

Special Edition Annual Report Issue

H MAGAZINE

August, 1993 - Vol. I, No. 2



Serving and Informing the Volunteers and Supporters
of the Houston Livestock Show & Rodeo



MAGAZINE

AUGUST, 1993

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Cover Photo (Sam Pierson):

Show President Don D. Jordan congratulates three of the Show's 1993 scholarship winners: Dee Regenbrecht, 4-H; Laura Locke, FFA; Leonard Gutierrez, Go Tejano.



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A Message From the President



Kate Morrison Photograph, Inc.

With sincere appreciation, I greet you as the 17th president of the Houston Livestock Show and Rodeo. It is a privilege to address each committee volunteer through the publication of this news magazine.

The term volunteer is defined as "a person who performs or gives his services of his own free will." No one will argue that Houston Livestock Show and Rodeo volunteers typify that description. They are known to take their volunteer work assignments as seriously as those of their professional lives. When business owners and talented specialists are directing traffic, stalling animals, awarding prizes or even transporting guests, one has to admire the cooperative spirit that pervades this organization.

As a former Show vice president, I have learned to greatly respect our volunteers for becoming experts in fields outside their normal professional and personal lives. I am looking forward to learning more about this committee work expertise and how each group contributes to the overall success of the Show.

My goal as president of the Houston Livestock Show and Rodeo is a simple one. I want to continue the Show's tradition of excellence while expanding its appeal, benefits and opportunities to an even greater portion of our community.

Our organization now is a multi-million dollar company whose excess

revenue over expenses increased by 14 percent from 1992 to 1993 - \$11,076,233 as compared to \$9,678,681. Rodeo ticket sales contributed greatly to these earnings and many volunteers are some of our valued customers. We must continue to meet public expectations by providing first-class, quality entertainment at an affordable price. Also, we should accommodate as many interested people as possible.

If we wish to continue to build the Show and draw new people, the volunteers, staff and members of our organization cannot afford to rest on their laurels. We must offer new attractions and amusements while preserving our reputation as a showcase of entertainment and education.

Additionally, spectator comfort, enjoyment and safety should be priorities for all of us. We want each customer to spend as much time out here as possible, leaving the Show with positive memories of the event.

As volunteers, each of you also acts as a Show customer service representative. While working the event, your optimistic, energetic outlook will be contagious and contribute to a

worthwhile experience for Show spectators. However, should you encounter a customer complaint and/or problem, handle the situation to the best of your ability. If the situation warrants it, call on staff members for further assistance. Our continued success is dependent on this commitment to customer service.

I wish each of you could meet the students whose lives have been enriched because of your work with the Show. In talking with several of our scholarship recipients, it's obvious many of their financial worries about college have been eliminated through the Show's monetary contributions. These funds allow the recipients to focus more on study and school participation, helping to ensure a better education. The kind words of appreciation and thanks from these students and their family members belong to each volunteer.

Our immediate past president, Dick Graves, led the Show in a productive, innovative manner, resulting in three of the most successful years of the Show's history. Faced with this outstanding record of achievement, our next three years will be challenging ones.

I'm looking forward to working with each of you as we move forward. With your continued involvement and assistance, I only can anticipate a future full of prosperity. Good luck as you begin your work on the 1994 Show.



Financial Report



Financial Highlights

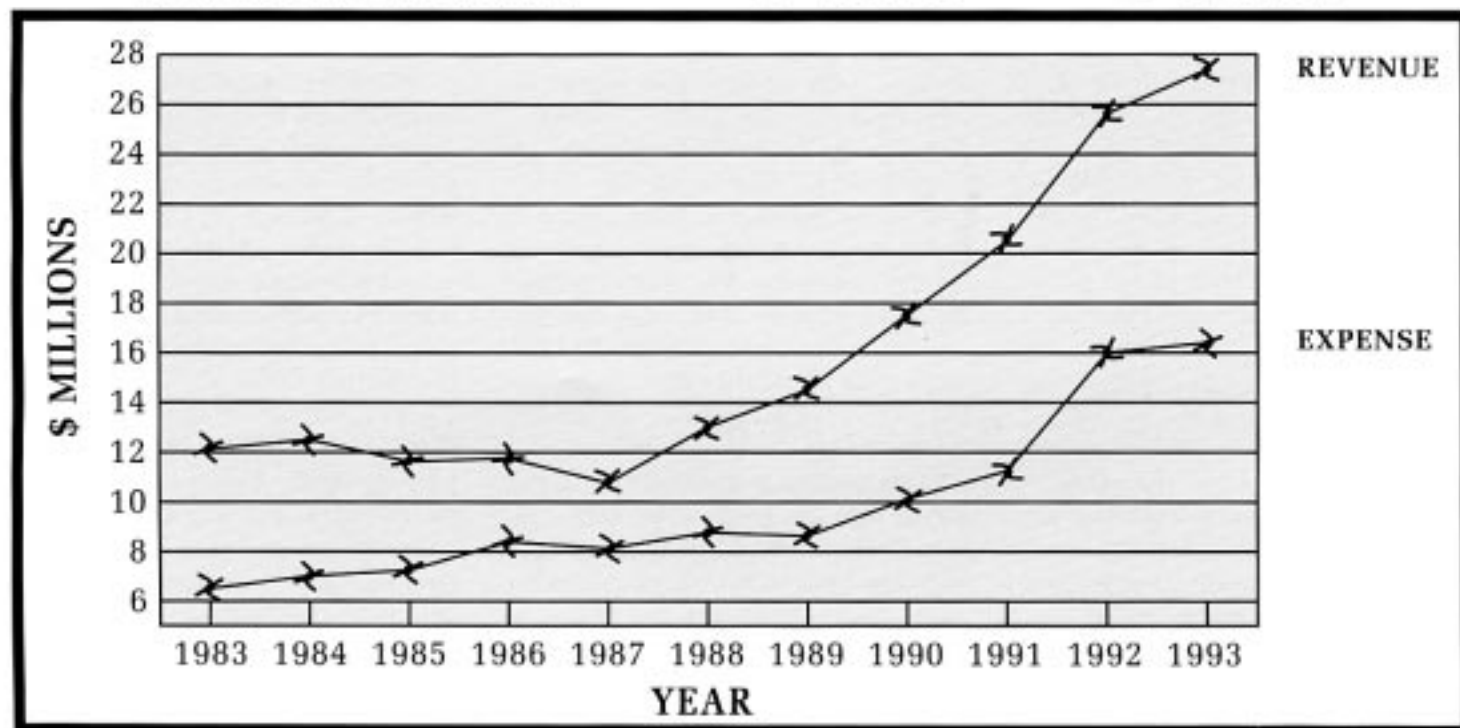
The Houston Livestock Show and Rodeo cultivated a successful crop in 1993, producing tremendous earnings and setting record attendance figures.

Total 1993 revenues were \$27,394,143 with expenses of \$16,317,910, yielding an excess revenue amount of \$11,076,233, the largest in Show history. This success would have been impossible without the contribution of a record-setting number of spectators – general attendance was recorded at 1,568,266 people. Of this figure, this year's rodeo logged 973,318 spectators.

The following information reflects this success, comparing it to 1992 revenue, expenses and contributions. Please be aware 1993 contributions, excluding those of the junior show, were made based on net revenue derived from the 1992 Show. The majority of 1993 net revenue will be distributed during the 1994-95 school year.

(For The Year Ending April 30)

| | 1992 | 1993 |
|-------------------------------------|---------------------|----------------------|
| Revenues | \$ 25,627,422 | \$ 27,394,143 |
| Expenses | 15,948,741 | 16,317,910 |
| Excess Revenue Over Expenses | \$ 9,678,681 | \$ 11,076,233 |



