A CHILD’S EXPERIENCE
A CROWN AND A SMILE
NEW SHOW OFFICIALS
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The Cover ... Mutton Bustin’ was a popular new event for 2009 RODEOHouston™.
The Show had another great summer! Other than Showtime, it is my favorite time of year because we award young Texans with college scholarships to make their dreams of attending college a reality. This is not only my reward, but the reward of all our volunteers for serving the Show throughout the years.

It truly is an honor to talk with these outstanding young men and women and to learn how they plan to make the most of the Show scholarship. From the Houston-area recipients to the statewide 4-H and FFA scholarship winners, these high school graduates all have an amazing story about where they come from, but most importantly, where they are going. The future of our state is in good hands.

Speaking of amazing stories, I would like to welcome the new Show officials that were elected this summer. In these pages of the “Bowlegged H” Magazine, you can read about the new Executive Committee member Ed McMahon, as well as the new vice presidents of the Show: Curtis Brenner, Rey Gonzales, Yance Montalbano, Steve Roe, Darryl Schroeder and Pam Springer. Just like the scholarship winners, these volunteers come from a variety of backgrounds, but they all have given so much of their time and talent throughout the years and have proved a true dedication to the mission of the Show. I would like to welcome them and thank them for all they have done for the youth of Texas, as well as all they will do in the coming years.

See you soon,

Butch Robinson
RODEOHOUSTON™ 2009 featured a new event — Mutton Bustin’ — which took place after the calf scramble. During each Rodeo performance, 10 children, ages 4 to 6 and weighing 60 pounds or less, competed for a belt buckle. The following is an account of this exciting new event, through the eyes of a little mutton buster.

As told to and interpreted by Sandy Hollingsworth Smith
“That is awesome!” I exclaimed upon learning that I had been chosen for the first-ever mutton bustin’ competition at RODEOHOUSTON. I had ridden sheep before, and I knew about the prize at the end. “I’m going to win that championship buckle,” I vowed.

The big day arrived. “I am so ready to win that buckle!” I announced at breakfast. I was so excited and a little scared, too. What if all of the people in the stadium laugh at me? What if the sheep sits on me? What if the sheep drools on me? These are wild, woolly animals, after all.

For weeks, I had practiced riding on my dad’s back across the living room floor, with him on his hands and knees. I tried to hang on while he bucked, jumped and tried his best to act like a sheep. I hoped the practice would result in a big payoff. I took one last practice ride and visualized my dream coming true, while Dad tried to buck me off. “If I grab a big hunk of wool like this,” I said, while scrunching up my dad’s T-shirt sleeves, “then I won’t fall off. Maybe a pair of spurs might help, too,” I added. Good thing for Dad I didn’t have spurs on yet.

Mom wanted to know which “cowboy” shirt I was going to wear. I chose my most rugged Western shirt. I hoped I could find my special, dark-blue jeans. As soon as I found my jeans, belt, hat and boots, we left for Reliant Stadium. I couldn’t wait! I had too much energy because my mom wouldn’t let me play outside earlier. She thought I would be too tired for the big event.

Soon my family piled into the car, and we were on our way. I remained calm as my family and I made our way through the large crowd at Reliant Park to the registration booth. “I look like a real cowboy,” I thought as I saw my reflection in a window. I was so proud to be able to wear my dad’s belt buckle and spurs from when he was a kid.

The volunteers checked my name off the list, clipped a special contestant badge to my shirt collar and gave me another badge for Grand Entry. “Wow!” I thought, “These badges make me look official.”

Even though mutton bustin’ was still hours away, it was soon time to line up for Grand Entry. Inside the waiting area, there was a tray filled with cookies, chips and other snacks. I thought, “I should eat, so I’ll be ready for my ride.” The volunteers gave me a cool T-shirt, a certificate and a pin that read, “I rode in the Grand Entry.” Having all of that attention made me feel important.

While waiting for the Grand Entry, I saw cowboys and cowgirls — and clowns! That Whiskers is funny! Flame, also, or was it Blaze? The volunteers were so nice and helpful. Howdy was there, too. That is one big “H.”

“Wagon 16,” the volunteer called. “That’s my ride!” I said as I jumped out of my chair to get in line. I rode in the wagon with all the other mutton busters competing in that evening’s performance. The wagon was quickly loaded, and it took off down the ramp into Reliant Stadium. It was even more awesome than I imagined. The announcer introduced our wagon, while the music played and the audience cheered. “Oh, my goodness,” I thought, “There are so many people here, and the lights are so bright.” I took a deep breath and soaked up the moment. Then, I saw myself on the big TV screens hanging from the center of Reliant Stadium.

I couldn’t wait to tell my family about the Grand Entry ride, but, more importantly, that I was on TV. The first thing I asked my mom was, “Did you see me on TV?” It was so awesome.

After the Grand Entry, Mom and the rest of the family wished me good luck mutton bustin’ and we hugged and said goodbye as Dad and I walked to the seats and waited for the event.

As the time approached, Houston Livestock Show and Rodeo™ volunteers called out each contestant’s name, and we, along with our parents, walked down from the stands to the arena floor. At the bottom of the arena, there was a terrible smell. “Is that the sheep, I wondered?” It was. My goodness, how do farmers handle this all the time? I squinted to check out the sheep lineup. There was one that looked bad — I saw a very mean look in his eyes. I hoped he was not the sheep I was going to ride. One was kind of cute with a little pink nose. Maybe I’ll get a sweet little sheep and I’ll ride around the arena tipping my hat to the crowd. Wouldn’t that be something?

All of the competitors were fitted with protective vests and helmets and given a number to put our back. “I’m number
“I announced to everyone nearby. We were all fidgety and nervous and began talking to each other. “Have you ever ridden a sheep?” I asked the boy next to me. This was his first ride. “This is my second time,” I told him, “and I really hope I win the belt buckle.”

