

Thanks



MAIN  
STREET  
COWBOYS



*Pendleton, Oregon*

PROMOTING THE CITY OF PENDLETON,  
THE PENDLETON ROUND-UP & HAPPY CANYON

# MAIN STREET COWBOYS SHOW SPONSORS



## Visit Us

### Location One

253 S Main ST  
Pendleton OR, 97801

### Location Two

1107 Washington Ave.  
La Grande OR, 97850



Come visit the Main Street Cowboys booth at Court & Main for new merchandise including decanters, glassware, t-shirts, and Bet'er Luck items.



# Main Street SideSaddlers

**Join the SideSaddlers for the unofficial start of the Pendleton Round-Up, the annual Twilight Breakfast!**

Interested in having fun, riding in parades, creating crafts, and helping in the community? Come join a group of amazing, awesome women and become a **Main Street SideSaddler**.

*Visit our facebook page for more information and for events.*

**312 E Main • Athena, OR 97813**

# HIGHLAND QUILTS

**541-969-6178 • REGULAR SHOP HOURS: Sunday-Friday 10-5, Closed Saturday**





241 S Main St, Pendleton

OPEN SEVEN  
DAYS A WEEK  
11am-8pm



715 Southgate, Pendleton

# Lindell

## AUTO AND TRUCK PARTS

DAVE LINDELL

411 NE Hwy 11  
PO Box 1104  
Pendleton, OR 97801  
www.lindellauto.com

541-276-5731  
800-452-8114  
24 Hr. Towing: 541-278-9033  
Email: dave@lindellauto.com

# Saddle Up!

AmeriTitle is a proud sponsor  
of our local rodeos.

Being invested in our community  
traditions brings us all together.

*Serving Morrow & Umatilla Counties*

# Sage Hens

## BOUTIQUE & RESALE

418 S. Main Street • Pendleton, OR

sagehensboutique@gmail.com



**VINTAGE  
WESTERN WEAR**

**FARMHOUSE  
DECOR**

**TURQUOISE  
JEWELRY**

**COUNTRY KIDS  
ROOM**



**Welcome to the great Pendleton Round-Up.**

While in town, please feel free to visit the Pendleton  
Pioneer Chapel Folsom-Bishop's Veterans Memorial,  
located at 131 SE Byers Avenue in Pendleton.



**Dickey and Tremper, LLP**

Certified Public Accountants  
and Business Advisors

INDIVIDUAL & BUSINESS SERVICES TAX SERVICES • ESTATE/TRUST PLANNING  
RETIREMENT PLAN ADMINISTRATION PEER REVIEW • TAX AUTHORITY SUPPORT  
AUDITS • FINANCIAL STATEMENTS • QUICKBOOKS • BOOKKEEPING & PAYROLL

110 SE FIRST STREET • PENDLETON, OR 97801

541-276-6862 • www.dickeyandtremper.com



# BLOCK ONE PERFORMERS

## GORDY & DEBBIE

Gordy and Debbie are accomplished professional singers who delighted audiences in Branson, Missouri, for over a decade. Their signature show, "A Tribute to George Strait," ran for 12 successful years, showcasing their exceptional talent and charismatic stage presence.



After the onset of the Covid-19 pandemic, Gordy and Debbie relocated to Arizona, where new avenues in the music industry awaited them. Their passion for music and genuine connection with audiences have remained the core of their professional journey. Whether performing classic hits or engaging in lively banter, Gordy and Debbie's love for entertaining and creating memorable experiences shines through in every performance.

## BLUE MOUNTAIN OLD TIME FIDDLERS



Blue Mountain Fiddlers come from near and far across the Pacific Northwest. For more information check us out on Facebook: Blue Mountain Old Time Fiddlers Association (BMOTFA)

## RICHIE BEAN & THE MIDNIGHT TRAVELERS

Richie Bean & the Midnight Travelers is an old-school American rock-n-roll band that offers authentic renditions of classic hits from the 60's, 70's and beyond. Expect to hear the greatest covers of groups such as Creedence Clearwater Revival, Neil Young, Allman Brothers, Grateful Dead, Rolling Stones, Eagles etc...



Led by lead vocalist and guitarist Richie Bean, the band also features Chris Ochsner on guitar, lap steel guitar and vocals, and longtime rhythm section collaborators Rev. Willie Jaam on bass, and Casey Robert McBride on drums and vocals. Richie Bean & the Midnight Travelers engages the audience with lots of cool interplay and harmonies.

The band's been together about nine years, and have performed at concerts including American Music Festival, Hot Summer Nights, Beaverton Music Festival, Sherwood Music Festival, Astoria Summer Sunday Series, Saturdays in the Park, World Famous Prints and Pints Poster Show. The band also performs at several McMenamins in addition to other well-known PNW venues. Presented by Florian Raqueño Productions.

