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Celebrate With Us!

CBRYC 50th Anniversary Events

MARK YOUR CALENDARS and please plan to join us. Anniversary events are being planned in other areas of Colorado, and will be announced as the schedule is finalized.

As of press time, the following events are scheduled.

Friday, June 12th

Annual Golf Tournament, La Junta

Weekend of October 2nd and 3rd

Friday, October 2nd

50th Anniversary Banquet at Otero Junior College, La Junta
5:30 to 6:30pm: Social Hour • 6:30pm: Dinner • \$25.00 per ticket

Saturday, October 3rd

Appreciation Picnic and Fun Day at CBR Campus, La Junta

Sunday, October 4th

10:00am, Arlington Chapel Anniversary Service

For current information regarding events scheduled in other areas, information on lodging accommodations, to secure tickets, or any other information, please email: jheerschape@cbryouthconnect.org or phone: 719-384-5981 ext. 113, or visit our website: www.cbryouthconnect.org.

Sponsorship Opportunities: If you are interested in sponsoring an event, or making a donation to help cover expenses, please contact Judy Heerschape. Contact information is above.

*If you receive a duplicate copy of **The Rancher**, please share it with someone who cares about disadvantaged youth. If this is the first time you've read **The Rancher** and you would like to be added to our mailing list, please call (719) 384-5981. In the Denver area call (303) 691-6095.*



Collector's Edition

THE RANCHER

A PUBLICATION OF COLORADO BOYS RANCH FOUNDATION

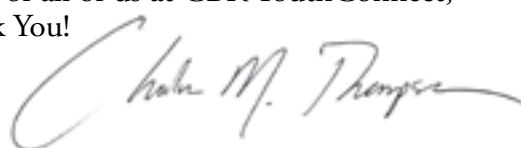
1959 - 2009



1959 - 2009

This year represents 50 years that the Colorado Boys Ranch has helped troubled boys become helpful and productive citizens. Please join us in honoring our heritage and kicking off the start of our next 50 years of serving troubled youth. Your continued support has made a difference in the past as well as our future with providing programs and services to youth and their families. We could

not have helped so many youth without you. On behalf of all of us at CBR YouthConnect, Thank You!



President, CBR YouthConnect

President, National Association for Children's Behavioral Health



The Beginning

"It's easier to build a boy than mend a man"

In 1958, the Colorado County Judges Association met to decide how to handle the nearly 4,000 "delinquent" boys that needed a second chance. As a direct result of that meeting, the abandoned World War II barracks north of La Junta became the logical location. The infrastructure was already intact, although the 51 dilapidated, cinder-block buildings, and grounds needed to be cleaned-up and renovated. Many visionary businessmen and community leaders in La Junta embraced the idea, and began the work to create an environment to "provide corrective care and facilities necessary in restoring the misguided and neglected boy to his respected place in society."

In May of 1959, the ranch became a reality when the city of La Junta deeded the 38.7 acre site for one dollar to the Colorado Boys Ranch Foundation. Otero County donated another 160 acres. The land surrounding the ranch was purchased by brothers Olin, Milton and John Richert and donated to the foundation in memory of their father. The goal was to provide help, hope and opportunity for boys in need of structure, nurturing and care. Funds were slow in coming, so the decision was made to start with renovating one cottage. With the continued help and dedication of many La Junta community members, the first building was ready in five months.



An aerial view of the abandoned "La Junta Village" which was once the civilian housing for a World War II army base. With incredible foresight, a handful of men saw potential and with purpose and tenacity built the Colorado Boys Ranch.



The first completed cottage was ready in April 1961. The building was renovated with hours of volunteer time and in-kind donations.



