

# Uber enters Sisters market

By Sue Stafford  
Correspondent

Uber has come to Sisters and Central Oregon. Technically, the service is available 24/7, but there may be times for the first few months when a rider has difficulty hailing a car while the driver supply is being built up in Sisters.

"It should be less difficult to hail an Uber to and from major events, as we will make sure drivers are informed about the expected higher demand," said Jon Isaacs, the Oregon public affairs manager for Uber. "We just created a unique discount code for new users at the rodeo — SistersRodeo. This code will get a new Uber user \$10 off their first trip."

To ride with Uber, download the Uber app onto a mobile phone, set up an account with a credit or debit card, enter a destination, and push the request button.

"It really is as simple as push a button, get a ride," explained Isaacs.

There are currently more than 1,000 Uber drivers in the Central Oregon region, which includes Bend, Redmond, Sisters, and the surrounding area. Fares can vary from different locations, but fares are disclosed up front, so riders have the opportunity to agree to the fare cost before requesting a ride to and from any

location in Central Oregon.

To apply, visit Uber's website, [www.uber.com](http://www.uber.com). To qualify to drive, an individual needs to have a clean modern vehicle, proof of driver's license and vehicle insurance, and be willing to go through a background safety screening. The approval process takes about a week.

"We couldn't be more excited to offer Uber service to Central Oregon riders and the opportunity to earn money by driving for Uber in Central Oregon," said Isaacs. "The mayors, city councils, and staffs of Bend, Redmond, Sisters, and Madras should all be commended for the work they did to establish consistent, modern local laws that allow ride sharing to operate seamlessly between the cities in the region."

Ride sharing has proven in other communities to provide a convenient option for people traveling within and between cities who don't want to have to worry about things like parking or navigating heavy traffic. It is also a safe ride home after a night of partying.

"Uber will always be available for people who need a safe ride late at night or who want to spend an evening out with friends and family. We celebrate the cities where we operate and plan on being a community partner for years to come," said Isaacs.

## RODEO: A host of volunteers make event possible

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Peebles of Redmond, in competition, with his brother, David, hot on his boot-heels.

Peebles is still competing after a near-fatal bareback riding accident kept him out of competition for several months of that 2015 championship season. His traveling partner, Brian Bain of Powell Butte, refused to let the cowboy "ride it out." He took Peebles to an emergency room, which saved the cowboy's life. Peebles was back in competition three months after repair of a severed artery.

Bain will also be in the competition at Sisters.

Sixty-two bull riders will compete in traditional rodeo, with No. 1 current world standings leader, Garrett Smith, No. 4 Sage Kimzey, and No. 5 Jordan Spears leading the pack. Proctor and Woolsey are also entered.

Barrel racing has 48 entries with Kathy Grimes, currently No. 2 in World Standings and No. 4 Amberleigh Moore set to challenge our local cowgirls, Brenda Mays, Stevie Ray Willis, and Sammy Jo Cardoza in this crowd favorite event.

Saddlebronc riding finds event royalty returning as Taos Muncy, Jesse Kruse, and Shane Proctor. They will be competing against Jacobs Crawley, No. 1 in

the standings and Tyrell Smith, No. 5 currently. There are 56 riders in this tight competition.

Tie-down roping has Trevor Knowles, Sisters Rodeo 2016 All Around Champion; Tyson Durfey, currently No. 9; J.C. Malone, No. 5; and local Russell Cardoza ready to battle the clock for quick tie-downs and short times. The event has 40 entries.

Steer wrestling brings both Blake and Trevor Knowles into the arena with 46 other big, tough cowboys who take a 450-650 pound steer to the dirt, looking for a time under 6 seconds. There are 48 entries in this event, including Sean Santucci of Prineville and Russell Cardoza of Terrebonne. Josh Peek, who took a leave from rodeo competition for a few years before returning to National Finals in 2016, is in third place in the all-around standings.

Team roping sees the return of the Dustin Bird,

Russell Cardoza team, which has already won over \$16,000 early in the season. The event that displays precision in timing and teamwork in rodeo has 39 teams entered.

On Thursday, June 8, "slack" will be open to the public free of charge from 8 a.m. to 1 p.m. Many cowboys and cowgirls seek scores in slack competition before the rodeo begins on Friday evening. In slack, only timed events are held to accommodate the overflow of entries in the rodeo, allowing some competitors to score their first round of points in a two-round accumulation of scores toward the championships.

For tickets and information, call the ticket hotline at 541-549-0121 or 1-800-827-7522, or visit the ticket office at 220 W. Cascade Ave. in Sisters until Friday, June 9. Tickets may be purchased at the rodeo grounds two hours before and during Xtreme Bulls and each rodeo performance. For information visit [www.sistersrodeo.com](http://www.sistersrodeo.com).

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