

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

MAGAZINE



*Sid Epstein...
"Straight Shooter"
of the "Star" World*

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A Message from the President



With national interest currently focused on health care issues, it's encouraging to report the health of our organization is excellent. We're continuously moving in an innovative direction, with an emphasis on upgrading and improving the quality of the Houston Livestock Show and Rodeo each year.

Obviously, these efforts have been rewarded. Season ticket requests for the 1994 Show are extensive, with a waiting list initiated to handle the interest. In 1993, we sold all but 1.2 percent of the available tickets in the Astrodome for our rodeo performances, so our growth potential is limited in this area.

However, with an eye for expansion, we have developed a new attraction and exhibit area outside the west entrance to the Astrohalla to be called Astrohalla Plaza. This area will feature a petting zoo, the pig races, food exhibits, a portion of the carnival and other attractions. Our intent is to provide for greater spectator comfort and room while offering ticket buyers easier access to special attractions.

We are in the process of polling members of the general public as to who they would like to see entertain at the upcoming Houston rodeo. Combining the results of these telephone surveys with our committee volunteer feedback helps us determine entertainers with the highest potential for spectator draw. The data also allows us to slot performers on specific dates which maximizes the total draw for the run of the Show.

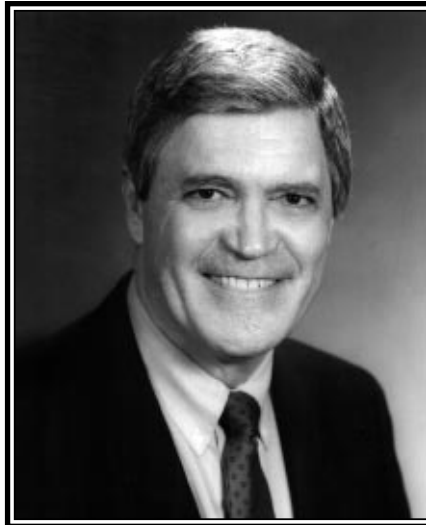
Corporate interest in the 1994 Houston Livestock Show and Rodeo indicates a recognition of both the marketing value of our

event along with an appreciation for our role in helping the youth of Texas. All but two of the major sponsorships have been sold, and companies wishing to contribute to our scholarship program are at an all-time high. We owe a great deal of appreciation to all corporations supporting our event—from sponsors and donors to auction buyers and ticket purchasers. Their generosity and their promotional efforts help curtail our operating costs while publicizing our event to the general public.

As committee volunteers and Show supporters, your input means a great deal to this organization. Be assured your comments, suggestions and criticisms, as written on the Show survey forms, are distributed to each member of the Executive Committee, all Show officers and all members of Show management. They are read, analyzed and recorded in a computer data base. Many of the Show's changes result from these comments and several of the concerns expressed by committee volunteers are addressed in the management feedback portion of this publication.

The attitudes expressed at Show committee meetings and planning sessions are upbeat, positive and energetic. Each one of you is to be commended for recognizing the power of this organization within the community and for representing the Show in a professional, enthusiastic manner.

As the year comes to a close and we gear up for the 62nd anniversary of the Houston Livestock Show and Rodeo, I'd like to extend my best wishes to each of you for a happy and safe holiday season.



Kaye Marvin's Photography, Inc.



Don D. Jordan
President



THE RODEO HAS ALWAYS BEEN A CLASS ACT




“**O**f all the shows and organizations I have worked with during my many years with the William Morris Agency, the finest by far is the Houston Livestock Show and Rodeo. I never met a single person with the Show that wasn't a first-class individual.”

Story by
Deborah Dahlke

With that compliment, coming from a man who has worked with the brightest stars in the business and the most prestigious organizations in the entertainment world, Sid Epstein summarized his almost 50 years of association with the Houston Livestock Show and Rodeo.

Now retired, he was formerly vice president of the William Morris Agency and head of its International Fairs and Expositions department. He traveled the world in that position and “walked with kings” but never lost the common touch.

 Magazine visited Epstein and his wife Rosa at their winter home in Boca Raton, Fla.

Q . How did you first become involved with the Houston Livestock Show and Rodeo?

A . As I remember, it was because of our agency's relationship with Amon Carter back during the time of the Texas Centennial in 1936. Booking the

Billy Rose Aquacade, a popular variety act in the 1930s, helped make the Centennial an enormous success. From then on, the William Morris Agency was sacrosanct in Texas as far as mass entertainment was concerned.

Q . How would you describe the different eras of rodeo entertainment over the years?

A . When I first started bringing the stars to Texas, the Show was held in the Sam Houston Coliseum. The Coliseum was limited in space and seating—only about 6,000 to 7,000 seats. We would have one star for the entire run of the rodeo, which was about 19 performances, with three held on Saturday. They usually sold out the full seating capacity well before the Show began. In the first six years that I worked with the Show, the stars returned for two years in a row. When we had a success at the event, we liked to repeat it!

In early years, we featured all the stars from the Saturday afternoon movies—Burka White, Gene Autry, Roy Rogers, Dale Evans—and also some variety shows like Olson and Johnson. We were trying to please the “kid audience,” and these stars were very popular.