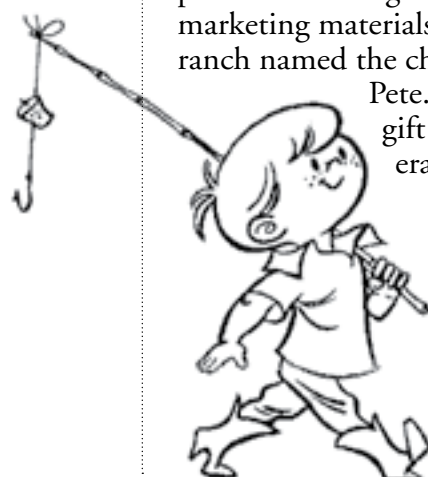
The original board of directors, with determination and inspiration along with many others, made the Colorado Boys Ranch a reality.

Back row, left to right, **Doyle Davidson**, Assistant Secretary, **John May**, Executive Secretary, **James Myers**, Director, **Everette Marshall**, Director/Mgr. Livestock & Farming, and **Elias Candell**. Front row, left to right, **S. O. Jeffers**, Director, **Robert Cody**, Treasure, **Richard Davis**, President, **Milton Richert**, Director and **Carl Shafer**, Director.



CBR's First Trademark

Early in the development of CBR, getting exposure was important. Frank Selig, a Denver area businessman and supporter of the ranch contacted the Disney Corporation with the idea that they could create a trademark. They readily agreed and happily provided their services. Disney designed the cartoon character in two different poses and the logo was used on all the marketing materials. The boys at the ranch named the character, "Wrangler Pete." This generous gift was used for several years.



Everybody's Friend

One of the many outstanding individuals that contributed countless hours and money to CBR was **Everette Marshall**, famously known as "*The Blond Bear of the Rockies*." He began his life as a small-town ranching boy in Colorado's Arkansas Valley. From 1936 until 1939, he was the world heavyweight wrestling champion and in 1967 was inducted into the Colorado Sports Hall of Fame. He was not only an accomplished wrestler, but a rancher as well. With his earnings he bought land near La Junta and grew a successful ranch operation. Mr. Marshall became an ambassador for CBR and used his connections and fame to raise funds and support for the ranch. He also gave much time and encouragement to the boys at the ranch. He was one of the first to be elected to the Board of Trustees.





On April 16, 1961 the first three boys, ages 7, 13 and 14, arrived at the ranch joining their cottage family in their new home. They brought with them one broken arm, two dogs, one turtle, and two pigeons. The foundation of human-animal connection began with the arrival of the first boys.



After settling in, the boys became 4-H members and began to take care of 52 three-day-old pheasant chicks that were delivered to the ranch.

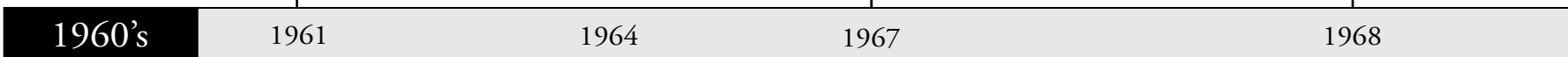


From the very beginning many organizations donated time, money, products and animals. By 1968, the Colorado Cattlemen's Association had donated 86 head of cattle, 30 horses, 90 hogs, 40 sheep and four goats. The boys raised all the beef and pork consumed by the ranch.



Arlington Chapel, donated by Arlington Evangelical United Brethren Church, is moved intact by a flatbed truck to the ranch property. Built in 1917, the building still provides the boys a place for spiritual retreat.

By 1968, the population at the ranch reached 65. The success of the mission of the ranch is evident when the first boys that arrived at CBR graduated from La Junta High School, and moved onto Dartmouth College, Colorado School on Mines, the University of Colorado, Otero Junior College, Armed Forces, Job Corps and full-time employment.



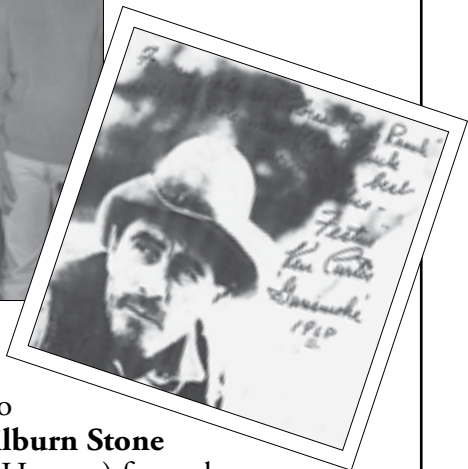
The entrance gate, still part of the ranch, is the first thing the boys see when they arrive. **Marty Jensen**, the boy on the horse, was the third boy to arrive at CBR. He eventually left the ranch to attend Colorado State University and majored in math.