**ZEIGLER  
TRANSMISSION  
& AUTO REPAIR, INC.**



3401 Westgate, Pendleton  
**541-276-8024**  
[www.zeiglertransmission.com](http://www.zeiglertransmission.com)

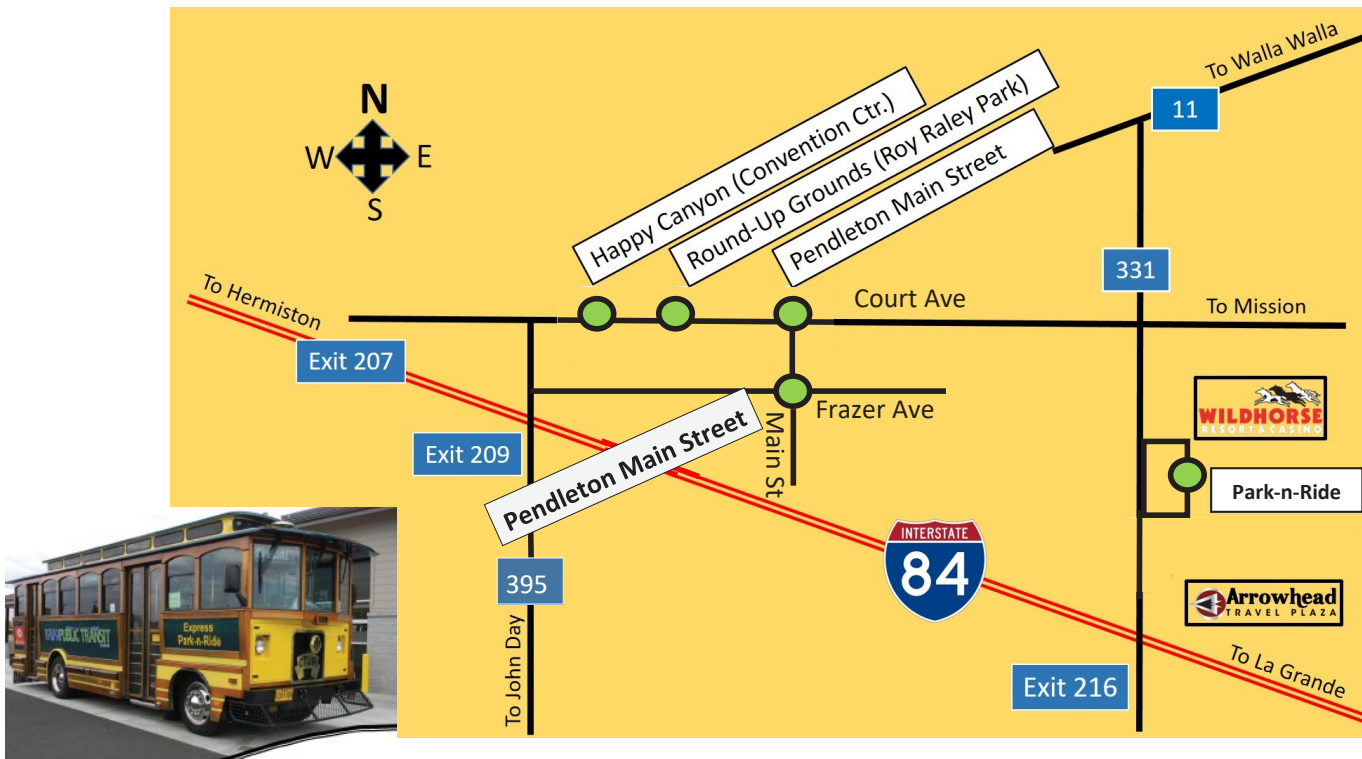
# KAYAK PUBLIC TRANSIT

## FREE SHUTTLE SERVICE TO PENDLETON SEPTEMBER 10-13, 2025

PARK-N-RIDE: Located between Arrowhead & Wildhorse Casino  
Begins 10:00 am Wednesday-Saturday at the Park-n-Ride.

Last Trip to Pendleton at 9:00 pm

Westward Ho! Parade departure Friday at 8:30am from Park-n-Ride



Every hour on the hour at Park-n-Ride

- Court & Main St 20 min past the hour.
- Court & Roy Raley Park 25 min past the hour.
- Convention Center 30 min past the hour.
- Frazer & Main St 40 min past the hour.

### Park-n-Ride Location

#### Arriving by I-84

Take Exit 216 and proceed north on Hwy 331 about 1 mile, to the Wildhorse Resort & Casino parking lot and watch for the signs on the right.

#### Arriving by Highway 11

At Hwy 331 intersection, proceed south for about 3 miles to the Wild-



Kayak Public Transit

(Dispatch Line) Monday — Friday

(541) 429-7519 4:00 am - 9:00 pm





# BLOCK TWO PERFORMERS

## MR. BENNY & THE BLACKEYED BLONDE



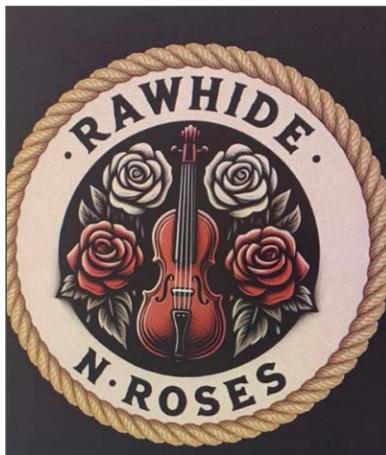
With musical roots in the country music mecca of Bandera, Texas, Ben "Mr. Benny" Guajardo spent years making a name as a touring and studio musician across Texas to Southern California and back again before opening independent label Southtown Records in San Antonio. After relocating back home to Texas from Los Angeles, Ben teamed up with brother Luis Guajardo and longtime collaborator Brian Carlisle to form Mr. Benny and Blackeyed Blonde.

Now based in Austin, TX, Mr. Benny and Blackeyed Blonde have released two albums on Southtown Records to date; 2020's "Ladies and Gentlemen" and 2023's "Aces and Eights." Mr. Benny and Blackeyed Blonde have a near-constant touring schedule, stopping in your town to boogie it down with their blend of Texas Blues, Classic Country and high-energy Rock and Roll. Get ready to dance! Presented by Florian Raqueño Productions

## RAWHIDE & ROSES

### TUESDAY ONLY

Rawhide & Roses out of Pendleton is a group that sings, yodels and plays traditional and contemporary cowboy music from the experience of living the ranch and rodeo life. Comprised mostly of the Severe family - the Pendleton Round-Up is in their blood!



## DON'T TELL MARY



DON'T TELL MARY is a classic rock dance band that believes in having a good time AND supporting a good cause. Hailing from the Pacific Northwest, DTM combines their high-energy performances with their dedication to mental health awareness, making them a unique and influential presence in the music scene. Captivating audiences with powerhouse vocals, 3-5 part harmonies, and melt-your-face guitar riffs; this ensemble of seasoned musicians deliver their interpretations of the great rock songs from the great rock bands like Queen, Heart, ACDC, Led Zeppelin, The Rolling Stones and more.

Who's in the band? Jennifer Birkland (lead vocals), Shyle Ruder (lead vocals), Jeff Birkland (electric guitar/vocals), Bart Kilpatrick (bass/vocals), Robby Olsen (drums/vocals)

\*You may recognize some of the band members from their prior local music ventures in popular tribute and cover bands like Priest Unleashed, Collected Soul, Return Flight, The Radio Riots, Saturday Night Orphans. Presented by Florian Raqueño Productions

## BRASS FIRE BAND



### TUESDAY ONLY

A nine-piece cover band performing 60's, 70s, 80's and 90's Jazz / Pop music. We are based in Hermiston playing the surrounding areas of Eastern Oregon and Washington.





## Morningstar Blends

Tea - Herbs - Apothecary

Wildcrafted, certified organic, and fair trade herbs made into potent herbal teas.

