

MESSAGE FROM THE PRESIDENT

THANK YOU FOR DOING BUSINESS IN LAKESIDE!

Let the Lakeside Chamber of Commerce introduce you around...

- Advertising
- NETWORKING OPPORTUNITIES
- REGIONAL BUSINESS EXPOS
- COUPONS
- WEBSITE LISTING
- GOVERNMENT RELATIONS
- PARADE
- INTRODUCTION IN MONTHLY CHAMBER NEWSLETTER

The Lakeside Chamber of Commerce is here to connect loyal Lakeside customers to the businesses that have made an investment in our community. Contact our membership coordinator today to find out about the many ways we can help your business grow in Lakeside.

Lakeside Chamber of Commerce: 9924 Vine Street, Lakeside, CA 92040 • 619-561-1031 • www.lakesideca.com

In this tough business climate, it's a challenge to get noticed and get customers in the door.

Let the Lakeside Chamber leverage your marketing budget by highlighting YOU in the community!



Lakeside: A Community Building Leaders!

Pelcome to Lakeside and thanks for being a part of this great tradition and for supporting the 47th annual Western Days Parade on April 21st and the Lakeside Rodeo April 20-22.

Lakeside's Western Days, April 20-22, give us pause to consider the concept of community and to look with pride at the leadership we possess and the leadership we're in the process of developing. A community is a group of people living in close proximity and sharing common interests. In Lakeside it also conveys a sense of cohesion, of working together.

Lakeside also demonstrates its sense of community when two of its leading organizations come together to stage this great annual event. Join the Lakeside Chamber of Commerce and the El Capitan Stadium Association as we salute Lakeside's heritage and its leaders.

The Chamber is honoring the contributions of two young leaders who began to build their skills as they grew up and graduated from El Capitan High School. Ryan Lindley and Tommie Draheim went on to college and recently graduated from SDSU where they excelled in Aztec Football. Both gentlemen are eligible for the upcoming NFL draft. We salute their accomplishments as our Parade Grand Marshals. They exemplify our parade theme this year, "Lakeside: A Community Building Leaders"

Saddle up and get ready for three days of western fun!

Bobbi Buettgenbach, Chamber President Partners Theraptutic Horsemanship



James M Fread, Agent State Farm® Lic. #0E54077

Providing Insurance and Financial Services



24 Hour Good Neighbor Service®

619.938.1600

Se Habla Español

www.agentjames.biz

About the Lakeside Chamber of Commerce

WHAT DOES THE LAKESIDE CHAMBER DO?

THE LAKESIDE CHAMBER OF COMMERCE:

Responds to the inquiries about your community and its opportunities.

- Is an information center from which to inform the business community and advise it of current events affecting them.
- Is a forum where the business community can exchange views and positions and a voice to express those to other agencies.
- Is a focal point for social gathering of the business community, wherein an exchange of ideas and services may take place.
- Is a unified voice to keep our elected representatives aware of the community feelings on legislative action and needs.

We are a rallying point and an instrument for the promotion of plans, ideas and projects.

The Lakeside Chamber of Commerce offers its members many:

NETWORKING OPPORTUNITIES

- New Business Contacts... we can put you in touch with hundreds of people who represent clients, customers or patients.
- Membership Mixers... popular membership get-togethers where members can meet, exchange business cards, and talk business in a relaxed and informal setting, enabling you to expand your business opportunities.
- Committees... there are constant opportunities to involve yourself, along with other chamber members, on specific projects or events.
- Open Houses... whether a new business, grand opening or anniversary, we are available to help plan your promotional event. We can assist you in inviting local dignitaries, Chamber Members, Miss Lakeside and Teen Miss Lakeside.
- Community Expo- Lakeside's Businesses & Service Organizations coming together to show what the Lakeside Community has to offer.

PUBLICITY AND EXPOSURE

- Business Referrals... We receive calls asking for information and referrals of local businesses and services. Chamber members are always recommended.
- Communication to Members... The Chamber publishes The Link e-Newsletter which includes local information, as well as state and federal legislation that may have an impact on the local business community.
- Promotional Literature... Members can display brochures or other materials at the Chamber office at no cost, giving your business exposure to hundreds of residents and visitors.
- Internet... Members receive a free listing on the Chamber's Website, and can be linked to their own website, or have a website designed for them at a special member discount rate.
- Advertising Opportunities... the Lakeside Community & Business Directory... *The Link*, a monthly *e*-Newsletter... Weekly E-blasts... Website Exposure....and, Chamber membership information in mailing label form is available for your targeted marketing plan.

COMMUNITY IMAGE

- Western Days Parade... Over 100 entries of Floats, Equestrians, Bands, Youth Groups and much, much more! Parade day activities bring a tremendous increase of customer traffic to local businesses.
- Lakeside's 'Spirit of Christmas'... Official Christmas Tree Lighting Ceremony with Holiday Entertainment, Santa Claus, Food, and Family Holiday Fun!

The Chamber also:

- Plays the role of Visitor Information Center & disseminate S. D. County Information.
- Responds daily to requests for products and services, and our policy is to refer members only, whenever possible.
- Facilitates the 'Lakeside Citizen of the Year' Award.

We endeavor to help each of our members achieve the best possible opportunity for success by working to better understand each of our member's specialties, products and needs. Each member has different needs... it is our job to find out what they are! Lakeside Chamber of Commerce is dedicated to

Helping Businesses Grow in Our Community

Lakeside Chamber of Commerce 9924 Vine St. ◆ Lakeside, CA 92040 Office Hours: Monday – Friday, 9:00 am to 2:00 pm 619 561-1031 ◆ Fax: 619 561-7951 e-mail: chamber@lakesideca.com Website: www.lakesideca.com

THE LAKESIDE CHAMBER OF COMMERCE WOULD LIKE TO THANK OUR WONDERFUL SPONSORS OF THE 47TH ANNUAL WESTERN DAYS PARADE

OUR VIP SPONSORS:

SDG&E BARONA BAND OF MISSION INDIANS SOUTHLAND ENVELOPE

OUR DIVISION / SECTION SPONSORS

- Alpine Rock and Block
- Barona Resort & Casino
- Bob's Crane Service
- · Daily Disposal Services, Inc.
- . J.P. Witherow Roofing Co.
- Lakeside Equipment Rental
- Lakeside Land Co
- Lakeside Union School District

- Payton Hardware
- All Brands Motors
- · Hilliker's Egg Ranch
- State Farm Insurance— James Fread
- Walmart
- · Williams & Sons Masonry, Inc.

