

# Distinguished Nevadan Nomination Form

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**Deadline: December 31**

**Please send all nominations to:**

**Dean J. Gould, Chief of Staff & Special Counsel  
Board of Regents  
4300 South Maryland Parkway, Las Vegas, NV 89119  
e-mail: dean\_gould@nshe.nevada.edu Fax: (702) 889-8495**

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1. **Salutation:**     Mr.     Mrs.     Miss     Ms.     Dr.
  
2. **Nominee's Name** (*Please ensure correct spelling.*): Joyce Anderson Bock
  
3. **Nominee's Mailing Address:** \_\_\_\_\_
  
4. **Nominee's Phone Number: Work:** \_\_\_\_\_ **Home:** \_\_\_\_\_
  
5. **Employment History** (*Attach additional material if necessary.*):  
1958-1959 Worked as a registered nurse at Eden Hospital in Castro Valley, CA.  
1967-1998 Developed and owned the Ponderosa Ranch, a tourist attraction based on the popular TV show Bonanza, in Incline Village, NV and served as Vice President and Director of Personnel.
  
6. **Educational Background** (*Attach additional material if necessary.*)  
1953 Graduated from Hayward High School, Hayward, CA  
1955 Graduated with an Associate of Arts degree from College of San Mateo, San Mateo, CA  
1958 Graduated from Holy Cross Hospital School of Nursing in Salt Lake City, UT, as a registered nurse
  
7. **Reasons for Nomination** (*Please include outstanding accomplishments, achievements, and contributions to Nevada and its people. Please be specific and provide considerable detail. You may attach additional pages if necessary.*):

Joyce and her late first husband, Bill Anderson, developed, built and managed the Ponderosa Ranch which was an international tourist attraction in Incline Village located on a hillside overlooking Lake Tahoe. Bill and Joyce moved to Incline Village in 1962 for Bill to bring his heavy equipment company to start the infrastructure for the new community. They began purchasing property and built a small horse ranch. Tourists would frequently stop and ask for directions to the Ponderosa Ranch which was fictional and based on the popular TV show, Bonanza. (Bonanza was the story of widowed ranch owner Ben Cartwright and his three sons Adam, Hoss and Little Joe. Bonanza aired on NBC and ran for XX years and continues in syndication all

over the world). The Andersons, in true American entrepreneurial fashion, recognized a huge opportunity. They contacted NBC and David Dortort co-creator/producer of Bonanza. The Andersons proposed turning their small ranch into a theme park. The park opened to the public in 1967 complete with a scale replica of the Cartwright ranch house and barn like the one seen on television. A replica of Virginia City was later added. The park was seasonal and open seven days a week from May until October and attracted over 300,000 visitors annually. Up to 60 conventions were hosted in any given year and they also hosted the National Governors' Conference. Joyce retired in 1998. In 2004 the Ponderosa Ranch, which was now situated on 570 acres, was sold to billionaire software entrepreneur David Duffield. In September 2004 he closed the Ponderosa "indefinitely". The Andersons were named the United States' Ambassadors for the Travel Service and they travelled the world in the offseason promoting the ranch, Incline Village, Nevada and the United States. Some of the countries they visited were New Zealand, Australia, Japan, China, Germany, Austria and England.

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In 1965 Joyce founded and served as the first president of the Incline Village/Crystal Bay Republican Women. She remains an active member and the club is the second largest in the Nevada Federation of Republican Women.

From Spring 1970 until Spring 1973 Joyce served as the State President of the Nevada Federation of Republican Women.

In 1979 Joyce served as the President of the Incline Village Chamber of Commerce.

In 2015 Joyce and her second husband, Charlie Bock, were honored by being selected as Grand Marshalls of the 4<sup>th</sup> of July Parade in Incline Village - Charlie for his military service (retired Air Force Colonel and former test pilot) and Joyce for her contributions to the community.

**8. Other NSHE Awards** *(Please list other awards this individual has received.)* None

**9. Nominated by Regent:** Carol Del Carlo

## Bio - Joyce Anderson Bock

Joyce Ellen Denton was born on [REDACTED], to Maline and Dean Detton in Long Island, NY.

Raised in Hayward, CA, she attended Hayward High School and graduated in 1953. Went on to College of San Mateo graduating in 1955. Then on to nursing school at Holy Cross Hospital School of Nursing in Salt Lake City, UT and graduated as an RN in 1958.

Married Bill Anderson in 1959 and moved to Incline Village, NV, in 1962 with their son Royce and in 1964 their daughter Jillaine was born. Joyce earned her private pilot's license and loves flying in small planes.

The Andersons opened the Ponderosa Ranch in Incline and Joyce worked there as vice president and director of personnel for 31 years.

Joyce was the founder and first president of the Incline Village/Crystal Bay Republican Women's club in 1965. Became President of the Nevada Federation of Republican Women for the State of Nevada from Spring 1970 until Spring 1973.