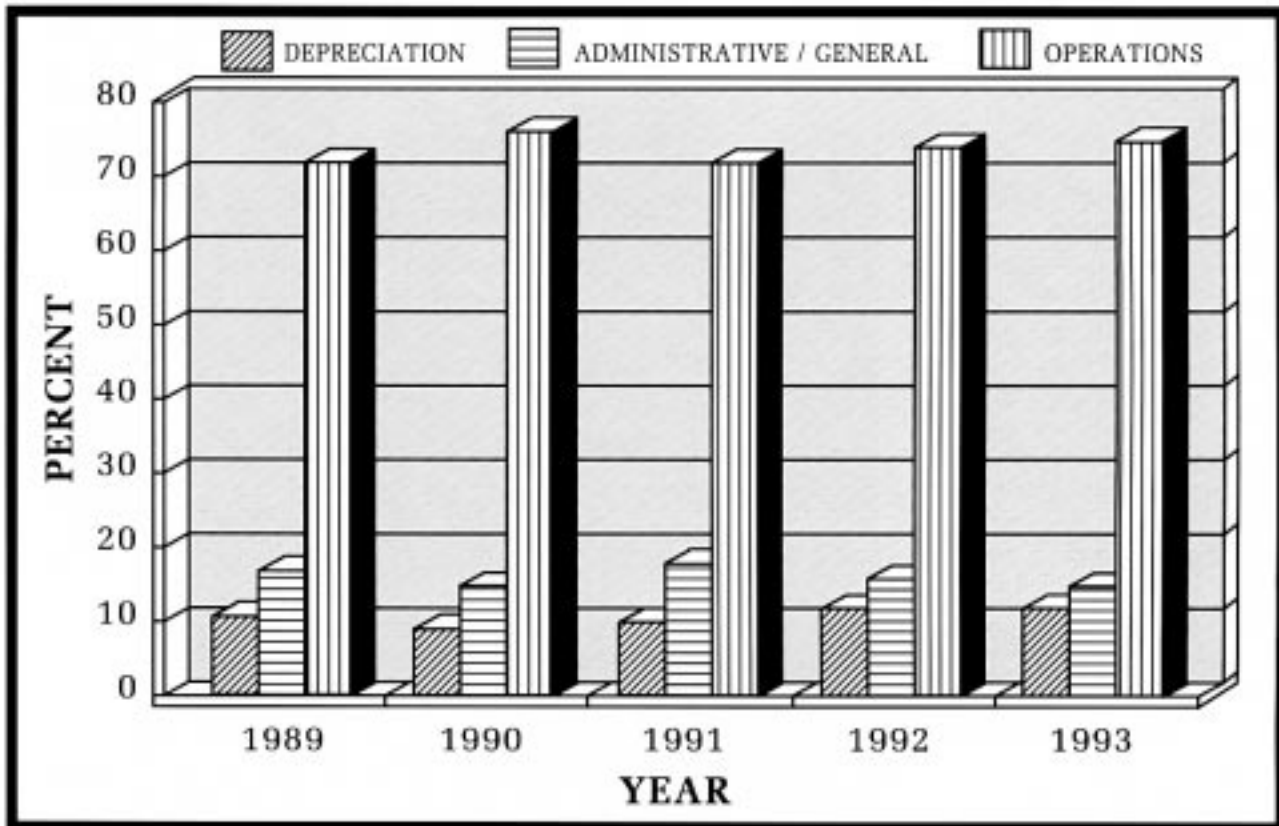
Contributions

(For The Year Ending April 30)

| | 1992 | 1993 |
|--|---------------------|---------------------|
| Junior Show Contributions | \$ 2,576,212 | \$ 2,881,575 |
| Scholarships and graduate assistantships | 1,681,897 | 2,832,430 |
| Research and other agricultural programs | 405,465 | 297,261 |
| Endowments to colleges and universities | 355,000 | 505,000 |
| Total Contributions | \$ 5,018,574 | \$ 6,516,266 |



Expense Breakdown



Operations, the largest category of expenses, includes **rodeo, livestock show, advertising and promotion and committee activities**.

Rodeo expenses include contract payments to feature entertainers, rodeo prize money and stock contractor, lighting and sound, stage and crews and event labor such as ticket takers and cleanup crews.

Livestock show expenses include the costs of labor and equipment involved in setting up the buildings for the livestock show and tearing out the show to return the buildings to a condition for general shows and conventions. Also included in this category are premium payouts to open and junior show exhibitors.

Advertising and promotion expenses include all costs associated with the production and purchase of advertising and promotions space in radio, television, newspaper and magazine media, as well as production and printing of brochures, bumper stickers, posters, billboards and souvenir programs. Also included are all activities relating to public relations to include the operation of the pressroom during Show activities.

Committee activities expenses include all costs of meetings and functions, badges and other costs associated with the more than 10,000 volunteers on the Show's various committees.

General and Administrative expenses include insurance, bad debts, accounting and legal fees, office equipment, maintenance contracts and office supplies.

Depreciation includes amortized costs of the buildings and improvements that have been constructed by the Show and presented to Harris County.

Scholarship Program



Like many students, Kristy Cooley had dreams of going to college. She was a member of the National Honor Society and an All-American Scholar for four years. But all the goals she set for herself were shattered in only a few seconds when a drunk driver hit her car and she was almost killed.

In a hospital bed for weeks, Kristy battled for each day she lived – hoping somehow she would get a second chance to fulfill her dreams of getting an education.

Miraculously, the \$10,000 Houston Livestock Show and Rodeo metropolitan scholarship winner beat all the odds that faced her and is now studying pre-medicine at Texas A&M University. She has planned a career as a surgeon, hoping to make an impact on people's lives. "I am striving to be the best person and doctor I can be, and I know that because of my past experiences, I can make a difference."

Not every student faces these life or death odds, but the burdens that accompany attending college can affect an entire family. The Houston Livestock Show and Rodeo is committed to removing some of those obstacles by providing the youth of Texas the financial support they need to fulfill their dreams.

"The Show's purpose is to improve the educational opportunities for Texas students," said Dr. Tom Quarles, assistant general manager, who also is responsible for the Show's educational program. "Youth and education are the two most valued ingredients in a society's future. Together they can accomplish anything; separate them and they rarely have a chance to succeed."

For more than 35 years, the Show has been committed to this philosophy. Since the first Houston Livestock Show and Rodeo scholarship, a \$2,000 award, was presented to Houstonian Ben Dickerson in 1957, more than 11,000 awards have been presented to Texas youth. Including



Texas Governor Ann Richards, with Show President Don Jordan, presents a metropolitan scholarship to recipient Jennifer Pawelek.

the 1993-94 school year, the Show's total educational commitment exceeds \$32 million since 1957.

Each year, hundreds of the best students in Texas apply, hoping to attain one of the many awards the Show presents. Of the scholarships that are given, there are two fundamental requirements: that the student be a Texas resident, and that he or she attends a Texas college or university.

The Show presents nine different types of scholarships: 4-H, FFA, Go Texan, Metropolitan, School Art, Go Tejano, veterinary medicine, endowment and dedicated endowment. These range from one-year, \$1,000 awards to four-year, \$10,000 scholarships as well as semester awards

financed through earnings from endowment funds provided to the colleges and universities.

Scholarship winners are not selected by the Show. Instead, representatives from outside the organization review the applications and decide on the winning scholars. "We provide them with the criteria, guidelines and policies for each type of scholarship to be used in the selection process," said Quarles.

The metropolitan, 4-H, FFA and Go Tejano programs make up the largest percentage of scholarship money. In 1993, more than 300 scholarships were awarded through these programs, worth approximately \$2.2 million.



Metropolitan Presentation

At the annual Million Dollar Scholarship Banquet on June 17, 104 Houston-area students received four-year, \$10,000 scholarships. Recipients of these metropolitan awards represent the primary Houston marketing area, including Brazoria, Fort Bend, Galveston, Harris and Montgomery counties. The students may pursue any major field of study at a Texas college or university.

Texas Governor Ann Richards was the keynote speaker at the event and presented the students their scholarship certificates.

"With the Houston Livestock Show and Rodeo giving all these scholarships and investing their belief in the ability of these young people," said Gov. Richards, "it means that we can all look forward to a future worthwhile."

Recently, the Show expanded its metropolitan program to include Liberty and Waller counties. With the addition of these counties, one four-year, \$10,000 scholarship will be presented to one student attending each of the high schools in these counties. The addition of nine more awards to this program brings the Houston Livestock Show and Rodeo's total educational commitment to the metropolitan program for the 1994-95 school year to \$1,140,000.

The metropolitan scholarship program began in 1989 with a \$240,000 commitment and has now expanded into the Show's largest scholarship program.

Go Tejano Awards

On June 11, 119 college-bound high school seniors collected \$160,000 in scholarships as part of the Show's Hispanic scholarship program.

Through the efforts of the Go Tejano Committee, 80 awards worth \$1,000 were presented as well as 35 scholarships each valued at \$2,000 and four \$2,500 awards.

Novelist and veterinarian Leonel G. Garcia addressed the new graduates

The Show's First Scholarship Winner

The year was 1957. Ben Dickerson's father had just passed away, and he was spending the summer in Cold Springs, Texas, at a camp where he was a counselor for young children.

But while Dickerson was on his way back home, his mother was receiving a telephone call from the Houston Fat Stock Show. This \$2,000 phone call, informing her that her son would be the first recipient of a Houston Fat Stock Show scholarship, would eventually turn into much more than just financial compensation.

To Dickerson, two people at the Houston Fat Stock Show made this scholarship worth much more than just a check—Show General Manager Herman Engel and Livestock Manager, John Kuykendall. "The encouragement and support I received from them is what made me even more committed to succeeding in college and making a difference with my life," Dickerson said. "They wrote me letters at college to see how I was doing and called my mother also. They were more than just my contacts at the Show, they were family."

The Show's first scholarship recipient remembers vividly how this award established his commitment to education as well as to his entire future.

Although his plans were to attend Baylor University that fall, he found himself in College Station, Texas, at

Texas A&M University. In a mission to pursue his previous areas of interest, Dickerson graduated from Texas A&M with a double major in agricultural economics and sociology—but not before being named outstanding senior at Texas A&M within his department.


Rewarded again for academic excellence, Dickerson received another award from the Houston Fat Stock Show to fulfill his master's degree at Texas A&M.

After completing his graduate degree and teaching at the university for one year, Dickerson spent several years at Louisiana State University and earned a PhD, focusing his studies on rural sociology and aging.

After earning his doctorate, Dickerson joined the faculty of Stephen F. Austin State University, spending 11 years in its sociology department.

But Dickerson's original plan caught up with him more than 20 years later. In 1980, he began teaching at Baylor University and currently is a professor of sociology and director of The Institute of Gerontological Studies.

He is the recipient of many distinguished honors and has served as a national delegate to the White House Conference on Aging.

Dickerson began a proud tradition when he received that first Houston scholarship in 1957—excellent students using Show funds to make a difference in the world. 

with his inspirational message on education. "We [Hispanics] have a terrible drop-out rate—60 percent of the Hispanic children who begin school do not finish," he said. "And youngsters like you must stop this. Life will provide you with a choice of priorities. Your priorities will lead you to a life which makes you proud of what you do and who you are."