The next era, beginning around

1949 or 1950, was the era of the TV cowboys. The first TV stars that I brought to the Show were “Cisco” and “Pancho.” Then we booked cowboys from popular television shows—Roy Rogers and the Sons of the Pioneers, Hugh O'Brian (Wyatt Earp), Jim Arness (Matt Dillon), and Chuck Connors (The Rifleman)—to appear on stage at the Rodeo. Bringing these big-name stars to Houston just naturally followed the success of Houston as a city.

In the beginning of this era, most of the state fairs or rodeos would have a review show with just a backdrop for scenery and some lights, a chorus line of girls and two or three variety acts. That was the extent of the show—the same acts year after year. There were no “real” stars at these kinds of shows; people were happy just to have entertainment. Then, television changed all of that. The fair and rodeo audiences changed and became as sophisticated as the audiences in major cities. They wanted to see the stars...and we brought them.

Q . Did all the TV cowboys sing? What kinds of performances did they have and what did the television stars think about playing in Houston?



Chuck Connors
“The Rifleman”



Charley Pride



Crystal Gayle



Elvis Presley



A . Some of them didn't sing very well. When it was necessary, we manufactured acts for them. With my suggestions and assistance, we put together some great singing cowboy acts. Michael Landon played at the Show, and he could sing. But if they didn't sing well, they would use a back-up group or do rope tricks. The main thing was their personality, their presence—they were TV stars!

The stars all thoroughly enjoyed coming to perform in Houston—it gave them a chance to be with the people. Also, the money was good. The Show provided them an extra source of income. In the early days, the television salaries were not that enormous. Of course, they didn't just play at Houston, there were a number of rodeos in the Southwest that could afford to pay them for the weekend. One year, Michael Landon played 50 weekends out of the year—all of them rodeos—and made almost \$7,000 a week, much more than he made on Bonanza.

Q . **Was the Show always a "cowboy" show or were there other kinds of acts?**

A . Oh no, there were all kinds of acts—Broadway stars and

Associated Press/Houston Chronicle



Sid Epstein, world class promoter

recording stars as well as television cowboys. Perhaps the next era of TV cowboys was that of the recording stars. Music was the strength of the Show. In later years, the 1960s and 1970s, we had country stars like Crystal Gayle, Lynn Anderson and Charley Pride. After the Show moved to the Astrodome, we had to book several entertainers for the duration of the event. No one star could fill the entire Dome seating of 40,000 to 50,000 spectators for more than two nights.

In the 1960s, we began booking a new era of variety stars like Jim Nabors and Wayne Newton. For example, I remember once, Dick Weekley, former Show general manager, was concerned about a Wednesday night performance he had open—one with no acts yet signed. He said, "How about Chaka Kahn?" I got her to come to the Show, and she held the Wednesday night record for several years. It was all Dick's idea—he was willing to take a chance and

bring new types of artists to the Houston Livestock Show and Rodeo.

Q . **How did Elvis Presley come to play at the Houston Show?**

A . Colonel Tom Parker, who was Elvis' manager, was always a close friend of the William Morris Agency, and Elvis had always been a client. Colonel Parker knew about my success at the Houston Show because we had worked together on other projects. Also, Colonel Parker managed Eddie Arnold when he played at the Show. Basically, Elvis came to Houston through Colonel Parker's negotiations directly with Bill Williams, Dick Weekley and Louis Pearce (at that time Executive Committee Member, General Manager, Show President, respectively).

Playing in Houston at the Astrodome means a lot to emerging artists, and even to established stars. It gives them a certain cachet to be able to say "I can draw a crowd of 60,000 people." That was true for the Houston Show even in the old days of the Coliseum. It means so much to play here, because the Houston Livestock Show and Rodeo has always been a first-class act.



Wayne Newton



Hugh O'Brian (right)
"Wyatt Earp"



Roy Rogers & Dale Evans



Lynn Anderson

Calf Scramble Program



When 16-year-old Emmett Evans participated in the calf scramble event in 1950, he literally put a halter on his future.

Story by
Mark Jones

After successfully catching and leading his calf to the winners' square, Evans used the \$100 he received from the Show to buy a steer. The following year, he entered the steer in the Harris

Today, Evans is an inspector and draftsman for Trinity Industries. Yet for nearly all these years, he hasn't turned loose of that calf scramble victory of more than 40 years ago. As the current chairman of the Calf Scramble Advisory Committee, he teaches youngsters preparing for the event how to properly place halters on the calves.

The calf scramble event, intro-

animal project through which they gain knowledge in the care, feeding and fitting, and economics of livestock.

Many of these young people go on to find successful careers in agricultural-related industries. Regardless, all have learned invaluable lessons in responsibility, money management and achievement.

Today, many second-generation calf scramble contestants are entering the arena, coached and encouraged by their fathers who participated many years ago. Girls began participating in the event at the 1982 Show.

The scramble procedure is standard, but the action that follows is totally unpredictable. Contestants line up at the edge of a large square on the floor of the Astrodome. At the signal, the youngsters scramble to "catch as catch can." A winner must capture a calf, halter it and then bring the usually-stubborn animal inside the winners' square, with no help from anyone. Other participants cannot touch the calf unless it breaks free.