Joyce and Bill were named the United States Ambassadors for the Travel Service and travelled the world promoting tourism to Nevada and the Ponderosa Ranch as a place to visit.

Bill Anderson passed away in 2008.

In 1997 Joyce married Charlie Bock a retired Air Force officer and test pilot.

Joyce took up golf to share Charlie's love of the game. She has played (not well) for many years and became president of the Incline Village Ladies Golf Club.

Joyce and Charlie were honored in 2015 by being selected to be Grand Marshalls of the 4<sup>th</sup> of July Parade – Charlie for his contributions to our county and Joyce for her contributions to the community.

They enjoy spending the winters in AZ to golf and open their Lake Tahoe home in summer for political fundraisers and Veteran's events.

# Ponderosa Ranch

The **Ponderosa Ranch** was a theme park based on the popular 1960s television western *Bonanza*, which housed the affluent land, timber and livestock-rich Cartwright family. The amusement park operated in Incline Village, Nevada, near Lake Tahoe, from 1967 until 2004. Portions of the last five seasons of the TV series and three TV movies were also filmed at that location.

## Contents

### Origins

- TV origins of the fictional Ponderosa Ranch

- Origins of the theme park

### The Ponderosa Experience

### Closure

### References

### External links

## Origins

### TV origins of the fictional Ponderosa Ranch



Approximate location of the fictional Ponderosa Ranch from the TV series *Bonanza*. The map is oriented with North at the top, instead of East as in the version associated with the TV show.

The Ponderosa was the fictional setting for *Bonanza*. According to the 9th episode ("Mr. Henry Comstock") in the first season, it was a thousand square mile (640,000 acre or 2,600 km<sup>2</sup>) ranch on the shores of Lake Tahoe, nestled high in the Sierra Nevada, with a large ranch house in the center of it.<sup>[1]</sup> Ben Cartwright was said to have built the original, smaller homestead after moving from New Orleans with his pregnant third wife Marie and his two sons, Adam and Hoss. The grown Adam, an architect/engineer, designed the later sprawling ranch house as depicted on TV ("Bonanza, The Philip Diederheimer Story", Oct. 31, 1959, NBC-TV; "Bonanza: The Return", April 1993, NBC-TV). The fictional ranch was roughly a two-hour horse ride from Virginia City, Nevada. (Note: There are slight variations as to the origin of the Ponderosa Ranch, from the original "Bonanza" series, Lorne Greene's 1964 song "Saga of the Ponderosa", the 1988-95 TV movies, and the 2001 PAX prequel series "Ponderosa"). The ranch house was a single level structure that had a facade second storey. Inside a staircase seemingly led to the first-floor corridor, but it was a dead end. The bedroom scenes were filmed at Burbank Studios. The inspiration for the name may have been the large number of Ponderosa pines in the area or the original Latin meaning of *large* (root of the English word *ponderous*). The exteriors for the television show were occasionally shot in Nevada, usually out of sequence. Crews were sometimes able to complete an entire season's work in just a few days.

The first Virginia City set used on the show from 1959–1970 was located on a back lot at Paramount. It was also used in episodes of *Have Gun, Will Travel*, *Mannix* and *The Brady Bunch*. In the 1970 "Bonanza" episode "The Night Virginia City Died", Deputy Clem Foster's pyromaniac fiancée leveled the town in a series of fires. This allowed for a switch to the less-expensive Warner Studios from

September 1970 through January 1973. Very few of the original Bonanza episodes were shot at the theme park's Virginia City site, although the town was prominently featured in three Bonanza television movies. Because the movies showcased the next generation of Cartwrights, they began circa 1905. The Ponderosa park expanded beyond the buggy era to include an exhibit featuring antique cars. It was a fledgling endeavor as tourists wanted to see horses flanked by Cartwright saddles.

## Origins of the theme park

The idea for the theme park came about in 1965. Bill and Joyce Anderson owned a small horse ranch, which is located in about the same area as the fictional Ponderosa on the burning map. According to the Andersons, tourists would regularly show up at their gates asking where the Ponderosa was. Smelling opportunity, the Andersons contacted NBC and Bonanza creator-producer David Dortort. They proposed turning their small ranch into a theme park. NBC, Dortort, and the cast saw the tie-in as a "bonanza" for everyone.<sup>[2]</sup> All parties being of one accord, the cast agreed to promos being shot at the ranch site and the Virginia City set - including the nearby Silver Dollar Saloon - for financial consideration. The ads greatly stimulated revenue for the park.