Raising funds for the ranch began early when CBR grew 50 tons of top-grade onions, and sold them to local businesses and individuals. The five-pound bags also contained a message urging support.



Support for the boys came from all over. Through a long-time backer, Bill Files, arrangements were made for the boys to meet famous western stars. In 1964 **Milburn Stone** (Doc Adams), and **Ken Curtis** (Festus Haggan) from the *Gunsmoke* TV series paid a visit while the boys were in Pueblo being entertained by military personnel at the Pueblo Depot. **Roy Rogers**, **Dale Evans** and **Rex Allen** also at one time visited the boys.



THE RANCHER

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CBR YouthConnect MISSION

To achieve excellence in providing troubled youth with the means to become hopeful and productive citizens.

CBR YouthConnect, formerly known as Colorado Boys Ranch, is accredited by the Joint Commission on Accreditation of Healthcare Organizations and has certification from the Colorado Division of Mental Health. It is licensed by the Colorado State Departments of Health, Social Services and Education.

The Rancher is published by Colorado Boys Ranch Foundation. The newsletter is sent free to Boys Ranch supporters. Letters to the editor, alumni updates, donor news, comments, and suggestions are welcomed. Send correspondence and address changes to CBR YouthConnect, 1767-A Denver West Blvd., Golden, CO 80401.



By 1970, the population at the ranch reached 75. With a variety of activities to choose from the boys had an opportunity to experience a “normal” life. Boy Scouts join the list with the Boy Scout Explorer Post #2235 receiving its charter. In 1972, the CBR Boy Scout and Explorer Troop joined the staff at the historic Bents Fort, located just northeast of La Junta, to help in reconstruction of the original fort. They learned how to make adobe bricks.



Camping and being outdoors provided great learning experiences. The CBR Scout trip to O’Haver Lake south of Poncha Springs gave the boys time to enjoy a different environment.



A core value for the ranch is education, and providing opportunities to excel. CBRs first library opened with every book being donated.

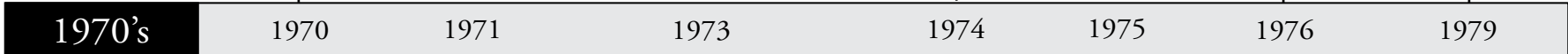


In the fall of 1976, ground was broken for the new dining hall, but the idea started three years earlier when the city of Burlington promoted the idea. It took strong commitment to raise the funds, but the people of Burlington were determined. In honor of their perseverance, the building is named Burlington Hall. Today, it still serves the boys and staff.



In 1974, CBR held its first air show at the La Junta Airport and continued this fund raiser until 1978.

In 1979, a boy from the ranch receives the highest math score ever earned at La Junta High School on the ACT test. His record remained until this year, 2009, when another boy from the ranch achieved a higher score.



In the fall of 1970, two buildings were dedicated, and in full use. The first one, the administration building was completely remodeled with funds donated by the Fraternal Order of Elks. The Education building was built with funds donated anonymously. Then Governor, John A. Love, attended the dedication ceremonies for the new education building.

In 1971, the ranch received a generous gift of the Thunderbird Ranch located in Cotopaxi from Vic Miller. It was officially deeded to the Colorado Boys Ranch Foundation in 1985 after his death.



Summers were filled with excursions, swimming, sports, field trips, rodeo and parade participation and the development of a new singing group called *The Ranch Hands*.



Sports became a big part of life at the ranch. Wrestling, basketball, baseball and track and field become favorites. In 1974, CBR became a part of the Southern Colorado Recreational League.