OUR ANNOUNCER SPONSORS

- AARP
- True Lawn Care
- Dick's Disposal Services
- East County Feed & Supply, Inc.
- EDCO
- El Cajon Ford
- Enniss, Inc.
- Past & Present Collectibles
- High Meadow Ranch
- Viejas Enterprise
 Kamps Propane
- KRC Rock, Inc.

- Lakeside ARCO AM/PM
- El Cajon Electric
- Hertz Agency/ All State Insurance
- San Diego County Water Authority
- Motorworld of El Cajon
- T-Mobile USA
- Union Bank of California
- Lantern Crest Senior Living
- Law Offices of Marisa Freese
- Curve's of Lakeside
- Ace Your Storage Place
- CypherTech Mechanical

Your hard working Lakeside **Chamber of Commerce** 2011/2012 **Board of Directors and Staff**

President Bobbi Buettgenbach Partners Therapeutic Horsemanship

> **1st VP Neil Rodvold** Alpine Rock & Block

2nd VP Milt Cyphert CypherTech Mechanical

Treasurer/Secretary Frank Hilliker Hilliker's Egg Ranch

Past President James Fread State Farm Insurance

Director Brenda Asaro Café 67

Director Lisa Anderson Sunland RV Resort

Director Nina Drammissi Lakeside Union School District

Director Bonnie LaChappa Barona Resort and Casino

Director Robert Davila Lakeside Equipment Rental

Director Jerry Mosier Jerry Mosier Insurance Agency

Director Nick Ottonello Daily Disposal Services, Inc.

Director Yolanda Holcomb Union Bank

Director Jason Nichols Eastbound Bar & Grill

Director Jim Ourand Prudential California Realty

Director Don Parent SDG&E



e are proud to announce this year's Lakeside Western Days Parade Grand Marshals, Ryan Lindley and Tommie Draheim who exemplify this year's parade theme: Lakeside; A Community Building Leaders. Both Ryan and Tommie are leaders on and off the football field and are wonderful role models in and outside of the Lakeside community.

Both Ryan and Tommie are graduates of El Capitan High School, Class of 2007. Both were star athletes for the Vaquero Football team under Coach Ron Burner, both continued their football success as SDSU's Aztec Quarterback and Offensive Lineman.

Ryan Lindley:

• Played two seasons of varsity football at El Capitan High School and accomplished:

• As a senior, completed 61 percent of his passes (235-for-385) for 3,521 yards, including 35 touchdowns

• 2006 Cal-HiSports second-team all-state and first-team pick for Division III League, CIF, San Diego Union-Tribune and Breitbard Hall of Champions Offensive

Player of the Year as a senior

· Russ Saunders Award recipient, given to the county's top senior student-athlete in football by the Hall of Champions

• Helped the Vaqueros to a league title and an 11-1 record in 2006, the best in school history

 Threw for 417 yards in a single game in 2006, the eighth highest passing total in section history

• His junior season, threw for over 2,000 yards and tossed 14 TD passes

Career totals include 5,741 yards passing and 49 touchdowns
Two-time team captain ... Rated the 34th best quarterback na-

tionally and the No. 97 player overall in California by Rivals.com Scout.com listed him among the top 50 quarterback recruits

in the nation and No. 6 in California Ranked No. 62 overall by SuperPrep Magazine in the state

• An honor student, who ranked in the top six percent of his class and garnered first-team all-academic honors by the San Diego Union-Tribune two straight years



other offers. Valid Lakeside only. Expires 4/30/12

9741 Winter Gardens Blvd., Lakeside (619) 334-1718 bollweevilrestaurant.com

• Also played baseball at El Cap.

His Aztec Football Career:

• A strong-armed passer who made his Aztec debut in 2008 and has been the starter ever since

• Owns SDSU career passing records in yards (12,690), touchdowns (90), total offense (12,415), completions (961), quarterback starts (49) and consecutive quarterback starts (45)

• Threw for over 2,500 yards in each of his four campaigns • First Aztec to ever pass for over 3,000 yards in three straight years

• Lindy's tabbed him as the 2011 preseason MW Offensive Player of the Year and as having the "strongest arm" in the MW for the second consecutive season

• Rated the sixth-best guarterback nationally by Lindy's

• Preseason second-team all-conference by Athlon's, Lindy's and Phil Steele

• Rivals.com rated him as the 78th-best player in the nation regardless of position in 2011

• Had one career 500-yard passing game, four 400-yard efforts and 14 for 300 or more yards.

Personal: Born June 22, 1989, in San Diego, Calif. Son of Tim and Kay Linn Lindley. Father, Tim, played water polo at Occidental College. Major is social science teaching.

Tommie Draheim

Tommie's Vaguero accomplishments:

• Played at center and defensive tackle as a senior at El Capitan High, helping the Vaqueros to 10-0 regular season record and a berth in the CIF section playoffs

• Was an all-CIF and all-state (medium schools) pick on offense in 2006

• Second-team all-league as a junior

• Won two letters as a thrower on the track and field squad

• Honor roll student.

His Aztec Career:

• 2011: Named a first-team all-Mountain West pick, the first Aztec offensive lineman on the first team since Brendan Darby in 2003

• Started his 21st career outing (18th straight) vs. Cal Poly at left tackle Starter again at Army and against Washington State, Michigan, TCU, Air Force, Wyoming, New Mexico, at Colorado State, vs. Boise State, at UNLV, vs. Fresno State and in the bowl game against Louisiana-Lafayette

Voted the team's offensive lineman of the year

- Phil Steele second-team all-MW.
- 2010: Starter at left tackle in all 13 games

• Had a tackle at Wyoming on an INT return.

• 2009: Played in nine contests, starting on seven occasions • One of four Aztecs to earn a start in their first collegiate game on Sept. 5 at UCLA

Personal: Born Dec. 23, 1988, in Kennewick, Wash. Son of Tamura and Damon Draheim Received his bachelor's degree in public administration and is currently taking courses toward a master's degree in educational leadership.



Masonry, Landscape & Construction Materials Boulders - Rock -Sand - Cement

Pottery - Flagstone - Floor Time

www.alpinerockandblock.com

13288 Hwy. 8 Business

El Cajon, CA 92021

619.561.6003



Lakeside Chamber of Commerce school floats



by Donna Greene

Building leaders of peace is the goal of dedicated staff and students at the six elementary schools. They honor their peace program rules every day at school, at home and in the community.