While the event is sheer fun and enjoyment for spectators, it's no easy mission for the participating 28 boys and girls, who are 12 to 17 years old. Nothing short of incomparable determination will bring success. They must often chase these calves all the way across the 4-acre, open arena.

"Most people have absolutely no idea how big these calves are," says Bea Baker, calf scramble director since 1975. Yearling calves often weigh approximately 350 pounds.

Winners do not keep the actual calf they catch. The contestant uses a certificate to purchase a registered beef or dairy heifer. Calf



Emmett Evans shows off the reward of his 1950 calf scramble victory, the steer he purchased with the \$100 scramble certificate.

County Fair and won grand champion honors.

"I received \$3,500 for that steer," Evans said. "And I used that money to attend the University of Houston. It paid for most of my college education."

duced to the Show in 1942, has always been premier entertainment at each rodeo performance, but its significance is much more far-reaching. Boys and girls who successfully catch a calf (and even a few that don't) begin a yearlong

scramble donors—which include businesses as well as individuals—contribute \$1,000 for a calf certificate.

Additionally, there are those participants who put out exceptional effort, but are unsuccessful in catching one of those fleeting animals. Many of these “hard luck” winners also are awarded a \$1,000 certificate.

Once the heifer is purchased, it becomes the foundation for a yearlong project and is entered into special competition at the Houston Livestock Show the following year.

In addition to reporting regularly throughout the year to their donors, all participants are required to write two essays, detailing their animal’s progress, and must submit them to the Show’s scramble office. These essays are judged, and awards are presented at the annual Calf Scramble Banquet.

Many of the contestants also keep scrapbooks, although this is not a requirement. “The youngsters can now participate in a scrapbook contest as well,” said Baker. “We have as many as 135 books submitted each year.”

Organizing the calf scramble event also is a tremendous task, which requires not only the work of Baker, but the efforts of four Show committees as well: Calf Scramble Donors, which seeks new and repeat donors; Calf Scramble Greeters, which assists return-

ing calf scramble participants in the livestock show area; Calf Scramble Advisory, which provides assistance and guidance to all calf scramble committees; and the Calf Scramble Committee, the largest of the four groups, which staffs the rodeo arena during the actual event. Members also serve as finish-line judges.

Texas youngsters representing FFA and 4-H organizations across the state are chosen to participate at the 18 performances, based on essay-writing contests as well as preliminary calf scrambles.

Entrants in this hearty competition must be in top physical condition and weigh at least 100 pounds. Each contestant also must follow through with the

scramble project, entering his or her animal in competition at the livestock show the following year.

At the 1993 Show, 335 scramble certificates were presented to Texas youngsters. Since the program began in 1942, more than \$3 million and almost 13,000 quality animals have been placed in the hands of Texas youth.



One of the many calf scramble contestants shows that it takes a lot of concentration to catch and halter a calf!



Frank Martin

Justin Heelers



The two men stood in one of the big trailer's corners, speaking in low tones with arms folded and heads bowed.

Story by
Freeman Gregory

"I have a good one in Amarillo day after tomorrow. Can I get on?" the younger one asked.

The second man shifted his weight from one foot to the other and shrugged his shoulders. "Man, it's your back we're talking about. You should let the doctor make that call."

The cowboy's head bobbed knowingly, but it was obvious he didn't like the call very much. Shaking the older man's hand, he said, "See you up the road," turned, and left the trailer.

No other professional athlete is more willing to perform while

Bareback riders suffer hyperextended elbows. Bull riders—groins. Calf ropers—ankles and wrists. Bad backs are endemic to all rodeo cowboys.

"In rodeo," says Bill Zeigler, "it's not a matter of if you're going to get hurt. It's when and how bad. They know it going in that it's just a way of life. As they say, it's the cowboy way."

Zeigler is road manager for the "Justin Heelers," an organization sponsored by the Justin Boot Company that operates mobile sports medicine facilities for rodeo contestants. Last year, the group covered about 70 rodeos.

"We practice comprehensive sports medicine, which entails the conditioning and rehabilitation of specific rodeo injuries," said Don

was working as an athletic trainer for a professional hockey team based in the same building as the rodeo.

Garrison had been bringing some of his rodeo colleagues to Cowboys' team physician, J. Pat Evans, for treatment, and he convinced Evans and Andrews to set up a training room for the rodeo. It was very successful.

Andrews and Evans learned two things about rodeo cowboys. First, they get hurt a great deal, and they play through it. "It's amazing when you consider the difference between the money one can earn in a major league sport and rodeo," Andrews explains. "Although money is important to everyone, it's probably less important to these guys than anybody in sports. There are no prima donnas in rodeo."

Second, organized sports medicine was virtually nonexistent in professional rodeo. "Rodeos have medical staffs, and they're good people, but they're only going to see these guys in Houston and Fort Worth. There was no continuity of care.

"We wanted to provide the same level of sports medicine coverage afforded the NFL, the NBA, Major League Baseball and the NHL for a rodeo cowboy. We feel he is an athlete equal to that of any other sport," Andrews says.

With the encouragement of Garrison and bull rider Don Gay, Andrews and Evans submitted a proposal to the Professional Rodeo Cowboys Association in 1980, and the idea stuck. "I've dealt with a lot of sanctioning bodies, but I've never had one so determined to help its athletes," he says. All that was left to make it happen was to find a sponsor.