From CBR to Deputy District Attorney

In 1964, a young man was in need of a home. Dave Quicksall came to live at the ranch after his grandmother passed away and his grandfather could no longer provide for him. He lived, learned, and grew at the ranch until he graduated from La Junta High School in 1968. He went on to receive his degree from the Colorado School of Mines in 1972, and his law degree a few years later. In 1975 he was sworn in as Deputy



District Attorney in Otero County. His love for the ranch continued for a number of years as he donated countless hours and served on the board of directors from 1979 to 1985. Sadly Dave passed away in 1991, but not before helping to plan the building of a new unit, and the transformation of CBR into a psychiatric residential treatment center for troubled boys. This unit, the Quicksall Center, is named after this amazing man, in recognition that his accomplishments, hopes and courage might inspire the boys.

A boy doesn't care how much you know until he knows how much you care.



Boys attend the ranch school and receive an individualized program designed to help them improve their grades, self-esteem and social skills.



Sports continued to be part of life at the ranch. Pictured here is the 1980 baseball team.

In 1989 the boys in the vocational classes built their first project — a 40' x 40' garage for two vans.

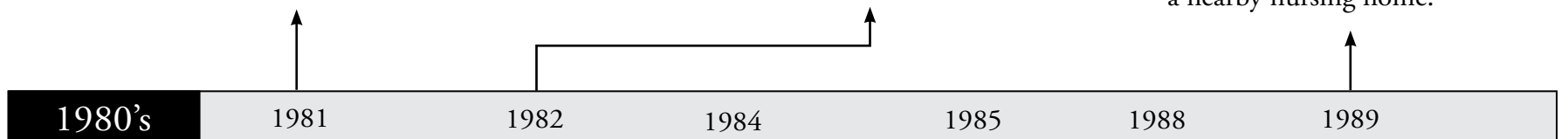


Horses had been a part of the ranch for several years, but the horse program began in earnest in 1981. Throughout the 80s, the program grew and expanded. The boys learned the fundamentals of horsemanship covering a range of activities such as grooming, riding, training, showing, health and nutrition.

The long-standing "Love of Kids" Golf Tournament, that began in 1973, entered it's 9th year in 1982. Traditionally, the tournament was held at a Denver area golf course, but in 1989 it moved to the La Junta Golf Course. Through the years, this fund raiser has raised several thousands of dollars.



Giving back to the community is a principle that is taught at the ranch. In 1989 the boys logged in 2300 hours of service — a significant achievement for any organization. Some of the projects included restoring the old La Junta cemetery, and adopting a 106-year-old "grandmother" from a nearby nursing home.



In 1981 the arrival of Chuck Thompson as the ranch administrator was a fortunate development. Through the years that Chuck has been involved he has

overseen significant changes as the Ranch evolved from an orphanage to a psychiatric treatment facility. Beginning in 1983, the ranch adopted a corporate structure with Executive Director becoming President, and Vice Presidents being named in Finance, Professional Services, and Development. In 1987 Chuck became President.



This decade was full of changes for the ranch. As society transformed and the needs of the boys changed it became obvious that CBR would need to evolve as well. With more severely troubled boys arriving it was decided that the ranch would get the highest accreditation possible. So the decision was made to pursue national mental health accreditation and in 1985 CBR had its first Joint Commission on Accredited Healthcare Organizations (JCAHO) review. The ranch was well on its way from a custodial ranch to a psychiatric treatment facility; from cottage-parents to counselors and therapists.

In 1984, CBR received the "Outstanding Youth Agency" award from the Colorado Juvenile Council.



New activities such as ceramics classes and a model rocket club were offered to the boys. Also, a long-time effort to reactivate 4-H on the ranch was realized with three boys earning ribbons at the Arkansas Valley Fair.

The Armed Forces have always been big supporters of the ranch. They have volunteered countless manhours, materials and expertise. In 1984 the 52nd Engineer Battalion of Combat Engineers from **Fort Carson** participate in upgrading the ranch grounds. **Peterson Air Force Base** Civil Engineering Squadron also helped with projects on the ranch, as well as the Thunderbird Ranch in Cotopaxi. The first Armed Forces Day was celebrated in 1987, and by the following year attendance increased significantly. Throughout the years, several boys have chosen to join the Armed Forces after graduating from High School.