Lindo Park recently hosted Michelle Molina, Peace Builder trainer and curriculum developer. She is Owner and President of Peace Partners who teach peaceful resolutions to youth support providers in 48 states across the nation. Students shared their peace building school activities.

Students at Lakeview work at their "Character Counts" program , which highlights the traits of fairness, respect and caring as they remind one another to "be peaceful."

Peace Builders at Lemon Crest and WinterGardens create a blended school family as they learn about the Seven Habits of Highly Effective People and practice their peace building skills.

"Peace begins with me" is the peace patrols motto at Lakeside Farms as they organize fundraisers to help their 80 member team.

Outstanding students were honored this week at school rallies featuring Rodeo performers, Miss Rodeo, Miss Lakeside, Teen Miss Lakeside and their courts. They were also chosen to ride in



or contact us at: 619.469.9544 or email: phorsemanship@aol.com

the Western Days Parade, sponsored by the Chamber of Commerce.

Special thanks to all our volunteers who help make our parade a success.

"Lakeside: A Community

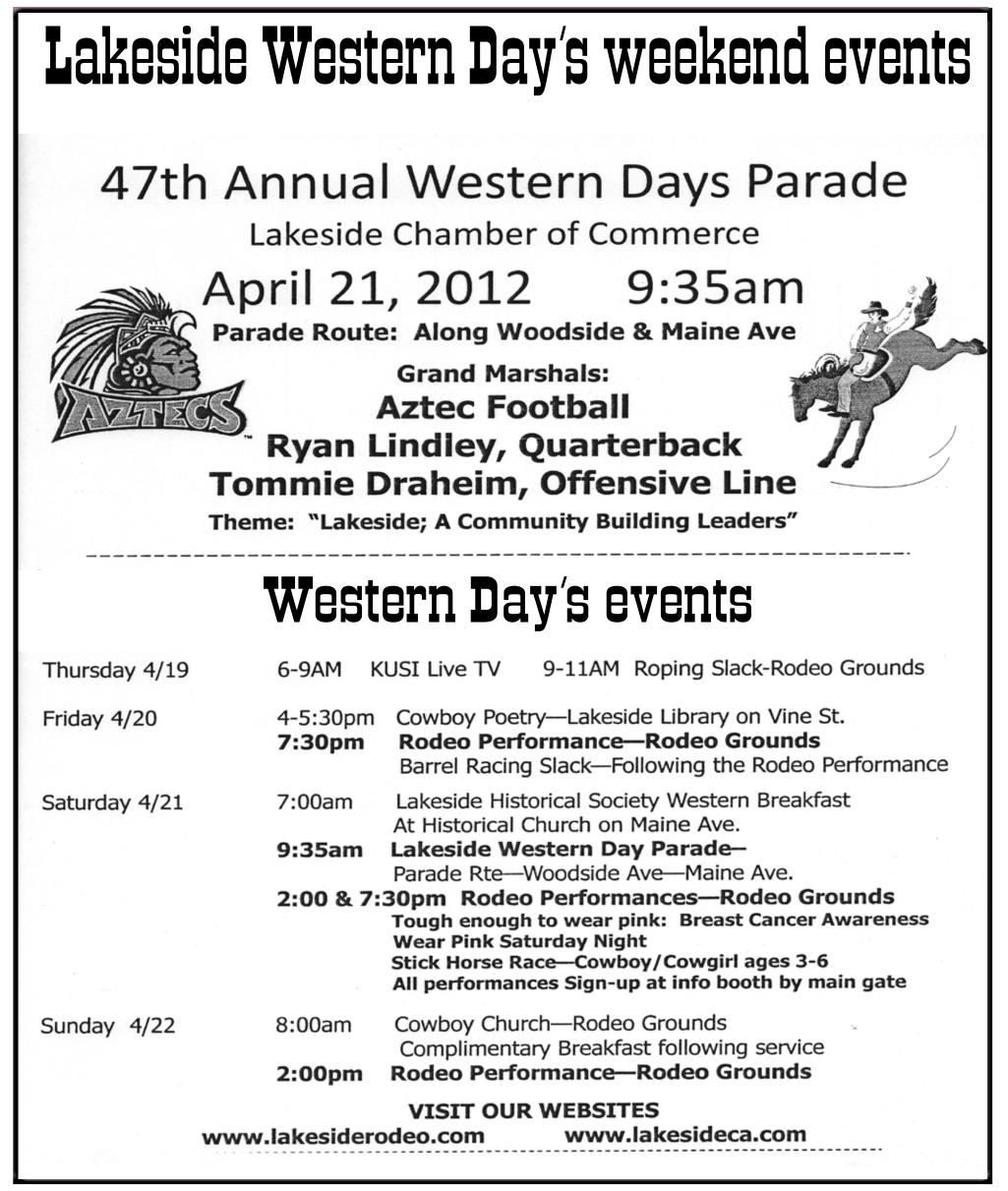
Building Peaceful Leaders".

See the parade this Saturday April 21 at 9:35am beginning on Woodside Avenue.

For information call The Lakeside Chamber at 561-1031.

LAKESIDE UNION SCHOOL DISTRICT EARLY ADVANTAGE PRESCHOOL

Children Ages 3, 4, & 5 Part Day and Full Day Programs 2, 3, & 5 Days a Week For more information call: 619-390-2391



Lakeside Chamber of Commerce Harry J. Spence, Citizen of the Year Dr. Stephen Halfaker



Lakeside Chamber of Commerce Harry J. Spence, Citizen of the Year Dr. Stephen Halfaker. Photo credit: Patt Bixby

n July 14, 2011 Dr. Stephen Halfaker was awarded the Lakeside Chamber of Commerce's Harry J. Spence, Citizen of the Year 2011 award. Dr. Stephen Halfaker has given of his time and energy to make Lakeside a better community. He served as Our Superintendent of the Lakeside Union School District for seven (7) years and made immense contributions to the community of Lakeside. Dr. Halfaker worked in every facet of the community, working alongside our citizens and making the community a better place. His passion and vision for enriching Lakeside citizens is a vision that he has in common with the Lakeside Chamber of Commerce and other service organizations in Lakeside. Dr. Halfaker has been an educator for over thirty-three (33) years as a Teacher, Principal, CEO of a Charter School and as Superintendent of the Lakeside

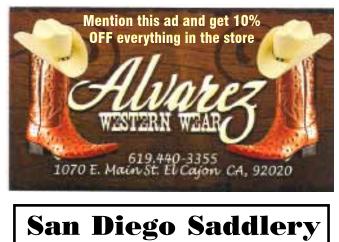
Union School District. During his tenure as our Superintendent, Dr. Stephen Halfaker managed to maintain and enrich the Arts and Sciences programs in addition to keeping class sizes low and the morale of staff high. Through his skillful use of formal and informal communication techniques he regained Lakeside's sense of family with the staff, reconnected with the parents and community groups, increased test scores, expanded school curriculum, and implemented an immersion program which brings prestige and recognition beyond our school district.

