshals Posse US Custom and Border Protection Affinity RV Pride of Prescott Marching Band 1953 M38A1 Jeep (Ron Weddle) Yavapai Chapter Daughters of the American Revolution General George Crook Chapter, Daughters of the American Revolution Arizona Shuttle Bill Williams Mountain Men	2018 Prescott Frontier Days Royalty Contestants Kindred At Home Korean War Veterans Association Back Country Horsemen of Central Arizona Wells Fargo Hotel St. Michael Canyon Distributing/ Coors Lone Spur Café 96.3 Real Country (KSWG)



The name you trust

ys[®] Rodeo Parade entries

(in appearance order)

ENTRY NAME

Republican Women of Prescott	Arizona Hometown Radio (KDDL)
American Legion Post 6 Honor Guard	Chino Valley Equestrian Park
US Forest Service, Prescott National Forest	Pure Water Brew Challenge
Yavapai County Search & Rescue Quad Unit	Horses With Heart
Wickenburg Saddle Club	Hensley Beverage Company
Matt's Saloon	Mengarelli For Mayor
Granite Mountain Pest and Termite	Prescott Youth Hockey
Desert Sound Drum Corps	A Childs Dream Entertainment
Prescott Antique Auto Club	Boys Scouts of America Old Capitol District
Shriners of Phoenix	B&M Painting Inc.
AYSO Region 172 Prescott	Prescott Tire Pros - Prescott Auto Body
Mile High Tractor & Engine Club	Tractor Supply Co.
Pepsi – Legendary Pepsi Taste!	Mary Beth Hrin for Prescott Mayor
Arizona Shuttle	Granite Mountain Young Marines/Copper State
Town of Chino Valley, Mayor, Council Members	Detachment/Marine Corp League
Monkeys on Bikes	Prescott High School Football Program
Prescott Senior Softball Inc.	Heritage Park Zoological Sanctuary
ZebraScapes Landscaping & Services	Truly Nolen
Arizona Saddle Club	Two Guns Ranch
Northern Arizona Suns	Connie Cantelme for Prescott City Council
Yavapai Search Dogs	Prescott Little League
VFW Post 541 "Bucky O'Neill"	Tri-City Towing
Flagstaff ProRodeo Queen & Teen Queen	1987 "Li" Red Vette – Mike Nelson
Great Circle Radio (KAFF)	Galloping Glitter Cowgirls
Arizona Shine	UniSource Energy
Barrett Propane (Presenting Sponsor)	Mill Iron R Ranch
USCG Auxiliary Arizona Band	Independent Class's 32nd Birthday
Arizona Rough Riders	Findlay Auto Group Prescott
Central Arizona Fire & Medical Authority	American Red Cross of Northern Arizona
Submarine Veterans of Tucson	Alexa Scholl for Prescott City Council
US Submarine Veterans –	Goodwill of Central and Northern Arizona
Gudgeon Base and Perch Base	Arizona's Heritage Horse
The Potters House Church	Yavapai County Fair
Cabalgando X Arizona	Prescott Center for the Arts Teen Summer Stock
Able Saw	Barrett Propane (Presenting Sponsor)
Yuma Jaycees Silver Spur Rodeo Royalty	Prescott Frontier Days Rodeo Parade
Santa Fe Propane	Chairman and Committee
Ronald McDonald	

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130th Annual **Prescott Frontier Days[®], Inc.**

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Rodeo Sponsor Banners

in today's parade — in appearance order:

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| Hassayampa Inn | Pioneer Title |
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| Fry's | Prescott Downtown Partnership |
| Sam's Club | Justin Sportsmedicine Team |
| Prescott Animal Hospital | C-A-L Ranch |
| Fire Fighters Memorial Banner | Springhill Suites by Marriott |
| Rummel Eye Care | Yavapai Prescott Indian Tribe-Frontier Village |
| Yavapai Prescott Indian Tribe | Murphy's Fork & Taco Bell |
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| Boyle, Pecharich, Cline, Whittington & Stallings | Barret Propane - Sponsor Banner |
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| HomeBridge Financial Services | Prescott eNews |
| Mandalay Homes | Angel Fire Productions |
| Ram/ York/ Dodge | State Farm Insurance |
| Titan Concrete Specialties | Empire Southwest |
| Wrangler | Olsen's Grain |
| Yavapai County Contractors Assoc | Jebco Constructions Co. |
| KVRD Yavapai Broadcasting | Country Bank |
| Sportsman's Warehouse | Car Quest |
| LifeLine Ambulance | Prescott True Value |
| Arrowhead Mining & Materials | Residence Inn by Marriott |
| Papa John's Pizza | Sunstate Equipment |
| Allegra Print & Imaging | A and E Reprographics |
| Outdoor Sports | CLM Earthmovers |
| Vulcan Materials | El Charro Restaurant |
| AZ Dermatology | Red Mountain Rentals |
| Doka Family | WalMart Stores |
| Center for Physical Excellence | Prescott Gateway Mall |
| Maughan Ranches | C. Dimaano Agency Allstate Insurance |
| Yavapai Gaming Agency | Prescott Gun Club |
| Arturo's Mexican Restaurant | Canyon Coolers |

Honorary Pioneer Family **The Olsen Family legacy**

The Olsen Family Pioneer Legacy began in the late 1940's. John Olsen, from Littleton, Colorado, met Ann Fornara from Prescott, Arizona while both were attending Colorado State University. They were married in 1949, and after living for 2 years in Colorado, moved to Arizona.

John and Ann then partnered with the Fornara and Savoini families and started the JCY Ranch in Big Chino. The JCY Ranch started with bare land, and was transformed into a home with 1000 acres of irrigated farm land. John Olsen was mostly responsible for the farming, while the Fornaras and Savoinis took care of the cattle operation.

John and Ann had four children, Kathy, Mike, Dan and Marie. In the late 1950's, the family moved to Prescott so the children could attend school. John learned to fly, bought an airplane, and flew to the ranch almost every day for 25 years. In 1972 the JCY Ranch was sold and John then managed the Kieckhefer Foundation Farms Ranch in Big Chino for 10 years.

While raising a family and working the farm, John became very active in many organizations, such as Yavapai Cattle Growers and Soil Conservation Districts. For 14 years John served as a Yavapai County Supervisor.

In 1979, John and Ann along with Mike and Sherrill bought Chino Valley Grain Co. and started what is now Olsen's for Healthy Animals.

Olsen's grew from one store in Chino Valley, to a second in Prescott run by Steve and Kathy Sischka in 1980, and a third store in Dewey ran by Dan and Barb Olsen in 1982. Olsen's now has five locations with the addition of stores in Flagstaff and the Verde Valley in the late 1990's.

The Olsen family members have always followed John's example and have all become active members of our communities, supporting many organizations such as Prescott Frontier Days Rodeo. The Olsen family is proud to call Prescott and surrounding communities home.

Come Volunteer

Be part of the tradition, Learn about the Rodeo
Be part of the community, Meets lots of new people
Help behind the scenes of the parade
Enjoy yourself!

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