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# BLOCK ONE PERFORMERS



## FARMSTRONG



FarmStrong lights up the stage with exquisite harmony singing and seasoned instrumentation. The heart of the band draws on inspiration from the last century of country, blues and bluegrass music from the 1920's through the 50's, as well as folk, rock, gospel and soul music of the 50's, 60's, 70's and beyond. FarmStrong's talented and experienced musicians take their audience outside the bluegrass tradition. Their unmistakable sound moves the soul, while remaining firmly rooted in music from the mountains.



## OLIVIA HARMS



Olivia Harms was born Western Music royalty, but the rhinestone cowgirl has stepped out on her own to craft a sound that is equal parts Texas, Bakersfield, and Nashville country.

The daughter of Western Music Hall of Fame member Joni Harms, Olivia grew up on a 150-year-old ranch in Canby, OR. When she was 6 years old, Santa Claus delivered her first guitar and sparked her love of songwriting. Ten years later, at 16 years old, Olivia went to Nashville to record her first album. Her second album "Rhinestone Cowgirl" was released in 2021. The 11-song collection calls out to the cowboys, name-drops George Strait, swings through Buckaroo territory and packs plenty of twang and steel guitar. Olivia co-wrote every song.

Olivia has found her niche genre, playing music for western lifestyle and honky-tonk lovers. She has been recognized for her hard work and perseverance to stay true to herself and play music that is authentic to her.

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# BLOCK TWO PERFORMERS



## BRASS FIRE BAND



### TUESDAY ONLY

The Brass Fire Band is a 9-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.



## RIVER DIVIDE



River Divide was born out of a group of individuals with a true passion for music. Ever since coming together, they have been privileged to share their devotion to music and live performance with fans. Having overcome many challenges in a demanding industry, they are creating a distinct sound and receiving well-deserved industry acclaim. Featuring the best crossover of country, classic rock, and just fun party music. Delivered with the stage energy and tightness of a national touring act! If you haven't experienced River Divide ...it's time you do!



## CARRIE CUNNINGHAM

Born in Nebraska and raised in the NW, Carrie Cunningham has been a bit of a nomad with her love of the road and her heavy influence of musical genres. Growing up on country, jazz, classical and Motown, Carrie "has a style all her own, almost a musical chameleon." (*Zetland Country, UK*)

Her latest album, "Showgirl," became a hit amongst listeners in 2022, landing Carrie on nearly 40 playlists worldwide and has nearly 300,000 streams to date.

Following the footsteps of her female musical influences, Carrie fell in love with the stage and touring. She believes in giving the audience what it came for - a show! She has been called the "Next Shania Twain" and, one of her personal favorites, "Garth Brooks in a skirt."

Carrie's successful 2017 EP "Let's Dance" made the Top 10 Albums list by "Women of Country Music." She has been on over a 1000 stages and has shared the stage with over 50 national touring artists, including Kacey Musgraves, Jake Owen and more. Her music has left bootprints on dance floors and imprints on the hearts of people not only in America, but all over the world.



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# BLOCK THREE PERFORMERS



**DEVIX**

Multi-instrumentalist, DEVIX, fills the air with complexity in his music across slap-percussion, fingerstyle, looping, and performing across a variety of instruments live and in the studio. Having practiced music all his life, his work shines across about a dozen instruments. Traversing alternative, indie, and pop, there's no limit to what you might hear when he takes the stage.

DEVIX took the stage on national TV as a Season 22 contestant on NBC's *The Voice*. DEVIX went up against Sasha Hurtado, a best friend in the music world and fellow Top 16 member, in the battles round. Making his way through the knockouts in the next round, his time on the show came to an end in the second round of the live shows as a Top 13 contestant, with one final performance of The Killer's "When You Were Young."



**CONNER SWEENEY**



Conner Sweeney is a South Carolina Native with country/southern rock styling. He has been on the road performing 150+ gigs a year for the last four years with his band. A high energy full band show or a meaningful acoustic atmosphere are just some of the things you can expect when catching one of his shows!



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.