Dr. Stephen Halfaker worked tirelessly in the passage of Proposition V and overseeing its implementation. Proposition V has revolutionized learning in Lakeside schools by providing the most current technology to every classroom. In addition to the technology, facilities have been modernized to include energy efficient systems and updated safety technology.

Under the direction of Dr. Stephen Halfaker, Lakeside became a model and wellrespected school district, thus earning him our prestigious 2011 Citizen of the Year Award.

Hours:

Thank you Dr. Stephen Halfaker!



Western & English Tack • Health & Grooming • Apparel • Quality Consignment • Gifts

Monday-Friday 10 am - 6 pm Saturday 10 am - 5 pm Sunday 12 - 4 pm 1783 E. Main St., El Cajon • 619.441.2613 www.sandiegosaddlery.net

Southland Envelope Company, Inc. 10111 Riverford Road • Lakeside, CA 2040 619-449-3553 • 800-836-8356 www.southlandenvelope.com



We manufacture plain and/or printed envelopes. Our services are utilized by Municipalities, Utilities, Financial Institutions, Printers – all types of businesses large and small. Our capabilities also include design, manufacturing and printing of specialty envelopes.

We welcome the opportunity to serve you with your future envelope requirements.

2012 Lakeside Chamber's 47th

Section Divisio	on #	Entry Name	Sectio
Section	Division	Number Entry Name	
PO	1	Early Days Gas Engine & Tractor Association	
PO	2	Lakeside Fire Protection District	
V	3	Barona Resort & Casino	
V	4	Marine Wing Communication Squadron - 38	
V	5	Lakeside Chamber of Commerce President Bobbi Buettgenbach	
V	6	Nancy Jacques-Stoll	
V	7	Teresa Clark	
V	8	Citizen of the Year Dr. Stephen Halfaker	
V	9	County Supervisor Dianne Jacob	
V	10	Miss Lakeside 2012 Erica Cordes	
V	11	Barona Fire Dept	
V	12	Barona Band of Mission Indians PowWow Princess	
V	13	El Capitan Marching Band	
V	14	El Cap Football & Cheer	
V	15	Grand Marshals Ryan Lindley & Tommie Draheim	
1	16	State Farm Insurance - Banner	
1	17	Payton's Hardware - Banner	
1	18	Miss Rodeo Lakeside 2012 & Jr. Miss Lakeside 2012	
1	19	Miss Teen Lakeside 2012 Paige Lott	Lindo
1	20	Charro - "El Marino"	



Check us out at: www.BarrettJunction.com

VISA

Sat. 8am-8pm

Sun. 8am-8pm

Section Divi	sion #	Entry Name			
1	21	Lakeside VFW Post 5867			
1	22	Duncan Hunter for Congress			
1	23	Lakeside Republican Federated Women			
1	24	Miramar Young Marines			
1	25	Marine Logistics Group 1			
1 1	26 27	Lakeside Middle School Marching Band Lakeside Middle School Show Choir			
1	27	Partners Therapeutic Horsemanship			
1	20	California Highway Patrol			
2	30	Lakeside Land Company - Banner			
2	31	Escondido Mounted Posse			
2 2	32	Lakeside Library			
2	33	Ronald McDonald & Friends			
2	34	Lakeside Princesses			
2 2 2	36	Grand Ladies of the Old West			
2	38	Lakeside American Little League			
	39 40	Lakeside AYSO			
2 2	40 41	Eastbound Bar & Grill Sagebrush 4-H			
Lindo Lake	3	42 All Brand Motors - Lindo Lake Section Banner			
2 S	43	Lakeside Union School District - Banner			
3	40	Tijuana River Valley Equestrian Assoc.			
3	45	Carlsbad Lions Club			
3	46	The Magic Horse Therapeutic Riding Center			
3	47	Lakeside Longhorns Football & Cheer			
3	48	Lakeside Optimist			
3	50	Miss Santee Pageant			
3	51	Lakeside Highway Lions Club Regulators			
3	52	Children's Choice			
3 3	53 54	CYE's Miss California Titleholders			
3 4	54 55	Assemblyman Brian Jones Williams & Sons Masonry - Banner			
4	56	US Border Patrol			
4	57	Lakeside Chamber of Commerce Kid's Float			
4	58	Miss Ramona and Teen Miss Ramona			
4	60	Bob Stall Chevrolet / Lakeside Junior Wrestling			
4	61	San Diego Off Road Coalition			
4	62	Crowned One Productions			
4	63	Alpine Outlaws			
4	65	KRC Rock Stone Boulder and Masonry			
5	69 70	Bob's Crane Service Banner			
5 5	70 72	Jack Marks Relay for Life of Lakeside			
5	72	The Hole In The Wall Gang			
5	70 74	First Weedwacker Radio Controlled Aero Squadron			
5 5	76	EDCO Disposal			
5	77	Bob's Crane Service			
5	78	East County Cruisers			
El Capitan	6	79 WalMart - Banner			
6	80	Alpine Rock & Block - Banner			
6	81	Victorian Roses Ladies Riding Society			
6	82 84	Lakeside Historical Society			
6 6	84 85	Alpine Rock & Block/Riverview International Fair Miss California Princess			
6	85 87	Miss California Princess Poway Rodeo Queens			
6	88	Girl Scouts - Lakeside Service Unit			
6	89	St. John's Lutheran Church & Preschool			



25077 Viejas Blvd., Descanso, CA 01016 • 619-445-3946

Q

Leather Repair

DOG OBEDIENCE

CLASSES

Fuesday evenings

Call for details!

