

“Our Town”

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For information contact the Public Information Department at (760)240-7000 x 7072

Tradition lives on in the Apple Valley Round Up

In the spirit of our western roots, the Town of Apple Valley is proud to present the “Apple Valley Round-Up Days,” the continuation of a 56-year tradition in our Town! Coming September 19 – 21, the Town will once again offer a variety of activities for affordable family fun. This issue of Our Town is dedicated to this historic event – both past and present. Look inside for details on this year’s activities, as well as a glimpse into the history of this community celebration.

Since 1948, when the Apple Valley Businessmen’s Association staged the first “Pow Wow Days,” the Town has celebrated our western roots annually. When the Apple Valley Chamber of Commerce was formed in 1952, they took over the duties. They kept such hometown contests as the beard-growing competition, plus added elements through the years, including a parade, donkey races, pancake breakfasts, truck pulls, rodeos and a carnival. Past celebrations have also included everything from bed races to the “Knobby Knees” contest! The event has also had several identities, including Pow Wow Days, Frontier Days and, most recently, the Happy Trails Round-Up.

The 2003 Apple Valley Round-Up will offer a full carnival, kids games, rock climbing wall, pony rides, petting zoo, food, western craft vendors and entertainment. Adults will enjoy time in the beer garden near the stage, and kids get a place of their own at the Kid's Corral, with crafts and games all day long! The whole event features FREE parking and FREE admission! Read through this issue for more details on all of these elements! For more information on the Round-Up, please call 240-7000 x 7071.

Three candidates vie for Town Marshal title

In that “other” California political race, three of Apple Valley’s upstanding citizens have thrown their ten-gallon hats in the ring and are running for the coveted office of Honorary Town Marshal. Susan Nassif, Rob Turner and Charleston Carr have been up to their boots in the friendly competition since August, holding taco nights, wine tasting parties and family barbecues, all in the name of charity.

Instead of votes, the winner is determined by whoever raises the most money during the campaign. While the winning candidate gets to serve as a goodwill ambassador for the Town and receives a custom-made Town Marshal badge, local charities are the real winners. Each candidate chooses one or more registered non-profit organizations and all money raised by candidates during the campaign is donated to their charities. The winner will be announced Saturday night at the Chuckwagon Dinner.

Meet the candidates:

Charleston Carr: 16-year resident of Apple Valley, raising money for the Granite Hills High School Lady Cougars Basketball program.

Susan Nassif: 30-year resident of Apple Valley. Raising money for the Apple Valley Chamber of Commerce and the Sunset Hills Children's Foundation.

Rob Turner: 27-year resident of Apple Valley. Raising money for Yucca Loma Family Center, Happy Trails Children's Foundation and Rotary International Polio program.

The contest is a long-standing tradition that started when Leo Chase won the position of Honorary Mayor in 1961. The title was switched to Town Marshal after Apple Valley incorporated in 1988. Originally the contest served as a fundraiser for the Chamber of Commerce, with money raised used to offset the cost of putting on Pow Wow Days. In 1992, the Apple Valley Community Events Association was formed to take over the annual event, and money was split between AVCEA and the candidate's charity. This continued when the event again changed hands in 1998, coming under the umbrella of the Recreation and Park District. It was when the Town assumed responsibility in 2001 that the Town Council voted to allow 100% of the money raised to remain with the charities.

Apple Valley Village to host "Downtown Hoedown" parade

Another popular element of the Apple Valley Round Up is the parade through the Village. With equestrian units, marching bands, Scouts, drill teams, classic cars and a whole host of characters, spectators begin lining the sidewalks in front of the Village shops an hour ahead to insure a great view. The event takes place on Saturday, September 20.

The public is invited to get an early start and enjoy a pancake breakfast, cooked and served by the Apple Valley Kiwanis, starting at 7:00 a.m. Mollie's Restaurant generously allows the use of their parking lot to stage this event every year. Kiwanians serve up pancakes with the works for only \$4.00.

The parade will step off at 9:00 a.m. on South Outer Highway and Central Road, heading west to Pawnee and then turn left, disbanding on the north side of the Community Center.

In the past, the parade has been preceded by everything from racing beds to stubborn donkeys! Always, the Apple Valley Fire Protection District leads the way with engine sirens blaring. A community parade is a great opportunity to get in touch with your "hometown" roots – even if you are new to the area!

Parks and Recreation Department plans 21st Annual Round Up Run

Added to the line up of events back in 1983, this 5K Walk and 5/10K Run now attracts over 140 participants of all ages. A new route this year will start at Lions Park. Check in is at 6:45 for a 7:30 a.m. start. Cost for runners is \$8 pre-registration (by Sept. 18, 4:30 p.m.) or \$10 day of the race. Walkers are free. Commemorative t-shirts are only \$10 while supplies last. Separate awards for men and women in each age division will be given for 12 & under, 13-17, 18-25, 26-36, 37-45, 46-59 and 60+. Ages 10 and under must be accompanied by an adult. To register, call 240-7880.

Chuckwagon Dinner harkens back to “Steak Fry” days

Reservations are still available for the Chuckwagon Dinner and Show scheduled for September 20. You are invited to return to those days of yesteryear... when cattle drives, saloons, campfires, chuckwagons, and riding for the brand were the essential ingredients of a full life. The Apple Valley Chuckwagon Dinner and Show lets you "come be a cowboy," and experience the historic memories of Roy Rogers, Dale Evans and the famous steak fries of the Apple Valley Inn just like you were there!

For total immersion in this old west family dining and entertainment experience, come listen to traditional live cowboy music while eating an authentic chuckwagon supper, prepared using old west cooking methods, and served right from the chuckwagon. You'll dine by the lights of kerosene lanterns, under the starry desert skies.