As the 30th year of operations approached and the transformations that the ranch was implementing, a new logo was developed. First used in 1988, the western theme of the logo carried forward the heritage of the ranch. The young man on the horse is **Shane** who lived at CBR during the later part of the 80s. After he left the ranch he became an airline mechanic.



“Creating connections that inspire change”

More Community Service

1990 was a busy year for community projects. Throughout La Junta, park-type benches were installed by boys for seniors using the city bus system. During the summer, six cities were chosen for the boys to donate their time for various project.

In 1991, in conjunction with the US Forest Service, the ranchers built a nature trail at Vogel Canyon located south of La Junta.



Even though agriculture and growing some of their own food was a part of CBRs heritage, it wasn't until 1996 when **Reverend Rodger Harris** came to the ranch that the horticulture program became alive. His love of gardening (with his degree in agronomy) helped to create a program that was part therapy and part vocational education. Today the program continues because generous donations made it possible to build a greenhouse several years ago.



In 1990, the boys in the vocational classes broke ground for a 40' x 40' addition to the education building. Learning and implementing the skills to build is just one of many trades the boys can choose to learn.



CBR adapted to government changes involving Medicaid and began providing psychiatric residential treatment and customized education to youth nationally with severe needs and diagnoses who had exhausted all available options in their home communities. Mental health professionals were added to provide various therapies, neuroscience and an enriched learning environment to help these special youth and their families.

Working Together



In the late 90s, planning and construction began for the 3200sf, 2-story CBR library. A sizable amount of construction was completed

by the CBR vocational education classes, as well as the La Junta High School vocational classes. The building took 2 1/2 year to complete, but the rewards were numerous. Many of the boys that participated could secure entry-level construction jobs after leaving the ranch.

1990's 1990 1992 1993 1994 1995 1996 1999



With the transition into a psychiatric residential treatment facility, a new building was dedicated in 1992, and used as an intensive diagnostic unit. Called the Quicksall Center, named after Dave Quicksall a former CBR rancher, this is the first building that the boys see when they arrive on campus.

During the summer of 1993, the Thunderbird Ranch got a face-lift. With the help of the **Peterson Air Force Base**, a second building was added and several needed repairs were completed. The name was also changed to The Victor Miller Outdoor Education Center. Used by CBR as primarily a summer camping area, the property was also used to provide pasture land for brood mares and their foals from the ranches horsemanship program, as well as a cattle herd.



Animal related programs were not new to the ranch but in the mid-90s through today, they have received national attention and recognition. Several types of animals were added to help with treatment and education. Our nationally recognized horsemanship program teaches care, understanding and confidence and also supports our 4-H program.



family. By doing so, the boy learned empathy, respect and responsibility. A formal research study was completed by CSU and verified the results. Over the years our animal-related programs have been featured nationally via *NBC Nightly News*, *Discovery Channel*, *Animal Planet*, and various magazines and newspapers.

One such story was about a nurse shark the boys named “Fluffy.” The boys loved Fluffy so when it amazingly outgrew a small tank, they built an open air aquarium. But Fluffy continued to grow until it was 4 feet long! It needed a new home. In stepped the Denver Aquarium and now Fluffy is over 8 feet long and today still swims with the big fish.

Awards for Excellence

As CBR continued to become a nationally-acclaimed residential treatment facility, their efforts were being recognized. In 1999, two prestigious organizations acknowledged their accomplishments with two awards.

El Pomar Award for Excellence

Outstanding nonprofit organizations are honored by their peers and receive cash awards. They are recognized for their contributions to the well being of the people of Colorado. A state commission of community leaders selects the nominees and winners. CBR also received this award in 2007.

Samaritan Institute Award for Ethics

The mission of the Colorado Ethics in Business Alliance Organization is to promote ethical business conduct. This is accomplished by recognizing companies who maintain exemplary ethical standards. This is the largest single event of its kind in the United States. Organizations that receive this award must operate with integrity, mutual respect, honor and fairness.

