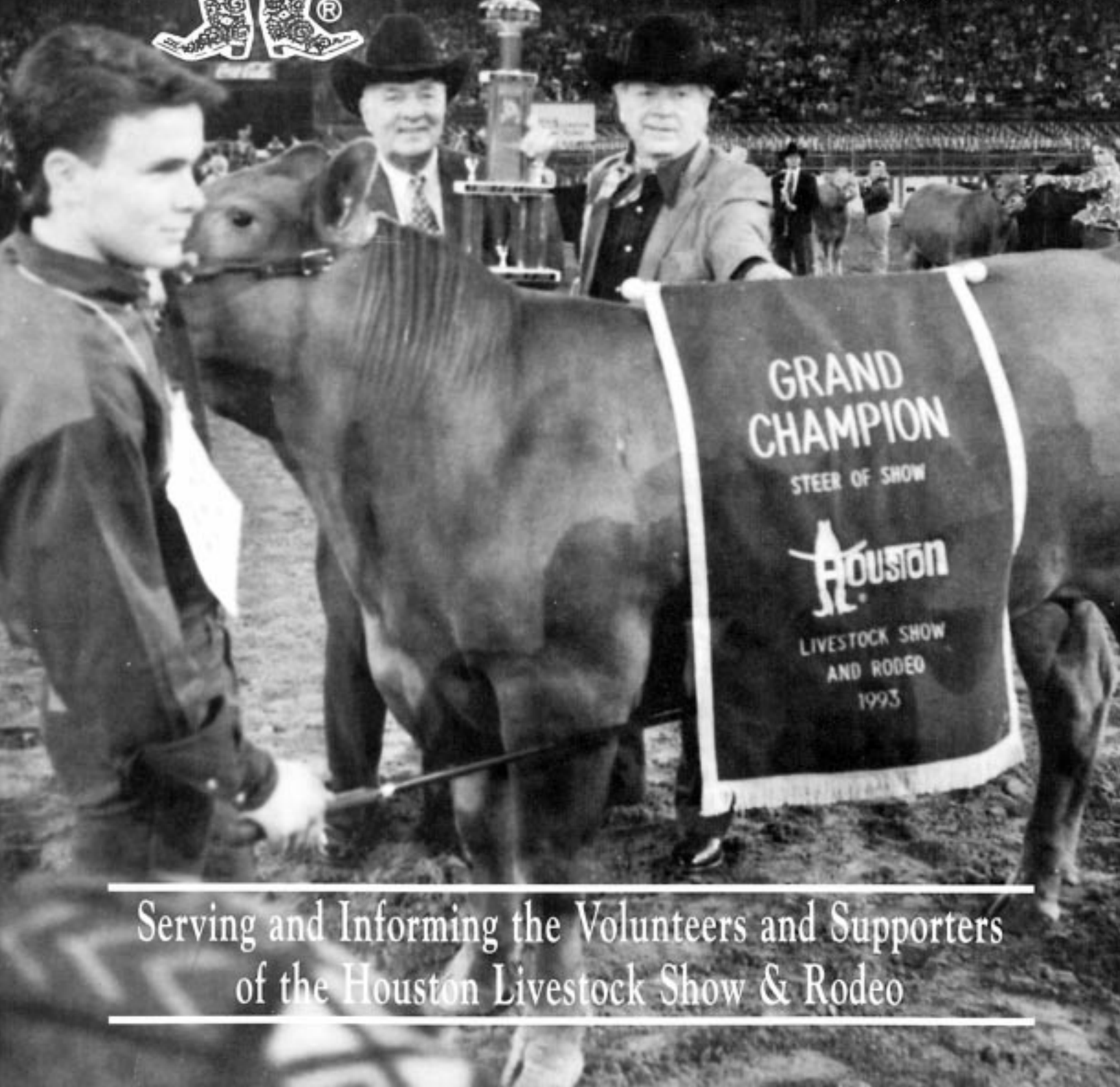




H MAGAZINE

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GRAND
CHAMPION

STEER OF SHOW



LIVESTOCK SHOW
AND RODEO
1993

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

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Cover Photo (Frank Martin):

Show President Dick Graves and Chairman of the Board Hal Hillman award the 1993 Grand Champion Steer banner and trophy to an excited Justin Gleghorn in the Astrodome.



A MESSAGE FROM THE PRESIDENT

As an Aggie, I figured I knew everything there was to know about team spirit. After all, I graduated from the school that wrote the book on esprit de corps. Still, I am constantly amazed at 10,000 men and women from every background imaginable pulling together for a common cause – making the Houston Livestock Show and Rodeo a success to benefit the young people of Texas.

The Executive Committee, officers, committee members and staff have worked as a tightly-knit group to make this Show something to be looked up to on an international basis. "Biggest!," "Best!" and "Record-Breaking!" are the standard headlines for our news releases.

The last three years have brought tremendous growth for the Houston Livestock Show and Rodeo. Since 1991, attendance increased nearly 15 percent and scholarships increased more than 30 percent.

As the Show has grown, so has the city. I'm extremely proud to have been president of the Show as we added to our Houston Metropolitan Go Texan Committee. We brought those Area Go Texan sub-committees that were truly a part of the Houston metropolitan area under the auspices of the Houston Metro Go Texan Committee. Now, each of these counties, Brazoria, Fort Bend, Galveston and Montgomery, will receive a four-year, \$10,000 scholarship for each high school in each county.

The growth of the scholarship program has been the most exciting part of my tenure. This year, I was able to announce at both the 4-H Roundup in College Station and the FFA State Convention in Amarillo, that the Houston Livestock Show and Rodeo was increasing its four-year scholarships from



"... I am constantly amazed at 10,000 men and women from every background imaginable pulling together for a common cause – making the Houston Livestock Show and Rodeo a success to benefit the young people of Texas."

— Dick Graves, President

\$8,000 to \$10,000 each. I also was able to tell these young people, their parents, teachers and organizational leaders that the Show was increasing scholarships retroactively – all of their friends and fellow students already in school would see an increase in their scholarships of \$500 per year. My fellow volunteers, those standing ovations I received were really for all of you!

Growth has been reflected in other areas of the Show, also. We've added 29

committees in my three years and have increased our volunteer force by 11 percent. This expansion has reflected an increase in public interest as well as a need for many new specialized committees to deal with a changing world, such as Legal Advisory and Resource Renewal. With attendance of more than 1.5 million people annually, we felt an obligation to recycle the huge amount of cans and paper generated at our Show.

The Houston Livestock Show and Rodeo also is changing to reflect the constant transformation of the Houston metropolitan area. We officially added the Go Tejano Committee in 1990, making the growing Hispanic community an integral part of our Show, as well as part of our scholarship program. This committee has been instrumental in our hugely successful Go Tejano performances. It also brought us the Mariachi State Championships, which bring added excitement to this great day of entertainment.