Sam Pierson

For the rodeo cowboys, it's a comfort to know that medical assistance is available.

injured than a rodeo cowboy.

No. Make that insistent on performing while hurt. They are driven to perform beyond what most of us would consider physical discomfort.

And there's a great deal of "hurt" in professional rodeo.

Andrews, one of the organization's principals.

Andrews says the idea for the Justin Heelers took root 14 years ago during a Fort Worth rodeo promoted by former Dallas Cowboys running back, Walt Garrison. At the time, Andrews

With the help of then-PRCA official Ken Stemler, Andrews landed an interview with the Justin Boot Company, and filled his pitch with typical marketing approaches and data that showed how the idea could stimulate sales. The Justin people listened politely and said, “Well, you know the rodeo cowboy has been real good to our company for more than 100 years. This is a way we could return the favor.”

As good as the concept seemed on paper, it proved to be a slow starter in actual application. The Heelers’ first official event was the 1980 National Finals Rodeo in Oklahoma City. Andrews set up a training room there, twiddling his thumbs for much of the event’s first two days.

It turned out that the cowboys were leery of the facility. “They’d sort of look in and then move on,” Andrews laughs. “They’d never seen anything like that before.” Pretty soon, Don Gay saw what was happening and made a speech. “Look. This guy (Andrews) is here for this. If you’ve got any problems, see him. Don’t mess around.” The program was off and running.

At the Houston Livestock Show and Rodeo, the Heelers use a 40-foot gooseneck trailer rigged with taping tables, treatment equipment, medical supplies, cabinets for records and some exercise gear. “We have just about everything we need to keep the cowboy going and get him ready for that night,” Zeigler says.

The group’s focus is sports medicine—not major or emergency health care. If a cowboy’s injury is severe, the rodeo’s paramedics transport him to a hospital, and a licensed physician administers care. The Heelers have established



Sam Pierson

After a rugged bull ride, Justin Heelers trainers help a dazed cowboy off the Astrodome floor to their mobile unit for observation.

a network of volunteer doctors across North America who remain on call when rodeos come to their towns. Houston has one of the largest bases of volunteer doctors and athletic trainers in that network.

Zeigler left his job as head athletic trainer with the Texas Rangers baseball team last year to work with the Heelers full time. During his 10-year stint with the Rangers, he spent the off-seasons working the rodeo circuit with Andrews and the Heelers. He says rodeo injuries differ from those of other major sports in that they don’t occur instantaneously.

“In baseball or football, when somebody gets hurt, boom! it’s over. You run out there, and you do what you’re trained to do. In rodeo, it goes on and on, and you have to wait until you can get to the guy.”


Zeigler remembers his first serious incident involved a bareback rider who got hung up in his bronc’s rigging at a Denver rodeo.

The rider was dragged around the arena several times.

“I remember wondering how I could help this guy,” Zeigler recalls. “So I went to the middle of the arena to be close when he fell off. He finally did. Blood and dirt covered his face. I told him to take it slow and that a stretcher would be there soon. All he could say was ‘Boy am I tired.’”

The rider would have none of that stretcher business, choosing to walk out of the arena.

Over time, rodeo performers’ inner toughness has been tempered with the realization that proper medical care can extend and improve careers, and the Justin Heelers have been a part of that.

“The philosophy of our program is to return the athlete to competition as quickly as possible,” says Andrews. “And  do it safely.”

A Family Tradition



Story by
Roy Elledge Jr.

Fifty-five years ago, A.S. Crutcher, an oilwell supply dealer, asked Ralph Johnston to put up \$200 to purchase a steer from one of the calf scramble contestants. That experience hooked Johnston on the Houston Fat Stock Show. In 1946, he became co-chairman, with Gail Whitcomb, of the Steer Auction Committee and five years later, in 1951, Johnston was elected as the third president of the Show.

The newly formed Steer

per pound. Surprisingly, the morning of the sale, 636 young competitors and their steers arrived at the Sam Houston Coliseum. Johnston and Whitcomb sold the steers, but it took several weeks to raise additional money from other businessmen to pay the kids.

A man who converted a childhood love of farms and ranches into "big business," Johnston was best known as a oil operator and was actively involved in the discovery of the South Houston oil


to see the top of it going to waste.

Johnston's genius as an entrepreneur was a significant ingredient in the early success of the Show. He personally spearheaded a drive to get new members for the Houston Fat Stock Show. At that time, a \$10 fee meant voting rights on the Show's policies and free admission to the Show. The result of his efforts meant 800 new Show members.

During Johnston's presidency, the Salt Grass Trail Ride began with a roll call of four members, and the Show's Go Texan committees were established. Both made the public more aware of the city's Western heritage and promoted the Show by encouraging Western dress and persuading the business community to display banners and signs advertising the big event.

After his tenure as president from 1951 to 1954, Johnston attended his last Show at the opening performance held in the Astrodome in 1966. That was the year the Show's name was changed to the Houston Livestock Show and Rodeo.

Johnston's legacy lives on through his children, lifetime vice president James J. Johnston and his younger sister, director Jerry Johnston Andrew. Several grandchildren also are active on Show committees.