The single largest contributor to the Hispanic program, the Houston Chronicle, sponsored Go Tejano Day at the Houston Rodeo on Feb. 28. The newspaper's \$50,000 sponsorship fee

provides more than 25 awards to Hispanic students.

Another contributor, NationsBank, has committed \$40,000 over the next four years to the Hispanic scholarship program, awarding four \$2,500, one-year scholarships annually. This Corporate Scholarship and Mentor Program matches a NationsBank employee with each of the four recipients, encouraging an even broader and more diverse educational experience for the student.

"Having a mentor is unique because I will get much more insight than just



Show President, Don D. Jordan, Go Tejano committee member Eva Becerra and chairman of the board, Dick Graves, present \$160,000 in scholarships.

reading a textbook," said Leonard Gutierrez, one of the four NationsBank recipients. "It will give me a totally different perspective on learning. I will gain so much more, and this will open up so many doors for us."

The Go Tejano Committee seeks to foster the tradition of recognizing the rich Hispanic heritage in the community. Scholarship money is made possible by donations from individuals, the business community and the Houston Livestock Show and Rodeo.

4-H and FFA Awards

For more than 35 years, the Houston Livestock Show has shared a unique relationship with 4-H and FFA, two organizations whose members exemplify dedication, leadership and a commitment to improving the quality of their lives through learning.

Armed with unparalleled pride and dreams to graduate from college, 50 members of the Texas 4-H collected \$500,000 in scholarships on June 8 at the 4-H State Roundup in College Station, Texas. Recipients are all actively involved in the 4-H program – everything from raising and exhibiting swine and beef cattle to acquiring dynamic communication skills and greater involvement in community leadership projects.

"A Houston scholarship is the most prestigious award," said Erica Phillips, a 4-H scholarship recipient from Rockdale, Texas. "And because it is so distinguished, those of us who do receive it are extremely proud."

Texas FFA youngsters assembled for their annual state convention on July 14, and the Houston Livestock Show and Rodeo presented 50 recipients another \$500,000 in scholarships.

Through the Texas FFA program, students participate in everything from raising and showing livestock to communications and leadership programs – allowing them to acquire a diversity of skills through hands-on experiences.

"The Houston scholarship is unique because it is a reward for four years of work in many areas – academics as well as FFA involvement," said Neely Young, an FFA scholarship recipient from Katy, Texas.

Other Educational Commitments

Annually, more than 1,500 students receive some form of Show-sponsored educational assistance through the organization's numerous programs. In addition to new scholarship recipients, current students are able to continue their education either on

semester or annual terms by acquiring funds generated by the interest on endowment money donated by the Show to Texas colleges and universities. This money often makes the difference in whether or not current students can continue to pursue their educational goals.

The Show also has a dedicated scholarship endowment program, which allows individuals and corporations to set up a dedicated endowment fund with the Show for \$10,000 or more. The Show then distributes the investment earnings through annual scholarship awards.

Nineteen assistantships also are awarded – to graduate assistants pursuing a master's degree at state universities as well as two doctoral fellowships at Texas A&M University, two students pursuing a doctor of veterinary medicine degree at Texas A&M University College of Veterinary Medicine, two junior college transfers and four students enrolled in the Texas Christian University Ranch Management Program.

The Go Texan scholarship adds a special incentive to the 56 counties which promote the Show within their counties – some more than 150 miles from Houston. Each participating county is guaranteed a one-year, \$2,500 scholarship. Depending on their performance in special competitions, the award can be upgraded to a two-year, \$5,000 scholarship. For the three "top performers," their scholarships become four-year \$10,000 awards.

Students interested in studying art also may benefit from the Show's scholarship program. The School Art Program offers three different types of scholarships: two \$10,000 awards, four \$2,500 scholarships as well as eight awards given to attend a summer art workshop in Kerrville, Texas.

The future of Texans rests not only in education, but also in research. Through scientific investigations and studies, students are able to explore changes in technology to meet the challenges of the 21st century and ultimately improve the quality of our lives.

The Houston Livestock Show and Rodeo supports this goal by funding

more than 40 research topics at 11 universities – a commitment that exceeds \$100,000 annually. Topics range from nutrient composition and sensory properties of non-conventionally prepared ground beef to the toxic chemical content in supplemental foods and its effect on Texas wildlife.

The Show's unbridled commitment to the future of Texas youth is reflected through these diverse educational programs and remains the fundamental motivation behind the event's success.

"Our primary goal is to assist students who have excelled academically, have been outstanding leaders in their schools and communities and have financial need," Quarles said. "By investing in the youth of today, we are investing in the future of tomorrow."



Houston Livestock Show and Rodeo vice president, Sonny Lewis, congratulates a 4-H scholarship recipient.

Scholarship Selection Process

Since 1957, when the Show awarded its first \$2,000 scholarship, the Houston Livestock Show and Rodeo's educational program has soared to an annual commitment exceeding \$3 million.

Each year, hundreds of students apply for one of the Show's various scholarships. All students represent excellence in academics and leadership in both their high schools and communities.

The Show sets policies and guidelines for these scholarships, but does not participate in any selection process directly. Each component of the scholarship program has its own application and selection process. Once chosen, students must follow a set of policies to maintain their eligibility for continued scholarship funding.

The Show provides each independent selection committee with the respective criteria for applicants.

Recipients of the 4-H award are selected by a Texas 4-H Foundation committee ... a group composed of educators, county extension agents and 4-H leaders. Current members of Texas 4-H must apply in the fall of

their senior year, and applications may be obtained from the students' county extension agent in November.

The FFA scholarship winners are chosen by a committee appointed by the Texas Education Agency; this group includes agricultural science teachers and other educators. Students applying for FFA awards may receive applications from their agricultural science teachers in December each year.

Members of the Rotary Club of Houston are responsible for evaluating candidates for metropolitan scholarships, the Show's largest scholarship program. Applications for this award are sent by the Houston Livestock Show and Rodeo directly to participating school district administrative offices and then are available from school counselors.

Area Go Texan scholarship recipients are selected by an independent committee of members of the Houston Astrodome Rotary Club.

County Ambassadors from the Show's Area Go Texan Committee distribute applications to schools within participating counties in early fall, and the Show must receive completed applications by Jan. 15 of

the year in which the award is to be presented.

A committee of leaders and educators from the Hispanic community is responsible for choosing the Show's Go Tejano scholarship recipients. Applications are available in October from the counselors at the participating high schools.

Art educators within the community select School Art scholarship winners, and these applications are available from the students' art teachers at the time the district art show is judged by the Show's School Art Committee.

"Serving on the scholarship selection committee is one of the most challenging acts of community service we do," said James Fish, chairman of the Rotary Club of Houston selection committee. "Each of us is so impressed by the quality of the applicants for rodeo scholarships. These kids exhibit a special combination of academics, leadership and commitment to their community. There is no finer investment of our time and the Show's scholarship funds than in these young people."



Master of the Arena



He sits almost unnoticed atop a sleek black horse, writing intently in a small notebook. From the moment the first horse enters the arena during the Grand Entry, until the last chuck wagon horse team exits through the main chute, his constant presence is likened to the eye of a hurricane or the calm before the storm.

Occasionally he pauses to throw a retort back to the sharp-witted rodeo announcer, Bob Tallman. But for the most part, he spends his evening quietly directing the unfolding fury of rodeo events, carefully observing the animals that are his livelihood.

His name is Mike Cervi, and for the last 21 years he has been the rodeo producer and arena director of the Houston Livestock Show and Rodeo. To watch his seemingly effortless control in the arena is quite a contrast to seeing him in action before a show.

At his hotel room across from the Astrodome, he is virtually inseparable from the phone, busily making and answering calls as he coordinates not only the evening's activities, but details concerning upcoming rodeos and everyday activities back at his ranch in Roggen, Colo.

His astute attention to detail is perhaps one of the reasons why he appears so relaxed in the arena. "Producing a rodeo is a unique business – not like farming or ranching," said Cervi. "Only certain people are adapted to being capable of it. The logistics are maddening. There's a tremendous amount of bookwork and so much behind-the-scenes management that nobody sees."

"It takes a lot of time, money and ability which you learn over the years from hard knocks. You have to learn to know the animals – how much bucking they can take or what an animal wants to do. You learn that they perform better if they're put out of the right-hand chute or the left-hand chute," he continued. "You have to know what their capabilities are to

get the most out of them."

"It's a highly competitive business, too," Cervi said. "There are 73 other stock contractors in the Professional Rodeo Cowboy Association."

Cervi's professional interest in animals crosses over into his personal life as well. He, his wife, Nancy, and their three sons, Mike, Binion and Chase, own two ranches – a 30,000-acre spread in Stoneham, Colo., which houses their rodeo livestock and additional cows and yearlings, and their 33,000-acre home ranch in Roggen, Colo. which is home to about 2,500 mother cows.

His company, Cervi Livestock, buys and brokers between 150,000 and 200,000 head each year.

Cervi also is the owner of two of the top rodeo outfits in the industry, Beutler Brothers & Cervi Rodeo Company and Cervi Championship Rodeo Company. In addition to his deep investment in steers and calves, Cervi has a selection of about 350 bucking horses, 150 bulls and 30 saddle horses which he uses in the 20 rodeos he produces annually across the country. "For the Houston rodeo this year, we brought in about 250 horses, 150 bulls and 150 calves and steers."