Although I've seen a lot of changes at the Show in my 33 years as a volunteer, the solid administration of this organization has remained a constant. My predecessor, Hal Hillman, exemplifies that strong tradition of leadership. He's been an important part of both my accomplishments and the Show's success. He typifies the Show volunteer – a big heart backed up by a lot of hard work!

As one of 10,000 volunteers, I know all the hard work pays off. This summer, we'll award more than 200 four-year, \$10,000 scholarships. At least one-half of those scholarships will go to students from the Houston metropolitan area.

Friends, you've given me a lot to take pride in these past three years. Thank you for your support.





***“This Show has taken rodeo to a new level
...a level where all rodeos should be.”
-Ty Murray, Houston All-Around Cowboy***

With attendance surpassing the million and a half mark and a grand champion steer selling for \$350,000, this year's Houston Livestock Show and Rodeo set records, brought almost one million rodeo fans into the Astrodome and turned the city into one massive western extravaganza.

During its 61st anniversary celebration, the event:

***Recorded a total draw of 1,568,266 for general attendance**, surpassing last year's total of 1,501,818 by 4 percent.

***Set a rodeo attendance record of 973,318**, surpassing 1992's rodeo attendance of 928,304 by 5 percent. Eight of the 18 rodeo performances set individual performance records, including Garth Brooks' all-time high draw of 62,718 fans.

Sixteen of the 18 rodeo performances were considered sellouts! A total of 30,711 season tickets were sold, all within one week of tickets going on sale to the general public beginning Saturday, Jan. 2. Taking all ticket sales into account, this year the Show sold all but 1.2 percent (12,932) of its 1,044,252 available rodeo tickets.

***Established six world record auction sales marks** - \$350,000 for the Grand Champion Steer; \$77,000 for the Grand Champion Barrow; \$65,000 for the Grand Champion Turkey; \$45,000 for the Reserve Grand Champion Pen of Broilers; \$45,000 for the Reserve Grand Champion Turkey; and \$38,000 for the Reserve Grand Champion Barrow.

“The tremendous success of this year's Houston Livestock Show and Rodeo was

driven by strong community and corporate support, phenomenal volunteer effort, and clear skies and warm temperatures throughout most of the event,” said Dan Gattis, the organization's general manager.

Total auction sales tallied in at \$6,850,092, topping 1992 sales by \$558,454 for a 9 percent increase.

Junior show sales made up \$3,865,900 of the total, rising 13 percent from 1992. **The young Texas 4-H and FFA exhibitors took home \$2,844,500, leaving a phenomenal \$1,021,400 for the creation of 39 Houston Livestock Show and Rodeo perpetual scholarships.**

Total junior market steer sales were \$2,026,625, followed by junior market swine sales of \$737,575; junior market poultry sales of \$557,600; and junior market

An Incredible Year!

lamb sales of \$544,100. The sale prices of lambs increased by a whopping 45 percent over last year's figure. The junior commercial steer sale posted a final total of \$186,492.

Commercial sales varied from breed to breed but rose overall 4 percent (over 1992's total) to \$2,797,700.

Scrambling Calves, Cutting Horses

This year's calf scramble program awarded 335 calves to Texas 4-H and FFA participants. A total of 12,808 calves have been donated at a cost exceeding \$3.6 million since the program's inception in 1942.

The second annual Houston Livestock Show and Rodeo Premier Horse Sale totaled \$285,350, rising 8 percent over the previous year's figure. Horse show entries in 1993 surpassed those of 1992 by 15 percent, rising from 7,402 entries to 8,516 this year. Total horses increased from 2,825 in 1992 to 2,846 in 1993.

The top rider in the non-pro division of the National Cutting Horse Association World's Championship Finals was Linda Mussallem of Gilroy, Calif. This year's open division's top horse was Cash Quixote Rio, owned by Kobie Wood of Stephenville, Texas, and Heilighbrodt Interests of Houston. The second annual International Cutting Horse Contest drew contestants from 10 different countries, with the United States capturing the championship title, and Mexico the runner-up.

Rodeo's Biggest Bucks

Texans clinched the top two honors in rodeo competition. Ty Murray of Stephenville, Texas, won the All-Around Cowboy title. He added \$25,000 to the \$21,713.92 he won in the bareback, saddle bronc and bull riding events, for a total of \$46,713.92.

Murray commented: "Houston is unprecedented in rodeo because of the superior stock and the excellent competition. This Show has taken rodeo to a new level...a level where all rodeos should be."

Tommy Guy of Abilene, Texas, was runner-up, after competing in the calf roping and team roping events.

The other rodeo event winners were:

The Melchers

Almost 2,000 spectators plus a home television audience witnessed the phenomenal culmination of an intense week of livestock competition at the 1993 Houston Livestock Show. A familiar family at the Houston Livestock Show and Rodeo set a world's record auction price with their \$350,000 bid for the 1993 Grand Champion Steer!

LeRoy and Lucile Melcher have purchased nine grand champion animals since their first grand champion buy for \$2,360 in 1974. In the past 19 years, this family has committed more than \$715,000 to Houston Livestock Show junior auctions.

In an emotional response to an enthusiastic audience, the Melchers dedicated the purchase of the red Limousin steer to their deceased son, J. Frank Melcher Sr. Excess revenue above the auction cap of \$50,000 created six perpetual scholarships in Frank's name. Frank Melcher Sr. served as a vice president of the Show from 1989 - 1991.

LeRoy Melcher, founder of the U-Tote-Em convenience store chain, is an honorary lifetime director of the Show. The Melchers are still active in the cattle business, specializing in Limousin and Charolais breeds.

Not only did the youth of Texas profit through the Melchers' generosity, but

homeless families in Houston reaped benefits from this family's altruism as well. LeRoy and Lucile Melcher donated the meat from the steer to the Star of Hope Mission in Houston.

Since the mission opened in 1907, it has grown from one facility to five throughout Texas, accommodating homeless adults, single parent families and homeless children. The shelter serves 600 residents daily, while preparing 2,000 meals each day.

"We made one huge barbecue meal from this donation," said Kim Kossie, public relations officer for the mission. "The meat fed 800 people, so we served our 600 residents, then used the remainder to feed homeless people on the streets of Houston."

Local businesses donated "trimmings" to accompany meat from the champion steer, while Houston business leaders, celebrities and sports personalities served the meal on April 24.

Families build strong communities, and with support from families like the Melchers, the Houston Livestock Show remains in a class by itself. It continues to make and break world records—all for the purpose of youth and education. It's a tradition that can only be found in one place...Houston, Texas.