This 55-year legacy could easily continue for another 55 years. Jimmy and Jerry continue their father's "champion buyer tradition," having bought one or more of the top 30 steers along with other champion animals every year since the death of  Ralph A. Johnston.



Christopher Studio

Sometimes an exhibitor himself, Ralph Johnston won grand champion honors with his Hereford steer.

Auction Committee guaranteed a minimum floor price of 50 cents per pound for the auction. The purpose of the minimum floor price was to ensure each exhibitor a price above the going market rate for his or her animal, which, at that time, was 17 cents

field in 1932. He once commented, "The fattest cattle are those who grow rubbing their backs on oil derricks." Actually, the connection is more logical. Most thrifty people, even though they are drilling for the fullest of riches beneath the plot of land, can't bear

HOUSTON FAT STOCK SHOW

HOUSTON, TEXAS

Office of the President

March 31, 1954

Dear Friends:

During the last three years I have had the pleasure of serving as president of the Houston Fat Stock Show. It has been a real honor and I am grateful.

As this is my third and last year to serve you as president, I want to express my appreciation for the cooperation of the thousands of people who have helped to make this show such an outstanding success. In particular I want to thank those who have devoted so much time and effort at the sacrifice of their own personal affairs to make this not only a wonderful show but a worthwhile civic project.

Our accomplishments have gone far beyond the city limits of Houston and touched the lives of thousands of wonderful boys and girls, their families and their futures.

We, here in Houston, have also benefited in untold ways by the whole-hearted, unstinting support of the Houston Fat Stock Show by people everywhere.

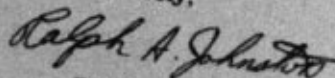
Each of us can be proud of our show's many accomplishments because they reflect a community spirit which I believe is unequalled anywhere in the world.

I am proud to have had a small part in these accomplishments and as I step down from the presidency it is with this prediction: The Houston Fat Stock Show will continue to grow and with each succeeding year it will do a greater and greater service.

Though my term of office as president is coming to an end, I look upon it not as an end, but as the beginning of my service to the Stock Show because I look forward to many more years of very pleasant association with all of you.

To the more than 400 men and women who have served on committees to the thousands who have participated in our auction sales and to our capable and loyal staff, I take off my hat to you in humble thanks.

Sincerely,



Ralph A. Johnston

Approaching the end of his tenure as president of the Houston Fat Stock Show, Johnston sent a message of appreciation to the 400 committee members after the 1954 Show.

Go Texan Events



DATE (1993-94)	EVENT	LOCATION/TIME
Nov. 9	Alief Southwest Rodeo Fest club dance, dinner, silent auction	Post Oak Ranch Night Club/Houston 5 p.m.
Nov. 13	NASA/Clear Creek/Friendswood Go Texan Gallup	Clear Lake Park/Clear Lake City 8 a.m.
Nov. 19	Aldine/Spring/Klein bake & craft sale	First Interstate Bank/Champions Forest 9 a.m.
Nov. 19-20	Walker County barbecue cook-off, team penning, hay hauling, photography, dominoes, horseshoes, quilt, washer pitching contests	Walker County Fairgrounds/Huntsville 10 a.m.
Nov. 20	Bastrop County barbecue cook-off, team penning, hay hauling, washer pitching, photography, quilt, dominoes, horseshoes contests	Lower Colorado River Authority Riverside Park/Smithville 10 a.m.
Nov. 20	Humble Saddle Up Dance	Wilson Road Hall/Humble 7 p.m.
Nov. 22	NASA/Clear Creek/Friendswood Go Texan Golf Classic	Bay Oaks Country Club/Clear Lake City 10 a.m.
Nov. 30	Aldine/Spring/Klein Rodeo Dance and dinner buffet	Midnight Rodeo Night Club/Spring 5 p.m.
Dec. 7	Spring Branch/Memorial dance	Wild West Night Club/Houston 5:30 p.m.
Dec. 11	Fort Bend/Stafford bowl-a-thon	Fair Lanes Bowling Alley/Stafford 1 p.m.
Jan. 8	Spring Branch/Memorial Diamonds & Studs Gala	Marriott Hotel, Galleria/Houston 5 p.m.
Jan. 14	Aldine/Spring/Klein dinner, dance	Wyndham Hotel, Greenspoint/Houston 6 p.m.
Jan. 14-16	Cypress/Fairbanks Go Texan Weekend barbecue cook-offs, student chili cook-offs, rodeo contests, dance	Trader's Village Flea Market/Houston 12 p.m.
Jan. 15	Fayette County barbecue cook-off, team penning, hay hauling, horseshoes, dominoes, quilt, washer pitching contests	Fayette County Fairgrounds/LaGrange 10 a.m.
Jan. 18	McLennan County barbecue cook-off, team penning, hay hauling, horseshoes, dominoes, quilt, washer pitching contests	Heart of Texas Fair complex/Waco 10 a.m.
Jan. 19	Deer Park kick-off party, auction	Bushwacker's Night Club/Pasadena 5 p.m.
Jan. 21	Deer Park concert	Pasadena Convention Center 6 p.m.
Jan. 21-23	Deer Park cook-off and Olympic games weekend, contests, arts & crafts show	Pasadena Rodeo Grounds 7 p.m.
Jan. 22	Deer Park dance	Pasadena Convention Center 7 p.m.
Jan. 22	Alief/Southwest kick-off dance, dinner, fashion show, auctions	Marriott Hotel, Galleria/Houston 8 p.m.
Jan. 22	Tomball Diamonds & Denim Dance, dinner, auctions	Del Lago Resort/Conroe 8 p.m.
Jan. 29	Brazos County barbecue cook-off, team penning, hay hauling, washer pitching contests	Brazos County Pavilion/Bryan 10 a.m.
Jan. 29	Katy dance and dinner	VFW Hall/Katy 6 p.m.
Feb. 4-6	Grimes County barbecue cook-off, team penning, hay hauling, washer pitching contests	Grimes County Fairgrounds/Navasota 10 a.m.
Feb. 5	Tomball Go Texan Dance, auctions	VFW Hall/ Tomball 8 p.m.
Feb. 26	NASA/Clear Creek/Friendswood Rodeo Extravaganza Day bus trip	Bay Area Park-n-Ride/Clear Lake City 3 p.m.
Feb. 28	Katy bus trip	Various locations/Katy 5 p.m.
March 18	Deer Park Golf Classic	Clear Lake Golf Course/Clear Lake City 11 a.m.