At the end of the line, two girls were giggling, and their parents were taking pictures and adjusting their vests and helmets. I pleaded with my dad to stop tugging on my helmet and vest over and over again. Then, it was time for the competitors and parents to go our separate ways. Before the line started to move, I called out, “Dad — knuckle bump,” and put up my fist for my dad to bump back. “Good luck,” Dad said, as his knuckles gently met up with mine. “This is it!” I said.

All of a sudden the announcer introduced the event and, seconds later, my new friend, the first rider, was out of the chute and face-down in the dirt. The real rodeo bullfighters picked him up, as they would for each of us that followed. I tried to tune out the sounds around me and to focus by repeating to myself, “I’m going to win.”

The next thing I knew, I was being lifted into the air and onto the back of my appointed sheep. A volunteer patted me twice on the helmet and once on the back and wished me good luck. Over the noise of the crowd, the announcer said my name, my hometown and the name of the wild beast I was about to conquer. Less than a second later, the sheep burst out of the chute heading toward the other side of the pen with me clinging tightly. “Hold on tight,” I said to myself as I maintained the death grip on that sheep. “I’m falling. I’m falling!” I thought. My ride lasted an amazing 6 seconds, but gravity took me down to the dirt and I hit the ground. The bullfighter ran to help me up. “Did I win?” I asked.

Unfortunately, the championship belt buckle would not be mine that day. The winner was a girl wearing pink boots and sparkling chaps. Of course, she won — she was big! How could I compete with a giant? She must be turning 7 very soon! At least she’ll be retiring after this season, so I’m that much closer to becoming a RODEOHouston champion mutton buster and winning that genuine Rodeo buckle I’ve dreamed about all of my life. Second place — not bad!

After my ride, I returned to my seat and showed my family my awesome trophy. They were excited to hear all about the ride. After we watched the concert, my family and I walked around Reliant Stadium. I was so proud walking through Reliant Park holding my trophy for everyone to see. I felt like a superstar. Some visitors stopped and congratulated me on a job well-done. “This is so cool,” I thought, “and the kids at school are going to think it is cool, too. I’ll remember this day forever.”

When I returned to school the next day, my teacher told the class about my ride and, now, all of the kids in school are patting me on the back. This is awesome! Next year definitely is my year! That buckle will be mine — unless that giant girl has a younger sister.
When Ray DuBois was a student at Runge High School in southwest Texas, he was not sure if he would ever have a chance to go to college. Fortunately, when he graduated from Runge in 1974, a Houston Livestock Show and Rodeo™ scholarship made his dreams of college a reality. He has come a long way since that graduation. Today, DuBois, M.D., Ph.D., is a distinguished and internationally renowned cancer researcher, academic physician and educator who has dedicated his career to mentoring other cancer researchers, assisting cancer patients and their families in the fight against cancer, and increasing public awareness for colorectal cancer screening and prevention. DuBois, a dedicated family man, and his wife, Lisa, have two children, Ethan and Shelley.

DuBois was born in Sinton, Texas, and raised in Runge. At Runge High School, he was involved in a wide range of school activities. In sports, he lettered in basketball, football, track and tennis. During his junior year, DuBois was president of the student body association. During his junior and senior years, he was on the debate team and a member of the National Honor Society. DuBois also served as yearbook editor and as president of both the local and district FFA organizations.

“I come from a large family and we didn’t have much money, so unless I somehow secured a full scholarship, college was completely out of the question,” DuBois said. “Being selected as a winner of the Rodeo scholarship was one of the most important events in my life. It was, as they say, a game-changer. It provided me with the confidence to pursue a college degree. Having the support of the Houston Livestock Show and Rodeo organization was crucial to my career.”

DuBois attended Texas A&M University, where he was in the honors program in the School of Agriculture, receiving his bachelor’s degree in biochemistry in 1977.

From there he entered the graduate program in biochemistry at the University of Texas Southwestern Medical Center at Dallas, and served as president of its graduate student government organization and as an American Liver Foundation Fellow. In 1981, he was awarded a doctorate in biochemistry. Determined to understand the relationship between biochemistry and human biology, DuBois next attended medical school at the University of Texas Health Science Center at San Antonio, earning a medical degree in 1985. He completed his residency training in internal medicine and his fellowship in gastroenterology at The Johns Hopkins Hospital in Baltimore, where he trained under Nobel Laureate, Dr. Dan Nathans.

After completing his residency and fellowship in 1991, DuBois joined the Vanderbilt University Medical Center in Nashville, Tenn., where he eventually rose through the ranks and was named director of the Vanderbilt-Ingram Cancer Center. In March 2007, he stepped down from that position in order to join The University of Texas M.D. Anderson Cancer Center as its provost and executive vice president for research, faculty development and training.

Throughout his career, DuBois has served on boards and committees of many cancer organizations. “My professional career has been devoted to cancer research focused on improving our ability to detect colon cancer early, when it is more treatable, and to devise improved treatment options in advanced patients,” DuBois said. “I am also dedicated to improving the funding for our training programs to ensure that future generations of scientists and clinicians will continue to fight this disease.”

To increase public awareness for colorectal cancer screening and prevention, DuBois has traveled throughout the world as a featured speaker for many cancer organizations. His greatest challenge is helping an international network of physicians and researchers find solutions for patients and families who must deal with this disease.

Currently, DuBois is active in several organizations, including the American Association for Cancer Research, where he recently served as president; the Cancer Research and Prevention Foundation; the Keystone Symposia on Molecular and Cellular Biology; and the National Colorectal Cancer Research Alliance Foundation. DuBois said, “Future funding for cancer research is crucial to winning the long, hard-fought battle against this disease. Leadership roles I have taken in various scientific organizations have centered around ensuring that ample funding for cancer research will be available for researchers in the future.”