Cervi's expertise in animals is one of the main reasons why he has been so successful in his rodeo production business. Although he was not much of a rodeo participant, he knows all too well after 27 years in the business and producing 20 of the major rodeos each year, what it takes to put on a good show. "Exceptional stock, color, personnel and cowboys are the ingredients of a good rodeo. And of course when the animal performs better it makes it more exciting," he added. "Rodeo is becoming a very good buy for the dollar. And Houston is making their rodeo better every year."

What makes the Houston rodeo so special? Besides the fact that he's seen it grow from 16 performances and an audience of 300,000 to 18 perfor-



Mike Cervi

mances and an audience of nearly one million, Cervi feels it's the volunteer support. "There's not any other rodeo that has the volunteer effort that this one does," Cervi stated. "Houston also has some of the best management in the world."

When asked what he'd like to be remembered for years from now, Cervi stated, rather simply, "We want to feel like we're the premier rodeo. And we want to put on the best production that is available to anyone in this industry."

And just what does he scribble down in that notebook each night? "I'm just grading the animals," he explained. "With this many animals, my recall is much better when I take down what I see. These notes are helpful in how we're going to use the animals. It's a grading procedure by the way he bucks. Maybe an animal should only be bucked once. It's a knack I have, and it takes years of watching to get that knack. I guess it's like anything you do. If you do it long enough it becomes second nature."

— Pam Henson

Up Close with the President



The first time the Houston Livestock Show and Rodeo president speaks at your committee meeting, try to imagine a different Don D. Jordan ... one wearing blue jeans and a dirty T-shirt, struggling to drag a calf across the finish line during the Houston Livestock Show and Rodeo calf scramble more than 45 years ago.

"I never realized what an opportunity it was to win at the calf scramble," said Jordan. "A chance like

that immediately makes you a part of a tremendous organization and opens up so many doors. It gives these kids an opportunity to do something they thought they never could and may never have had the chance to do."

But the most significant lesson he learned from the calf scramble victory was discipline. And perhaps it was that lesson in discipline, coupled with dedication and a vision, that has enabled Don Jordan to develop from a young boy in blue jeans with little

more than dreams into a top executive of an international corporation.

"I never knew anything about college," Jordan said. "Neither of my parents went to college, so when I left home I had never even seen a college campus." But the graduate of LaMarque High School adapted to Wharton Junior College quite well and in 1954, he graduated from the University of Texas at Austin with a degree in industrial management.

He joined Houston Lighting & Power two years later, and in 1969, he earned a law degree from the South Texas School of Law.

His commitment to education and professionalism was a catalyst in his career, and he was named assistant to the president of HL&P in 1971. Three years later, Jordan was elected president of the company, and in 1977, he became chairman and chief executive officer of HL&P. Currently, he serves as chairman and chief executive officer of its parent company, Houston Industries, Inc. and each of its three major subsidiaries.

Applying the qualities that have made him a business success, Jordan also has a commendable history with the Houston Livestock Show and Rodeo.

His involvement in the direction of the Show began in 1974, when he was elected a director. From 1976-1979, Jordan was a Show vice president. He was named to the Executive Committee in 1986, and in 1992, he served as chairman of the Audit Finance Committee.

"What we will be working on in the next three years is improving the quality of this event," Jordan said.

Jordan sees a future of enrichment and growth of what is already "a first class, tremendously significant organization which not only provides our exhibitors and customers the greatest value in Houston, but will continue to support youth and education at the highest possible level."

— Pam Henson



Don Jordan, far left, after winning at the Houston Livestock Show and Rodeo calf scramble in 1948.

1993 - 1994 Board of Directors



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W. B. "Buddy" Bean
G. M. "Bubba" Becker
John S. Beeson
R. C. Black
David Blankenship
Mike Blasingame
James O. Bloodworth
Johnny F. Boggs
Dennis E. Bolding
William C. Booher
M. David Boothe
Clair Branch
John R. Braniff
N. M. Brown
Tony Bruni
Don A. Buckalew
Richard Buddeke
J. C. Burnham
Patricia Ann Burt
Max C. Butler, M.D.
Thomas P. "Pat" Cagle
Kenneth Caldwell
Larry L. Carroll
Allen Carruth
Brady F. Carruth
John H. Causey
James M. "Jim" Clepper
John B. Coleman
Harry E. Conley
John T. Cook III
Mike Cook
J. Craig Cowgill
Frank Crapitto
A. J. Crow
James W. Crownover
C. Joe Dailey Jr.
Dorie Damuth
George A. DeMontond III

C. R. "Bob" Devine
Frank DiMaria
Ben L. Dodson
Thomas E. Dompier
Douglas L. Doyle
J. Pleas Doyle
Freeman B. Dunn
W. T. "Bill" Dunn
Tom Eaton Jr.
Jamie Ehrman
Roy Elledge Jr.
David G. Eller
Suzanne H. Epps
Ronald G. Eubanks
Claude Everett
Al Farrack
Carolyn Faulk
Tilman J. Fertitta
Wayne Frederick
A. L. Furnace
Lynn Garner
Gary Garrison
George S. Gayle III
Aubrey Gentry
Gary E. Gerhart
Gregory N. Gerhart
Pat L. Gilbert
Ned Gill Jr.
W. Thad Gilliam
George Gilman
Thomas A. Glazier
James Mike Golden
James D. Goode
Billy H. Graham
Charles W. Grant
James R. "Dick" Graves
Richard A. Greene
Edgar C. "Red" Griffin
John B. Gunn
John W. Gunn Jr.
Sammy Habeeb
Joe B. Hablinski
Jim Haneline
Jeff Harris
O L Harris
Cliff Hawthorne
Charles Hearn
Ron Hechler
Barney Hedrick
Glen A. Hefner
Sam Henry

R. T. "Bob" Herrin
O. W. "Bill" Highfill
Hal Hillman
George Hinsley
G. R. "Ray" Hinsley III
F. Barron Hobbs
Wes Hocker
Robert V. Holland
Wayne Hollis Jr.
Buddy Hood
Gordon R. Hopkins
Robert M. Hopson
J. E. "Jim" Hott
J. P. Hunnicutt III
Hal Husbands
John A. Hutchison III
James J. Janke
Larry Johnson
James J. Johnston
Mike Jolley
Don D. Jordan
Edward C. Kane
Ronald A. Kapche
Grover Kelley
James W. Kennedy III, D.D.S.
G. W. "Jerry" Kent
James Alan Kent
Jeanny Koop
Robert Kranzke
Danny Lang Jr.
H. Stuart Lang Jr.
Stuart Lang III
Dan Lehane, M. D.
W. A. "Sonny" Lewis
Jim Lightfoot
Gwen Lively
Robert N. "Bob" Livermore
James S. Lockhart
Ronald A. Logan
P. W. "Lucky" Long
Gary R. Look
Joan Lyons
F. Craig Magee
Fred T. Magee Jr.
Sam J. Mainord
Ross D. Margraves Jr.
Irving W. Marks
James A. "Jim" Marshall II
Robert V. McAnelly
Fred McClure
R. W. "Bill" McDonald

Jim McIngvale
Wayne L. McLemore
Ed McMahon
Willard Mercier
Ken Middleton
Dan J. Mitchell
J. Arthur Moncrief
John J. Montalbano
George R. Moody
Howard H. Moore
Jack Morris
James Carroll Motley
Kenneth C. Moursund
David E. Mouton, M.D.
J. N. "Nick" Nail III
Robinson K. Neblett
Eddie Nettles
Don W. Neuenschwander
Tom R. Northrup
Jack G. Norton
Robert A. Norwood
R. L. "Bud" O'Shieles
Thomas H. Overstreet
Robert E. Paine IV
James Palmire
Clay A. Parker
M. S. "Dude" Parmley
Gary M. Pearce
Louis M. Pearce Jr.
H. B. "Red" Peddy
Royce Peiser
Patrick R. Perry
Carl E. Pfeiffer
C. E. "Mickey" Pillow Jr.
Milton R. Pitts
Buddy Platzer
Garry L. Plotkin
Joe Polichino
Sandy Poole
John F. Rader III
Bill Ragland
Jack Rains
William H. Ratz
Chris Richardson
B. G. "Red" Riggins
Roy T. Rimmer Jr.
Jack A. Ritter
Charles B. Roberts
R. C. "Robbie" Robertson
W. F. "Butch" Robichaux
Julius M. "Mac" Ruffeno

Peter A. Ruman
 Michael J. Saragusa
 James D. Sartwelle Jr.
 William C. "Bill" Sartwelle
 Tom Sawyer, D.V.M.
 Joe H. Schmid
 Jesse R. Sharman
 Dick Shields
 Fred O. Simon
 K. L. "Ken" Sloan
 John R. Smallwood
 Charlie L. Smith
 John E. Smith

John O. Smith
 Marshall R. Smith III
 C. C. Smitherman
 Barry Smotherman
 R. D. "Duke" Snyder
 Paul G. Somerville
 Jerrol W. Springer
 Lodie Stapleton
 Tom F. Steele
 H. Leo Stelzig Jr.
 R. H. "Steve" Stevens
 Edward Stone
 H. Wayne Taylor

Hank Tidwell
 Connie S. Tipton
 William P. Traylor
 John F. Trousdale
 Clayton Underwood
 Michael J. Upchurch
 Tommie Vaughn
 J. D. Verbois Jr.
 Joel M. Verbois
 Bill Vivian
 T. W. "Tim" Wald
 Mark Walls
 Harold D. Ward