Vice President Profiles



Kaye Marvins Photography, Inc.

John H. Causey



Sam Pierson

Suzanne Epps

Horses have been a part of John Causey's life for so long that he can't even remember the first time he rode one or had one of his own.

"I've always been around them," said Causey. He owns quarter horses for team roping and, of course, is involved in every aspect of the horse show and sales at the Houston Livestock Show. He also is a proud 17-year veteran of the Tejas Vaqueros trail ride.

Causey, who became a member of the Horspitality Committee more than 15 year ago, served as vice chairman and chairman of that committee before becoming General Horse Show Chairman and now vice president and officer in charge of all horse show activities.

As such, he supervises the 15 committees it takes to organize this prestigious aspect of the Show. Under his leadership, the Horse Show has undergone several very significant changes. Causey says that the most notable change has been the consolidation of the many horse sales at the Show, which were previously organized and hosted by each individual horse breed's association. Recently, the sales were combined into one major auction, the Houston Livestock Show Premier Horse Sale.

Horse Show committee members now organize and staff this entire event. "Having hands-on control over this auction has greatly increased the quantity, quality and reputation of this sale," Causey said. The 1993 sales figures for the Premier Horse Sale totaled \$285,350, an 8 percent increase over the previous year.

Causey and his wife, Babs, have four children, DeDe, John, Donny and Thomas. Causey also operates his own company, Cinco Pipe and Supply. Occasionally, he is able to make time for a fishing or hunting trip.

"I get immense personal satisfaction from working in this organization," said Causey. "I've made lifelong friends, and knowing we are raising money for kids and scholarships makes it even more rewarding."



Suzanne Epps' involvement with the Houston Livestock Show and Rodeo came about in a somewhat "backwards" way from that of many volunteers.

Many years ago, she and her late husband Jim bought steers after the Show to sell as beef in their chain of grocery stores.

A native of Robstown, Texas, Epps attended the University of Texas. She met her husband while he was in cadet training at the Corpus Christi Naval Air Station. They moved to Houston in 1946 and started a grocery store chain.

It was simply a natural progression from displaying "Stock Show Beef" signs in their stores to serving on committees at the Show. Her husband, who was the motivator behind their Show involvement, was chairman of the Steer Auction Committee and later served as a Show vice president. She served as chairman of the Ladies' Season Box and Ladies' Souvenir Program committees, and was a member of several others.

In 1992, Epps was elected as a Show vice president, the first woman to be elected in this position.

As a vice president, Epps oversees the Breeders Greeters, Western Art, Magazine, Ladies' Go Texan, Communications—Editorial and Communications—Broadcast committees.

When not tending to Houston Livestock Show and Rodeo business, Epps oversees operations on her cattle ranch outside Centerville, Texas, plays tennis and enjoys hiking and biking.

Two of her three children, Jim and Susan, are active on Show committees while daughter Laura lives in Dallas. She also has five grandchildren.

Epps feels one of the most rewarding aspects of being an officer is attending the scholarship presentations.

"Getting to meet those kids and knowing that their educations are what all this work is about really puts everything into perspective."



Committee Spotlight



World's Championship Bar-B-Que Committee

Story by
Pam Henson

For two days prior to the start of the rodeo, the northwest corner of the Astrodome parking lot is transformed into a miniature village—almost reminiscent of a wild west movie studio lot. The mood seems chaotic...as hundreds of trucks haul in elaborate booths, pits and tents, along with the supplies needed to cook tons of barbecue. As the booths come together and the pits

unteers, headed up by co-chairmen Frank Crapitto and Robert E. Paine IV, put in countless hours to host more than 200 teams.

To accomplish such a feat, the committee is divided into nine divisions: judging/scoring, committee area, equipment acquisition, beer sales to contestants, beer sales to public, recycling, gate, Go Texan and health inspections. Together these volunteers pull off an event equal in size to its name—world's championship!