**Our Bucked Too Hard blend is on sale Sept. 9-13!**

Show your liver some love after this massive party that is the Pendleton Round-Up!



bucked too hard

COME SEE US AT

**421 S. Main Street in Pendleton**

[www.morningstarblends.com](http://www.morningstarblends.com)

**541-861-0494**

**\*Free Estimates\***

**\*All Major Insurances Accepted\***

**\*20+ years of Experience\***

**TYCO**  
**BODY & PAINT**

**915 S Main St  
Milton-Freewater, OR 97862**



*Anheuser-Busch*

# Choose Beer Grown Here.



*Delivering Fine Beverages to Eastern Oregon*

4340 Westgate, Pendleton • 541-276-2542







# HAPPY CANYON

Indian  
Pageant  
and Wild  
West Show

7:45 PM NIGHTLY AFTER THE ROUND-UP



GET TICKETS AT [PENDLETONROUNDUP.COM](http://PENDLETONROUNDUP.COM)

## HAPPY CANYON THE OFFICIAL AFTER PARTY OF THE PENDLETON ROUND-UP GOLDIE'S GAMBLING & DANCE HALL

GOLDIE'S  
GRILL

Food &  
Late-Night  
Margaritas!

LIVE DJ  
& DANCE  
FLOOR

DAN BURNS 3D  
PRODUCTIONS



PENDLETON  
WHISKY  
SPECIALTY  
DRINKS



Experience the Biggest Party in Town!

FEATURING  
COUNTRYFIED

FRIDAY &  
SATURDAY  
IN THE SAWDUST ARENA

Wednesday is  
LOCALS  
NIGHT

NO  
COVER

WEDNESDAY - SATURDAY 8-LATE

PENDLETON CONVENTION CENTER 1601 WESTGATE





# LIKE DRIVING?

## GET PAID FOR IT.

First Student bus drivers get:

- 23.98/hr. - \$30.05/hr.  
Starting Wage \*DOE
- Paid Training via  
completion pay.
- Competitive wage + benefits

\*Locations may offer additional or other perks

Why drive for First Student?

- Top 300 on Forbes Best  
Employers for Women
- Age 50+ Certified Age  
Friendly Employer<sup>TM</sup>
- Ideal for retirees,  
stay-at-home parents  
or part-time workers



Secure your future when you drive with First Student.

**APPLY TODAY** [DriveWithFirst.com](https://DriveWithFirst.com)



338 NW 57<sup>th</sup> Drive, Pendleton, OR 97801  
(458) 213-5222

2110 S. Highway 395, Hermiston, OR 97838  
(541) 656-1256



## Gregory Talent West

615-414-3498 | 541-429-4261

712 SW Runnion Ave.  
Pendleton, OR 97801

gregorytalent2@aol.com

www.lizgregorytalentandproductions.com



## Wanda's Warm and Cozie Country Store

324 South Main Street  
Pendleton • 541-310-1116



**McCormack**  
construction company  
mccormackconstruction.com

P.O. Box 972  
1761 SW 32nd Pl.  
Pendleton, OR 97801

**541.276.1353**

OR #000111

WA #MCCORC\*3710E

ID #RCE-579



## Linsey Kellogg

Agent

29 SE Dorion Ave.  
Pendleton, OR 97801

541.429.4141

linsey@teamkellogg.biz



**Here to help life go right.®**

## **ATHENA GROCERY & LIQUOR STORE** #1006

### **FRESH HOT & COLD DELI**

Sandwiches • Take & Bake Pizzas  
Wraps • Hill Meat Products

### **GREAT SELECTION OF HARD ALCOHOL, BEER & WINE**

#### **Other drink selections include:**

Hot Coffee & Cappuccino  
Icees (Frazil) • Milkshakes (Freal)  
Pepsi & Coke Fountains

**WE OFFER: Lottery** (Scratchits & Online)  
**Hunting & Fishing Licenses**  
**Wood Cutting & Christmas Tree Permits**

**313 E. Main Street • Athena, OR**

**541-566-2396**

**Open 7 Days a Week 6am-9pm**



***FARM EQUIPMENT  
HEADQUARTERS, INC.***

***Pendleton, OR.  
541.276.6222***

**Empathy | Humanity | Respect | Communication | Responsibility**

## **Eastern Oregon Correctional Institution in Pendleton is hiring 40+ Correctional Officers!**



#### **WE OFFER:**

**\$5,729 - \$7,785/MONTH • HEALTH INSURANCE  
PAID HOLIDAYS & LEAVE • RETIREMENT PLAN**



**EOCI is hiring *multiple positions*  
across all sections.**

**Visit [ODOCJOBS.COM](http://ODOCJOBS.COM) for a complete listing of open positions.**



# BLOCK THREE PERFORMERS

## CATHERINE LOYER & STRAWBERRY ROAN

Catherine's earliest memory in music goes back to standing in the doorway of the kitchen pantry, singing her heart out to an imaginary crowd when she was just four years old. Soon after it was violin lessons, choir, piano, guitar, contests and concerts. She was hooked from the get go and never stopped moving forward in music.

Catherine has a high energy show and plays rockin' and heartfelt songs. Country with rock, pop, blues. Catherine has a rich career in music, known for her electric presence and a voice that has both power and control.

Catherine has put together a dynamic band of high caliber players. Together they bring an exciting show with a tight groove, and powerful vocals. By adding her own personal slant, she and each of her players create a distinctive sound that is all Strawberry Roan. With a busy show schedule, Catherine and Strawberry Roan plays on, creating fans and memories wherever they go.



## ELI MOSLEY

Listen once to his music or see one of Eli Mosley's shows, you'll understand that he is a performer to watch. Ever since he saw Tracy Byrd on stage at six years old, he knew he would be a country music artist. To prepare, he learned to play the guitar, graduated from Southeastern University with a degree in music business and spent 6 years in the US Marine Corps. He has released three Nashville recorded and produced albums at Ocean Way Studio, Studio West and Sound Emporium and is about to release his fourth album. Radio stations are playing his music throughout the nation. Performing with five other musicians in his band (electric guitar, bass guitar, drums, steel guitar and acoustic guitars), he has toured extensively since 2014 and has opened for Tracy Byrd, Tracy Lawrence, Joe Nichols, Tyler Farr and many more. Eli is beginning to turn heads with his song writing abilities as established Nashville song writers collaborate with him. His shows rock, are fun and bring something for everyone. His latest release, "Doin' Alright" debuted at #77 on the Music Row Country Breakout Radio Chart.