Ben I. Waters Jr.
 Steve Watson
 P. Michael Wells
 Joe Whitley
 Justin C. White
 Eric Williamson Jr.
 Billie Wimberly
 James M. Windham Jr.
 Griffin Winn
 Charlie D. Worthen

Honorary Lifetime Directors

K. S. "Bud" Adams Jr.
 Jim Archer
 Dick Atkins
 William W. Austin
 Leroy "Sonny" Bahner
 Tony Barcelona, D.V.M.
 T. P. "Tommy" Benson
 Bill A. Bergfeld
 Phil Bongio Jr.
 Fred J. Boone
 Mason Briscoe II
 Ray K. Bullock
 W. H. "Chuck" Chalmers
 Robert M. Chandler
 James Bert Charles
 Neal Chastain
 W. D. "Bill" Cole
 Harold Curlee
 N. M. "Neil" Davis
 William C. Dickson
 Jack Diezi Jr.
 John Glenn Doyle
 Roy L. Dye Jr.
 J. A. "Jim" Elkins Jr.
 Emmett Evans Jr.
 J. R. Ferguson
 J. P. "Jim" Ferris
 Bert C. Ficker
 Jack Garrett
 George S. Gayle, D.D.S.
 Herb I. Goodman
 Leona B. Gracey
 Robert A. Harris
 Tommy G. Hildebrand, D.V.M.
 Frank P. Horlock Jr.
 Bill Horner
 Joe Huggins
 L. Bryan Hutcheson
 Cecil Johnson Jr.
 Howell B. Jones Jr.
 H. W. Kilpatrick III, M.D.
 Robert Kirkgard
 Troy Krenek



1993-1994 New Honorary Lifetime Directors: (Back Row) George A. Moore, Bill W. Schlotfeldt, N. M. "Neil" Davis, John Glenn Doyle, Robert H. Smith, Neal Chastain (Front Row) Herb I. Goodman, William C. Dickson, Sidney J. Wolfenson, Jimmy Moser, Bill A. Bergfeld

Danny M. Lang Sr.
 Doug LeMond
 Sonny Look
 Joseph P. Lucia Sr.
 Douglas B. Marshall
 Neill T. Masterson III
 Don F. McMillian
 LeRoy Melcher Sr.
 James A. Meredith
 Robert C. Metzler
 Claud Meyer
 Walter Mischer Sr.
 Ruby Mitchell
 George A. Moore
 David H. Morris
 Jimmy Moser
 Don Murphy
 Robert E. Paine III
 V. C. "Buster" Parish

I. H. Perry
 Rockey C. Piazza
 Max A. Piper
 Hugh L. Pitts
 Clarence Henry Potter Jr.
 George D. "Buck" Prince III
 Joe H. Reynolds
 David H. Rolke Sr.
 James D. Sartwelle Sr.
 James Schilling
 Bill W. Schlotfeldt
 Arthur "Bubba" Schomburg
 Henry Schuhmacher
 William R. "Buck" Shelton
 Robert H. Smith
 Sam S. Smith
 Tyson Smith II
 C. A. Spears
 Billy D. Starnes

Mark Storm
 W. T. Straley Jr.
 W. E. "Tommy" Thomason
 Homer L. Trimm
 Haden J. Upchurch
 Ken Wax
 Bruce D. Weaver Jr.
 Bruce D. Weaver Sr.
 E. C. "Dick" Weekley
 Gail Whitcomb
 Sidney J. Wolfenson
 W. L. "Lonnie" Wooten
 W. H. Worrell
 J. Allen Wright
 Charles E. Wyatt
 H. Don Zapp

Exceptional Rodeo



Regis may walk with crutches, but on horseback he's just like any other child. At first, he's a little scared, but as an encouraging cowboy supports the small boy with his strong arms and his reassuring voice, Regis smiles and looks around at the other activities in the arena. Before long, all of the fear is gone, and Regis is grinning from ear to ear, pointing to his face splashed on the big screens over-looking the Astrodome.

Regis is just one of 6,000 special children who benefits each year from the activities coordinated by the Special Children's Committee, a unique and long-standing committee of the Houston Livestock Show and Rodeo.

The Special Children's Committee actually hosts two distinct activities each year - the Exceptional Rodeo and Special Children's nights at the rodeo.

The Exceptional Rodeo is a program of the Professional Rodeo Cowboys Association (PRCA), in which special children are matched with professional cowboys to work through a series of modified rodeo events at four special performances.

The Exceptional Rodeo began at the Houston Livestock Show and Rodeo in 1986 under the guidance of Ruth Dismuke-Blakely, a professional speech and language therapist and horsewoman, who is an acknowledged expert in therapeutic riding.

The other activity hosted by the committee brings even more smiles to faces and is the greatest challenge to the 115 committee members - Special Children's nights at the rodeo. This event brings 6,000 special children, adults and their families to the Show over three nights to enjoy the main event. The 6,000 tickets are donated by the Show.



A wheelchair doesn't stop this Exceptional Rodeo contestant from being a prize-winning barrel racer!

"By January, most of our committee members have completed one of the most difficult jobs we have in producing this event," said committee chairman Sharon Oliver. "But because of one of our former chairmen, this task now runs like clockwork."

Oliver is referring to the method used to distribute 6,000 tickets to agencies from the Houston area and as far away as Victoria and Beaumont.

Former Fort Bend County Sheriff Gus George suggested the current ticket distribution system to ensure that the tickets would be used by the children and adults for whom they were intended.

Committee members personally interview more than 100 agency officials. Combined with an accounting system, which tracks past ticket use by these agencies, tickets for the current year are then distributed based on this information.

"As the Show increased the

number of tickets it donated annually, Sheriff George wanted to make sure that the special children were the ones sitting in those special seats," Oliver said.

The seats reserved for these children are also unique. As the number of special attendees grew, the committee realized they had more needs than just to get a free ticket.

To facilitate the many wheelchairs, walkers and crutches of the physically handicapped, and to provide a secure area, the Show designated an area of the Astrodome strictly for these guests. With their exclusive entrance on the east side of the Astrodome, the designated seating area allows the committee members and volunteers to focus entirely on the children's entertainment and fun.

The Special Children's Committee has grown tremendously since 30 children were entertained for the first time 60 years ago. The effort to provide a



recreational activity to these children was begun by Lucia Eaton.

Eaton was a box seat holder at the Houston Fat Stock Show when she convinced the Houston School District that Texas needed its first special education classes for handicapped children. Her son, Harry, had cerebral palsy and inspired her efforts, which produced not one but three classes for Houston's children with special needs.

It wasn't long before Eaton organized the mothers of the children in these classes (an organization which later became the Gulf Coast Easter Seals Society) and convinced her neighboring box seat holders to donate their opening performance tickets to these children.

"Through the years, more and more season ticket holders donated their tickets," recalled her son, Tom Eaton, a longtime Show member and current Special Children's Committee member. "When the rodeo moved to the Astrodome, the Show took over



An Exceptional Rodeo contestant tries his luck at bareback bronc riding.

the donation of tickets."

Lucia Eaton's tireless efforts to make special children a part of the rodeo were honored this year with the presentation of one of the Show's FFA scholarships in her honor. Son Tom was there to accept the honor. Tom, who has only missed two years of the Special Children's Rodeo when he was in the military, accepted the honor on behalf of his mother.

But another honorary committee member has topped Tom's record. He has attended the Special Children's nights every year since 1943. Petey Lesser was one of the original 30 children and now is an annual special guest.

Over the years, the Special Children's Committee also has added new groups of volunteers who assist the committee members with their enormous responsibilities. During the 1950s, when many of the special attendees had polio, Tom Eaton's ROTC group at the University of Houston and the Navy ROTC at Rice University were recruited to lift wheelchairs and iron lungs. That same time, another current committee member, Arle Gene Manning,

recruited her fellow nurses to join the effort.

For many of the 2,000 guests who attend the main event, the entertainers are the best part. However, for guests like Joyce and Bobbie, who came for the first time from the Bayshore Mental Hospital, "The calf scramble was the most fun!" Kim, who attends Fort Bend Independent School District, said "The fireworks scared me, but I really did enjoy the singers."

Even Amanda, who participated in the Exceptional Rodeo, appeared a little overwhelmed at first. But "her cowboy," Quail Dobbs, a PRCA clown, immediately won her over. She was waving her arms by the time she started riding Payday, the mock bareback bronc.

And all it took to have her grinning from ear to ear was a "congratulations" from rodeo announcer Bob Tallman, accompanied by a kiss, a trophy, a lasso, a cowboy hat, T-shirt, bandana, belt buckle, a bag of goodies and something *really* special - her picture with Quail Dobbs.



— Charlotte Kirk



Rodeo clown Miles Hare helps this special youngster lasso a calf.

Committee Spotlight



Horse Show Committees

Under the leadership of Show vice president John Causey and general horse show chairman Lodie Stapleton, more than 1,100 committee members took the reins of one of the largest horse shows in the nation this year and brought it to a blue ribbon finish.

It takes 15 of the Show's committees to organize and conduct the annual horse show. From setting up equipment to preparing awards and providing Houston's own special "Horspitality," the committee members work to maintain the horse show as one of the top contests in the nation.

It's easy to see that their efforts are paying off. This year, the number of Horse Show entries rose from 7,402 to 8,516, surpassing the 1992 total by 15 percent. There also was an increase in the total of horses from 2,825 in 1992 to 2,846 in 1993. And prize money for the 1993 horse show exceeded \$175,000.

The members of each of these 15 committees are directly responsible for the physical arrangements of the shows, from setting up barrels and poles to ensuring that trophies are ready for award presentations.

