



Ronald Gene Lillard

March 6, 1936 - September 12, 2020

Ronald Gene Lillard was born in Medford, Oregon on March 6, 1936 to Charles and Mary (Gomes) Lillard. Ron grew up in Fort Jones, California and moved to Redding to attend Shasta College where he was involved in music, radio and theatre. In 1954 he started announcing sporting events for the Shasta College Knights and following graduation he got a job as a disc jockey at KSDA (now KRDG) during the birth of rock and roll. Ron moved on to television as a sportscaster for KVIP-TV in Redding and later became Production Manager and Account Executive as the station transitioned to KRCR-TV.

Ron's involvement with the Shasta County Sheriff's Posse and Asphalt Cowboys led to his first announcing gigs and he continued announcing the Redding Rodeo for 38 years. He announced local and professional rodeos for the next 55 years across the Pacific Northwest and often volunteered his time at junior and high school rodeos. A highlight of Ron's rodeo career was announcing two performances of the Calgary Stampede. Along with rodeos, he frequently announced the Grand National Rodeo and Stock Show at the Cow Palace, Reno Snaffle Bit Futurity, Western States Angus Futurity, California State Fair events and even a boxing match. His unique ability to remember stories and statistics about each athlete often had the crowd cheering for contestants as if they were personal friends. Ron had the incredible gift to recall every person he ever met and call them by name even

years later.

In 1974 Ron returned to his native Siskiyou County to become the CEO of the Siskiyou Golden Fair, a position he held for 26 years. During his tenure at the Siskiyou Golden Fair, Ron brought world-class talent to the Yreka stage including Loretta Lynn, Reba McEntyre, Johnny Cash, Barbara Mandell, Glen Campbell, Alabama, Charlie Pride, Waylon Jennings, Charlie Daniels, Chris LeDoux, and Kenny Chesney just to name a few. He also became an industry leader at the state and regional levels and served on numerous committees and boards. He was highly involved in the Western Fairs Association and served as board president and was inducted into their WFA Hall of Fame in 1999.

Ron was always happiest when he was involved in activities that impacted his beloved community and its citizens. He served on the Yreka High School Board of Trustees for a number of years and was named Yreka's Citizen of the Year in 1998. He volunteered his announcing and auctioneering talents to nearly any organization that asked. One event particularly dear to his heart was the annual Madrone Hospice Art Auction which he auctioneered for 20 years.

Ron passed away peacefully at home on September 12, 2020 from complications of Alzheimer's, a disease he battled valiantly for over a decade. We know that Ron has finally regained his voice and is no doubt telling stories to all who will listen.

Ron was laid to rest at the Catholic Cemetery in Fort Jones in a family ceremony and a celebration of life will be planned for spring of 2021 at the Siskiyou Golden Fairgrounds.

Ron is survived by his wife, Robin Adrian, of Yreka and their granddaughters

Kaylie, Bryanna and Elyssa Beeson; his daughter Kerri Franklin, husband Jeff and grandsons Alex and Aidan of Ashland, Oregon; his daughter Sherri Hanna, husband Greg and granddaughters Darby Hanna and Lacy Rhodes, her husband Justin and their children Raylan and Rachel who reside in Etna. Ron is predeceased by his parents, his brothers, Charlie and Jesse, and his granddaughter, Rachel Hanna.

Those who wish to donate in Ron's memory are encouraged to consider Scott Valley Scholarships Rachel Hanna Memorial Scholarship P.O. Box 352, Etna, CA 96027; or to Madrone Hospice 255 Collier Circle, Yreka, CA 96097.

Tribute Wall



“ I have many fond memories of Ron. His years as an amazing fair manager and unbelievable rodeo announcer. Then his days of just stopping by to visit, going to shoot squirrels or loading shells. He will always hold a special place in the hearts of my family.

Caroline Luiz - October 13, 2020 at 10:40 PM

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“ Warm, fun and personable - my fond memory is the memory of a teenager... the special treatment accorded the friend of his little girl, Sherri. Access to the family box at the Siskiyou Golden Fair, tons of ride tickets, and just being made to feel like I was a special person. Probably small things to him, but huge to me. Rest easy, Ron ❤️

Tracey Colonna - September 26, 2020 at 05:54 PM

Janet Gamache

“ Janet Gamache lit a candle in memory of Ronald Gene Lillard



Janet Gamache - September 23, 2020 at 09:39 PM