Since his return to Houston, he attends the Houston Livestock Show and Rodeo. “My selection as a Rodeo scholarship winner has been one of those rare experiences where all the results were positive. Looking back, I can see no downside,” DuBois said. “I was very lucky to have won the Rodeo scholarship, and I never hesitate to tell others what it has meant to me.” He encourages his fellow employees and faculty members to attend, get involved with the Show and give back to their communities.
Showing an animal in front of a livestock judge for the first time can be a daunting experience, and preparing for the world's largest livestock show could make the task almost overwhelming. With that in mind, the Houston Livestock Show and Rodeo™ started the Calf Scramble Progress Show for winning scramblers and dairy and livestock judging contestants from the 2008 Show.
Working with their livestock projects for just a few months and establishing the routine of feeding and caring for their heifers, the young exhibitors looked ahead to the 2009 Show. Anticipation of showing in Reliant Center was high, but so was a sense of anxiety. For some, this was their first animal project.

The first-ever Calf Scramble Progress Show was held at the Humble Civic Center Arena. More than 100 bleary-eyed exhibitors, with their registration papers in one hand and their haltered heifer led by the other, paraded to the arena floor for check-in. With a number pinned to their shirts, exhibitors and their heifers waited until their class was called for judging.

Before the afternoon competitions started, two seminars were held for the novice competitors. Paul Maulsby, manager of the Texas A&M Beef Center, spoke on how to determine the proper nutrition and feeding plan of a heifer project, and on fitting (preparing the animal for the show ring) and showmanship.

For the competition, the arena was divided into two sections, where the projects were judged in classes according to breed and age. Each heifer was examined for breed traits, growth and structure and how it would contribute and complement a herd.

On the east side, Gerald Young, executive director of the Vocational Agriculture Teachers Association of Texas, judged the American breeds. Dr. Chris Skaggs, associate dean for student development at Texas A&M University College of Agriculture and Life Sciences, judged the British and European breeds.

Following the judging of the heifers, the process began all over again with a showmanship competition, where the handling of the heifer by the exhibitor was evaluated. Maulsby was the showmanship judge for the American breeds, while the other British and European breeds showmanship judge was Dr. Chris Boleman, Texas AgriLife Extension, 4-H and Youth Development.

The experienced eyes of a livestock judge play an important role to the success of the heifer and exhibitor. After each class is lined up, the livestock judge shares remarks about each entrant. By stating his reasons for his selections on that day, the judge allows the exhibitor a chance to learn how to improve before the next time in the ring.

The candid comments of the participants were a satisfying gage of the initial progress show’s success. San Jacinto 4-H member Stephanie Conroy said that she and her mother found everyone friendly and they learned a lot from the fitting seminar.

Coy Van Dyke, a scrambler from Garrison FFA, located about 15 miles north of Nacogdoches, and his father, Ker, brought Coy’s Maine-Anjou heifer to the progress show. While waiting for his son to enter the ring, Ker said, “Y’all have a first-class operation. And it is really nice to meet your [donors].”

Even Kerry F. Charles, a senior at Worthing High School, who wasn’t able to transport his heifer to the progress show, attended with his family anyway.

When asked why, Charles smiled and said, “I came out because it’s my first year [to exhibit], and I wanted to see how things are done. I’m a bit nervous, and I want to be better prepared for the next show.”

Showing his Chianina-Maine Anjou cross for the first time, Robbie Gresso, a junior at Lamar High School in Houston, said, “I thought it was really helpful, especially … for kids just getting into this. I thought it was very well organized and planned. I had a lot of fun — I wish I could do it again.”

He asked that the Show and the Calf Scramble Committee volunteers be told, “Thank you very much for all your support. I really enjoyed the experience.”

As the 2009 Show scramblers begin working on their projects, Show staff and volunteers are planning for the second progress show Saturday, Oct. 24, 2009.
There comes a day in a cowboy’s life when he realizes that he cannot compete forever. Someday, he will have to saddle up and ride off into the sunset. However, a few talented and respected individuals are lucky enough to stay in the arena after their days as a competitor. Such is the story of three top rough stock riders who have gone on to serve as RODEOHOUSTON™ judges in bareback, bull and saddle bronc riding.

There is no exception to the rule that RODEOHOUSTON lures the best and most professional talent in the country — judging included. At RODEOHOUSTON, there are four judges in the arena and one judge on the chute to check for fouls. So that more angles can be observed, RODEOHOUSTON and the National Finals Rodeo use four judges in the arena, while other rodeos use only two judges. Although these four judges are humble about their rankings, there is no denying that they are the tops in their profession.

Steve Knowles lives in Florida and judges about 30 rodeos a year. Having decided that he was too old to compete in bull riding, he began his judging career. What he did not realize was how hard the transition was going to be. “It is difficult to give up the competition, and it is surprising how challenging judging can be,” Knowles said. “There are many things that you have to pay attention to. You have to have a lot of patience. It is very easy to get caught up in the emotions of the event and want to reward a guy, but you have to judge based on the criteria, not your emotions.”

Until 1999, Marty Jandreau, from South Dakota, competed in the saddle bronc riding event, and in 1984, he began judging rodeos. In the early 1980s, if a cowboy was ranked in the top 100, he was required to judge. Beginning in 2002, Jandreau started judging more performances as a sideline job and really began to enjoy it. Judging meant that he did not have to give up his friends when he gave up competing. “My closest friends are at the rodeo,” he said. Now, Jandreau judges anywhere from 75 to 100 performances a year, and he has officiated RODEOHOUSTON three times. In Jandreau’s opinion, judging is a great life. “I get paid to watch great rodeo with the best seat. I truly respect the contestants and have a love and respect for the competition,” he said.