Each division of the show features both performance and halter classes, western and English disciplines, and youth and amateur classes. There is variety, however. One of the most colorful events of the show is the mounted native costume class of the Arabians, with horse and rider in traditional desert dress. The donkey and mule competition, which began in 1984, features the "Ear of the Year" award for the donkey and mule whose measurable ear spans measure the widest distance.

It takes the work of four committees to keep the horse show on schedule and running smoothly. Experienced equestrians and seasoned horse show volunteers formed the Horse Show

Advisory Committee in 1987 to provide guidance for the show activities.

Members of the Horse Show Equipment Committee furnish and take care of equipment and prepare and maintain the arena surface.

Soliciting exhibitor donations and awards for the horse show is the responsibility of the Horse Show Awards Committee. And the announcers who bring the excitement to the show are members of the Horse Show Announcers Committee.

During the horse show, the exhibitors are treated to Houston's versions of Texas hospitality by the members of the Horspitality Committee. Originally a part of the Quarter Horse Committee, this group was officially formed in 1971. These friendly ambassadors are the official greeters of the horse show, and they also assist with the unloading and handling of animals in the horse show building.



Committee members work at each of the activities during the horse show's 18-day run.

In 1991, a committee was formed to organize and promote sales at the horse show. This year, the Horse Sales Committee held the Second Annual Houston Livestock Show and Rodeo Premier Horse Sale, and proceeds totaled \$285,350, rising 8 percent over the previous year's figure.

This past year also featured the Second Annual International Cutting Horse Contest, which drew contestants from 10 countries.

This competition and the Houston Livestock Show and Rodeo Open Cutting Horse Contest are two of the areas of responsibility for members of the Cutting Horse Committee. Founded in 1955, this committee was originally known as the Cutting Horse and Cattle Settling Committee, because settling the cattle was one of the major functions. Various breed committees took over those duties and the name of the committee was changed in 1968.

Since each breed division of the horse show features youth classes, the Junior Horse Show Committee was organized in 1963 to conduct a youth Quarter Horse show and in 1977, the Show created the Junior Horse Judging Contest Committee. Committee members not only organize the contest, they also secure the horses, handle the entries, conduct the contest, solicit the awards and host the awards presentations.

The horse show committees have grown throughout the years, and many leaders of the Show have emerged from the ranks. Past presidents Louis Pearce Jr., Joseph T. Ainsworth, M.D. and Stuart Lang are all veterans of the horse committees, as well as Executive Committee members Mike Wells, Jim Bloodworth and Clayton Underwood.

Causey noted that the members of the horse show committees put their hearts and souls into each and every piece of the puzzle that creates the horse show. With more than 1,100 dedicated volunteers serving, it is no surprise that the Houston Livestock Show and Rodeo horse show is a thoroughbred among its kind.



— Elise Oppman



International Committee

The Houston Livestock Show and Rodeo throws a wide loop, bringing people in from across the nation and throughout the world. And while a different accent or an out-of-state license plate might not earn a second look, a foreign visitor paying millions of dollars for cattle will make heads spin.

This year, when a buyer from Thailand made the livestock purchase of \$1 million for his domestic operation, he joined more than 2,200 other foreign visitors from 55 countries at the event.

Hosting and assisting foreign visitors as well as promoting the Show abroad are the dual purpose of the International Committee, which was formed in 1950. Today, the committee's 400 members continue to meet those responsibilities, accounting for the group's entire budget with payment of their annual dues.

"During the year, members of the

committee visit livestock functions in other countries to market the Houston Show," said Paul Somerville, committee chairman. Most recently, a group went to Mexico's annual cattlemen's association meeting, where they staffed a booth and promoted the Show," he added.

For the duration of the two-week event, the committee members and officer in charge Howard H. "Red" Moore offer foreign visitors several support services ranging from access to interpreters as well as the comfort and convenience of a hospitality room.

Members also help foreign guests make contact with U.S. livestock and other agriculture exhibitors that have established presences at the Show.

"For every one of those arrangements the committee hears about," Somerville said, "there are many more of which it isn't aware, because many transactions happen well after the Show ends."

On June 7, Somerville joined Texas Agriculture Commissioner Rick Perry at Houston Intercontinental Airport to witness 1,000 Brahman heifers being shipped to Thailand as part of an arrangement made during the Show to improve the breed in that country.

The International Committee's ongoing success is very representative of its members' dedication to the idea that the commercial value of the Show is more than local—it's worldwide.

— Freeman Gregory



Rick Perry, Texas Agriculture Commissioner and Ausswin "Eddie" Wong Wan, owner of Complete Agricultural Systems of Thailand discuss Brahman cattle to be shipped to Thailand.

Ladies Season Box Committee

"Let's put the whole town in a box!" hailed the first members of the Ladies Season Box Committee more than 20 years ago. And since 1970, the work of this committee has put thousands of Houstonians "in a box" with their record sales of season box tickets for the Houston Livestock Show and Rodeo.

But this dynamic group of women didn't start out selling tickets—instead they were selling rabbits. However, the Rabbit Auction Committee was eliminated and the committee members still wanted to commit their time and energy to the Show.

So on Nov. 23, 1969, Dolores Johnston, the committee's first chairman, met with Peggy Bullock and Hazel Herrin to outline the responsibilities of this newly-established committee.

In 1970, the committee, which was the first to sell season box tickets, launched their sales program by

making significant contacts with individuals and companies—promoting the Show throughout the Houston community.

It was through the committee's efforts in the early years that a solid foundation of selling season tickets was formed—one that has been consistently nurtured and has grown into a successful tool for increasing ticket sales at the Show.

Reminiscing on the early days of the Ladies Season Box Committee, Joan Lyons, former chairman, said "The Astrodome was such a huge facility compared to where the Show had previously been. I remember thinking 'how in the world will we ever fill this thing?' It was very intimidating. But through the years, with the help of all the great volunteers, it worked out very well."

Under the leadership of current officer in charge Howard H. "Red" Moore, the Ladies Season Box Committee begins its work in August,

and their primary duties include contacting previous season box holders for renewal of their tickets.

Setting their sights on the 1994 Show, members of the Ladies Season Box Committee are gearing up for another record year. "Our goal remains keeping this Astrodome sold out," said Dot Mitchell, newly-elected chairman of the committee. "This committee has such a tremendous history, and we hope to continue that kind of work."



Past chairman Joan Lyons, and former vice chairmen Helen Vaughn and Lucile Melcher tell a prospective season box holder about the Show.

New Leader Profiles



James M. "Jim" Windham Jr.

Since his earliest involvement in the Houston Livestock Show and Rodeo as a member of the Membership Committee in 1971, Jim Windham's intense commitment and excitement about the Show's mission has been evident.



James M. "Jim" Windham Jr.

"This organization touches so many lives in such a positive way," said Windham, the newest member of the Show's Executive Committee. "It is difficult to understand the full impact of this event."

In addition to serving on the Steer Auction and Souvenir Program committees, Windham was the founding chairman of the Corporate Development Committee in 1987. In 1979, he became a Show director and from 1984-1986, he served as vice president.

He is president of Windham Securities Inc., a corporate finance advisory firm and is a senior associate with the accounting and consulting firm of Dillashaw, Hawthorn and Co., P.C.

A graduate of the University of Texas at Austin with a degree in finance and accounting, Windham counsels the university's college of business administration and serves on the board of regents of Stephen F. Austin State University.

He and his wife Lela have two daughters, Victoria, 18, and Caroline, 14, who both are Show members. Lela is a life member and a former member of the Ladies Go Texan Committee.

Windham attributes the Show's success to the quality of its volunteers. "There's an attitude and a spirit that

I'm not sure can be duplicated anywhere else."

— Melissa Manning

George A. DeMontrond III

Approximately 20 years ago when he was on his first date with his future wife, George DeMontrond received a quick lesson on the significance of the Houston Livestock Show and Rodeo. "It was 10 o'clock, and Marilyn said she needed to go home because she would be getting up early to ride a horse on the Salt Grass Trail Ride to Houston. I learned right then what *her* priorities were, and I had to find out for myself what this 'rodeo fuss' was all about."



George A. DeMontrond III

New to the Houston Livestock Show and Rodeo, DeMontrond got his first dose of the organization in the mid 1970s as a member of the Corral Club Committee.

In 1980, DeMontrond switched gears and joined the Steer Auction Committee. After serving as a member for eight years, he became a vice chairman of the committee and coordinated the annual Hide Party, which honors the previous year's champion steer buyers. From 1991 to 1993, DeMontrond served as chairman of the Steer Auction Committee and was responsible for organizing the junior market steer auction. Under his leadership, the junior market steer auction tallied three years of record-breaking sales figures.

DeMontrond graduated from Princeton University and earned a law degree from the University of Texas School of Law. Currently, he is

president of DeMontrond Automotive Group, Inc.

He and Marilyn have two children. Marilyn, daughter of Leona and the late E.J. "Bear" Gracey, is currently a member of the International and Ladies Season Box committees.

"I am looking forward to the chance to work closely with a variety of committees," said DeMontrond. "I want to get to know the Show from the perspectives of many different people."

— Amy Pike

C.R. "Bob" Devine

Remembering vividly his trips to the Houston Livestock Show and Rodeo as a boy, Bob Devine recalls photos taken of him in his best cowboy duds ready for the Show.



C. R. "Bob" Devine

"The Houston Livestock Show and Rodeo is such a worthy cause," Devine said. "Youth is our future, so educating the youth of Texas is extremely important."