[www.gordonselectric.com](http://www.gordonselectric.com)

**541-276-3154**



**ReRIDE**  
**WESTERN RESALE**  
PENDLETON, OREGON

*Where the second time around is a great place to start.*

Current clothing trends to highly collectible Native American and Cowboy items

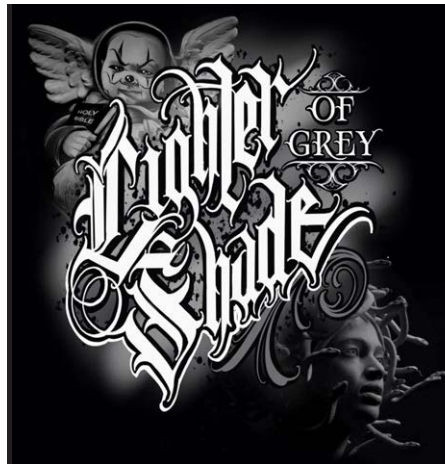
**541-310-7086 • 108 SE Court Ave. Pendleton**



- Antiques & Collectibles
- Vendor Booths
- Pendleton Souvenirs
- Belts, Boots, Hats & Clothing
- Western and Native American Jewelry



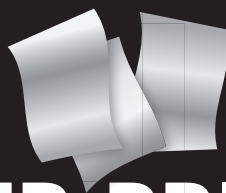
511 SE COURT AVE | PENDLETON OREGON | 541-276-0070



**Exceptional  
black and  
grey realism  
and fine line  
tattoos**

415 S. Main  
Downtown  
Pendleton  
541-970-4109

# PENDLETON CATERING COMPANY, LLC



## MASTER PRINTERS

N O R T H W E S T

Printing • Copy Center • Graphic Design



206 SE COURT AVE., PENDLETON • 541-276-7845



# BLOCK FOUR PERFORMERS

## RIVER DIVIDE

River Divide is not just a band—it's an electrifying, high-energy experience! With powerhouse performances, stadium-quality sound, and jaw-dropping harmonies, this group delivers an unforgettable show every time they hit the stage. Their setlist is as diverse as it is epic, covering legends like Chris Stapleton, Zac Brown Band, The Eagles, Bad Company, The Beatles, and many more.



River Divide was formed by four of the region's most talented musicians, united by their deep passion for music. From the very first chord they played together, it was clear—this band was something special. Now, they're taking the Pacific Northwest by storm, lighting up festivals, clubs, casinos, and private events with their signature sound and undeniable energy. With a well-earned reputation for bringing crowds to their feet and keeping dance floors packed, River Divide guarantees an electrifying night of music you won't forget. Come be part of the River Divide experience, because once you do, you'll never want the show to end! Presented by Florian Raqueño Productions

## SOUL SIREN



Soul Siren has been entertaining for over 15 years bringing high energy to thousands of events! This powerhouse band will keep the audience dancing all night long! Club dates, weddings, corporate events, casinos, festivals, Soul Siren has played for high profile clients such as The Seahawks, Boeing, Harley Davidson, Porsche, Suncadia, the Grand 14 Yacht Clubs and is one of the best cover bands you will ever hear - Soul Siren can play something for everyone.

Each member is a very accomplished and versatile musician in their own right. Tracie is our soul siren (lead singer) and also plays a very funky bass. David Carson has been the mainstay of Soul Siren from the beginning. A crooner in his own right, Dave is red hot on the sax. Dax Baumgartner is our boy genius on the keyboard and electric guitar. Rob Marquis, a navy rock band vet, plays a mean guitar and Terry Marsh is our rocking drummer with finesse and charm. Soul Siren was made to rock the house!

## MAIN STREET COWBOYS NEW BENCH SPONSORS

The Main Street Cowboys would like to extend a special Thank You to our now approaching 300 Bench Sponsors for this year. The colorful benches are not only distributed around the Pendleton area during Round-Up, but are provided for numerous community events throughout the year.

### NEW BENCH SPONSORS FOR 2025 ARE:

AGWEST FARM CREDIT • CAMP MEADOWOOD SPRINGS SPEECH THERAPY  
COLDWELL BANKER FARLEY COMPANY • DOHERTY RECYCLING, LLC • DOHERTY WELDING, LLC - PACKY BUILT  
EMERALD & IVY • HILL RANCHES • IN MEMORY OF BOB & JAN SMITH SEPT. 17, 1957  
IN MEMORY OF DONALD M. JAEGER • IN MEMORY OF GALE MCCLINTOCK • IN MEMORY OF TESSIE WILLIAMS  
IN MEMORY OF WAYNE & ADDIE GORBETT • JUNIPER CANYON FLOWER FARM • K.P. DAMON LODGE #4  
MIKE HALLMARK • NEISTADT ACCOUNTING SERVICES LLC • PACIFIC POWER  
PENDLETON CATERING COMPANY • PENDLETON HAT CO. • PHIL & KELLY CHAPMAN & FAMILY

**NOTICE!** For details about becoming a new bench sponsor, ask at our Main Street Cowboys Information Booth or visit [www.mainstreetcowboys.org](http://www.mainstreetcowboys.org). A Bench Sponsorship Form is included in this program on the inside back cover.



— R. REBELLION

333 S. MAIN ST, PENDLETON, OREGON | [rrebellion.com](http://rrebellion.com)



THE BEST  
BACON, HAM & SAUSAGES.



[www.hillmeat.com](http://www.hillmeat.com)



**NONE,  
ZERO,  
ZILCH,  
NEVER!**

That's right: **no fillers, no byproducts, no "junk," ever!** It's one of the ways we ensure you experience the best quality, mouth watering foods imaginable. By using quality 100% natural pork, the best cuts and premium spices, we're making good food that's good for you.