The Melchers pay a memorable tribute to their son with record-breaking steer purchase.

"It's ... a tremendous rodeo that I think everyone in the world should see at least once."

calfroping, Shawn McMullen, Iraan, Texas; bareback riding, Wayne Herman, Dickinson, N.D.; team roping, Rich Skelton and Tee Woolman, both of Llano, Texas; steer wrestling, Lee Laskosky, Viking, Alberta, Canada; saddle bronc riding, Bud Longbrake, Dupree, S.D.; barrel racing, Charmayne James Rodman, Galt, Calif.; and bull riding, Greg Oules, Chelan, Wash. This is the 10th consecutive win for Rodman as barrel racing champion at the Houston Rodeo.

A total of 444 rodeo contestants competed for a share in \$618,403 in prize money. With the exception of the National Finals Rodeo held in Las Vegas, the Houston Rodeo ranks as the world's richest. Twenty-eight percent of this year's rodeo contestants were from the state of Texas.

The Houston Rodeo is the second-time winner of the Indoor Rodeo of the Year award, an honor given annually by the Professional Rodeo Cowboys Association.

The commissioner of the PRCA, Lewis A. Cryer, commented on the Houston Rodeo: "There is a certain enthusiasm about Houston that can be found nowhere else. People still talk about it long after it is over - due to the enormous size of the event. Everything is bigger than big - the livestock, the rodeo competition, the star entertainment, even the Dome itself. Everything is the best it can possibly be."

"It is a tremendous production, a tremendous show, a tremendous rodeo that I think everyone in the world should see at least once."

Agricultural Melting Pot

This year's Houston Livestock Show attracted 2,265 foreign visitors from 55 different countries, many of them livestock buyers. More than 200 participants and speakers from throughout the world attended the International Livestock Congress, held Feb. 25-26 at the Sheraton

Astrodome. This series of lectures, seminars and discussions on beef cattle, dairy cattle and horse industry issues is sponsored by the Houston Livestock Show and Rodeo and Texas A&M University.

A Little Help From Our Friends

Corporate support, in the form of sponsorships, contributions and donations, brought more than \$2 million to the Show's economic base. Many of the Show's newest activities and attractions were possible due to the support of corporate sponsors.

For example, 39 KHTV and Black Eyed Pea Restaurants sponsored a milking parlor demonstration in the Astrohall, enhancing the educational experience of spectators. Three miniature cameras captured the live milking demonstrations, with the exhibit enriched by instruction from a Sam Houston State University professor. The demonstrations were held daily and the viewing bleachers were filled continuously to capacity. Close-up shots and instructional video graphics helped all the "city folk" understand that milk doesn't come from a factory!

The men and women on horseback this year weren't all cowboys and cowgirls. The Show's mounted patrol force grew in 1993, courtesy of Tony Lama Boots and KPRC-TV. Eighteen officers patrolled the parking lots on horseback, with only one vehicle reported stolen from the lot this year. (This number compares to 11 vehicles in 1992.) **Overall, the Show's security effort resulted in a decrease of vandalism by 80 percent from 1992, with no major security problems reported.**

The Show's recycling effort, sponsored by Browning Ferris Industries and KHOU-TV, resulted in 19 tons of recycled cardboard, 15 tons of recycled cans and 10 tons of recycled glass. Largely through the efforts of the Show's Resource Renewal Committee, these products were kept out of landfills and turned into reusable products.

Texas Cookin' Plus ...

Not only the quantity but the quality of commercial exhibits increased this year -



International contestants and top-notch competitors vie for thousands of dollars in the NCHA finals.

"It really feels like home. It's one of the highlights of our year."

from 700 booths and 352 exhibitors in 1992 to 710 booths and 394 exhibitors in 1993.

Rodeo Plaza, the tent-covered addition between the Astrodome and the Astrohall, featured the best of "Texas cookin'." Everything from Gulf Coast seafood and Tex-Mex delicacies to real Texas barbecue was offered, giving spectators a taste treat...and plenty of places to relax.


This year's Coors Light Rodeo METRO Express transported 261,000 spectators to the Astrodome, a 23 percent increase over the 212,000 passengers in 1992. Average daily ridership was approximately 16,300.

"In contrast to the rodeo shuttle, which ran for 16 days, the bus shuttle to the State Fair of Texas in Dallas over a 15-day period carried 61,148 passengers. **The Houston Livestock Show and Rodeo shuttle may be the largest sustained-event ridership in the nation,**" said METRO public information officer Carol Boudreaux.

Entertainment Smorgasbord

Strolling musicians enhanced the festivities during the Show's traditional Go Tejano Day, held Sunday, Feb. 28. Six mariachi bands played to thousands outside the Astrodome, with final competition held in the Astrodome between the two star performances of David Lee Garza Y Los Musicales and Selena Y Los Dinos. Metered audience applause determined the winner for this year's state mariachi contest, the Mariachi Guadalupono of Austin, Texas.

Popular country music entertainer George Strait, celebrating many years of playing before the Houston Rodeo audience, summed up his experience at the Show: "It's our 11th year here and it really feels like home. I appreciate y'all supporting us through it all. It's one of the highlights of our year, I guarantee it!"

Strait should know - he's a product of the Houston Livestock Show and Rodeo. After all, it was only 11 years ago that Strait was called in at the last moment to fill in for the ailing Eddie Rabbitt. The rest is history...both Strait and the Show have been breaking records ever since. 

The McIngvales



It's a tough decision ... so Jim and Linda McIngvale consult 8-year-old daughter Laura at the Junior Market Swine Auction.

In 1981, Jim and Linda McIngvale parked their 18-wheeler filled with \$5,000 worth of furniture and a dream on 6006 I-45 North Freeway in Houston. Twelve years later, they boast a \$50 million furniture business built on determination, hard work and an unbridled commitment to the community.

Jim McIngvale, known to the public as "Mattress Mac," is the president and owner of Gallery Furniture. After nurturing their business for several years and reaping the rewards of an extremely successful company, the McIngvales felt it was their turn to give back to their community.

They found no better way to "give back" than to invest in education and a brighter future for young people. In 1989, they attended the Houston Livestock Show and purchased their first grand champion animal, paying \$97,000 for the Grand Champion Steer.

Four years later, the couple was one grand champion short of a clean sweep at the 1993 junior market auctions at the Houston Livestock Show.

After purchasing the Grand Champion Pen of Broilers for \$68,000, the McIngvales set a new world's record price as they left with the Grand Champion


Turkey carrying a \$65,000 price tag.

They opened their wallets again the next day and tendered a world record-breaking \$77,000 for the Grand Champion Barrow amidst a standing ovation from the audience....only to return to the Junior Market Lamb Auction 24 hours later to purchase the grand champion once again for \$55,000.