Devine began his service to the Show on the Corral Club Committee, and also has worked on the Souvenir Program Committee for nine years and the International Committee for seven years.

He assisted in the restructuring of the Corral Club Committee, making it more organized and more efficient in its operations.

In keeping with his interest in the Western heritage, Devine is involved with the Tejas Vaqueros and the Houston Farm & Ranch Club. He also is a member of the "Magnificent Seven" (Wagon #7) on the Salt Grass Trail Ride.



Professionally, Devine is vice president of oil and gas operations with KCS Energy Inc. and chief operating officer of Enercorp Resources Inc. He also is in the ranching business in the Flatonia, Texas, area.

Devine's wife, Mary Lou, is a life member of the Show. She is currently a member of the Breeders Greeters Committee and formerly served on the International Committee.

— Melissa Manning

Wayne Hollis Jr.

In 1967, Wayne Hollis Jr. became associated with the Houston Livestock Show and Rodeo as a member of the Corral Club Committee.



Wayne Hollis Jr.

A native of Apple Springs, Texas, Hollis worked his way through college and received a degree in agricultural business from Sam Houston State University. "I have been very fortunate because I had the opportunity to get a good education and a rewarding career in the machinery business," Hollis said. "Working with the Show allows me to give kids the same opportunity that I had to get an education."

In addition to the Corral Club Committee, Hollis also has applied his "can do" attitude and talents to many other committees including Breeders Greeters, Steer Auction, Commercial Exhibits, and Agricultural Mechanics.

This past year, he served as chairman of the Commercial Exhibits Committee and was formerly a captain of the Breeders Greeters Committee.

A special accounts sales manager, Hollis has been employed with Mustang Tractor and Equipment Company since 1966.

Hollis, an avid sportsman, manages to find time for an occasional hunting and fishing trip and raises cattle on his farm in Apple Springs. He also is

a member of the Texas Southwest Cattle Raisers Association.

Hollis and his wife Peggy have two children, John, 22, and Brooke, 19. Peggy, a life member, formerly served on the Ladies Go Texan Committee.

A member of the 100 Club of Houston, Hollis also is a member of the Aircraft Owners and Pilots Association and the Gulf Coast Conservation Association.

— Melissa Manning

Jim Janke

For Jim Janke, the Houston Livestock Show and Rodeo has always been a family affair. A native Houstonian, he has been a Show member since 1976.



Jim Janke

Janke began his service at the Show as a member of the Breeders Greeters Committee, eventually becoming vice chairman. He holds a special devotion to that committee because of the close interaction with the students. "I loved working firsthand with the kids — unloading and loading their animals. It's what the Show is all about — the kids."

In 1977, Janke joined the Parade Committee and ultimately served as the group's vice chairman and chairman. In his last year as chairman in 1992, Janke was honored by KTRK-TV/Channel 13 as Houston's "Person of the Week" for his achievements on the Parade Committee and his devotion to the Show.

Janke's wife Jeanie was formerly chairman of the Ladies' Souvenir Program and vice chairman of the Ladies Go Texan committee. She currently serves on the Souvenir Program Committee. Both of his sons, Kyle, 13, and Kirby, 11, are life members.

While not spending time with his family or fulfilling duties as a Show vice president, Janke can be found at

the Tommie Vaughn Ford dealership, where he is the general manager.

— Amy Pike

Tom R. Northrup

Looking at a picture of himself as a young boy in his first pair of boots, Tom Northrup recalls his early visits to the Houston Livestock Show and Rodeo in the Coliseum — never imagining what his future involvement in the organization would be.



Tom R. Northrup

Even before he became a committee chairman or a member of the Houston Livestock Show and Rodeo, Northrup was familiar with the event in a different way. He assisted in the design and site planning of the Astrohalls, which was the only motivation he needed to become a part of the Show.

He joined as a life member in 1968. Since then, he has served the Show as chairman and vice chairman of several of the Corral Club committees. He also served on the School Art, Committeemen's Bar-B-Que and Breeders Greeters committees.

"The Show is so unique because it is brings such a diverse group of people who all work together for a common cause," said Northrup.

As president of Northrup Associates, Inc., he has been involved in numerous aspects of the Show. In 1979, his company conducted an in-depth study to help solve growth and traffic problems at the Astrodome complex during the Show.

Northrup is a life member of the Houston Farm & Ranch Club as well as a founding member and lifetime director of the Colorado County Fair.

He lives in New Ulm, Texas, with his wife Katie and has five children and five grandchildren.

"I do a lot of things," Northrup said. "I can't imagine not doing rodeo!"

— Amy Pike



Church at the Rodeo



On the last Sunday of the 1993 Houston Livestock Show and Rodeo, nearly 500 people packed cowboy church in the Astrohall.

Among this crowd was not just the rodeo cowboys, but also all those individuals who support them and surround them – Show committee members, people in the livestock industry and their families, and those who simply enjoy the fellowship of this unique congregation.

What few rodeo spectators realize is that many cowboys carry with them into the rodeo arena not just skill, but a deep religious conviction that helps them through the dangerous and unpredictable work of being a rodeo cowboy. The church also provides a focal point in their often nomadic lifestyles.

"They're out there traveling and it's tough," says Margaret Gillespie, a volunteer with the "Christian Cowboys and Friends" subchapter of the umbrella organization, Fellowship of Christian Cowboys. "Cowboys will be working two or three rodeos at a time, so they'll come in here and get on their livestock, then blow on out of here to somewhere else."

The Fellowship of Christian Cowboys, which makes the cowboy church possible, is a non-profit, interdenominational organization that operates on the membership fees and financial gifts of its supporters.

Its roots go back to 1974, when rodeo clown Wilber Plaughter and National Finals Rodeo contender Mark Schricker saw a need in rodeo for Christians to gather in fellowship. Plaughter and Schricker contacted the Fellowship of



Ronnie Christian and Crystal Lyons enlighten the cowboy church crowd with an inspirational sermon and song.

Christian Athletes, and, through their help, formed the Fellowship of Christian Cowboys. Since the Fellowship was launched at the National Western Stock Show in Denver, Colorado, it has grown to 6,000 members.

Gillespie, who operated a fellowship room in the Astrodome behind the animal chutes, explains that sometimes the cowboys get injured and need support, or perhaps they're just having rough times. During that time, the church is there to help.

To the casual observer, the cowboy church is worship with a Western flavor. Churchgoers dress in casual Western attire, and the church's Bible, *The Living New Testament*, has on its cover an illustration of a cowboy riding a bucking horse.

On that last Sunday of the 1993 Show, Susie Luchsinger, sister of country/western singing star Reba McEntire, sang gospel music with a country beat. Church director

Ronnie Christian, who conducted the sermon, used horse-training techniques as an analogy when making a point about Christianity.

In his sermon, Christian touched on what *this* church is all about: "A lot of people come here because they can be what they are. But ... it doesn't really matter where you're at, or what your circumstances are, you can love God."

Constantly on the move, rodeo cowboys are unable to settle into a traditional form of service at any one church. Were it not for this unique kind of congregation, rodeo cowboys would have difficulty attending worship services.

Subchapters of the Fellowship have been formed across the United States and Canada, and it's these subchapters that organize cowboy church services. During the 1994 Show, cowboy church services will be held each Sunday during the two-week event.



— Mark Jones

E. Norwin Gerhart



Those who knew him say E. Norwin Gerhart always looked for the good in people, and he had the ability to make everyone around him feel special.

Gerhart, 74, passed away May 3, 1993, but left behind a legacy few people will ever match.



E. Norwin Gerhart

Gerhart joined the Houston Livestock Show and Rodeo as a life member in 1960. He served 13 years on the board of directors. In 1976, he was elected secretary of the Show. In 1981, Gerhart was elected president and served a three-year term. From 1984-1986, Gerhart represented the Show as chairman of the board. Until his death, Gerhart served on the Executive Committee.

His involvement in the Show included serving as officer-in-charge of the Poultry Auction, Breeding Poultry, and Range Bull and Commercial Heifer committees. With the late Houston restaurateur, Gordon Edge, Gerhart is credited as being one of the co-founders of the Poultry Auction Committee.

"Norwin came up through the ranks, starting out here as a committee member," said Louis Pearce, a longtime friend and past president of the Show.

Gerhart, born in Waukegan, Illinois, was educated at the University of Houston and received a degree in

petroleum engineering. He was employed by Humble Oil and Refining Co. as an engineer until 1942 when he entered the military.

He served as a Lieutenant in the U.S. Navy, assigned as a Naval Attache in Santiago, Chile, for part of his tour.

Gerhart and his wife, Isabell, had four children, Greg, Gary, Ann and Ginger. Many of their family memories are centered around their 2,000-acre

ranch located north of Waller, Texas.

Gerhart was a kind, considerate Christian man who genuinely cared for people. "He loved young people and devoted his time and effort to the betterment of them," said Tommie Vaughn, personal friend and past president of the Show. "He will most definitely be missed."

— Cheryl Dorsett



Gordon Edge



"Gordon Edge was one of the most faithful members of the Houston Livestock Show and Rodeo," said Gail Whitcomb, honorary lifetime member of the Show's Executive Committee and longtime friend of Edge. "He was always interested in every facet of the Show and everything that this organization represented."

Gordon Edge joined the Houston Livestock Show and Rodeo as a life member in 1960. In 1973, he became a Show vice president and served as officer in charge of the Corral Club, Breeding Poultry and Poultry Auction committees. He and his wife Betty served on the International Committee for many years. He was elected as a member of the Executive Committee in 1975, where he served until he passed away on July 4.