The park opened to the public in 1967, complete with a scale replica of the Cartwright ranch house and barn similar to the ones seen on television. A replica of Virginia City was later added. The original plan was to open the set to tourists once filming had wrapped. However, shuttling cast and crew up to Incline Village on a weekly basis became cost-prohibitive. Thus, only 15 episodes of Bonanza were shot there. A majority of ranch-specific scenes were shot on a sound stage at Paramount Studios in Hollywood. Outdoor scenes were filmed on location at nearby Big Bear Lake, Red Rock Canyon, Mojave, or eastern Kern County, California. However, Michael Landon, Lorne Greene, Dan Blocker, and David Canary often made appearances at the ranch in costume to mingle with fans and sign autographs. Blocker died in 1972, and NBC canceled the series the following year. Canary, dressed in character as Candy, made his last visit there in 2002 for a PAX-TV special. Mitch Vogel (Jamie Cartwright) appeared at the ranch for the Travel Channel's "TV Road Trip" in 2002, in which he pitched a behind-the-scenes look at the Ponderosa Ranch and Incline Village. Copies of the "Ponderosa Map", autographed by three of the Cartwrights, became souvenirs at the ranch for decades afterward, along with tin cups bearing their likenesses. Episodes that were filmed entirely or in part at the ranch bear a title plate at the end of the credits. These episodes are from the tenth season through the end of the series (1968–73).

## The Ponderosa Experience

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Parking for visitors was at the highway level; only official vehicles, such as the park's Conestoga wagons were allowed at the top of the ridge, where the park was located. Depending on the time of day, a park visit could include breakfast. Lunch, including a "Hoss Burger", could also be purchased. Estimates are that more than three million of these were sold during the park's existence.

A visit to the park consisted of visitors riding up on the wagon, being "robbed" by "outlaws", and then disembarking at the main house. Adjacent to the house were the "graves" of Ben Cartwright's three wives, each of whom had given birth to one of the three (half) brothers. Graves of the Cartwrights and cook Hop Sing were later added, following the deaths of Dan Blocker (1972), Victor Sen Yung (1980), Lorne Greene (1987), and Michael Landon (1991). The house contained a less-than-realistic carved figure of Ben Cartwright sitting at his desk, and of Hop Sing working in the kitchen. The only parts of the house that actually existed were the living room, dining room, kitchen, and office. The stairs led nowhere, as the "bedrooms" were actually located on a sound stage in Hollywood. Thus, the tour of the house took very little time.

The main attraction was the ranch's version of Virginia City, which was miles from the real Virginia City but immediately adjacent to the rear of the house set (on the show, the ranch was about a two-hour ride on horseback from Virginia City). There were activities such as a haunted house, panning for gold, amusements based on old-time Wild West shows, as well as concessions and souvenirs.

Only the front of the ranch house was ever shown on television because a highway ran directly to the right of the house. In episodes shot in-studio, the home exterior has a backdrop of sky and trees. The ranch house was a single-storey structure, although from the outside it appeared to have a second story. Little Joe's green corduroy jacket and Hoss' brown suede vest were displayed hanging on a rack.

When the ranch opened in 1967, Pernell Roberts (Adam Cartwright) had long since departed the series. Consequently, he was not featured in Ponderosa's promotional campaign until after the show's initial run. At that time most of the shows broadcast in syndication featured the Adam Cartwright character. His picture was in the group painting on the sign promoting the park at the entrance. When the park folded in Autumn 2004 Pernell Roberts was still alive, so no Adam grave marker was added. Pernell Robert died on January 24, 2010.

Near the main house were sculptures of the horses ridden by Lorne Greene, Dan Blocker and Michael Landon that visitors could have their pictures taken either on or alongside. The park also had a church that could be reserved for weddings near the church where the grave markers are located. In 1999, a VHS tour was made available to patrons. In 2002, David Canary appeared at the ranch in Candy's wardrobe for a special produced by AX TV.

## Closure

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The ranch and park remained a popular seasonal attraction for decades after the network run of *Bonanza* ended, having outlived most of the series' original cast. Business remained strong into the late 1990s. The land was purchased by billionaire software entrepreneur David Duffield in 2004. In September 2004 he closed the Ponderosa "indefinitely"<sup>[3]</sup>

## References

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1. Smyth, Mitchell (December 14, 1996). "Back to Bonanza: Ponderosa ranch keeps alive the memory of Ben, Hoss, Adam and Little Joe". *Toronto Star*. p. J.15.
2. Pierleoni, Allen O. (August 18, 1996). "'Bonanza,' Born as a Selling Tool, Holds Fast to the Nation's Imagination". *The Sacramento Bee* p. 6.
3. Reed, Kathryn (September 28, 2004). "'Bonanza' Ranch Rides into Pop Culture Sunset"[\(https://www.backstage.com/news/bonanza-ranch-rides-into-pop-culture-sunset/\)](https://www.backstage.com/news/bonanza-ranch-rides-into-pop-culture-sunset/)*Backstage.com*

## External links

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- [Photos of Ponderosa Ranch Theme Park](#)

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