This year, more than 65,000 people each paid a \$5 admission to stroll through the grounds, bringing in more than \$325,000 in revenue just from gate sales alone. In addition, a record number—17,000 pounds—of aluminum cans were recycled for nearly \$5,300 in revenue.

“We started the recycling program about four years ago,” said Crapitto. “People were becoming more environmentally conscious, and it was the right thing to do. Along the way it’s also turned out to be a good source of revenue for the Show.”

According to Crapitto, there is a lot of corporate support for the contest. “Many companies use the contest to promote their business,” he said. “They invite their customers to come by for lunch or dinner. I know of one company this year that fed more than 3,000 of their customers and families.


To keep things lively throughout the day, the committee hosted a media breakfast contest again

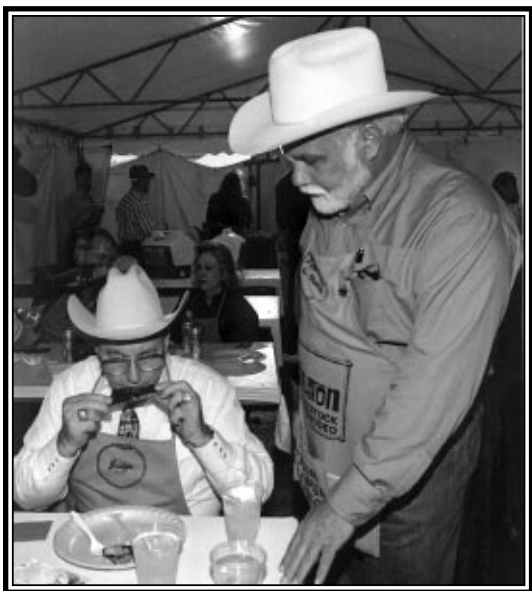
this year. “This was something we started in 1992 and plan to continue,” said Crapitto. “Although we had fewer teams involved in the breakfast contest this year, the ones that did participate got really involved in it. Next year, we hope to expand it to include all the local radio and television stations as well as teams from our newspapers and magazines.”

Over the years, the contest has continued to grow. Crapitto, who has been involved with the contest since it was formed as part of the Go Texan Committee 20 years ago, was not only one of the original members of that committee, he also was on one of the 13 teams that cooked the first year. “Back in the early days, it was open to the public with no admission charge,” he said. “Anyone could come in, and there were no restrictions on the number of teams.”

Richard Bean, the committee's officer in charge, also can add a little insight into the early contests, “Since I first became involved in the committee in 1980, the contest has grown, contracted and grown again.”

Leadership and exceptional organization are critical to this committee, as members must coordinate thousands of people, hundreds of booths and tons of food for this opening week festivity at the Houston Livestock Show and Rodeo.

All this intense effort answers one critical question...who makes the world's best barbecue? 



Sam Pleinson

Committee co-chairman Frank Crapitto waits for the verdict as lifetime vice president J.J. Acy samples some of the “famous fixins” at the Bar-B-Que Contest.

are stoked, the mouth-watering aroma of barbecue slowly begins to permeate the air.

It's cookoff time.

Coordinating the Houston Livestock Show and Rodeo's World's Championship Bar-B-Que Contest is a true lesson in organization. More than 395 vol-



Outdoor Advertising Committee

Every day, as Texas commuters make their ways to their destinations on the state's highways, billboards inform and educate them on everything from the location of a city's newest nightclub to where they can get their cars tuned and lubed. During the months of February and March however, billboards send out a welcome cry—IT'S HOUSTON RODEO TIME!

"The goal of the Outdoor Advertising Committee is to simply maintain an awareness of the Houston Livestock Show and Rodeo to the public through outdoor advertising," said Carla Cooper, a veteran of the outdoor industry and immediate past chairman of the Outdoor Advertising Committee.

Reaching that goal depends on the cooperation and generosity of numerous outdoor companies who donate valuable billboard space to the Show each year. A total of 80 billboards and posters, estimated at a value of \$64,000, were donated for the 1993 Show.

Selecting the areas that need billboards is one of the most challenging aspects of the committee's job. "We use figures provided each

year by the Show indicating the percentage of people coming from each county," explained Richard Bean, the committee's officer in charge. "The counties with the lowest attendance are the ones we target for additional advertising."

In addition to the billboard space, the committee also secured advertising space (called "truck backs") on the backs of 300 beer distributing trucks. Additionally, the committee also placed more than 300 point-of-purchase displays at various convenience and grocery stores within the greater Houston area.

Since the functions of this committee are so specialized, it will not surprise anyone to discover that Cooper and the 14 committee members all work, in some capacity, for the outdoor advertising industry. These committee members use their contacts with the community's outdoor advertising

companies to arrange for donated billboard space. The Show itself covers the cost of the paper on which the billboards are printed, the printing charges and any shipment incurred from sending them to other cities.

"The Outdoor Advertising Committee provides a highly visible means of information and communication to the general public in and around Harris County," said Bob Bates, newly appointed chairman of the committee. "Our committee goal for the upcoming year will be to improve our location strategy. I think that by working as a team, we can do it, and I'm looking forward to the challenge."



Story by
Pam Henson

News of the 1993 Show adorned numerous freeways in Houston and other cities across the state.