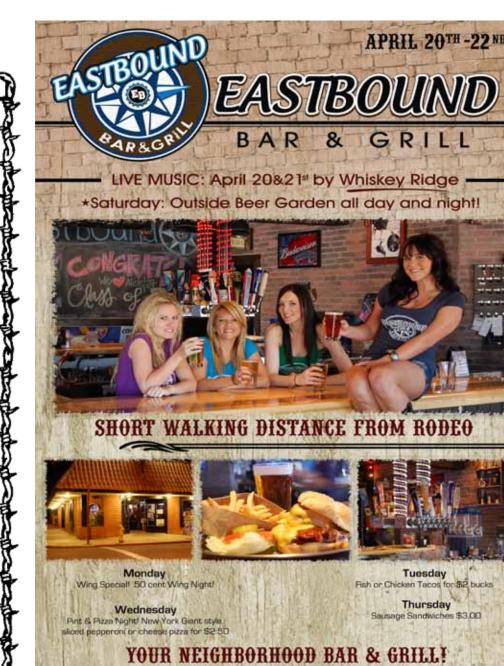
Western Days Parade line-up

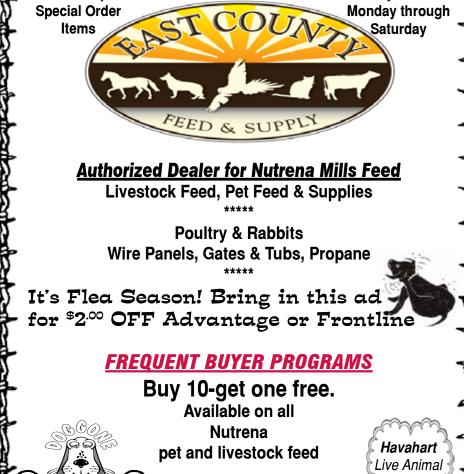
Delivery Available

Traps

Section Division #		Entry Name		123	Santee/Lakeside Elks
			9	124	County of San Diego Dept. of Parks & Rec. Lindo Lake Park
6	90	Mother Goose, Mother Goose Queen & Court	9	125	Lakeside Teen Center & Lakeside Skatepark
6	92	Foothills Christian School	9	126	East County Neighborhood Crime Watch
7	93	J.P. Witherow Roofing - Banner	9	127	2012 Miss El Cajon & Rancho San Diego Titleholders
7	94	2011 Brawley Cattle Call Queen & Teen Queen	9	128	Hazy Meadow Ranch
7	95	Lakeside Middle School Rachel's Challenge Club	10	129	San Diego Gas & Electric - Banner
7	96	San Diego All Star Clown Club	10	130	Winchester Widows
7	97	Spring Valley Middle School Marching Band	10	133	Fleet & Family Support Center
7	98	Miss Julian and Teen Miss Julian	10	134	Classic Thunderbirds of San Diego
7	100	United Rentals, Inc.	10	135	Sub Unit 2 Veterans of Foreign Wars
7	102	Lakeside Community Church of the Nazarene	10	136	Living Hope Christian Fellowship
7	103	Hanson Lube Truck	10	137	2012 College Grove, Lemon Grove & Spring Valley Titleholders
7	104	Morning Star Lutheran Church			
8	105	Lakeside Equipment Rental - Banner	10	138	Window Tech
8	106	The Sandy Angione Real Estate Posse	10	139	Tierra Del Sol Marching Band
8	107	Miss California PreTeen	11	141	7-11 Food Stores; Lakeside - Banner
8	108	Ramona Rodeo Queens	11	142	Majestic Acres
8	109	Lakeside Farms Peace Patrol	11	143	Cars For a Cause
8	110	Model A Restorers Club of San Diego	11	144	Lakeside Rednecks
8	111	Woman's Club of Lakeside	11	145	Al Bahr Tin Lizzie Parade Unit
8	112	Lakeside Garden Club	11	146	Sesko Land Company
8	113	Raneri & Long Roofing & Windows	11	147	John P. Squibob Chapter of E Clampus Vitus
8	114	SCA - Society for Creative Anachronism	11	148	Lakeside Amateur Radio Club
8	115	Albertson's Grocery Store	11	149	Debi Ciolfe
San Vicente	9	117 Southland Envelope - San Vicente Section Banner	11	150	Callie Baum
		-	11	200	Lakeside Chamber of Commerce End of Parade Banner

- 9118Daily Disposal, Inc. Banner9119Lakeside Frontier Riders9120State Senator Joel Anderson9121Daily Disposal Services
 - 122 Miss La Mesa Pageant





10845 Woodside Ave. Santee, CA 92071 619-562-2208

OPEN 7 DAYS A WEEK 8:30AM - 6PM MON.-FRI. • 8:30AM - 5PM SAT. • 10AM-4PM SUN.

619-334-2566 www.EastboundBarandGrill.com

10053 Maine Ave Lakeside, CA 92040

History of the Lakeside Rodeo

by Betty Washburn

As you sit here and read this, you are perhaps watching a sporting event that pairs man and beast in what is often a very physical contest. For the animal it is a natural environment where he tests his limits against any force of nature or man. For the contestant it is a choice to test his limits against the unknown. Today they come together in the arena as opposed to the corral, the ranch or the plains. Welcome to the Lakeside Rodeo Arena, with its long and varied history and its undisputable value to the "Youth of Lakeside".

On July 5 of 1920 the first rodeo was held in Lakeside. Organized by resident Bill

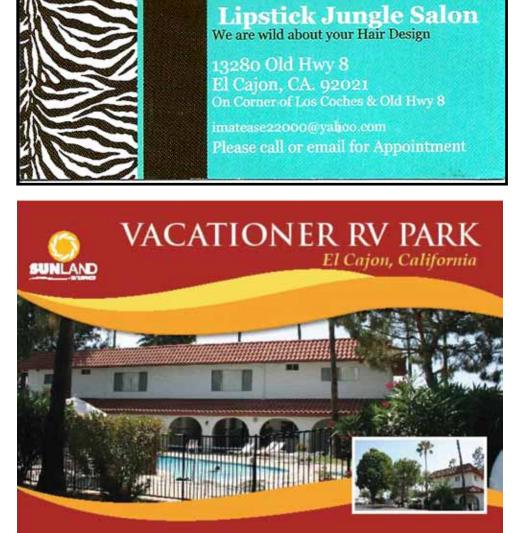
619-312-1251

Kuhner, it was held on the property of Emil Klicka, just south of Lindo Lake in a makeshift arena. For several years there was no rodeo, but it returned to Lakeside in 1933, when the Lakeside Rodeo Association was formed. The rodeo was moved to an area west of what is now Channel Road, where the organizers built a grandstand, chutes and fences within the days prior to the event, then had to take it all down after the event... only to put it back up for the next rodeo. The Rodeo was held infrequently throughout the next several years, moving to several locations.