Proudly made in Pendleton, Oregon

# Zimmerman & Co. Inc.

## True Value Hardware



348 South Main • Pendleton OR 97801 • 541-276-6321

*Serving Eastern Oregon for over 70 years!*

**LET 'ER BUCK!**

# MAIN STREET SCHEDULE

## TUES.

## WEDNESDAY - SATURDAY

	BLOCK 2	BLOCK 1	BLOCK 2	BLOCK 3	BLOCK 4
1:30 PM					
2:00 PM	<b>CRAFT, FOOD &amp; COMMERCIAL VENDORS</b>  Open 3 pm - Closing Tuesday  Noon - Midnight Wednesday through Saturday	BLUE MOUNTAIN FIDDLERS			
2:30 PM					
3:00 PM					
3:30 PM			DON'T TELL MARY	CATHERINE LOYER & STRAWBERRY ROAN	SOUL SIREN
4:00 PM		RICHIE BEAN & THE MIDNIGHT TRAVELERS	MR. BENNY & BLACKEYED BLONDE	ELI MOSELY	RIVER DIVIDE
4:30 PM					
5:00 PM		GORDY & DEBBIE	DON'T TELL MARY	CATHERINE LOYER & STRAWBERRY ROAN	SOUL SIREN
5:30 PM					
6:00 PM	BRASS FIRE BAND	RICHIE BEAN & THE MIDNIGHT TRAVELERS	MR. BENNY & BLACKEYED BLONDE	ELI MOSELY	RIVER DIVIDE
6:30 PM					
7:00 PM	ROSEHIDE & ROSES	GORDY & DEBBIE	DON'T TELL MARY	CATHERINE LOYER & STRAWBERRY ROAN	SOUL SIREN
7:30 PM					
8:00 PM	BRASS FIRE BAND	RICHIE BEAN & THE MIDNIGHT TRAVELERS	MR. BENNY & BLACKEYED BLONDE	ELI MOSELY	RIVER DIVIDE
8:30 PM					
9:00 PM	ROSEHIDE & ROSES	GORDY & DEBBIE	DON'T TELL MARY	CATHERINE LOYER & STRAWBERRY ROAN	SOUL SIREN
9:30 PM					
10:00 PM	BRASS FIRE BAND	RICHIE BEAN & THE MIDNIGHT TRAVELERS	MR. BENNY & BLACKEYED BLONDE	ELI MOSELY	RIVER DIVIDE
10:30 PM					
11:00 PM					



# PENDLETON BOTTLE

PENDLETON, OR • 541-276-4187 • WWW.PENDLETONBOTTLE.COM



Please support these  
downtown merchants, and  
the advertising merchants  
that helped us bring you  
this Program!

## Main Street Cowboys Information Booth

Lost & Found  
Wheelchair Charging  
Station  
Breastfeeding Station

● ◆ PORT-A-POTTIES  
(Handicap Accessible)

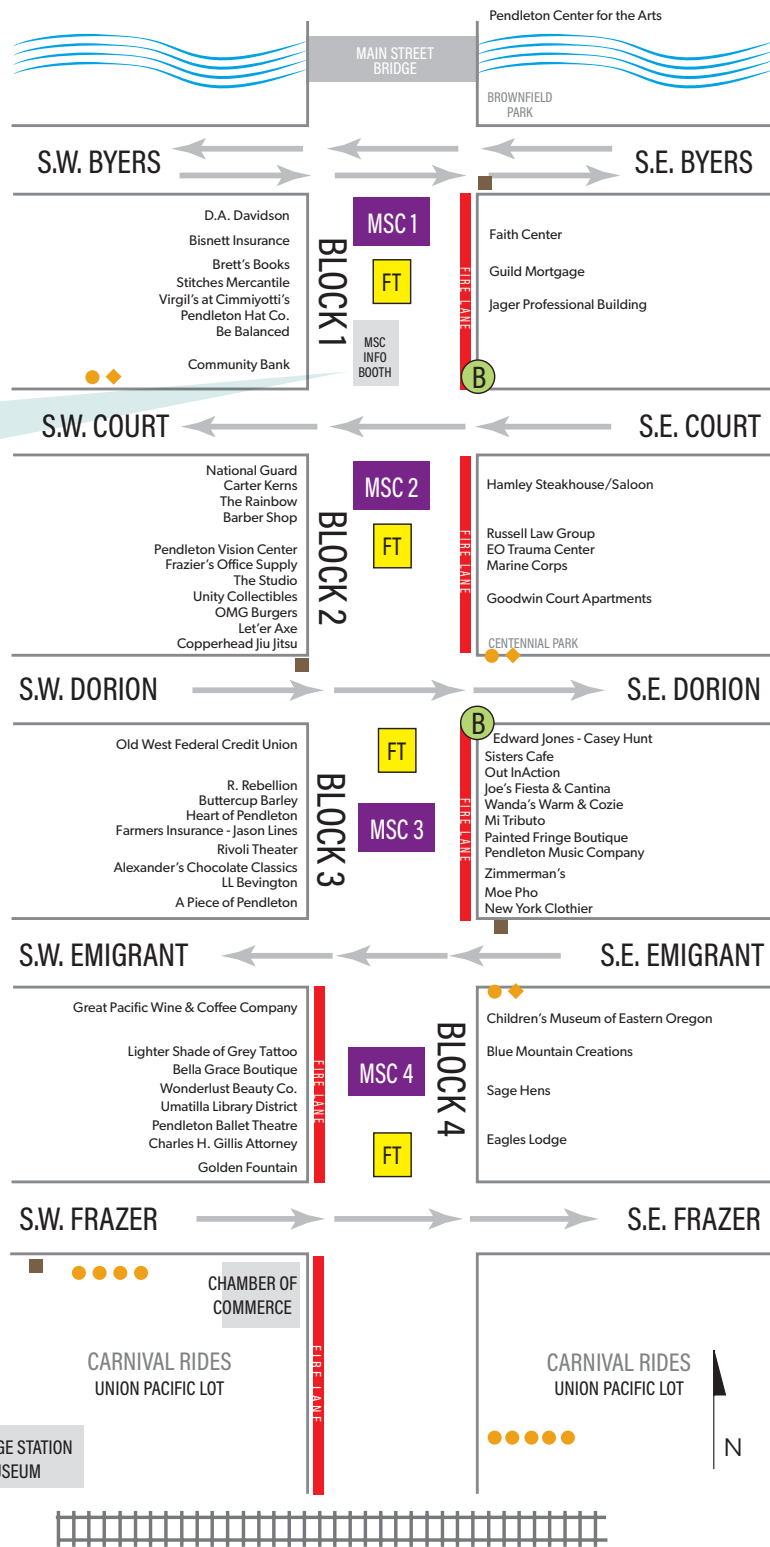
■ TRASH CONTAINERS

FT FOOD TENTS

B BUS STOPS

MSC MAIN STREET  
COWBOYS STAGES

HERITAGE STATION  
MUSEUM



MAIN STREET MAP

# ETON ING

W.ADMIRALBEVERAGE.COM





## VFW POST 922 COWBOY BREAKFAST

**WEDNESDAY - SATURDAY • 6:00 AM - 10:00 AM  
STILLMAN PARK**

Come on down to the Cowboy Breakfast at Stillman Park! All you can eat of Ham, Eggs, their famous Pancakes, and hot Coffee. Served up by the local VFW Post 922's friendly guys and gals, there's plenty of good times to go around! Take in this famous Round-Up adventure **Wednesday through Saturday, September 10-13, 6:00 am 'til 10:00 am.** It's just two blocks off of the parade route, too! They even throw in free musical entertainment for your dining pleasure! Meet them at Stillman Park on S.E. 4th & Byers for a good start to a long day! Put on by an honored, designated All-American Post!