When judging rough stock, 25 points go to the animal and 25 points go to the cowboy. All four judges score the ride, tally their scores and then divide by two to get the final score for each ride. The judging criteria for horses consist of kick, drop, power, change of direction and bucking height. To earn points from the judges, the cowboy must demonstrate length of the spur stroke, control and the amount of exposure that he endures. For the bulls, the judges evaluate several of the same criteria that are used with the horses — spin, fade (going forward or backward), jump and kick. In bull riding, the cowboy does not really spur so much as demonstrate control and moves to offset the bull’s movement.
Cliff Overstreet, from Texas, began judging after he quit riding bulls and started judging bull riding jackpot competitions. He worked his way up from smaller rodeos and earned the respect of the contestants and of the judging department of the Professional Rodeo Cowboys Association. Overstreet is very conscientious about his job. “In most professional sports, the athletes are paid to play, but in rodeo, the athletes pay to play and only win money if they are in the top,” Overstreet said. “When we evaluate their performance and we make mistakes, it affects their livelihood.”

Being a judge comes with a lot of pressure to make the best call possible. “Sometimes you can’t be perfect,” Jandreau said. “You just need to trust the training that you get.” He said that following the judging criteria is critical: “If you stick to the book, then the boss will back you.”

Mike Todd, from Texas, was a bareback and bull rider who was talked into judging by Overstreet. “I really did not think that I would enjoy it, but it is really quite challenging,” Todd said. He attributes his success as a judge to putting in the time judging college rodeo for years before moving up to the professional shows.

Approximately 10 full-time judges and 150 part-time judges are trained and provided by the PRCA for rodeos across the country. Training to be a judge consists of watching videos, attending seminars, watching live rides and reviewing the rule books. The PRCA is always fine-tuning the sport, and the judging rules are no exception. “I was shocked at the detail I had to learn at my first seminar; there is so much to look for in just 8 seconds,” Knowles said.

In the saddle bronc and bareback events, there are 10 criteria to evaluate. Often, for the crowd, the wilder the ride is, the better it seems. That is not true for the judges. Control, feet placement and spur contact are usually most important. A lot of the scoring is how easy the cowboy makes the ride look.

The judges’ role is not limited to judging the events. They must inspect the stock before each performance and educate the contestants on the rules. The judges’ workday begins with the inspecting of the rough stock to make sure that the animals are in good condition to compete. Then, they hustle to check the barriers and gates to make sure everything is working properly. Once all of that is completed, then they prepare mentally for the events to be judged.

It can get very exciting and tense in the arena. Overstreet emphasized that judges have to make sure that contestants are following the rules and have interpreted the rules correctly. “When a contestant gets upset, you have to corral your emotions and remain in control,” Overstreet said.

Mike Todd agreed with Overstreet. “No two rodeos are the same and you have to adapt to many different situations,” Todd said. Continually, there is a new twist on a rule or an interesting interpretation of the rule. “The number one thing that a judge needs to know is how to interpret the rules and understand the intent behind the rule,” Todd said.

Judges are evaluated by the judging department of the PRCA, stock owners and contestants. Another critic of the judge is the crowd. All the judges agreed that they enjoy the crowds and know their calls may not always be popular. In fact, they know that some calls may get booted, but for the judges, that means the crowd is paying attention. “We know that we have captured the crowd’s imagination if they are booing or clapping, and that is exciting,” Jandreau said.
Reading is an essential part of any child’s education. Through reading, a child is given the means to achieve academic success. Strengthening reading and learning for at-risk public school children is the mission of the Rodeo Institute for Teacher Excellence™, and to continue to help implement these goals, RITE 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, and has been a director with the RITE program since 2001. He also 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.”

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.

Teachers utilize Reading Mastery, Horizons and Language for Learning phonics- and comprehension-based reading programs as curricula in the classroom.

“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.”

RITE has grown from six schools serving 1,650 students to 44 schools with more than 12,000 classroom students.
Avery Gonzales, a 2005 Houston Livestock Show and Rodeo™ FFA Scholarship recipient, ended her year-long reign as Miss Rodeo Texas in June 2009. Having logged more than 40,000 miles traveling across Texas and beyond, Gonzales promoted the sport of rodeo along the way.

Crowned Miss Rodeo Texas on June 21, 2008, Gonzales spent a year attending and volunteering at rodeos and charity events across the United States, from San Antonio and Houston to Las Vegas, where she promoted rodeo, Western heritage and agriculture. As Miss Rodeo Texas, Gonzales participated in events such as the Houston Livestock Show and Rodeo’s Top Hands Horse Show; ceremonies at the Texas Rodeo Cowboy Hall of Fame; the Texas Stampede Cattle Drive in Dallas; Ropin’ Dreams in Cibolo, Texas; and the San Antonio Stock Show & Rodeo.

Gonzales is especially passionate about her work with therapeutic riding centers which use horses as a form of physical and emotional therapy for special needs children, creating a place where they can develop and gain self-confidence.

“Raising awareness about therapeutic riding centers is special to me and close to my heart, because I’ve grown up with children with disabilities my whole life,” Gonzales said. “My uncle is handicapped, and I have seen firsthand the benefits of therapeutic riding. Riding horses is an activity special kids can do, just like everyone else.”
Gonzales received approximately $19,500 in scholarships during her reign — the highest amount ever awarded to Miss Rodeo Texas — including the $12,000 Show scholarship. The remaining scholarships are funded by the Miss Rodeo Texas Committee, as well as contributions from individual shows and rodeos. “It doesn’t matter if a rodeo contributes $5 or $1,000, I am proud to represent and promote their rodeos and do anything I can to help their individual events,” Gonzales said.

Originally from Kosse, Texas, Gonzales will use her scholarships to finish her senior year at Texas A&M University, where she returned in the fall of 2009, after taking a year off to devote all of her efforts to being Miss Rodeo Texas. Gonzales is a university studies major, with a concentration in agricultural and life science, and minors in biomedical science and communication. After graduation in May 2010, Gonzales hopes to be accepted into Texas A&M Health Science Center College of Nursing’s accelerated nursing program and to earn a nursing degree.