Gunfighters, outlaws and cattle rustlers were also a part of the old west experience whether the good guys wanted them or not! Who knows what type of shady characters you might run into on a stagecoach ride – or while standing in line at the Whisky Creek Saloon! The night will also feature the announcement of the Honorary Town Marshal for 2003!

Newt Bass and Bud Westlund, co-founders of Apple Valley, along with the whole gang at Apple Valley Ranchos Development Company, regularly hosted Steak Frys for guests and visitors – including a whole host of celebrities escaping the hustle and bustle of Hollywood. Mike “Tex” Meeken, one of the original Ranchos salesmen, will be in attendance at the Chuckwagon Dinner to reminisce on the roots of this celebration. Others from those early days are invited to make this a reunion!

Cost for this experience is \$25 for adults and \$13 for “buckaroos” age 12 and under. An optional cattle drive and trail ride (ages 18 and up) around Deadman’s Mountain will start around 3:00 p.m. and costs an additional \$25 (horse rental additional, or bring your own).

For reservations call 240-4700. For more information visit www.theamericanwest.com. A portion of the proceeds from this event benefits the High Desert Community Foundation and Women in Film.

Round-Up offers fun for young and young-at-heart

From the lights of the carnival rides to the smell of kettle corn popping in a cast iron pot, there will be plenty to tempt the senses at this year’s Round-Up! Lions Park is the place to be throughout the weekend. Whether you just relax and listen to the steady parade of live music and shop the vendors offering a unique array of gift items, or go barreling to the top of “The Super Loop,” a carnival ride guaranteed to have you seeing the world from a different perspective, the Round-Up offers fun both mild and wild!

Pacific Coast Shows is back with more rides than ever! There will be loops, twists and turns for the adventurous, plus plenty of kiddie rides for the little ones. If midway thrills

aren't to your liking, youngsters will enjoy the "Kid's Corral" – a special area where Park and Recreation staff will offer free crafts and games all day long. Private vendors will also offer a rock-climbing wall, pony rides, game booths and a bounce house.

Grown ups may prefer the Beer Garden, offered by the Knights of Columbus. Be sure to bring your wallet for shopping, and come hungry! Handcrafted iron art, rustic western home décor, handmade soaps and jewelry are just a few of the items available for sale. Food vendors will offer tri tip, turkey legs, tacos, shaved ice and, of course, hot dogs and hamburgers.

Pistols and Petticoats, an old west reenactment group, will keep Lions Park hopping with mock gunfights, a jail-and-bail and general rabble rousing at their old west storefront. Have your picture taken with outlaws or request an arrest warrant for your friend and see them hauled away to "jail!"

Parking and admission to the Round Up are free! Carnival rides and private vendor booths carry nominal fees. A limited supply of event t-shirts and commemorative buttons will be on sale at the Town information booth.

Schedule of Events:

See related articles for more details.

Friday, Sept. 19

4 - 10pm The Round Up!

Saturday, Sept. 20

7-10am Kiwanis Pancake Breakfast

7:30am 5K walk, 5/10K Run

9am Round Up Parade

11am-10pm The Round Up!

3pm Cattle Drive at Deadman's Point

5:30-9pm Chuckwagon Dinner and Show

Sunday, Sept. 21

11am-6pm The Round Up!

Seeking event history

The Town will have a display on Pow Wow Days history, and is seeking donations of event memorabilia from past years, including the annual commemorative buttons. The buttons in the Town collection are 1955, 1965, 1970-1985, 1992, 1993, and 1996-2003. The Town also has a spreadsheet listing dates, location, chairpersons, grand marshals and other tidbits of information on each year of the event. Please stop by the Town booth if you think you can fill in any gaps of information or buttons! Or just stop by and reminisce. We'd love to hear your stories!

Events, activities and information from the Town of Apple Valley

Open House and Hot Dog Roast at Horsemen's Center. Saturday, October 11th at 5:30pm at Horsemen's Center on Highway 18. Hear about Ray Simms journey on horseback across the United States, and then star gaze with the High Desert Astronomy Club and their powerful telescopes. Hot dogs and hot chocolate – \$2.00.

Haunted House and Kiddie Carnival:

Haunted House: October 30 – 31, 6-9pm. \$2/person James A. Woody Community Center Mini-gym. Not recommended for kids under 8 nor for the faint of heart!

Kiddie Carnival: October 31. 6-9pm. Youngsters 12 and under can enjoy a costume contest, pumpkin decorating and carnival fun. No admission fee, but tickets for games or treats may be purchased at the door, 10 for \$1.00. James A. Woody Community Center Auditorium.

Battle of the Businesses:

Grab your co-workers and throw down the gauntlet! Show your competitors and the community who's "boss." Join us on November 8 at the James A. Woody Community Center Gym at 6:00p.m. as local businesses and companies compete in a basketball shootout, a soccer shootout, plus a mystery sport! The business with the highest point total in the three sports wins bragging rights and prizes! Businesses can enter at the Town Hall Recreation Center for \$30.

1st Annual Turkey Run

5K Walk, 5K/10K Run, Saturday November 22, 7:15 a.m., at Brewster Park. Help kick off the holiday season by running in the first annual Turkey Run! Separate awards (including turkeys) for men and women in all age divisions. Commemorative race t-shirts available for \$10. Runners cost is \$8 pre-registration (by Nov. 20, 4:30pm), \$10 day of the race. Walkers are FREE if registered by Nov. 20.

Announcements:

Coming soon - pay your disposal bill electronically! Look for details in upcoming billing statements.

Storm Watch: It's thunderstorm season and the High Desert is prone to flash floods. Residents are cautioned not to try to drive across flooded roads.