Edge, the primary figure behind the Show's Poultry Auction Committee, was responsible for reorganizing the group after the Show moved to the Astrodome.

A longtime supporter of the junior market auctions, Edge purchased the Grand Champion Steer in 1975, the Grand Champion Pen of Broilers in 1977 and the Grand Champion Turkey in 1981.

A Navy veteran of World War II, Edge attended Texas A&M University and graduated from Sam Houston State University in Huntsville. He and his wife had one son, Bill.

Edge also was founder of the Confederate House Restaurant, one of Houston's oldest and finest dining establishments.

Whitcomb, who has worked with Edge in numerous aspects at the Show since 1945, said "There are few people like Gordon. He was one of the most diligent, dedicated people out here at the Show. He was consistently faithful for so many years that his loss is tremendous."



Gordon Edge

Executive Committee Portrait

Louis M. Pearce Jr.



It was not long after he purchased a Red Brahman bull for \$250 at the Houston Livestock Show that Louis Pearce fell under the spell of the Show in its infancy.

It was Pearce's love of horses which led him to become the second chairman of the organization's Horse Show Committee. His vision for the intangible differences in spirit between the Show's horse show and other horse shows became apparent when he began the welcoming committee that would ultimately become the Breeders Greeters Committee. This group ensures that a friendly, helpful attitude always remained the hallmark of the event.

In 1963 Pearce became a vice president of the Show and served as an officer until 1966, when he was elected Show president, a position held from 1967 to 1969. "One of the highlights of my life was to be elected president of a show this fine that has such a tremendous impact on our community," Pearce said. "Not only in terms of the scholarship fund, but the major economic impact it provides to the city of Houston."

While serving as Show president, Pearce made changes in the organization's structure as well as physical improvements. Under his direction, the concept of lifetime vice president was established and the Committee-men's Room was created.

Pearce feels that the aspect which changed the Show most involved the entertainment. While serving as chairman of the board, Pearce, together with Show president Buddy Bray and general manager Dick Weekley, brought Elvis Presley to the Show – a significant milestone since the event's beginnings. "It proved that top entertainers would come to Houston and that it was economically feasible for us to pay the price of first-class entertainment," Pearce said.

Getting Elvis was not easy. Bray, Weekley and Pearce flew to Las Vegas where Elvis was performing and

negotiated with his manager, Col. Tom Parker, for 24 continuous hours. The signing of such an enormous star resulted in the Show spending more money for weekend performances by Elvis than what was usually spent for two weeks of entertainers. But when Elvis Presley entered the Dome, the stature of the Houston Livestock Show and Rodeo was forever elevated.

Pearce recalled Elvis as a very nice and polite person who called him "Mr. Pearce," and lacked the immense ego he expected to find in a world renowned star.

Pearce's contribution to his community includes involvement with the Quarter Horse breeding program at Texas A&M University. He donated several stallions to the university as well as numerous brood mares. And not without his sense of humor, Pearce, the University of Texas graduate, gave Texas A&M a stallion named "The Eyes of Texas." Although the gift was well accepted, the school suggested a possible name change. Smiling, Pearce said, "Under Quarter Horse rules, a name change is impossible. In order to 'add a little class,' I personally named this young horse."

Pearce also has been involved in many of the events that have impacted the Show's history. As the designer of the horse and cattle stalls in the Astrohalla, he remembered some members were skeptical about the size of the Astrohalla. In response, Pearce steadfastly swore that the Astrohalla would always be filled with livestock – just as it has always been.

Notwithstanding his great and lengthy Show involvement, Pearce's enthusiasm for the organization and its spirit is undiminished. When asked how to preserve that spirit, Pearce recommended remembering the proverb "If it ain't broke, don't fix it."

He recalled that the Show has many proven, effective procedures in place that should always be kept intact as the Show moves into the future.


For many years, Pearce served as



Louis M. Pearce Jr.

president of Waukesha-Pearce, a family-owned company which manufactures and distributes equipment such as engines and compressors. Today he serves as chairman of the parent company, Pearce Industries.

An active rancher, Pearce's favorite pastime is "fooling around at the ranch," located in San Antonio. He enjoys hunting and riding with his grandchildren, one of whom wants to grow up to be "just like grandad."

A generous and enthusiastic contributor, an avid horseman, an influential businessman, Louis Pearce exemplifies the qualities that keep the Houston Livestock Show and Rodeo the city's greatest success. 

— Ann Jacobs



Management Feedback



The summer months, although still extremely busy, give Houston Livestock Show and Rodeo staff and Executive Committee members an opportunity to evaluate the previous Show in an objective, calm manner not possible while the Show is in progress. And because we are always trying to improve the entire organization from both the public and volunteer standpoints, this evaluation usually leads to changes.

There's now been time to hear from many of you committee members, as well as exhibitors, contractors and the general public. Plus, we've had a chance to look at the financial report and other relevant Show data. This review and study of the 1993 Houston Livestock Show and Rodeo has resulted in several revisions for the 1994 event.

First, each evening performance of the rodeo will start at 7 p.m. By ending the rodeo 15 minutes earlier, we hope to encourage spectators to stay and visit the carnival, livestock show, horse show and commercial exhibits. This should help stagger the rush to the parking lots and shuttle buses.

The second change will be eliminating the middle Sunday evening performance and moving the matinee from 1 p.m. to 4 p.m. The second Sunday, with its almost back-to-back performances, was causing major parking, traffic and crowd problems. The afternoon rodeo spectators were staying after the performance and the evening crowd was coming early to see the sights. Now, there will be only one performance on the middle Sunday, which should greatly relieve these problems.

Third, a performance will be added to the beginning of the rodeo schedule: the rodeo will start Saturday, Feb. 19, 7 p.m., the same day as the parade and the rodeo run. On this day, there are hundreds of Go Texan contests participants and their families here competing in washer pitching,

horseshoe pitching and dominoes, many of whom have driven in from far-distant counties. This will give these folks a chance to stay and see the rodeo before they head home. Plus, it's bringing back an enjoyable tradition of kicking off the rodeo with the downtown rodeo parade.

The net result is still 18 rodeo performances, as there were in 1993, with one deleted in the middle and one added to the beginning of the schedule.



This year, rodeo action begins 15 minutes earlier.

Next, because of this earlier start date, the World's Championship Bar-B-Que Contest will begin Thursday, Feb. 17, with final judging on Friday night, Feb. 18. Once again, we're hoping to encourage better traffic flow of people and vehicles. The carnival will open a day earlier, on Thursday, Feb. 17.

Speaking of the carnival, the Show has contracted with a new carnival company - Ray Cammack Shows from Phoenix, Ariz. Although the Show had a successful relationship the last two years with Murphy Brothers Expositions, it is felt that we must constantly update all aspects of our family entertainment value to the public. Our management staff met with carnival company representatives and talked with managers at other fairs and expositions about their experiences with various carnivals. In an extensive review of several companies, Ray Cammack Shows impressed us with their professionalism and the quality of their rides, games and promotions.

Another change is the elimination

of the Sky Box Committee. These volunteers have done such a spectacular job of selling sky boxes throughout the years that there's now a waiting list for these seats! These outstanding committee members now will join other committees to spread their enthusiasm and tradition of success throughout the Show.

While we're discussing the 1994 Show, please be aware that any committee solicitations for money at a \$5,000 and above level should be coordinated through Skip Wagner, assistant general manager. He can help structure major fund-raising efforts and let you know exactly what benefits you can offer to potential contributors. He also can meet with company representatives to answer their questions directly.

Skip also has a list of companies that have asked us to try to keep them from being solicited by a large number of committee volunteers. We want to keep one committee from going after a relationship and subsequent funds already secured by another committee. However, please let us help you, as corporate participation is a rapidly growing part of Show fund-raising efforts and with coordination and cooperation, the entire organization will benefit.

We hope you're as excited about the changes and improvements for the 1994 Show as we are. We look forward to accommodating our 1.5 million-plus fans in a more comfortable, fun and efficient manner. With the best volunteer force anywhere, we'll continue to grow in size and quality in everything we do!



THE MANAGEMENT STAFF

General Manager:

Dan Gattis

Assistant General Managers:

Don Jobes Jr. • Leroy Shafer • Tom Quarles
Tom Bertels • Skip Wagner

Managers:

Steve Woodley • Suzy Brown • Mike DeMarco

Assistant Managers:

Lori Renfrow • Gary Richards • Debbie Scofield



Dates to Remember

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------|-----|-----|-----|-----|-----|-----|
| September | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

| SUN | MON | TUE | WED | THU | FRI | SAT | |
|----------------|-----|-----|-----|-----|-----|-----|---|
| October | | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | |
| 31 | | | | | | | |

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----------------|-----|-----|-----|-----|-----|-----|
| November | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |

Monday : Sept. 6
**SHOW OFFICES CLOSED FOR
 LABOR DAY HOLIDAY**

Friday : October 1
**DEADLINE FOR
 COMMITTEE LISTING
 IN SOUVENIR PROGRAM**

Monday : November 15
**DEADLINE FOR
 COMMITTEE APPOINTMENTS
 AND ROSTER CHANGES**

Monday : October 4
**WORLD'S CHAMPIONSHIP
 BAR-B-QUE CONTEST
 ENTRIES ACCEPTED**

Thursday : November 25
 and Friday: November 26
**SHOW OFFICES CLOSED FOR
 THANKSGIVING HOLIDAY**



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