In addition to her volunteer work during 2008 and 2009, Gonzales represented the state of Texas in the 2009 Miss Rodeo America pageant held in Las Vegas. Competing with 27 other cowgirls, Gonzales was judged in numerous categories, including horsemanship, public speaking, interviewing and rodeo knowledge. Gonzales received a $1,500 scholarship for winning the central region division of the pageant, which is awarded to the highest-place cowgirl who is not in the top five. She also earned the first-ever People’s Choice Award for receiving the highest number of votes from rodeo fans who voted via text message during the competition. Gonzales, who was among the top 10 finalists of the pageant, described her competition in the elite Miss Rodeo America pageant as an incredible experience.

Traveling was an irreplaceable experience for Gonzales. In 2009, despite a difficult economy, the Miss Rodeo Texas Committee sponsored a trip to New York for Gonzales. “I had never been [anywhere] remotely like New York City before,” she said. “The trip to New York City was about having fun, of course, but it was much more than that. The Miss Rodeo Texas Committee tries to teach you life skills and abilities during the trip, things like public etiquette and public speaking.” Gonzales was able to hone her public speaking skills when she was interviewed by a national weather reporter on a network morning program. “I actually had quite a bit of airtime on the ‘TODAY Show’,” Gonzales said. “It was an amazing experience.”

Gonzales described her reign as Miss Rodeo Texas as extremely valuable. “I have developed interview skills that I will be able to use at future job interviews; public speaking skills that will enable me to confidently speak in front of large groups of people; as well as contacts with unique individuals who I hope to continue to have a relationship with far into the future,” Gonzales said.

The Houston Livestock Show and Rodeo is proud of its role in helping this Miss Rodeo Texas reach her goals. "☆ 2010 ☆"
Native Houstonian Ed McMahon has been involved with the Houston Livestock Show and Rodeo™ in some manner for most of his life. During his youth, McMahon attended the Show at the Sam Houston Coliseum with his father, where he rode in the Grand Entry on a number of occasions and shook hands with stars such as Roy Rogers and James Arness (Marshal Matt Dillon from the television series “Gunsmoke”).

In 1967, McMahon took his Show involvement to the next level by joining as a life member. That same year, at the invitation of Gordon Edge and Norwin Gerhart, he became an inaugural member of the Poultry Auction Committee, which had only 12 members at the time. McMahon served the committee in various leadership positions, including chairman and officer in charge, and he is the only original member still participating actively on the committee. He was inducted into the committee’s Poultry Hall of Fame in 1987.

McMahon’s broad Show experience also includes volunteering on a number of other committees, including Sky Box; Corporate Development, where he served as chairman and received the Top Sales Award for nine consecutive years; Western Art, where he helped the Show raise funds to acquire a number of bronze sculptures; and Swine Auction, where he was presented with that committee’s prestigious Head Hog Award in 2003. McMahon also was a member of one of the teams that competed in the inaugural World’s Championship Bar-B-Que Contest in 1974.

McMahon was elected to the Show’s board of directors in 1977 and as a vice president in 1986. He served as officer in charge of the Breeders Greeters, Poultry Auction, Rabbit, Range and Pasture Plant Identification, School Art, Sky Box, and Swine Auction committees.

“It’s a true honor to be involved with the Show and the more than 21,000 volunteers who make it one of the great charitable, educational and agricultural institutions in the United States,” McMahon said. “It’s an awesome feeling to be able to participate in the Show’s activities at this level.”

As a current member of the Building Committee and past member of the Show’s Long-Range Planning Committee, McMahon has been involved in various aspects of the Show’s expansion into new facilities, including oversight of construction and renovation projects.

McMahon owns Ed McMahon Interests, which builds and develops residential and commercial properties, as well as equine centers, he jokingly refers to as “barndominiums.” McMahon attended Houston’s Lamar High School, where he was a member of the Lamar FFA and the Rodeo Club. McMahon and a friend raised steers and chickens, as well as a trick pig named Arnold, on an acre of land owned by McMahon’s grandmother. He later attended Louisiana State University, earning a bachelor’s degree in agricultural engineering in 1967.

McMahon is involved with several charitable organizations in the Houston community and elsewhere. He was president of the Crohn’s & Colitis Foundation of America; a supporter of Citizens for Animal Protection; a director of the Western Art Museum in Kerrville, Texas; a co-founder of “Men of Distinction,” benefiting Texas Children’s Hospital; and an associate of both the National Cowboy & Western Heritage Museum and Baylor College of Medicine.

As a member of the Executive Committee, McMahon looks forward to continuing with one of the things he does best — using his contagious enthusiasm and affection for the Show to bring in new members to help support the Show’s mission. “The whole Rodeo is based on volunteers, and without their dedication and support, it couldn’t exist,” McMahon said.

By Todd Zucker
Curtis Brenner first became involved with the Houston Livestock Show and Rodeo™ when he was asked to join the Steer Auction Committee in 1976.

“We answered an ad from someone wanting to sell a used tractor,” Brenner said. “The seller turned out to be [Lifetime Vice President] John Rader. We purchased the tractor, and John delivered it to us. We talked for a long time, and John suggested that I should get involved with the Show.”

Brenner served on the Steer Auction Committee for two years until his work commitments prevented him from volunteering. Despite those commitments, Brenner’s volunteer spirit never waned. In 1993, while attending the Show, he noticed a new committee called Directions & Assistance, and in 1994, he joined that group.

Varied interests led him to divide his talents and volunteer on other committees, as well. He served as chairman of the Directions & Assistance Committee from 2001 to 2003. He joined the Special Children’s Committee in 2005 and the Area Go Texan Committee in 2009. Brenner was elected to the board of directors in 2003 and is a life member of the Show.

Reflecting on his election as a vice president of the Show, Brenner said, “My appointment came as a complete surprise. I am both honored and humbled to be selected as a vice president of the Show. I am looking forward to representing the Houston Livestock Show and Rodeo and to represent not only the volunteers on my four committees, but all the committee volunteers.”

Brenner will be the officer in charge of Area Go Texan, Go Texan Contests, Facility Services and Rodeo Operations committees.

He is self-employed as the owner/president of the Brenner Group, Inc. Brenner has been married to his wife, Donna, for 24 years. They have three children, Tiffany, Christopher and Jennifer.