In the mid 1960's a group of parents were trying to organize fundraisers to build a lighted football stadium for the El Capitan High School. Parents, teachers and school officials included Arthur Sattler, Donald Foster, M.R. Murry Jr., Russell Savage, John Barrons, Reg Kuhner, Tom La Madrid Sr., Lee Bowen, John Burns, Roy Crane, Anna Curley, Paul Clay, Tom and Jody Hostetler, Charles Perkins along with many others whose names have been lost, or forgotten, yet their legacy lives on. The parents of students attending, or about to enter the high school, wanted to make sure that the school provided the same level of services as the other schools within the growing district and, with the district See RODEO page 11



Robert Borba off Roy's Connection. Photo courtesy El Capitan
 Stadium Association





CONVENIENT FREEWAY ACCESS PULL-THRUS AS LARGE AS 70' CONCIERGE SERVICES CLUBHOUSE HEATED POOL AND SPA MODERN LAUNDRY FACILITIES PET FRIENDLY AVAILABLE RATES: DAILY WEEKLY MONTHLY

Vacationer RV Park • 1581East Main Street • El Cajon, CA 92021 www.VacationerRV.com • vacationerrv@sunlandrvresorts.com • 619-442-0904



www.leosrx.com · info@leosrx.com

9943 MAINE ST, LAKESIDE • FAX (619) 443-8517 • CALL (619) 443-1013

Lakeside Rodeo . .

Continued from page 10

building another high school at that time, money was just not available to provide sports facilities for the students of El Capitan. The totally volunteer group, organizing themselves under the title of "El Capitan Stadium Association", eventually met with a long time resident cowboy of Lakeside, Mr. Ben Bruton, and he suggested once again putting on a rodeo for a fundraiser.

The first rodeo for the newly formed Stadium Association was held in the spring of 1964. There were no rodeo grounds, so Ben found temporary seating, chutes as well as fencing and put on a rodeo in a vacant field much like it was done in the past. The event was successful enough that the Stadium Association decided that they could do this every year as long as they had a place to hold the event. In 1966 the El Capitan Stadium Association was formally incorporated as a "not for profit" organization.

In December of 1969, Mrs. Marion Carlson approached the organization and gifted eight acres of vacant land, the current site of the Rodeo facility, to the group for fundraising and to hold the Rodeo.

Through the years, although members (volunteers) left and new members (volunteers) joined, the group remained focused and completed the building of the football field, lighting, bleachers and concession stands for the High School. Along with the school improvements, the group started working on building the Lakeside Rodeo Arena as a permanent fixture in the community. During that time, the Stadium Association began the annual leasing of a portion of the rodeo land to the Grossmont Union School District to allow El Capitan High School to build and maintain an Agricultural Department. Through the Association, that lease today fosters the ability of students to continue to learn all facets of agriculture, animal care and leadership skills.

The 1980's were busy for the Stadium Association. The Eastern San Diego County Junior Fair had been held for decades at Gillespie Field, but was asked to relocate. The Fair Board and The Stadium Association got together and went to the Grossmont Union School District, where they asked to lease a piece of land directly behind the now existing Rodeo Grounds next to the track. That lease was fully granted to the Stadium Association and then the Association sub-let to the Fair Board for the "Jr. Fair" to be held on-site each year.

In the late 1980's the El Capitan Stadium Association felt that the high school was not the only entity in the community that needed their help. The Association changed their Constitution to benefit the "Youth of Lakeside". To date, there is probably not a Youth organization within Lakeside's boundaries that has not enjoyed a substantial financial support from the Association. Youth sports has acquired improvements to their individual fields and outfitting in uniforms of their teams. The members assisted the Eastern San Diego County Jr. Fair in building their current facility and each year we continue to financially participate in the Fair auction to help the FFA and 4-H participants sell their individual projects. The ECSA provides annual scholarships to graduating seniors and encouragement scholarships to eighth grade students to keep them focused on completing their education. Special needs summer programs are funded as are playgrounds at schools, gardens grown by students and desperately needed text books the District cannot afford. Reading Is Fundamental book giveaway, journalism classes, auto mechanics, drafting, computers and fiber networks along with printers, Breakfast with Santa, Boy Scouts, student leadership and countless other needs are met by the Association.

Obviously, the number of requests each year by educators and coaches has increased as the community has grown and State as well as Federal funding has dwindled. In an average year the El Capitan Stadium Association donates in excess of \$120,000.00 as well as services to the Youth of Lakeside.

The original goal was to build a football stadium for the high school... since then The El Capitan Stadium Association, which remains a totally volunteer group, has built a community of support in which we strive daily to continue to be a good neighbor as well as a benefactor to the Youth.

Thank you for joining us in this endeavor...Your purchase of tickets and the money spent at the snack bars enables the Association to continue to do what the founding parents and community leaders set out to do; to be a proactive community focused on helping the "Youth of Lakeside" to receive the advantages of a good education, the encouragement of Youth social organizations and a well rounded future without the constraints of government financial hardship.

Thank you for your support and "Let's Rodeo!"

LAKESIDE HISTORICAL SOCIETY PROUDLY PRESENTS ITS ANNUAL WESTERN DAYS BREAKFAST Best spot for Parade watching! At Lakeside's Historic Olde Community Church 9906 Maine Ave. April 21, 2012 7 am - 9:30 am Come join us for breakfast and watch the Western days Parade! Ham& Eggs Hashbrowns **Biscuits & Sausage Gravy** Coffee & Juice Hot Cocoa & Milk for the kids Still only \$5.00 per person! For more information, call (619) 561-1886

4th Annual Riverview International Fair 2012

Safurday, April 28, 2012 11 AM - 5 PM

9308 Wintergardens Blvd., Lakeside Parking & Shuttle located at Lemon Crest Elementary

For more information, please contact





25077 Viejas Blvd., Descanso For Deliveries: Call (619) 445-5464 • Fax (619) 445-1596 Email: descansohay@aol.com



48th ANNUAL LAKESIDE RODEO

APRIL 20TH, 21ST, 22ND 2012



RODEO PERFORMANCES:

Friday & Saturday @ 7:30 p.m. Saturday & Sunday @ 2:00 p.m. Family Matinee Lakeside Rodeo Grounds Ticket Office opens in April, 10:00 a.m. – 5:30 p.m.

