



*Justin Alastra poses with the gun safe his TSC store donated as a raffle prize at the Stonyford Rodeo, May 4, 2019. Justin is holding the Stonyford Rodeo history book, 75 Years and Counting. Photo by Roy Stewart*

## **The Stonyford Rodeo Has a New Best Friend**

by Roy Stewart

The rodeo's, new best friend is Justin Alastra, store manager of the Tractor Supply Company, in Willows. Justin's store donated a \$799 gun safe as a raffle prize at Saturday's (May 4, 2019) Stonyford Rodeo. The raffle was very successful and the Tractor Supply Company (TSC) gift resulted in a much-appreciated monetary donation. Justin's gift follows a stated TSC precept of giving back to the communities they serve.

Justin has been store manager at TSC since 2017. He was born in Los Angeles, in 1977, moved to Stockton when he was eight, and educated in both cities. He is a licensed EMT, worked as a fire fighter, and helped in the aftermath of Hurricane Katrina. He moved to Willows in 2008 and began his retail career at the Willows Walmart in 2010, where he rose to become a manager trainee. When the assistant store manager position became available at the Willows Tractor Supply store, in 2010, he changed jobs and was later promoted to store manager.

I asked Justin "Why give to the Stonyford Rodeo?" He said that he had looked around and talked with customers, many of whom were ranchers, and that they told him about the small town of Stonyford and its fine rodeo. He learned that this community of only a few hundred people had begun this rodeo a long time ago, (in 1943) and has kept it going as an annual event. Upon further investigation, he discovered that it was a successful professional and amateur rodeo, and that it drew thousands of people to the local area on rodeo weekend. Also, because the rodeo was a do-it-yourself project that depended on local-community people for its operational and financial support, his TSC gift could maybe make a difference in helping the rodeo grow.

The Tractor Supply Company is the largest operator of rural lifestyle retail stores in America. Founded in 1938 as a mail order tractor parts business, TSC owns and operates over 1,700 stores in 49 states.