Rey Gonzales began his volunteer career with the Show on the Corporate Development Committee, where he served as captain, vice chairman and chairman.

“I enjoy working with our corporate community and qualified students,” he said. “I have seen outstanding students from our community become the next generation of American leadership. I have seen the great generosity of our corporate citizens. Both are humbling experiences.”

He also served on the Commercial Exhibits Committee, learning firsthand about service and support for the Show’s vendors.

Gonzales met his first Show volunteers in 1956 when his church in Freeport, Texas, brought a group of students to the Sam Houston Coliseum to see the Show. Several Show volunteers sat with them during the Rodeo.

“I have never forgotten that experience. Through college and military service, the Rodeo was an annual event. Friendships that were created in college and in the military continue as friendships today with Rodeo staff and volunteers,” he said.

Gonzales will be the officer in charge of Corporate Development, Rodeo Ticket Sales and Special Children’s committees, as well as the new Premium Seating Committee.

“I consider it a privilege to mentor and guide the next generation of Rodeo leadership. I see myself in a support role for each committee chairman, assisting them to continue an atmosphere of mutual support and service.”

Gonzales is a retired colonel with the U.S. Army Corps of Engineers. Professionally, he is a licensed U.S. customs broker, representing importers of wholesale and retail products.

His wife, Santa, is a member of the Trailblazers Committee. Their daughter and son-in-law, Dey Lopez and Will Lopez, live in Miami but attend the Show every year. Their three grandchildren have been attending the Show since they were each 6 months old.
Yance Montalbano remembers as a young child when the local schools would close on Friday for Go Texan Day and the Downtown Rodeo Parade. “What a sight it was to see the people watching the parade from their offices in the high-rise buildings, parking garages and all along the street,” he said.

Montalbano’s interest in the Houston Livestock Show and Rodeo began as a young child, as his father was a member of the Salt Grass Trail Ride and rode with the Lazy Eight Wagon. His mother would take him and his brother, sisters and several cousins to greet the trail riders. “We anxiously awaited their arrival in the front yard of my grandparents’ home on Memorial Drive on their way to the Downtown [Rodeo] Parade,” Montalbano said.

Montalbano has been a life member of the Houston Livestock Show and Rodeo since 1981. He has participated with several of the trail rides for more than 30 years and is presently with the Salt Grass Trail Ride’s Magnificent Seven Wagon. He joined the Trail Ride Committee in 1990, and in 2003, he was appointed chairman. He also joined the Carnival Ticket Sales Committee in 1998. In 2006, Montalbano was elected to the Show’s board of directors.

As a Show vice president, Montalbano serves as officer in charge of the following committees: Calf Scramble Arena, Calf Scramble Donors, Calf Scramble Greeters, Grand Entry and Rodeo Contestant Hospitality. “I am honored to be involved with the Show in this capacity, because it gives me the opportunity to continue to work with the kids and help them to achieve their goals,” Montalbano said. “It’s exciting how the Show provides these kids with an amazing opportunity, and I get to hear about their goals and dreams for their future. I admire all of the time, effort and expense that their parents have selflessly given.

“This position allows me to take more responsibility on a much broader scale. I appreciate the vote of confidence from the Executive Committee and their trust in my ability to participate at this level," Montalbano said.

Montalbano is an owner/partner with Montalbano Lumber; a family-owned and -operated business since 1900. He has been married to his wife, Ginger, for 21 years. They have three daughters, Ginny, Genna and Gia.

Steve Roe

Agriculture runs deep in Steve Roe’s heritage. He grew up as the son of a third-generation, West Texas farmer. His children were involved in 4-H and FFA during their high school years and showed animals at many livestock shows, including the Houston Livestock Show™. Volunteering for the Rodeo was a natural way for Roe to become involved.

“I began my involvement at the Houston Livestock Show and Rodeo as a steer buyer in the 1980s. Eventually, [Show director] Barry Smotherman asked me to join the Rodeo in the late 1980s as a life member. In 1990, Barry asked me to join the Steer Auction Committee, and I have been serving on that committee ever since,” he said.

Roe has served in many leadership positions since he first joined the Steer Auction Committee, filling various captain and vice chairman positions for many years before becoming chairman of the Steer Auction Committee in 2006.

“In each of those positions, I have felt honored to be selected, and am humbled that I was asked when there are so many capable people involved with the Show. To be asked to serve as one of 18 vice presidents is both a lifetime honor and a huge responsibility. I am excited about the opportunity to represent the hardworking members of the Houston Livestock Show and Rodeo as we continue to provide significant benefits to our community and our youth,” he said.

Roe will be the officer in charge of the Health, Western Heritage Community Challenge, Wine Auction and Wine Competition committees.

He has been married to his wife, Sherry, for 35 years. They have two daughters, Sara Roe and Suzy Roe Johnson, and a son-in-law, Carter Johnson. Both Suzy and Sara are active with the Speakers Committee.

Roe is a partner with Deloitte LLP. He has been with the firm for 35 years and serves as a lead client service partner within the oil and gas industry group.
Darryl Schroeder

“I joined the Show with expectations of only being a committeeman, but you quickly want to be more involved with the kids and all aspects of the Show,” Darryl Schroeder said. “I feel fortunate to have been given the opportunity to serve in each capacity as vice chairman, chairman and director. Being elected to serve as vice president is something I never even dreamed about when I joined the Show and it is the ultimate challenge.”

Schroeder became a life member of the Show in 1992. He joined the Poultry Auction Committee as a volunteer in 1997, and during that time, he also joined the Agricultural Mechanics and International committees. In 2004, Schroeder moved to the Lamb & Goat Committee, where he served as chairman from 2005 to 2007. During his tenure, Schroeder set all-time auction records for the committee. Schroeder is also an active member of wagon 4 and participates in the trail rides with the wagon.