TICKET PRICES:

Friday Night and Saturday Night - 7:30 p.m. Choice Reserved Tickets: Sections A thru F, <u>ALL Tickets \$20.00</u> General Reserved Tickets: Sections G thru L, \$15.00 Adults, \$10.00 Children (12 & under) Saturday & Sunday Matinee - 2:00 p.m. Choice Reserved Tickets : Sections A thru F, <u>ALL tickets \$15.00</u>

General Reserved Tickets: Sections G thru L, \$10.00 Adults; \$5.00 Children (12 and under)

TICKETS:

Orders (V, MC, Disc, cash): 619-561-4331 or email <u>www.lakesiderodeo.com</u> Ticket Outlet (cash only): Boot Barn, El Cajon (619) 441-8111, Kearny Mesa (858) 571-5741

GENERAL INFO:

Gates and Snack Bars will open 1½ hours before each performance. Parking donation of \$3.00 benefits a youth organization in Lakeside. Children two years of age and under without a ticket must sit on your lap. NO FOOD OR BEVERAGES CARRIED IN.

RODEO WEEK LOCAL EVENTS:

Pancake Breakfast – Saturday, April 21st – 7:00 a.m. Lakeside Historical Society, Olde Church, \$5 **Lakeside Parade** – Saturday, April 21st – 9:35 a.m. sponsored by the Lakeside Chamber of Commerce

AT THE RODEO GROUNDS:

Optimist Pit BBQ – Saturday, April 14th – 5:00 – 8:00 p.m., adults \$9, under 6 free **Slack Events** – Thursday, April 19th – 9:00 a.m.

Cowboy Church Service – Sunday, April 22nd – 9:00 a.m. immediately followed by complimentary breakfast
 "Tough Enough to Wear Pink" – Breast Cancer Awareness – Wear pink Saturday night – 7:30 p.m.
 Stick Horse Race – Cowboys and cowgirls ages 3-6, get your voucher at the information booth inside the main gate for this exciting event during all rodeo performances.

 FULL RODEO PERFORMANCE: (Different contestants compete at each performance.)

 Bareback Bronco Riding
 Saddle Bronco Riding

 Tie Down Roping (calf)
 Team Roping

 Steer Wrestling
 Bull Riding

 Barrel Racing
 Stick Horse Racing

PRCA Announcer: Don JesserRodeo Clown & Barrelman: Kevin HigleyStock Contractor: Growney Brothers Rodeo Co.Miss Rodeo Lakeside and Her Court

RODEO ARENA ADDRESS: 12584 Mapleview Street, Lakeside, CA 92040; Phone (619) 561-4331

Visit our website at <u>www.lakesiderodeo.com</u>



@**Q***@**Q**Q**Q**Q

Thank you Lakeside Parade Program sponsors

The East County Gazette would like to extend a special thank you to the businesses that sponsored this year's Lakeside Parade Program. Without your support, the Parade Program would not be possible.

State Farm Insurance - James M Fread Lakeside Chamber of Commerce Alpine Rock & Block Boll Weevil - Lakeside Wild Bill's Western Emporium Partner's Therapeutic Horsemanship Southland Envelope Company Alvarez Western Wear San Diego Saddlerv Barrett Junction Cafe McClintock Saddle Works Eastbound Bar & Grill East County Feed & Supply Lipstick Jungle Vacationer RV Park Leo's Lakeside Pharmacy **Riverview International Fair** Descanso Hay & Feed Hilliker's Ranch Fresh Eggs., Inc. CBU, Chris Bixby Trucking Maine Avenue Tax Service Tony Gudde Construction/Trucking Sprecco Safety Services Cups & Cones Cafe 67 Children's Choice Preschool San Diego Force

Tony Gudde Construction / Trucking Inc.

Bobcat
 10 Wheeler Phone - 619-665-7383
 Track Loader Lic. # 683480

Maine Avenue Tax Service

Income Tax Preparation Audit Presentation Full Service Bookkeeping

Jean Stanzick E.A.

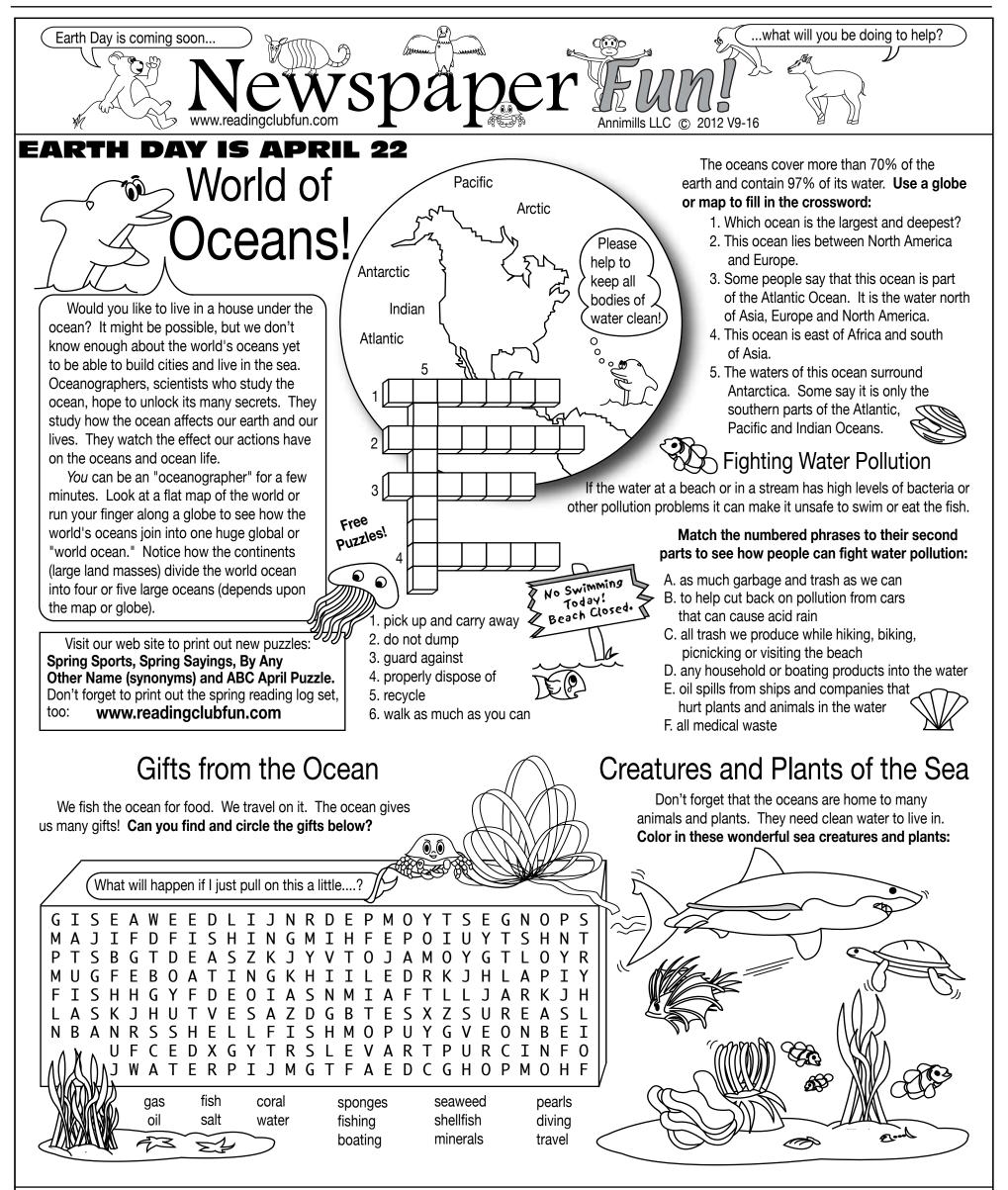
Enrolled to Represet clients before the I.R.S.