With four grand champion purchases under their hats, the McIngvales rekindled their bidding at the steer auction. Once again they made an impressive departure, paying \$100,000 for the Reserve Grand Champion Steer.

"If the money was for something else, or if we were buying just for the sake of buying, it would be different - but look at how many kids are benefiting. That is why we continue to do this," McIngvale said.

The McIngvales made their spirited bidding a family affair this year, as one of their three children accompanied them to each of the auctions.

Their total 1993 auction commitment was a phenomenal \$365,000. Since 1989, the McIngvales have invested more than \$730,000 in championship stock at the Houston Livestock Show. 

The Perfect Recipe for Success

Take more than 10,000 volunteers and place them on 90 separate committees, sprinkle with equal parts of schedule-juggling, vacation days, long hours, sweat, fun, laughter, plenty of fellowship and a whole lot of hard work and what do you get? The largest volunteer effort in the state of Texas...the Houston Livestock Show and Rodeo.

Show President Dick Graves calls the volunteer effort "phenomenal," and it is indeed. The dedication and loyalty shown by these committee members year after year is what makes the Show the success that it is. Like a good recipe, the Show would not be a success without each and every ingredient.

If you poll the troops, they will tell you that this is the volunteer social event of the year. It is, in many cases, a family affair because you see husbands, wives and kids involved in one way or another. It is not uncommon for volunteers to take vacation days, or even a two-week vacation, from their jobs to participate in the Show. There are cases of a few committee members who have moved away but come back to be a part of the Show.

And it's not all fun and games; often volunteers work shifts that run all day or late at night. Some of the men and women work every day or night of the Show to fulfill their work assignments. (This year, one rainy night, a handful of volunteers, soaked to the skin, directed hundreds of bus riders. They were smiling and cheerful. You couldn't pay them to do that work, but they did it...for no pay.)

Hard work and time are not the only sacrifices. Many men and women use their own money to complete their committee assignments. The volunteers are asked to give the Show their time, talent, and often money out of their pockets if that's what it takes to get the job done.

They are agriculture teachers, horse and cattle experts, broadcast professionals, public relations specialists, doctors, nurses, fire fighters and lawyers. They come from a wide variety of backgrounds and expertise. Name a profession and chances are someone from that field is a volunteer.

The "typical" committee member can



Hard work involves a rewarding feeling when working with the special children at the Show.

be found punching numbers into a computer, directing traffic, planning the parade, giving tours, making speeches, hosting various groups or providing transportation for officials and guests. They might become ticket sellers, they might conduct surveys or they might find themselves "talking cattle" with an international visitor.

Still others may be greeting exhibitors or providing legal advice to the Show. Some may coordinate trail rides while others will collect western art. Many of the Show's volunteers are considered front-line greeters or hosts to countless guests. Volunteers also help with Go Texan events, animal exhibits, animal shows, first aid, rodeo events, grand entry, sales auctions and recycling.

For some volunteers, the Show opens up a whole new world. Working with "special kids" in the Exceptional Rodeo has a warm fuzzy effect on everyone involved. Dressed up like a chicken for the "Chicken Skit" may afford that one great shot at being a star.

According to Larry Carroll, the officer in charge of about 15 percent of the committee members, "the Houston Show is the envy of all other major rodeos, particularly for its volunteer effort." Carroll says he has seen extraordinary dedication demonstrated by the Show's committee

members. "I've often seen volunteers hard at work at the crack of dawn, and long after each crowd is gone and the halls are empty. I've seen some spend the better part of a night finishing their work assignments."

The most important task that all volunteers have in common is to represent the Show, and represent it well. Given the Show's reputation and the fact that countless exhibitors, breeders, school children, contestants, guests and members of the community keep coming back year after year as the Show grows, it's safe to say that the volunteers do indeed represent the Show well. The Show is widely known as a top-notch organization with a competent, caring, efficient and friendly group of volunteers.

The dedication of these volunteers is based on three key ingredients: loyalty to the Show, fellowship with each other and compassion for those who benefit most from the Show's efforts — the kids. They all work very hard, but not just for a gold badge or a parking sticker...there has to be more — and there is.

Volunteers keep coming back year after year because nowhere else can they work so hard, have so much fun and help so many kids all at the same time. It's the perfect recipe for success.

—Terri Kainer

A Move to the Dome ...

A man who had the courage to dream impossible dreams, Stuart Lang Jr. also possessed the strength and stamina to make them reality. On Feb. 20, in an emotional ceremony, officials, friends and dignitaries honored Lang for his vision for the Houston Livestock Show and Rodeo and the organization's commitment to the youth of Texas.

Lang himself was visibly impressed by the new bronze likeness, which stands at the front entrance of the Show offices. In the statue, Lang is standing with his thumb hooked in his pants — his typical position, according to Mark Storm, the artist. Lang is attired in boots, hats, vest and a special belt buckle. The buckle, designed by Lang's wife Jane, commemorates her husband's term as president of the Show.

Despite opposition, Lang had the foresight about 30 years ago to move the Show from the 9,200-seat Sam Houston Coliseum in downtown Houston to the



Lang expresses gratitude to family and friends as his grandchildren and artist Mark Storm share his celebration of a lifetime of accomplishments.

Astrodome, noted Dick Graves, president of the Show.

"You are the one who put us on the map," Graves told Lang at the ceremony. "For more than \$28 million we have given away in scholarships and another \$24 million spent building these buildings, plus all the other good things we've done, we

say thank you because these things were all thought of and decided on by you, and we appreciate you so much."

Ninety-nine percent of all Show scholarship funds have been awarded since 1966, when the Show moved to the Astrodome.

— Cheryl Dorsett

... Takes a Scholarship Winner to the Top

You never know where a Houston Livestock Show and Rodeo scholarship might take you. Fred McClure dreamed of going to college and ended up in the halls of the U. S. Congress.

In 1972, McClure applied for one of 20 four-year scholarships the Houston Livestock Show offered. He won, and enrolled at Texas A&M University. Before he set off for college, however, McClure toured Washington, D.C., as a representative of the Texas State FFA. During the trip, he met with Sen. John Tower, who knew many of McClure's friends in San Augustine.

McClure was strongly influenced by the lawmaker after their first meeting. "It was he who influenced me the most to direct my career toward politics," McClure recalls.

While at Texas A&M, McClure was elected as student body president. After graduating summa cum laude, with a degree in agricultural economics, McClure briefly worked for Sen. Tower. He later earned a law degree from Baylor University and practiced law for two years in Houston. Shortly after, McClure went back to work for Sen. Tower.