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# BLOCK FOUR PERFORMERS



## CHRIS JONES BAND



Chris Jones Band (CJB) is an Award winning American Rock Band from the Pacific Northwest. Their sound originates from the diverse musical influences and backgrounds that each member brings alive in the music. Chris and Charlie both grew up in Washington, home to Alternative and Grunge Rock. Chris relocated to Coastal North Carolina for many years, adding that Southern Flare to his music. Charlie comes from generations of Classical and Old School trained musicians. And Jeremy, a Canadian born transplant to the Midwest then the Pacific Northwest, brings Soulful Bluesy influences with some harder edgier rock.

The band officially formed in 2014 and started playing covers of popular Rock, Country, and Pop music at local music venues around the PNW. They incorporated Chris' original music in with the covers, setting them apart from being just another cover band. They released their first set of original CJB music in 2017 and have been continuing to write and produce #1 Hit songs that have fans across the Globe raving about Chris Jones Band.



## MARSH FAMILY BAND

The newest sensation based out of the great Pacific Northwest! This group of talented musicians will capture an audience's heart and bring smiles to their faces. Featuring two talented kids; Julian, age 14 on piano, Coral, age 12, on violin, father, Terry Marsh on drums and mother, Tracie Marsh, upright bass and voice. This band plays a timeless collection of Americana including a variety of jazz, motown, bluegrass, country, electronica, classical, pop and original music. With this eclectic mix of songs, you are sure to be captivated from beginning to end.



## MUDDY FROGS SQUARE DANCE CLUB

**TUESDAY on BLOCK 2 • SATURDAY on BLOCK 4**

The Muddy Frogs were formed in the fall of 1984 and will be celebrating their 40th anniversary next year. Over the years we have done square dancing, round dancing, and line dancing.

Come and join us for lessons in September. Contact Merri Anne at 541-861-9055 or email [merriannah@charter.net](mailto:merriannah@charter.net)



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Come visit historic downtown Pendleton for the Main Street Show every 2nd full week of September, hosted by the Main Street Cowboys. This is the "Greatest FREE Show In The West" featuring over 15 different food vendors, over 20 different craft & commercial vendors plus Live Music and a variety of family friendly activities including face painting and a carnival.

Come explore the Main Street Show!

*Interested in being apart of the Main Street Cowboys or the 2024 Main Street Show? Contact us on Facebook!*

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# MAIN STREET SCHEDULE

	TUES.	WEDNESDAY - SATURDAY			
	BLOCK 2	BLOCK 1	BLOCK 2	BLOCK 3	BLOCK 4
2:30 PM					
3:00 PM	<b>CRAFT, FOOD &amp; COMMERCIAL VENDORS</b> Open 3 pm - Closing Tuesday Noon - Midnight Wednesday through Saturday	PENDLETON FIRST			
3:30 PM					
4:00 PM		FARMSTRONG		DEVIX	MUDDY FROG SQUARE DANCING (SATURDAY ONLY)
4:30 PM			RIVER DIVIDE		MARSH FAMILY
5:00 PM		OLIVIA HARMS	CARRIE CUNNINGHAM	CONNER SWEENEY	CHRIS JONES BAND
5:30 PM		FARMSTRONG		DEVIX	MARSH FAMILY
6:00 PM	BRASS FIRE	OLIVIA HARMS	CARRIE CUNNINGHAM	CONNER SWEENEY	CHRIS JONES BAND
6:30 PM	MUDDY FROG SQUARE DANCING	FARMSTRONG	RIVER DIVIDE	DEVIX	MARSH FAMILY
7:00 PM		OLIVIA HARMS	CARRIE CUNNINGHAM	CONNER SWEENEY	CHRIS JONES BAND
7:30 PM	BRASS FIRE	FARMSTRONG	RIVER DIVIDE	DEVIX	MARSH FAMILY
8:00 PM	MUDDY FROG SQUARE DANCING	OLIVIA HARMS	CARRIE CUNNINGHAM	CONNER SWEENEY	CHRIS JONES BAND
8:30 PM		FARMSTRONG	RIVER DIVIDE	DEVIX	MARSH FAMILY
9:00 PM	BRASS FIRE	OLIVIA HARMS	CARRIE CUNNINGHAM	CONNER SWEENEY	CHRIS JONES BAND
9:30 PM	MUDDY FROG SQUARE DANCING	FARMSTRONG	RIVER DIVIDE	DEVIX	MARSH FAMILY
10:00 PM		OLIVIA HARMS	CARRIE CUNNINGHAM	CONNER SWEENEY	CHRIS JONES BAND
10:30 PM	BRASS FIRE				
11:00 PM					
11:30 PM					
MIDNIGHT					



