



HOUSTON LIVESTOCK SHOW AND RODEO™ RITE PROGRAM ANNOUNCES NEW LEADERSHIP — AUG. 20, 2009 — HOUSTON — FOR IMMEDIATE RELEASE — The Rodeo Institute for Teacher Excellence™ has named Brady F. Carruth as president and chairman of the board, and Barbra Jones as its executive director.

Carruth is the president of London American Risk Specialists, Inc. He has been a director with the RITE program since 2001, and is a Lifetime Vice President of the Houston Livestock Show and Rodeo.

"I am very excited about continuing RITE's vital mission to strengthening the reading and learning skills of Houston's youth," Carruth said. "I have been involved with the Houston Livestock Show and Rodeo for 27 years and have always had a passion for the Show's commitment to education and to ensuring academic success."

Jones has 20 years of teaching experience and is a past principal at Spring Independent School District's Heritage Elementary School. As an advocate for reading mastery, she has worked with RITE and teachers at Heritage Elementary since 2001 to promote training in teacher excellence.

"My vision for RITE is to expand the program to meet the needs of more schools," Jones said. "I want every school currently served by RITE to be a TEA 'Recognized' or 'Exemplary' campus."

"Brady and Barbra will be great assets to RITE," said Jack Lyons, past RITE chairman and president. "Barbra's experience and her passion for teaching and literacy are the perfect combination for this position. Brady has a passion for and commitment to RITE that is remarkable."

Houston Livestock Show and Rodeo leaders founded RITE as a pilot project in 1997 to address problems of low levels of academic achievement and the high dropout rates in many Houston-area schools. RITE was organized to implement a training program for teachers with specialized reading and classroom skills primarily for students in pre-kindergarten classes through third grade.

RITE has grown from six schools serving 1,650 students to 44 schools with more than 12,000 classroom students.