His position with Tower intensified his interest in politics and led to subsequent

jobs at the White House, where McClure worked as a special assistant to President Reagan and as an assistant for legislative affairs to President Bush.

"One event that I'll never forget was when I helped to sample Congress' opinion toward Operation Desert Storm under Bush. Prior to January, 1991, Congress did not believe in the cause, but by mid-January we had an endorsement to stop Sadaam Hussein. I feel fortunate to have had an opportunity to play a role during this exciting, historical time," said McClure.

Today, McClure is Managing Director of First Southwest Company, a diversified banking firm.

Growing up, he was president of his high school's FFA organization as well as a national secretary and Texas FFA president.

"The scholarship program gives an educational opportunity to all kids who have an interest in the agricultural field," said McClure. "However, the winners of the scholarship program are not the only beneficiaries. The agriculture industry benefits as well. The program has become an exceptional vehicle for providing quality apprentices to the industry."

McClure continued to play an active

role in the Show while working in Washington, D.C. And even though he lives in Dallas today, he attends every Show.

"I'm a big fan who looks forward to seeing the calf scramble event. I remember working as a college volunteer in the press operations, and interviewing the kids immediately after the scramble. They would huff and puff their answers to me about their calf-catching techniques."

Looking back on his life and his accomplishments, thus far, he credits much of his success to his parents. "They instilled in me a strength to go as far as I could go, and not to stop until I'm there, and once I'm there to try to go a bit further."

— Evelyn McConnell



McClure captivates members of the Rotary Club of Houston with experiences at the nation's Capital.

VICE PRESIDENT PROFILES

Max C. Butler, M.D.

"I have been attending the Houston Livestock Show and Rodeo for as long as I can remember," says Dr. Max Butler. A Houston resident since 1934, Butler began his relationship with the Houston Livestock Show as a charter member of the Show's Health Committee when it was established in 1972.

The committee, organized by several local physicians, was formed to be a service to the youngsters exhibiting livestock who were, in most cases, without their parents and far from home. "With the long hours and being around so many people and so many animals at the Show, many kids were getting sick, and we wanted them to be taken care of as soon as possible," Butler said. "Conditions at the Show have changed over the years, such as the elimination of hay bedding for animals, and the exhibitors no longer spend the night in the stalls – this has resulted in healthier kids. But our job never changes – we are still there to help the students whenever they need us."



Max C. Butler, M.D.

A Show director since 1983, he was elected as a vice president in 1991. In this capacity, Butler has been the officer in charge of the Health, Breeders Greeters, Commercial Exhibits and Group Ticket Sales committees.

Some of his most enjoyable moments with the Show have been visiting with scholarship recipients. "The kids are very enthusiastic. It's just a thrill to see them at such an important time in their lives," said Butler.

Butler believes that the Show continues to grow and succeed because of the many volunteers who dedicate themselves to the organization. "I don't believe that individual accomplishments are anything out here. Group effort is what makes things happen. Each committee has exceeded what they

did before by working together for a single purpose."

A physician specializing in family practice, Butler is a graduate of the University of Texas Medical School at Galveston, where he serves on the institution's Development Advisory Board. He is a member of the Physician's Advisory Committee at M.D. Anderson Cancer Center and is on the board of directors of Rosewood Hospital. Butler also has served on the boards of Houston's Museum of Natural Science and the Gulf Coast Regional Blood Center.

—Melissa Manning

Larry L. Carroll

After 12 years of involvement with the Show, Larry Carroll has left big footprints in the halls of the Houston Livestock Show and Rodeo. He served as officer in charge of the 18 Corral Club committees, Speakers Committee, Special Children's Committee and the Resource Renewal Committee.

The Corral Club committees, the Show's "host" committee, with their almost 1,200 members, make up 12 percent of the Show's entire volunteer effort. The committees are organized into three divisions, including 19 chairmen.

"The Corral Club committees make up a huge organization by themselves," said Carroll. "The members start preparations for the Show's guests early in the morning and are still around until 2 and 3 a.m., making arrangements for our next day's visitors."

As the founding officer in charge of the Resource Renewal Committee, now in its second year, Carroll and his committee members are responsible for helping with the Show's recycling efforts. Estimates are that the recycling program will bring in about \$10,000 this year – money that will go directly into the Show's scholarship fund. The recycling program includes aluminum cans, foil, cardboard and glass. In addition to the revenue produced, the Show's hauling and landfill costs were reduced by almost \$40,000.

Additionally, Carroll has witnessed three record-breaking years as officer in charge of the Speakers Committee. He says that the most important work done on this committee recently is a stringent training and quality control program as well as the



Larry Carroll

addition of many school districts reached by Show speakers.

In talking to Carroll, it quickly becomes evident that the Special Children's Committee is one of his favorites. The opportunity to host 6,000 handicapped members of the community at our Show, and with the help of the PRCA, to put on the Exceptional Rodeo is, he says, "one of the most gratifying areas of service at the Show."

He takes great pride in the fact that his wife Sharilyn joins him as an active member of the Show, serving on two committees, and that his daughter Courtney is already a life member.

In addition to his busy schedule with the Show, Carroll is an environmental consultant. He is past president of the Rotary Club of Houston and serves on the boards of several other civic and trade organizations.

—Amy Ashby-Pike

W. Thad Gilliam

Growing up in the west Texas town of Coleman, W. Thad Gilliam had been around horses all of his life, so by the time he was old enough to go to college, he didn't care if he ever set foot in another stirrup. But his love for rodeo, his daughter's interest in horses and the encouragement of a friend put him back in the saddle in 1971 as a trail rider with the Valley Lodge Trail Ride.

Six years later, he decided to jump in with both boots and join the Houston Livestock Show and Rodeo's Steer Auction Committee. This initial interest became a passion, and by 1983, he was elected a director of the Show, and in 1988 was appointed chairman of the Steer Auction Committee. He also became a member of the International Committee in 1987 and served as a member until 1990.

Gilliam was elected as a Show vice president in 1991, and for three years he has served as officer in charge of the Sky Box, Breeding Poultry, Steer Auction and Go Tejano committees.



W. Thad Gilliam

The Show has benefited greatly from his leadership skills, developed as founder and consultant for Gilliam Properties Management Co., a successful real estate management firm located in Houston. His company has built and managed more than 100 shopping centers, office buildings and office warehouses in the Houston area.

A graduate of the University of Texas at Austin, Gilliam is a life member of the Texas Exes Association and the Delta Tau Delta fraternity and takes pride in the fact that he raised the longhorn steer who became Bevo No. 11, the university's mascot.

He serves on the board of directors of Bill Williams' Capon Dinner and is a member of the Farm and Ranch Club of Houston. And he still joins in on an annual trail ride each year in September as a member of the Tejas Vaqueros.