“A vibrant organization with a vibrant program”



CBRYC has been a member of *North Central Accreditation / Commission on Accreditation and School Improvement* for many years. CBRYCs education program was a member under the auspices of the local school district. In 2002, CBRYC applied under a special school category, were evaluated and accredited. NCA is the certification that a school adheres to a national set of criteria for education standards. It means that every credit earned while a child is at CBRYC is transferrable to a community school district, and that CBRYC education meets the national standard.

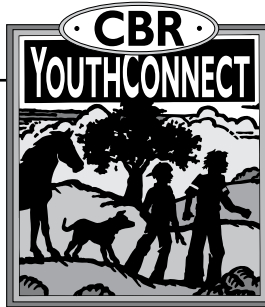


In 2007, CBR YouthConnect was privileged to honor its first Eagle Scout. In order to become an Eagle Scout, one must complete a project that benefits the community. This scout chose to design and create a wheelchair ramp for the campus chapel building. He completed the project with the help of his troop leader, facilities coordinator and several of his CBRYC friends. Boy

Scout Troop 235, sponsored by La Junta Elks Lodge, received its charter in 1969 when over 30 boys from the ranch participated.

Building Skills to Learn and Understand

CBRYC specialists found that studying the brain and brainwaves provided significant insight into a boy's behavior — identifying everything from attention disorders to impulse control disorders. In 2004, CBRYC uniquely blended psychotherapy, enriched environments and neuroscience to help the boys receive a well-rounded and balanced therapy experience. The skills that are taught in therapy sessions and classroom specifically target areas of the brain in a fun and motivating way.



New Direction

Looking toward the future and honoring the ranch's past heritage, the leadership of CBR began to plan the expansion of their vision to include more youth, families and communities. From that a new name was adopted, CBR YouthConnect. A new logo was also developed. The word “connect” specially chosen, accurately reflects the purpose and identity of CBR: connecting youth and their families with the knowledge, relationships, and resources they need. The logo, with its strong oak tree; horse, dog and boy looking toward the future, incorporates those values in a visual that will grow with the ranch for many years to come.



In the winter of 2007, back-to-back blizzards keep snow on the ground for 76 consecutive days. With extraordinary teamwork and dedication, the campus remained open.

2000's 2002 2003 2004 2005 2006 2007 2008



The New Leash of Life dog program became nationally known when in 2003 *Animal Planet* came to tape an episode of “Adoption

Tales.” The half-hour show followed a boy and his dog from their first meeting through the dog's training to adoption.



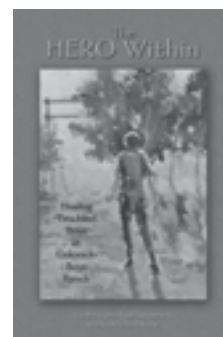
Through the years, CBRYC has been honored to have many organizations contribute their support. The retirement communities of Heather Gardens and Windsor Gardens are two such groups. In the above photo, residents of Heather and Windsor Gardens traveled to campus for a tour and luncheon.



The annual Windsor Gardens summer picnic has become a tradition. Boys and staff bring fresh watermelon and cantaloupe grown in the Arkansas Valley.



In the summer of 2006, the ranch was host to the Ministry of Justice from the Republic of Serbia. The connection had been made four years earlier when **Martin Masar**, then CBR YouthConnect Administrator was invited to Eastern Europe on behalf of CBRYC to lecture and share information about the ranch's successful program. The visiting dignitaries confirmed that “there are no borders when dealing with troubled youth.” In 2007, Martin returned to Eastern Europe to again partner, assist and provide a process where the individual institution, agency or universities, could interpret the ideas for themselves and utilize them in a manner which made political, economic and cultural sense. This is a step into the future and into CBRYC vision of expanding and exporting our knowledge to treat children and families from all over the world.