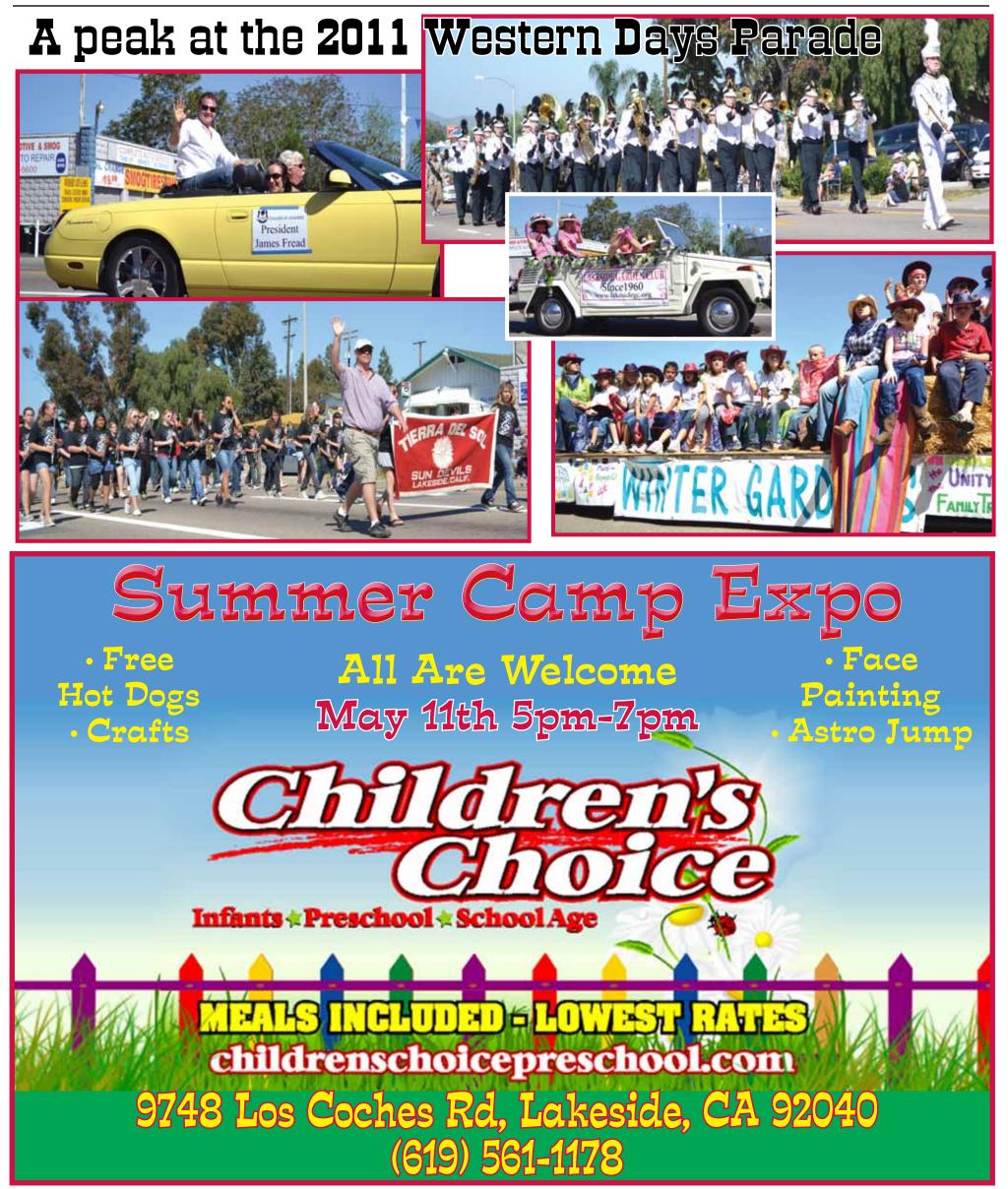
9932 Maine Ave. • Lakeside, CA 92040-3108 • (619) 443-7367 Fax: (619) 390-6447 e-mail: jean@mtds.com













RIGHT HERE, RIGHT NOW IN EAST COUNTY!

2012 Schedule/Tryout Dates Announced



Tryout Dates to be held: May 18, 19 and May 24-25 Sierra High School, Baseball Complex 9 am - 1 pm — Check in 8:15 am Open tryouts for players 18-28 years old Must have playing experience from high school to the Pro All players MUST complete the player questionnaire

The Force is reaching out to East County resident baseball fans to get involved with The Force Baseball Team. The Force is looking for players, volunteers and sponsors. This is a great organization that will bring the fun of baseball back to the family with games that are affordable, exciting and fun. Plus the games will be held right here in East County, so it will no longer be necessary to drive downtown to see a quality baseball game.

Many of these players will move on to the Pros, but East County baseball fans will get to see them play here first, and there will be many opportunities to meet the players.

For more information visit www.sdforcebaseball.com or call (619) 973-0020.

FIRST 25 PEOPLE TO STOP BY THE EAST COUNTY GAZETTE OFFICE, (1130 BROADWAY, EL CAJON) MONDAY, APRIL 23, 10AM-4PM W/AD WILL RECEIVE A FOUR-PACK OF TICKETS TO THE SD FORCE GAMES PLUS A GIFT FROM THE FORCE: BASEBALL BAT OR A HAT!