As a vice president, Schroeder will oversee the Commercial Exhibits, Rodeo Merchandise, Sheep & Goat, and Llama and Alpaca committees.

“I need to thank all of the people who worked with me and helped elevate me to this position. I’m looking forward to the challenges ahead and helping to keep the Rodeo as one of the top charities for kids in the world,” he said.

For Schroeder, being a part of the show is a family affair. His father was a life member and a calf scramble sponsor for 20 years. Schroeder and his wife, Lori, met as rookies on the Poultry Auction Committee in 1997. He has four children and Lori has two children. His daughter, Jill, is on the Swine Auction Committee. His two sons, Christian and Scott, and Lori’s daughter Kristin, are on the Lamb & Goat Auction Committee.

Schroeder is president and CEO of Lone Star Construction and CEO of LoneStar Marine Shelters.

Pam Springer

Pam Springer joined the Show as a life member in 1987. “I attended my first auction in 1987, but really got hooked [on the Show] when I met one of the Calf Scramble contestants and his family from Munday, Texas — with whom we are still in touch today,” Springer said. In 1997, she joined the School Art Committee and served as a coordinator for private and parochial schools until 2002.

That same year, the School Art Auction Committee was created. Serving as the inaugural chairman, she helped set auction records that were remarkable, especially for a new committee. Her service on these committees closely parallels her professional experience — since her days as a teacher, Springer has had an abiding interest in education.

“I am most touched by the letters from scholarship students. These are not only good students, they are involved in so many campus activities and in leadership roles — they are truly the future of our state. It is difficult to keep a dry eye when reading those letters,” she said.

Springer also is an active member of the International Committee and has volunteered on that committee since 1988. As officer in charge, she will be responsible for the Communications & Special Services, Magazine, School Art Auction, and Souvenir Program committees. Springer has been honored with the distinction of a Trailblazer and is a member of Amigas Para Niños.

“I am looking forward to working with my fellow officers, committee chairmen and committeemen,” she said. “I recognize the responsibility that goes along with this honor and hope to make a positive difference during my term as an officer. I look forward to meeting even more students and parents — after all, it really is all about the kids!”

Springer is a licensed real estate broker and a principal with Spring-Instex Insurance Agency, LLC. She is married to Lifetime Director Jerrol Springer. Their daughters, Dana S. Turner and Laurie S. Tucker, also are life members of the Show.
**AGRICULTURAL MECHANICS**
The Agricultural Mechanics Committee began in 1980 to provide ambitious students with an alternative to raising animals. The committee hosts the Agricultural Mechanics Project Show, in which students compete against each other with projects they have built from the ground up. Categories in the competition include agricultural machinery and equipment, electrical equipment, livestock equipment and trailers, and tractor restoration.

After the students’ work is judged, the projects are returned to the students, at which time they can choose to sell or keep their creations. Prizes are given for participation, including tools that can help with future Houston Livestock Show and Rodeo™ projects and could prove useful in their future careers.

David Boothe, officer in charge and a Show vice president, said the reason these projects are of such high quality is, in part, because of tools and machinery given to FFA chapters and students around the state. “The quality of the work that these students are doing on their projects is phenomenal,” he said. The committee worked diligently throughout the year and raised more than $550,000 worth of prizes for the 2009 Show.

The Agricultural Mechanics Committee facilitates the setup and removal of projects inside Reliant Center, which is no small task, as many of these projects can weigh several thousand pounds. The committee also assists the Texas FFA with the logistics of the State FFA Tractor Technician Contest. The contests’ top 10 finalists from across the state receive prizes and the chance to compete head-to-head by attempting to fix five problems on a tractor and then drive it around the arena.

The duties of the committee do not end there. During the Show, the committee holds a job fair for students interested in working in the mechanical field.

For Chairman Larry Walters, the best part of volunteering with this committee is meeting the students he is working to help. “You get to spend three days with the kids and really get to know them a little better than you would if you just gave a scholarship,” he said.

Next time you visit the Show, stop by to see the amazing display of young Texans’ creations at the Agricultural Mechanics Project Show.

**CARNIVAL TICKET SALES**
Every year during the Show, the bright lights of the carnival rise to greet Houston Livestock Show and Rodeo visitors, enticing them to enjoy the rides and attractions. Through the Carnival Ticket Sales committee, many carnival goers already have entrance tickets and half-price carnival packs for rides and games before entering the gates.

In 1993, the weather during the Show was particularly rainy and carnival ticket sales suffered. Seeing a need to keep carnival ticket sales steady regardless of weather conditions, the Group Ticket Sales Committee suggested selling carnival tickets prior to the start of the Show. Initially, a subcommittee was formed in 1994, and it raised an additional $12,000 in pre-sales. The subcommittee found a gold mine, and, a year later, the Carnival Ticket Sales Committee was created.
Bubba Butera, the inaugural chairman, led the committee in bringing in more than $200,000 that first year. In 2009, the volunteers sold a record-breaking $2.5 million worth of half-price carnival packs.

“Presales are a convenience to help the customer avoid lines once they are on the grounds; it is an opportunity to ride more rides” said John Morton, officer in charge of the committee. “Since the carnival runs three weeks, Texas weather in March may only bring rain for a day or two once a week when fronts are moving through. Customers have plenty of time to use their pre-sale tickets and not get stuck with them due to weather.”

In addition to pre-selling half-price carnival packs, the committee also sold more than $730,000 of Reliant Park Admission tickets so customers avoided standing in line to buy entrance tickets during the Show season.

And members solicit donations to the Show’s Educational Fund. Last year they raised $115,000 for scholarships. During the Show, the committee also provides free entry into the carnival for children from nonprofit organizations. In 2009, committee members raised more than $38,000, which allowed patients and families from organizations such as the Ronald McDonald House Charities and Texas Children’s Hospital to enjoy the carnival, exhibits, and livestock and horse shows.

The Carnival Tickets Sales Committee has come a long way during its 15-year history. For the 2009 Show, the more than 220 volunteers raised an average of $15,454 each, for a record-breaking $3.4 million in total sales and donations.