## DRESS UP PARADE

The MSCers would like to thank all of the people who help us put on our annual Dress-Up Parade -- Judges at the reviewing stand, communication personnel, and merchants who kindly help with the volunteer awards. Besides more than 100 entries, these peoples participation help to make the parade a wonderful and exciting way to kick off Round-Up!

*Thank You!*

**We are honored to be a part of these  
amazing communities where  
we live, work and play.**

**D & B SUPPLY**

**850 SOUTHGATE, PENDLETON OR, 97801**



## CARNIVAL

**WEDNESDAY-FRIDAY:  
NOON - CLOSE**

**SATURDAY:  
11 AM - MIDNIGHT**



Davis Shows NW has been in business since 1950. Pat Davis, the owner, or the unit manager are on site with the show at all times. They have a good safety record and regularly attend safety seminars for the shows. Pat is continually keeping up to date with new and exciting rides for your enjoyment. **The carnival is located at the Union Pacific Railroad parking lots on S. Main Street and Frazer Avenue, from Wednesday-Saturday.**



**Burns Mortuary**  
of PENDLETON

541-276-2331

336 SW Dorion • Pendleton, OR 97801

[www.burnsmortuary.com](http://www.burnsmortuary.com)





340 South Main Street  
Pendleton, OR 97801

541.276.6621

info@pendletonmusic.com

www.pendletonmusic.com

FACEBOOK: PendletonMusicCo

INSTAGRAM: pendletonmusiccompany



FAMILY FITNESS & FUN

1415 Southgate • 541.276.0880 • www.RAClub.us

Eastern  
Oregon's  
Finest  
Fitness  
Facility



**ADAPT AUTO REPAIR LLC**

FOR ALL YOUR REPAIR NEEDS

AUTOBODY - GLASS - MECHANIC - TIRES



**541-566-0120**



**541.566.3359**

Family Run Business for Over 50 Years



**VISIT US!**

**1114 SW Court Ave.**

Adjacent to the World Famous  
Pendleton Round-Up Grounds

[www.ruphalloffame.org](http://www.ruphalloffame.org)



**War Paint**

**OPEN TUESDAY-SATURDAY, 10:00 AM - 4:00 PM • ENTRY FEE \$5.00**

Explore 114 years of Pendleton Round-Up and Happy Canyon tradition and history through a comprehensive collection of photos, saddles, wagons, Indian regalia, beadwork, royalty, champions, participants and volunteers!



Providing the **safest ride** to and from school for *all* children.

The First Alt alternative transportation solution provides:

- Flexible, pay-as-you-go model
- Driver identification and safety
- Thorough driver training
- State-inspected vehicles
- As-needed availability

We're hiring drivers!

Visit [workatfirst.com](http://workatfirst.com) to apply today.

[firststudentinc.com](http://firststudentinc.com)







*Perk Perkins*  
MASTER HATTER



WESTERN \* FEDORA \* CUSTOM \* NEW \* REFURBISHED \* CLEANED & BLOCKED  
Pendleton, OR • 141 S. Main Street • 360-739-7289  
www.pendletonhatcompany.com • www.pendletonhatco.com  
"KEEP YOUR HEAD UP AND YOUR HAT ON"



Servicing Your Petroleum  
Needs Since 1963



**Abby's**  
LEGENDARY PIZZA

**828 Southgate Rd.  
541-278-2229**

**Dine-In, Carry Out, or Delivery!**  
**Pizza, Sandwiches, Salads, Sides & More**



**A LEGENDARY  
PIZZA TRADITION**



- Portable Toilets
- Sewer & Drain Cleaning
- Complete Septic System Installation
- Septic Pumping
- Drain Field Cleaning & Restoration
- High Pressure Jetting
- Video Inspections

801 SE Court Ave. • Pendleton, OR 97801  
310 S. Main • Stanfield, OR 97875

**800-774-5900 • 541-963-5231**

Home Office: 3412 US 30 • La Grande, OR 97850 • DEQ #39465



Allison Park - Freshman

# Artwork provided by Pendleton High School Art Club



Isaiah Norris - Sophomore



Shaiya Larson - Junior



Brianna Allan - Freshman



Mikel Frost - Junior



Claire Harrison - Sophomore



Madison Grigsby - Senior



Jaikie Albitre - Sophomore



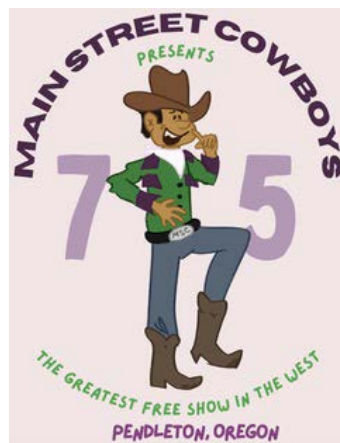
Quoy Vaillancourt - Freshman



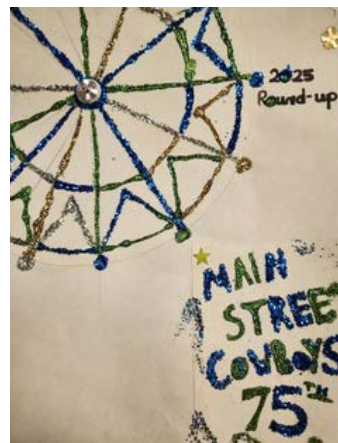
Isabelle Ross - Sophomore



Avery Boyd - Sophomore



Ariveya Reyes - Sophomore



Lauren Anderson - Junior



Avari Minton - Sophomore





# Main Street Cowboys FOLKS YOU SHOULD KNOW



## 2025 TENDERFOOT OF THE YEAR ROBERT ALAN PRATT

The "Tenderfoot of the Year" Award, Pendleton's second oldest community service award, is given each year to a community member for outstanding service to the Pendleton area.



## 2025 TOP HAND GLENN SCOTT

The Top Hand Award is to honor a Main Street Cowboy that went above and beyond what is expected of them.