—Melissa Manning

T. A. "Tom" Glazier

Tom Glazier's climb to vice president of the Show began literally in the dirt. In 1960 in the Sam Houston Coliseum, he was given the opportunity by Jesse Sharman, the chairman of the Calf Scramble Committee at that time, to prove himself by cleaning stalls at the Houston Livestock Show and Rodeo. Glazier soon became a member of that committee. A few years later, he joined the Parade Committee, assisting rodeo dignitaries saddle their horses.

Glazier began working his way through the ranks of the Show, advancing to vice chairman of the Calf Scramble Committee. He became a director of the Show in 1986

and was chairman of the Parade Committee from 1987 through 1989.

Elected as vice president of the Show in 1991, Glazier is adamant in his belief that he works with his committees, not over them. His responsibilities have included the four Calf Scramble committees, the Parade Committee and the Public Transportation and VIP Transportation committees. He is most proud of the success of the shuttle bus service, which has increased substantially in ridership in the past three years.

"It has been a privilege to have the opportunity to work with all the people on these seven committees," said Glazier. "Without each and every one of them, the committees could not have come close to meeting their goals. You can have all the officers, chairmen and vice chairmen you want, but, without the people, the committees will not succeed."



T.A. "Tom" Glazier

Glazier, the president of Glazier Foods Company, lives in Cypress, Texas with his wife Barbara. The father of five children, Bobby, Billy, Laura, Tom Jr. and Julie, he also is on the board of directors of the Heights Chamber of Commerce.

After his term as vice president is completed, Glazier still plans on making the Houston Livestock Show and Rodeo a big part of his life.

—Amy Ashby-Pike

Jim Lightfoot

Lamb exhibitors at the 1993 Houston Livestock Show owe a great deal of gratitude to Jim Lightfoot, vice president of the Show and officer in charge of the Lamb Auction Committee. Through his leadership, the sale prices of lambs increased by 45 percent over last year's total.

Lightfoot has been involved with the Houston Livestock Show and Rodeo since



Jim Lightfoot

1972, joining the Ticket Sales Committee in 1974. The following year, he joined the Souvenir Program Committee, eventually becoming the chairman in 1985. He became a director in 1979 and a vice president of the Show in 1991.

In addition to his other duties as a vice president, Lightfoot oversees five committees: Agricultural Education Tour Guide Committee, which is composed of agricultural science teachers who bring their students to serve as guides through the Show's facilities; the Communications-Broadcast Committee, consisting of professional broadcasters who announce various events at the Show and do voice-overs for video and audio programs; the Membership Committee, responsible for recruiting new members; and the Safety Committee, in charge of all first aid stations in the Show facilities as well as Memorial Park (trail riders).

In 1993, Lightfoot became officer in charge of the Lamb Auction Committee, which pre-sells lambs for the auction and conducts both the auction and the champion buyers' party.

Lightfoot and his wife Karen live in Pearland with their son Brian. When not on the job as vice president of sales at Cannonball Trucking, Lightfoot can be found serving on the board of directors of the Houston Farm and Ranch Club and the board of directors of Bill Williams' Capon Dinner.

Looking back over the past three years, Lightfoot said, "It has been a tremendous honor to be an officer of an organization of 10,000 volunteers. Throughout my 20 years spent at the rodeo, I have met many friends, learned a lot and will always cherish the memories I have." —Amy Ashby-Pike

Photos: Sam Pierson



GO TEXAN COMMITTEES



Frank Martin

Unusual skills and ...

As sure as the swallows come back to Capistrano, every February in Houston sees the return of boots, jeans and 10-gallon hats to places normally reserved for pinstripes, wingtips and high heels.

Not only that, but folks all over a 63-county area surrounding this city start hauling hay, pitching horseshoes, playing dominoes and holding quilting contests.

An outsider might wonder what unleashes this frontier behavior. The force at work here is the collective effort of more than 1,850 volunteers of the Show's six Go Texan committees.

The six – Houston Metro, Area Go Texan, Go Texan Contests, Houston General, Ladies' Go Texan and Go Tejano – trace their origins to a single committee established in the mid-1950s to promote Show activities – everything from trail rides and parties, to contests and style shows. This single committee eventually spawned the five others so that more attention could be paid to specific promotional activities.

The two largest committees, Houston

Metro (about 700 members covering Brazoria, Fort Bend, Galveston, Harris and Montgomery counties) and Area Go Texan (composed of 550 members in 58 surrounding counties), saturate the areas with posters and flyers, host dances, and hold chili cook-offs and bar-b-que cook-offs. But most importantly, the efforts of these committees lead directly to the awarding of 162 scholarships.

The Go Texan committees also conduct preliminary contests in horseshoe and washer pitching, team penning, hay hauling, dominoes and quilting.

Winners of these contests advance to the final competition held prior to and during the opening weekend of the Show. The 136 members of the Go Texan Contests Committee are responsible for registering, judging and awarding final prizes to the more than 1,600 contestants in all events.

Houston businesses are the responsibility of the 225-member Houston General Go Texan Committee. These volunteers ensure that the Show's distinctive spirit and flavor permeate Houston by distributing promotional materials to airports, restaurants, hotels, convenience stores, western wear stores and more. They also organize the Go Texan kick off dance and judge window display and hotel decorating

contests.

Meanwhile, the more than 100 members of the Ladies' Go Texan Committee disperse posters and flyers to shopping centers as well as visit elementary schools to boost Show awareness among children and parents. Their promotional style shows enhance Go Texan festivities as well.

During the Show, the Ladies' Go Texan members stay busy selling commemorative Show items at their booth in the Astrohall.

The most recent addition to the Go Texan volunteer structure is the Go Tejano Committee, formerly the Reata subcommittee of the Houston General Go Texan Committee. Formed in 1990, this committee is responsible for promoting the Show in the Hispanic community. Their efforts aided in the awarding of 105 scholarships to graduating seniors of Hispanic descent for the 1993-94 school year. The members also are the momentum behind Go Tejano Day celebrated during the Show, and they initiated the State Mariachi Contest.

These Go Texan committees are dedicated to spreading news about the Show, but the Go Texan spirit is more than just the efforts of 1,850 committee members – it is a welcomed passion experienced by



virtually everyone in the entire area.

— *Yahsmine Catli-Cowan*



Frank Martin

... fierce concentration are required for any Go Texan competition.

POULTRY AUCTION COMMITTEE

History affirms that La Grange, Texas, used to be known for its "Chicken Ranch." Today La Grange boasts that it is the home of Blake Dooley, Fayette County 4-H member, whose Grand Champion Pen of Broilers sold for an astounding \$68,000 at the Houston Livestock Show.



PAC committee member, Regina Swindall, entices auction spectators to "buy more poultry!!!"