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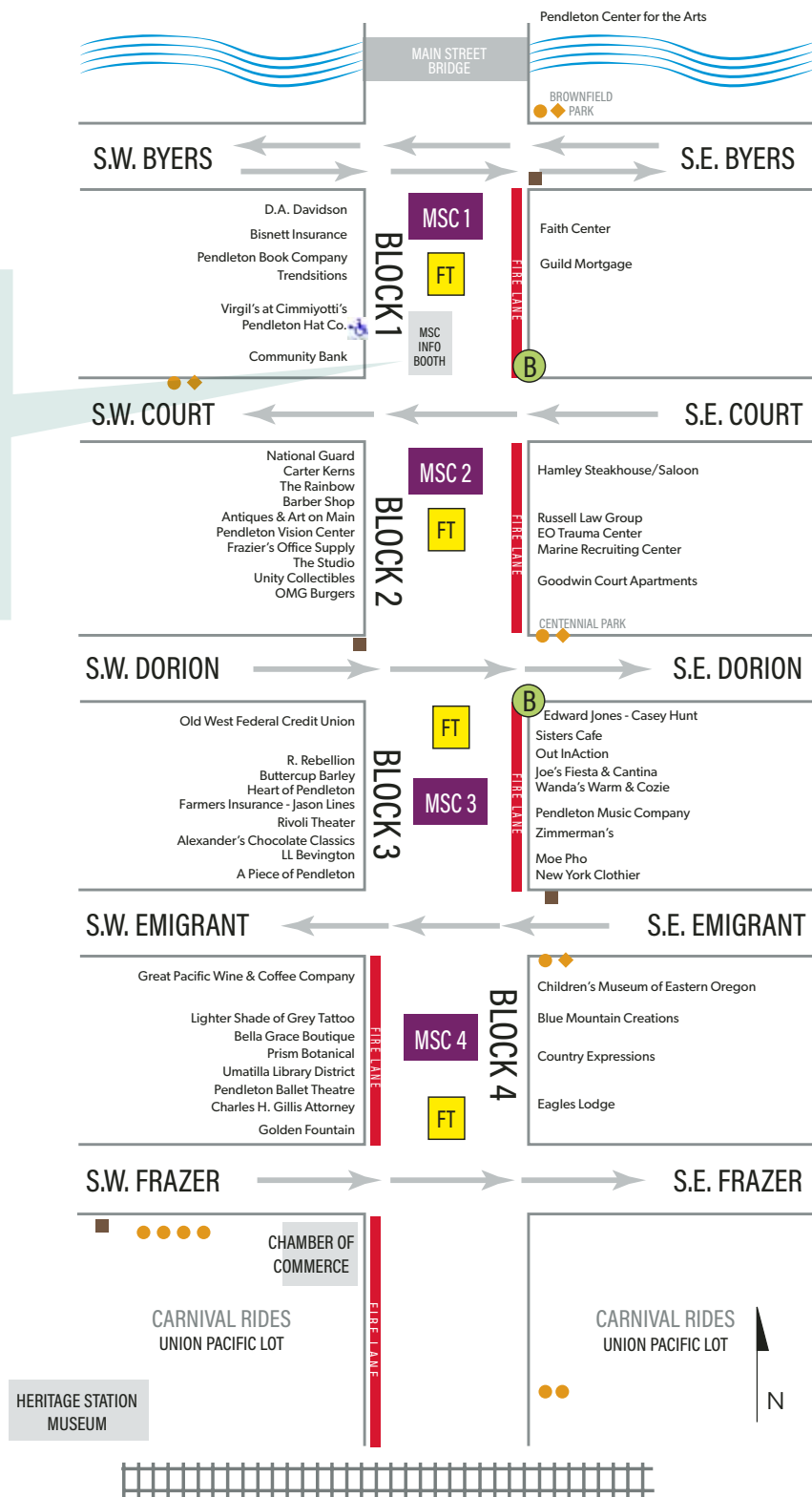
FOOD TENTS



BUS STOPS



MAIN STREET  
COWBOYS STAGES



MAIN STREET MAP

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## 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 13-16, 6:00 a.m. 'til 10:00 a.m.** 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!