So, long before the twinkling lights of the carnival appear in Reliant Park, the Carnival Ticket Sales Committee has been working behind the scenes to make it a success.

RABBIT

The Rabbit Committee works year-round to make sure the Rabbit Show runs without a hitch. Throughout the year, the volunteers drive across the state to visit students and their rabbits. They tattoo the rabbits to verify that the students have the same rabbit in their possession when they come to the Show.

Once the competition is underway, committee members are responsible for checking in each of the nearly 1,700 rabbits. Each rabbit is classified in the correct breed and class and then placed in its designated coop. Committee members then carry each rabbit to the judging table, double-checking that each participant has the correct rabbit at the judging table.

In Capital One Bank AGVENTURE, the rabbit display exhibit is also run by the Rabbit Committee. The exhibit has animals for Show visitors to pet, as well as an extensive outside display that house families of rabbits and cavies.

The Rabbit Committee holds an exhibitors’ luncheon during the open and cavy shows. Once the winners have been selected by the panel of professional judges, the volunteers host the awards ceremony.

One of the final events for the Youth Rabbit Show exhibitors is the Bubble Gum Party, which is thrown by the committee. It not only allows committee members to get to know the exhibitors, it also allows them to meet other young people who share common interests.

The Rabbit Committee is unique in the way it offers more opportunities to participate in the Show to those who might not be able to raise an animal otherwise. Unlike steers, barrows or many of the other animals in competitions, rabbits can be raised in the city in just a small backyard — giving even more young Texans a chance to learn about raising an animal.

“This is a hard-working committee that doesn’t get a lot of recognition like the committees with the big auctions,” said Tom Davis, officer in charge and a Show vice president. Despite their lower profile, Rabbit Committee members can take pride in seeing young individuals become a part of the Show and have an enjoyable, “hare-raising” experience.
“Bowlegged H” Magazine Earns Lone Star Award
The Spring 2008 issue of “Bowlegged H” Magazine earned a second-place Lone Star Award June 26 from the Houston Press Club. Each year the Houston Press Club recognizes Texas professionals in journalism and mass communications for their outstanding achievements.

West Texas A&M Thanks the Show
West Texas A&M University honored the Houston Livestock Show and Rodeo™ with the First Choice Award in August in recognition of the support the Show has provided to the university through scholarships.

Honors for Former Show President and First Lady
The Houston Farm & Ranch Club honored Jim and Ruby Bloodworth at its annual scholarship gala for their commitment to youth and education. Jim has been involved with the Houston Livestock Show and Rodeo for more than 40 years. He is a past Show president and chairman of the board, and is a member of the Show’s Executive Committee. Ruby has been honored with the distinction of Trailblazer Pearl Award, as an outstanding woman volunteer of the Show.

King of Pop Remembered
Michael Jackson, often referred to as the “King of Pop,” died June 25, 2009. Long before his solo megahits “Thriller,” “Billie Jean” and “Beat It,” Jackson was a member of the Jackson 5, with his brothers Jackie, Tito, Jermaine and Marlon. In 1973, the Jackson 5 made its Houston Livestock Show and Rodeo debut, performing twice that year, and twice again the next year.

Another Hall of Famer for RODEOHOUSTON™
Bill Bailey, a Houston Livestock Show and Rodeo Lifetime Vice President and Rodeo color commentator, will be inducted into the Texas Radio Hall of Fame during the eighth annual induction celebration and awards presentation at Tin Hall in Cypress, Texas. Bailey was a radio disc jockey for KIKK Radio in Pasadena, Texas, in the 1970s. These days, Bailey can be heard during each RODEOHOUSTON™ grand entry and calf scramble, when he’s not serving as Harris County Constable in Precinct 8.

Entrepreneurship Bootcamp
The Houston Livestock Show and Rodeo was a proud sponsor of Texas A&M University’s Entrepreneurship Bootcamp for Veterans With Disabilities, which ran Aug. 15-23. Approximately 20 men and women, injured as a result of military service in Iraq and Afghanistan since Sept. 11, 2001, participated in the free program at Texas A&M University. The program is completely free for veterans, including travel and accommodations, and is designed to assist veterans with disabilities in becoming small business owners.

In 2008, the Mays Business School at Texas A&M University joined a consortium, led by Syracuse University, to bring world-class faculty, entrepreneurs, disability experts and business professionals together in a program focused on training veterans in small business ownership. The Houston Livestock Show and Rodeo has been a sponsor since the program began at the Mays Business School.

Feelin’ the Love
The Houston Livestock Show and Rodeo was singled out in national magazines by two of the music industry’s hottest entertainers. The Jonas Brothers used a RODEOHOUSTON™ performance photo from their 2009 performance in the August issue of Good Housekeeping. Taylor Swift counted her 2009 RODEOHOUSTON™ performance as one of the three most exciting events in her life in the August issue of Glamour.

New Chief Administrative Officer and General Counsel
Chris Ramey joins the Houston Livestock Show and Rodeo as chief administrative officer and general counsel. A graduate of Texas A&M University and South Texas College of Law, Ramey has 15 years of extensive experience in a wide variety of legal issues, including litigation, contracts, intellectual property, insurance, antitrust and personal injury.

School Art Auction Buyers Corrections
In the Summer 2009 issue of “Bowlegged H” Magazine, several listings for the School Art Auction buyers were incorrect.

- The Reserve Class Champion Sculpture was purchased by Robin Young-Ellis and Joe Ellis for $25,000.
- The Gold Medal Painting was purchased by Art on Walls and Sheila Schneider for $25,000.
- The Class Champion Sculpture was purchased by Atlantis Plastics, David and B.J. Boothe, Texas Honing Inc., and Kurt and Betty Wiseman for $24,000.

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Houston Livestock Show and Rodeo™
2010 SHOW DATES
Tuesday, March 2 - Sunday, March 21
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