Responsibility for the success of the sale rests squarely on the shoulders of the Poultry Auction Committee, more commonly known as the "Chicken Committee." In 1993, officer in charge, Howard H. "Red" Moore, co-chairmen Louis Bart and Greg Schroeder, along with 92 enthusiastic committee members, raised more than \$830,000 for youth and education. The 1993 Junior Market Poultry Auction funded six permanently endowed, four-year scholarships through money paid above the auction caps.

The committee, established in 1955, was active until 1960, when both the poultry show and the committee were discontinued for several years. After the Houston Livestock Show moved to its new location, the Astrohall, the Executive Committee requested that the Chicken Committee as well as the poultry auction be reorganized. The year was 1966, and the 12-member committee was once again in full swing.

Although the committee has grown and undergone numerous changes in the past 35 years, the group's primary functions have not changed since its early days: members conduct a successful auction rewarding 300 youngsters who raise champion animals, and they also raise money through the presale of chickens and turkeys to benefit those 1,000 youngsters who do not make it to the auction.

In addition to its impressive numbers, Chicken Committee members are recognized for another distinguishing trait. In 1971, committee members produced a skit poking good-natured fun at the officers of the Show. It was such a success that their spirited skits, bearing a new theme annually, are performed prior to the auction each year. The 22-year-old tradition includes a standing room only crowd, 10-plus rehearsals, press coverage and nearly 80 characters who represent supporters of the poultry auction.

Chicken Committee members take pride in the fact that so many Show leaders have come from their pen. Presidents Norwin Gerhart and Dick Graves and Lifetime Member of the Executive Committee

Gordon Edge have all come through the wings of this committee. Present co-chairman Greg Schroeder sums it up like this: "As I'm sure Red Moore and Louis Bart will tell you, when I look around the rodeo, 95 to 100 percent of the closest friends in our lives we met at the rodeo – people of great character and integrity that will stick by you if you need them. The people are a great reflection of the integrity and character of the Show itself."

— Whitney Tipton



SCHOOL ART COMMITTEE

At its most basic, the Houston Livestock Show and Rodeo is a celebration of our western heritage – a hands-on experience of the lore assembled by our pioneering predecessors.

It's a story that always has produced vivid images. Anyone who has ever gazed at a Charles Russell oil painting or reverently absorbed a Frederick Remington bronze sculpture can attest to that.

For almost 25 years, the Show's School Art Committee has devoted itself to promoting that expressive vision among the state's art students by organizing the School Art Program, a competition for school age children from kindergarten to high school seniors.

Participating school districts hold western art contests during January of each year that are judged by qualified committee judges. This year, the committee's judging panels mulled over more than 20,000 pieces of art at 70 separate shows. Of those 20,000, only 329 works (about 2 percent) made it to the Show's Hayloft gallery.

"The beauty of the program is that each child receives a certificate showing that they have participated in the program," said chairman Marcia Sidwa. "Since we started this program 25 years ago, it has grown tremendously. Each year, we record more than 250,000 entries."

In addition to red, white and blue ribbons given to each grade level at a district contest, the committee awards a "Best of Show" and two runner-up gold medals. A maximum of five pieces from each district show reach the prestigious Hayloft Gallery. High school seniors whose work is displayed in the Hayloft Gallery also compete for a best-of-show recognition called the "Grand Prix winner."

This year, the committee awarded two four-year, \$10,000 art scholarships and four one-year, \$2,500 scholarships to program winners.

As part of the School Art Program, the Show awards eight scholarships to high school seniors and juniors for a one-month art education course during the summer at the Cowboy Artists of America Museum (CAAM). The winning students travel to Kerrville, Texas – CAAM's base – where they apply western themes to oil painting and sculpture.

"Many school districts don't have the funds to offer these children such an extended art education," said Sidwa. "The School Art Program is a wonderful opportunity for these students."

— Freeman Gregory



A fanfare of western heritage and artistic creativity can be found in prize-winning school art entries displayed in the Hayloft Gallery.

EXECUTIVE COMMITTEE PORTRAIT

GAIL WHITCOMB

When Jim Sartwelle, the Houston Livestock Show and Rodeo's first president, invited Gail Whitcomb to become involved with the Show, he could hardly have foreseen the impact Whitcomb's leadership abilities, energy, enthusiasm and devotion to the community would have on the Show. Presently an honorary lifetime member of the Show's Executive Committee, Whitcomb was elected to the board of directors of the Show in 1947 and to the Executive Committee the next year.

Whitcomb holds a vast knowledge of the early days of the Show. He remembers when, after near failure in the 1930s, the Show became part of the Agriculture Division of the Chamber of Commerce and finally, with the support of a number of Houston businessmen, began to grow.

Today, the junior market auction sales account for more than \$3.8 million, of which more than \$1 million is placed in the Show's permanent scholarship fund...a far cry from the early days, when all animals were sold at one auction.

"Being married to Gail Whitcomb is like holding on to the tail of a kite."
— Geraldine Whitcomb

Whitcomb co-chaired the first stand-alone Steer Auction Committee. As chairman of the new committee, all Whitcomb knew was that the Show wanted the children to receive \$1 per pound for their steers. Whitcomb reminisced, "The auction was held in the rodeo arena of the Coliseum, chairs were in the dirt and the weather was dismal. But the children with their steers were there - 625 of them in a line that stretched down the street from the Coliseum - and far more steers than I knew the young committee was prepared for. We saw that all 625 children received some money for their steers, and as a result, the auction went in the hole."

Whitcomb wrote letters to Houston business leaders explaining the importance of the steer sale, and raised money to pay the children the amount that had been set at the auction. From that solution came the presale program which continues today for all the Show's sales committees.

Also the first chairman of the International Committee, Whitcomb recalled with a smile the early international guests. These included a number of Cubans as well as "a large group of Brazilians who appeared in Houston in the middle of a terrible February ice storm in their white linen suits. They spent their first few days in department stores buying warm clothes instead of at the Show."

Born in San Antonio in 1907, Whitcomb grew up in Webster, Texas, graduated from the University of Texas School of Law in 1931 and moved to Houston shortly thereafter. He served as the Show's attorney, without compensation, for a number of years.

Whitcomb's agricultural heritage stems from his grandparents who acquired land on Clear Creek in the 1850s. He first entered the cattle business in high school and saw his new herd completely destroyed by hoof and mouth disease while he was away at college. He later overcame that obstacle when he added to his grandparents' land and there operated a registered Brahman cattle program. Later he served as president of the American Brahman Breeders Association.