### RECIPIENTS OF THE TENDERFOOT OF THE YEAR AWARD

1963	LES TINHOF	1975	NO AWARD	1988	TOMMIE RUTH TEMPLE	2001	JOHN MCBEE	2014	PAT MCCLINTOCK
1964	TOM SIMONTON	1976	BOB WEBB	1989	RUDY RADA	2002	DON PETERSON	2015	DAVID KING
1965	JUDGE HENRY KAYE	1977	RONDI O'GARA	1990	JOHN BARNETT	2003	GARY TAGUE	2016	THOMPSON RV
1966	LONDON "MAC"	1978	MARK LEACH	1991	KIRT SKINNER	2004	ROSEMARY SCHUENING	2017	RON MARTIN
	MACMURDO	1979	JOHN AMORT	1992	JOE MCLAUGHLIN	2005	HARRY SCHUENING	2018	CLEO ZYPH
1967	JACK COMFORT	1980	PERRY DABOLING	1993	EVA WAHL	2006	TOM WEEKS	2019	JIM ROBINSON
1968	BERYL GRILLEY	1981	RON CAMPBELL	1994	BOB RAMIG	2007	TOM TANGNEY	2020	-NO AWARD-
1969	JERRY HAINES	1982	ART MARSH	1995	AMY BEDFORD	2008	MARY KOCH	2021	FRED BRADBURY
1970	BOB HALE	1983	CECIL J. FISHER	1996	MIKE KILBY	2009	GARY WARD	2022	MARGARET OSBORNE
1971	KURT HYACIN	1984	BOB SAWALISH	1997	RICHARD A. KOCH, M.D.	2010	DEB KISPAUGH	2023	BILL TAYLOR
1972	DAVE HORNE	1985	ANNA LEE KENNEDY	1998	JACK SWEET	2011	DEBBIE MCBEE	2024	CAROYN PEARSON
1973	TOM CAMPBELL	1986	CHARLES BURNS	1999	HUGH WHITBREAD	2012	SAM BYRNES	2025	ROBERT ALAN PRATT
1974	DOUGLAS J. HARRIS	1987	JOE DALEY	2000	ED TABER	2013	MAXINE TANGNEY		

# MAIN STREET COWBOYS

## would like to thank...

### MAIN STREET SHOW SPONSORS

## First Student | Pepsi Cola of Pendleton

### AND ALL OF THESE GENEROUS FOLKS...

- City of Pendleton
- Pendleton Police and Fire
- Oregon State Police
- Umatilla County Sheriff's Office
- Umatilla County Community Corrections
- Pendleton Chamber of Commerce
- Jim Cheney and Hill's Meat
- Main Street Sidesaddlers
- Splash of Color
- Lori Wyman
- Pacific Corp
- D&B Supply
- Abby's Pizza
- Master Printers NW
- Jason Hogge
- Pioneer Folsom-Bishop
- Davis Shows Northwest
- Steve Weil
- Rockmount Ranch Wear
- Pendleton Hat Company
- VFW Let'er Buck Post 922
- Zimmerman's True Value
- Nels & Barbara Nelson
- Frankie's Towing
- Eastern Oregon Rentals & Sales
- First Student Hermiston

**and to everyone else who helped make the 2025 Main Street Show possible... Thank You!**



**2025 MAIN STREET COWBOYS PRESIDENT  
KENNETH HEGGE**

## 2025 MAIN STREET COWBOYS

### BOARD OF DIRECTORS

President: **Kenneth Hegge**  
 1st Vice President: **Pat Pointer**  
 2nd Vice President: **Troy Alderson**  
 Secretary: **Michael Turner**  
 Treasurer: **Michael Swanson**  
 Office Manager: **Kenneth Hegge**  
 Benches: **Anthony Bowman**  
 Craft Vendors: **James Rinehart**  
 Fund Drive: **Johnny Blagg**  
 Food Vendors: **Jonathan Farmer**  
**Shawn Boatwright**  
 Historian: **Larry Koehne**  
 In/Out of Town: **Glen Scott**

Marketing: **Troy Alderson**  
 Membership: **Larry Koehne • Ken Hegge**  
**Shawn Boatwright**  
 Parade: **Pat Pointer**  
 Past President: **Shawn Boatwright**  
 Properties / Tents / Barn: **Dean Groshong**  
 Show/Carnival: **Shawn Boatwright**  
 Social: **Larry Koehne • Michael Turner**  
 Special Projects - Construction: **Alan Berck**  
 Special Projects - Electrical : **Scott McFarlane**  
**Asst. Greg DeMaster**

Office Help & Webmaster  
**Laura Boatwright**

## MAIN STREET COWBOYS

### PAST PRESIDENTS

1950 Morris Temple, Founder	1965 Larry Wahl	1981 Larry Pearson	1997 Bill Zyph	2013 Johnny Blagg
1951 A.O. "Monk" Carden	1966 Larry Wahl	1982 Jack Sainsbury	1998 Paul Gadaire	2014 Mark Jaeger
1952 Ray V. Gilham	1967 Dick Courson	1983 Buford Kinnison	1999 Dean Groshong	2015 Mark Jaeger
1953 Ford Robertson	1968 Gordon Greenwood	1984 Ron Fagg	2000 Kirt Skinner	2016 John Roberts
1954 Ford Robertson	1969 Tom Sears	1985 Ed Morris	2001 Jay Rusher	2017 Bill Arrington
1955 Jack Webb	1970 Hank Thompson	1986 Mark Gronso	2002 Dean Groshong	2018 Charles Coonfield
1956 Clair White	1971 Lyle Morton	1987 Dick Wellman	2003 Pat Anderson	2019 Rod Theis
1957 Bill Foster	1972 Lyle Rogers	1988 Dan Bickford	2004 John Cook	2020 Johnny Blagg
1958 Frank Donaldson	1973 Tom Taylor	1989 Sam Pamburn	2005 John Large	2021 Johnny Blagg
1959 Dan Bell	1974 Andy Bellomo	1990 Bert Arndt	2006 John Large	2022 Johnny Blagg
1960 Ray Calvert	1975 J.T. "Ted" White	1991 Don Phillips	2007 Ben Remington	2023 Shawn Boatwright
1961 Jub Cochran	1976 Aaron Edwin Wells	1992 Don Harsch	2008 Michael Swanson	2024 Kenneth Hegge
1962 Gene Palmer	1977 John E. Sheffold	1993 Jerry Archer	2009 Alan Berck	2025 Kenneth Hegge
1963 George Grieve	1978 Earl Mathson	1994 Larry Koehne	2010 Paul Gadaire	
1964 Carl Williamson	1979 Bud Biggerstaff	1995 Dan Mills	2011 Johnny Blagg	
	1980 Art Steinman	1996 Rod Theis	2012 Johnny Blagg	