Sharing the story of CBR YouthConnect on a national level became an intention of dedicated board member, **Cindy Landsberg**. After three years of research and writing with co-author, **Judith Pettibone**, *The Hero Within: Healing Troubled Boys at Colorado Boys Ranch*, made its debut in 2007. This is not just an historical account, but filled with inspiring stories of individuals whose lives were changed by this unique organization. The book is available online and in bookstores.

In 2008, the newly remodeled former administrative building was renamed *Lauren and Mae Hiller*

Welcome Center. The Hiller's dedicated many years of support to the ranch, and their caring and welcoming nature made naming this building the appropriate honor.



Continuing the success and expanding the vision of Colorado Boys Ranch Foundation



2009 Board of Directors: Left side of staircase (bottom to top): **Chuck Thompson**, President, **Steve Fuller**, Board Chairman, **Pamelia Nixon-Hartje**, **Jim Wallace**, **Jerry Bachman**, **Maurice "Mo" Tinsley**, **Chuck Sylvester**, **Derek Cady**. Right side of staircase (top to bottom): **Thomas Miller**, **Jim Sprout**, **Maj. Gen. Arnold R. "Bob" Thomas Jr.**, **Jerry Krupp**, **Robert Cody** (original Board of Director member), **Martin Masar**, Executive Director.

Board members not present were: **Judith Pettibone**, **Dr. LeVerne Greene**, and **Dr. Tom Sutherland**, Board Member Emeritus.

"One of the best in the nation"

That is what a surveyor from the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) had to say about CBR YouthConnect after an intensive three day review. A team of educational reviewers from the North Central Association reached the same conclusion.

A recent study of former CBR youth reported a 92.5 percent treatment success rate. Success was based on eight different criteria, including whether the youth was reunited with his family or guardians or was able to live independently. Another recent survey found that more than 90 percent of former CBR residents interviewed were satisfied by the treatment they received. CBR is licensed and certified by the State of Colorado as a psychiatric residential treatment facility and mental health provider and is accredited by or a member of:

- JCAHO
- North Central Association Commission on Accreditation and School Improvement
- TRICARE/TriWest, which provides healthcare services to U.S. military families
- National Association for Children's Behavioral Health
- American Association of Children's Residential Centers
- Colorado Association of Family and Children's Associations
- Colorado Division of Mental Health Certification

The Future

CBR YouthConnect: The Next 50 Years!

We will be innovative and respond to the changing needs of Colorado and the nation! While providing on-campus and statewide community programs for troubled boys and girls and their families, we will collaborate with other organizations to serve more Colorado children including military families. We will continue as a national leader in the human-animal connection. We are already on the way.

The Human-Animal Connection *Military Families*



Through our campus animal assisted programs and our Denver area "Pawsitive Connection" program, over 340 boys and girls learned valuable social emotional skills by training dogs and caring for a variety of animals in recent months. Animal related programs will be expanded to other Colorado communities.



CBR will continue to be TRICARE certified and give much needed support to military families. With base expansions in Colorado and with military families facing increased deployments and challenges, CBR will continue to be a ready and willing partner.

These are just a few of the new programs that will be implemented over the next 50 years of helping troubled youth. With our new name: CBR YouthConnect, CBRYC will always stand for the Colorado Boys Ranch and will continue to honor its heritage of helping troubled boys for the past 50 years. YouthConnect is our future of connecting all troubled youth (boys and girls) to the services and programs they so desperately deserve to help them become hopeful and productive citizens.



Preventative Aftercare



Using a special in-home services approach designed by George Jr. Republic of Pennsylvania, CBR will help "Keep Families Together." The program is called "Preventative Aftercare." Several Colorado counties and judicial districts have already contracted for services.

One commonality (besides helping troubled youth) is clear from the beginning to today and into our future. This organization could not exist without the contributions of money, time, talent, volunteers and resources, from each and every supporter, past, present and future. Please continue to spread the word about this leading, nationally recognized Colorado non-profit organization helping troubled youth. We need your support today and through the next 50 years. Please consider making a generous donation with the enclosed donor card.