Whitcomb spends most of his time today at his home in Houston where he lives with his wife Geraldine. He is surrounded by mementos and awards which attest to the quantity and diversity of his community involvement. Whitcomb is the most recent recipient of the Houston Bar Association Auxiliary Leon Jaworski Award, which is presented to a lawyer who also is involved in numerous local service, community, arts, medical, social and other civic volunteer organizations. This award reflects Whitcomb's lifetime deep commitment to public service.


Whitcomb is particularly proud of being a director of the Baylor College of Medicine. His involvement began at the request of Dr. Michael DeBakey in 1969 when the medical school became independent from Baylor University.

An active member of the Rotary Club of Houston, he was president of the organization from 1961-1962 and received the Distinguished Citizen Award in 1968.

Whitcomb also has served on the Boards of Directors of such Houston institutions as



Houston Lighting and Power and has been the president of organizations ranging from the Houston Museum of Natural Science to the Houston Chamber of Commerce. He is a member of St. Martin's Episcopal church, the Museum of Fine Arts, the Texas Academy of Science, the Philosophical Society of Texas and the Houston Committee on Foreign Relations.

Whitcomb says that the heart of the Show and the key to its bright future is the dedication of the people involved who give of themselves "come hell or high water." He also pointed out that, because of its purpose, the Show has a special spirit. "Unlike other large events which end when their festivities are over," Whitcomb said, "people should remember that the effect of Houston's Show is felt only after the Show ends when the money from the Show flows to children for scholarships and universities for research. It is the focus on youth and the tangible benefits the Show brings to our children that gives the Show its special impetus, feel and spirit." 

— Ann Jacobs

MANAGEMENT FEEDBACK:

RESPONDING TO MEMBER CONCERNS

“WE LISTEN – And that’s not an advertising slogan – it’s a big part of the job description of every Houston Livestock Show and Rodeo manager.”

If you call or write any person or department at the Show, your comments are passed on to Show management staff, the Executive Committee and the officers. If your comment specifically deals with committee operations, it is given to the committee chairman.

We also transfer the comments to a special computer program so we can pinpoint the problems of most concern to the public, season ticket holders and our committee members.

Comments come from the back of committee survey forms, season box holders survey forms, unsolicited letters all during the year, face-to-face remarks and phone calls.

“How can the public be made more aware of ticket-selling procedures and policies? Also, is there a method of finding out about sell-outs before you get up to the window?”

Of course, the biggest problem we face is the fair distribution of tickets. We’re thoroughly convinced that the wristband/coupon method is the best way to handle ticket sales. However, there are several ways in which we can improve over last year.

Number one, the date phone sales begin will have to be evaluated. If we continue to open phone sales on the same day as outlet sales, we need to clearly publicize the specifics.

Number two, we need to do a better job of numbering the wristbands to make it less confusing to the ticket-buying public.

Number three, we need a good public address system at the Astrodome box office, where we had the biggest crowds, to keep everyone informed as to the availability of tickets.

However, no matter how we address these concerns, if we’re fortunate enough to continue to attract top-name entertainment such as Garth Brooks, George Strait,

TOP FIVE COMMENTS — SHOW MEMBERS AND PUBLIC

1. Complaints about ticket scalpers
2. Agrees with entertainer choices
3. Garth Brooks tickets not available for everyone
4. General public cannot buy good seats
5. Committee parking problems

Reba McEntire and the many other exceptional stars we had this year, everyone in line still will not be able to get all the tickets they want.

“Why can’t committee members find out the star line-up and purchase tickets before the general public?”

On the subject of announcing stars to “committee members only” a week before the stars are announced to the public: In practical terms, 10,000 people can’t be expected to keep a secret. One of the most important press conferences we hold all year is our star announcement. We get great media coverage from it and it’s a fun way to get our entertainment line-up out to the public. If the stars are “leaked” in advance, it takes the excitement out of the announcement and would diminish the impact of the big star line-up press conference.

We did have a separate “Show members only” window at the Houston Livestock Show and Rodeo offices this year, open at the same time the public windows opened, and we will continue to accommodate our members in this way.

“Is more committee parking possible?”


Our next biggest problems are parking (too little) and traffic (too much). Committee members and the general public have

commented favorably on the shuttle bus system, and we’ll continue to refine and expand it in the future. One of management’s biggest challenges is balancing the desire to provide committee members with the best possible parking and the need to utilize existing parking space for valuable Show activities that may be created in the future.

We might be able to solve this problem with special VIP parking off site with a continuous shuttle service reserved exclusively for our volunteers. Many of you have commented that you would use the shuttle buses if they ran at the hours you had to be at your assigned duties. This off-site VIP parking might be one way to provide you with the quality parking you deserve.

“Can the Show bring back reserved parking? Your box seat purchasers would not mind paying extra for this.”

Reserved parking for season box holders or anyone else is impractical and difficult to implement. The massive numbers of cars we’re trying to move in and out of the parking lots, combined with the many activities that take up space on the parking lot make reserved parking a luxury we can’t afford. Let’s try to remember, our traffic problems are also a sign of success, due in large part to the incredible stars we’re able to sign each year.

We hope we’ve answered some questions, and we hope we’ve made you think of even more. We want to hear from you – comments, suggestions, criticisms – we want to hear it all. In the next issue, we’ll feature more of your comments. 

THE MANAGEMENT STAFF

General Manager:
Dan Gatis
Assistant General Managers:
Don Jobes Jr. • Leroy Shafer • Tom Bartels
Tom Quarles • Skip Wagner
Managers:
Steve Woodley • Suzy Brown • Mike DeMarco
Assistant Managers:
Loei Renfrow • Gary Richards

DATES TO REMEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
<i>May</i>						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					

Tuesday : May 25
3 p.m.
ANNUAL MEETING
 Show Meeting Rooms

SUN	MON	TUE	WED	THU	FRI	SAT
<i>June</i>						
		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			

Friday : June 4
GO TEJANO COMMITTEE HISPANIC
SCHOLARSHIP PRESENTATIONS
 Houston

Tuesday : June 8
4-H SCHOLARSHIP PRESENTATIONS
 College Station, Texas

Thursday : June 17
METROPOLITAN
SCHOLARSHIP PRESENTATIONS
 Houston

Sunday : June 27
 Noon - 6 p.m.
COMMITTEEMEN'S
APPRECIATION BAR-B-QUE
 Astroarena

SUN	MON	TUE	WED	THU	FRI	SAT
<i>July</i>						
				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

Monday : July 5
SHOW OFFICES CLOSED FOR
INDEPENDENCE DAY HOLIDAY

Wednesday : July 14
FFA
SCHOLARSHIP PRESENTATIONS
 Corpus Christi, Texas

Thursday : July 1

Final deadline to clear all outstanding accounts with the Show to ensure eligibility to serve on a committee



Houston Livestock Show and Rodeo
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