**Linsey Kellogg - Agent**

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Explore 113 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!



## 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 150 entries, these peoples participation help to make the parade a wonderful and exciting way to kick off Round-Up!

*Thank You!*

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Come join us for a lively look into Pendleton's infamous and entertaining past. No town has a more colorful history! Find out why Pendleton was known as the entertainment capital of Eastern Oregon. This is where the past becomes real.



Follow your guide underground to the Shamrock Card Room, Hop Sing's (Chinese Laundry), the Empire Ice Cream Parlor, through the tunnels beneath the sidewalks to the Empire Meat Market; on through a secret passageway to a Prohibition Card Room. Further tunnels will lead you to a Duck Pin Bowling Alley, then up the 31 stairs to one of Pendleton's 18 bordellos; the famous "Cozy Rooms." After learning about Stella Darby and her working girls, the guide will take you to the most primitive area of the tour; the Chinese living quarters, jail, and opium den. Learn why the Chinese came here and how they helped build the West.

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# Main Street SideSaddlers

**Come join the SideSaddlers for the Unofficial start of the Pendleton Round-Up, The annual Twilight Breakfast next year on September 5th, 2024!**

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.*





## MAIN STREET COWBOYS NEW BENCH SPONSORS

The Main Street Cowboys would like to extend a special Thank You to our now approaching 350 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 2023 ARE:

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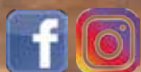


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# MAIN STREET COWBOYS - FOLKS YOU SHOULD KNOW



## 2023 TENDERFOOT OF THE YEAR BILL TAYLOR

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.

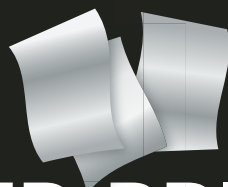


## 2023 TOP HAND SHAWN BOATWRIGHT

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



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# Main Street Cowboys

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- Umatilla County Sheriff's Office
- Umatilla County Community Corrections
- Pendleton Chamber of Commerce
- Milton-Freewater Chamber of Commerce
- Gerald Thomas and the US Chef Store
- Jim Cheney and Hill's Meat
- Main Street Sidesaddlers
- DG Gifts
- D&B
- Abby's Pizza
- Bob Hart
- Master Printers NW
- Jason Hogge
- Pioneer Folsom-Bishop
- Pendleton Underground Tours
- Davis Shows Northwest
- Eastern Oregon Correctional Institute
- Oregon Corrections Enterprise
- Pendleton Music Store
- Pendleton Hat Company
- Garner's Sporting Goods
- The Rainbow Cafe
- VFW Let'er Buck Post 922
- Pendleton Book Company
- Zimmerman's True Value

***and to everyone else who helped make the 2023  
Main Street Show possible... THANK YOU!***





## 2023 MAIN STREET COWBOYS



## BOARD OF DIRECTORS

President: **Shawn Boatwright**  
 1st Vice President: **Ken Hegge**  
 2nd Vice President: **David Boatwright**  
 Secretary: **David Boatwright**  
 Treasurer: **Michael Swanson**  
 Office Manager: **Ken Hegge**  
 Benches: **Anthony Bowman**  
 Craft Vendors: **Johnny Blagg • Scott Adams**  
 Fund Drive: **Johnny Blagg**  
 Food Vendors: **David Ryan • Shawn Boatwright**  
 Historian: **Larry Koehne**  
 In/Out of Town: **Mark Jaeger**

Marketing: **Troy Thomas**  
 Membership: **Larry Koehne • Ken Hegge**  
**Shawn Boatwright**  
 Parade: **Pat Pointer**  
 Past President: **Johnny Blagg**  
 Properties / Tents / Barn: **Dean Groshong**  
 Publicity / Newsletter / Image / Webmaster:  
**Jonathan Farmer**  
 Show/Carnival: **Shawn Boatwright • Ken Hegge**  
 Social: **Larry Koehne**  
 Special Projects - Construction: **Alan Berck**  
 Special Projects - Electrical : **Scott McFarlane**  
**Asst. Greg DeMaster**

## MAIN STREET COWBOYS



## PAST PRESIDENTS

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

## 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)**



# Main Street Cowboys

*Organizers of Pendleton's Main Street Show during Round-Up for 73 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 73 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 2023 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 150 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 25 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 50 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 Bill Taylor.** 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.**

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