## CONTACT US

**P.O. BOX 1002 • PENDLETON, OR 97801 • PHONE: 541-278-9332**  
**EMAIL: [mainstreetcowboys@gmail.com](mailto:mainstreetcowboys@gmail.com) • WEB: [www.mainstreetcowboys.org](http://www.mainstreetcowboys.org)**



## **BENCH SPONSORSHIP APPLICATION**

# **MAIN STREET COWBOYS PO BOX 1002 PENDLETON OR 97801**

**PHONE: (541)-278-9332**

E-mail [mainstreetcowboys@gmail.com](mailto:mainstreetcowboys@gmail.com) Website [www.mainstreetcowboys.org](http://www.mainstreetcowboys.org)

The Main Street Cowboy's iconic green benches are funded by sponsorships yearly and used by local groups, organizations and individuals for a many different reasons. Some use them as advertising for their business while others use them as memorials to loved ones past and present. Regardless of the reason, the contributions are one of the many ways we, as an organization earn the funds needed yearly to be able to provide Pendleton and the surrounding communities with some of the various services we provide, plus enables us to put on; "The Greatest Free Show In The West". Annually over 8000 benches are requested for use for various functions throughout Pendleton and surrounding communities. Each bench is carefully handcrafted and uniquely painted.

**Note: Please print in clear block letters. If symbols are used, please draw as clearly as possible how it should look.**

SPONSOR/APPLICANT NAME: \_\_\_\_\_

NAME on Bench: \_\_\_\_\_

*(Please print clearly as name will appear on bench exactly as it is written)*

POINT OF CONTACT if contributor is a business: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

### **ANNUAL CONTRIBUTION:** (Please make contributions in the form of check, cash, or money order)

- ☐ \$ 75.00-\$149.00      *This level of contribution ensures that your bench goes out at minimum of 14 to 21 days during the week of Round-Up.*
- ☐ \$ 150.00-\$399.00      *This level of contribution ensures that your bench goes out throughout the year as needed to fulfill requests for benches. Currently this group goes out on average four or more times annually in addition to its presence of 14 to 21 days during Round-Up.*
- ☐ \$ 400.00 and up      *Parade Sponsor- This level of contribution ensures that your bench goes out every time a request is made for the use of our benches. This amounts to approximately 200 days a year.*

All sponsorships \$75.00 and greater also gets the sponsor two tickets, Parade Sponsors receive four tickets to the Main Street Cowboys annual appreciation dinner held on the fourth Tuesday of April. Dinner includes a hearty meal of steak, baked potatoes, salad and dessert as well as beer, wine and soda. If a sponsor wishes additional tickets to the dinner there will be a \$10.00 charge for each one requested.

## **Bench Barn Business**

Date Application received: \_\_\_\_\_ Bench Number assigned \_\_\_\_\_

Picture sent to: \_\_\_\_\_ By: \_\_\_\_\_ Date: \_\_\_\_\_



# MAIN STREET COWBOYS

## Organizers of Pendleton's Main Street Show during Round-Up for 75 Years.

In 1950, realizing a need for additional entertainment for the many visitors to the Round-Up, Morris Temple and other business and professional folks downtown, organized the first "Greatest Free Show in the West" under sponsorship of a new organization, the Main Street Cowboys. Though performers change from year to year, the Cowboys endeavor to selectively obtain the best talent and provide a variety of entertainment and enjoyment for an audience of all ages—all FREE for 75 years.

This year's show continues the effort to provide even more entertainment over the 5 days of Round-Up week. Concentrated in the five downtown blocks of Main Street, on four stages, will be bands, dance groups, solo performances by entertainers and clown acts. The entertainment will be complemented by 50 or more craft, commercial and food vendors. The 2025 show will provide more than 200 hours of paid entertainment **FOR FREE!** Davis Shows NW provides amusement rides at the Union Pacific parking lot adjacent to Main Street.

Though sponsorship of the Main Street Show was originally and continues to be the Main Streeters' focal point special event, the organization operates the year round promoting Pendleton. As a kick-off to Round-Up putting Pendleton folks in the mood for the season, the Main Streeters sponsor the Dress-Up Parade, the Saturday before Round-Up, which includes over 100 entries and winds through the streets, ending up at the Convention Center parking lot.

The trademark of the Main Streeters, the screechy calliope, burdened often with up to 30 or more Cowboys and wives, strikes off out of town to attend upwards of 20 parades and celebrations a year, whistling its repertoire of familiar happy tunes. Since several parades are 100 miles or more out of town, a 4 a.m. departure meets with considerable grimace from the membership. All this to promote Pendleton, the Round-Up, Happy Canyon and of course **"THE GREATEST FREE SHOW in the WEST,"** their own Main Street show.

In town, when invited to do so, Main Streeters will greet dignitaries with a special Pendleton style skit to welcome them and their organizations and to provide them with a lasting memory of Pendleton's hospitality. Flags and banners appearing throughout the city at Round-Up time are managed by the Main Street Cowboys and are assisted by funding from the Round-Up and Happy Canyon.

Canopy tents used for the Main Street Show are available during the year to organizations, businesses and individuals in the northeast Oregon area. There is a nominal charge to cover repairs, cleaning and replacement. The Main Street Cowboy benches and stages are also available for events.

The Main Street Cowboys are ever mindful that what they do is only possible through the financial support of many, many contributors, now numbering 300 individuals and organizations. Coordinating a myriad of details for a smooth and more eventful Round-Up demands a close-working relationship with both the Round-Up Board and Happy Canyon Board, and the Main Street Cowboys endeavor to enhance that relationship continuously. Main Street Cowboy membership runs at about 40 Cowboys — all volunteers. Main Street Cowboys are always open to new members. If interested, contact a member.

Each year the Main Street Cowboys organization honors a deserving citizen with its "Tenderfoot of the Year" award, Pendleton's second oldest community award, at the annual appreciation dinner. **This year's honoree is Robert Alan Pratt** Other Main Street Cowboys activities include giving assistance to the Chamber of Commerce, playing Calliope music at nursing homes, providing benches and stages for various civic functions.

Today the men in the chartreuse and purple shirts, wearing western hats, are well-known throughout the west as the goodwill ambassadors of Pendleton. One of the most colorful chapters in Pendleton area history has been and is still being written by a most unique organization — **THE MAIN STREET COWBOYS.**

**Kenneth Hegge, President**

Welcome to Pendleton! Come on down to Main Street and take in  
**"THE GREATEST FREE SHOW in the WEST"**