Committee Spotlight



Communications—Editorial Committee

What started almost 30 years ago with a group of less than 10 members has blossomed into a dedicated 135-member team full of enthusiasm and efficiency, the Communications—Editorial Committee.

Story by
Yahsmine
Cati-Cowan

Under the leadership of officer in charge Suzanne Epps and chairman Sharon Woodfin, this committee collects and distributes a vast array of information about the Show in the form of surveys, press releases, photographs and media kits. The committee also staffs the press box during the

Houstonians and asking them who and what they would like to see at the next year's Show. They conduct face-to-face surveys before each of the 18 rodeo performances, with members stationed at various locations outside of the Astrodome. During the 1993 season, a total of 6,000 surveys and questionnaires were recorded. The results of these surveys are taken into consideration by the Show's management staff when making decisions on the Show's upcoming entertainers and new attractions.

radio and television stations and mail media kits to newspapers across the state. These newspaper kits include specific information about each of the local 4-H and FFA entrants in the Houston Livestock Show.

Before the Show commences, the committee's writers research and write preliminary press releases for all of the Go Texan contests, including hay hauling and team penning, which are held in Brenham, Texas.

During the Show, the committee stays active taking pictures of the Go Texan contest entrants, as well as calf scramble winners with their county extension agents, agricultural science teachers and donors. Last year, more than 1,000 photographs and press kits were distributed to youngsters' and contestants' hometown newspapers.

"The volume of work our committee does before and during the Show is unbelievable," said Woodfin. "The members work very hard and diligently. But most of all, everyone enjoys working with the kids. I really enjoy the fact that when I'm down on the Dome floor after the calf scramble, that even if the kids are sick to their stomachs or hurt from running around so hard, it's still always 'yes, ma'am, no sir.' You just don't hear that much anymore. So that's a pleasure in itself. They're just a good bunch of kids. They make all the work worthwhile. They really do."



Sam Pierson

Work for this committee means being knee-deep in press releases, pictures and paperwork to spread news of the Show across Texas. (from left to right, William Harris, Marilyn Long, Joe Harris, Possum Perrere, Sharon Woodfin.)

Show's two-week run, and writes press releases and takes photographs of the previous year's calf scramble winners at the annual Calf Scramble Banquet.

Work for the committee begins in the summer. Members spend four nights in July, and again in November, phoning thousands of

Additional pre-Show activity for the committee continues in January. Closeted in one of the Show's meeting rooms, members spend three nights knee-deep in press releases at their annual "stuffing session." They collate, stuff and send out thousands of press releases to all of the Texas

Swine Auction Committee

When the first Swine Auction Committee was formed, a championship pig weighed between 210 and 250 pounds and was purchased for around \$600.

While the weights and measurements haven't changed much, the dollars paid for these prize-winning pigs has done nothing but skyrocket!

At the 1993 auction, the grand champion barrow sold for an astounding \$77,000.

"Last year's presale figures totaled approximately \$850,000—an all-time record—and total sales for the committee have exceeded \$1.2 million," said committee chairman, Steve Aldridge.

The committee's 135 members raise the necessary money for the guaranteed presale for more than 650 youngsters who are exhibiting at the Houston Livestock Show.

Last year, the committee was so successful, it was able to guarantee \$550 per animal instead of the standard \$400 presale amount in past years.

In addition to the responsibility of coordinating committee functions, members also are required to secure a minimum of 10 individuals to each contribute \$400 for the purchase of a barrow.

Serving on the Swine Auction Committee requires a lot of hard work, but not without a lot of fun. Committee activities range from the "Pig Squeal Party," when members are presented awards based on their previous year's sales to the "Hog Haven Club," where members are awarded prizes based on their current sales

totals. It all makes for a "squealing" good time.

The "Pig-in-the-Poke Club" is a special group reserved for members who have met a presale goal of \$4,000 prior to the committee's badge meeting in January.

Annually, the committee also hosts the "Pig Skin Party," where it honors the previous year's champion barrow buyers.

Other awards include "Pick of

unique is that we also are involved in the community on a more personal level," said Aldridge.

For the past two years, members have reached out into the community to those less fortunate, and even hosted a Christmas party at the Texas Institute of Rehabilitation.

Aside from organizing these holiday festivities, the committee

Story by
Cheryl Dorsett



Sam Pierson

Members of the Swine Auction Committee wouldn't miss the Grand Champion Barrow selection for anything!

the Litter," presented to an outstanding committee member each year.

Throughout the years, the committee's motivation has continually soared. Aldridge recalls when he was "Rookie of the Year" in 1985 with \$5,000 in sales; last year's "Rookie of the Year," Robin Young, recorded more than \$30,000 in presales.

"What makes this committee so

donated a new wheelchair to the organization with funds from their annual committee dues.

But perhaps what most portrays the enthusiasm and dedication of this committee is their slogan, created by past chairman Williard Mercier. It best describes this group of hard-working volunteers.....

LITTERLY PROUD!



Executive Committee Portrait



H . S t u a r t L a n g J r .

To most people involved in the Show's activities, it is impossible to imagine this enormous event in any location other than the Astrodome. But had it not been for the vision of a small group of men, led by then-Show President Stuart Lang, spectators might still be parking their cars along the streets of downtown to get to the Houston Livestock Show and Rodeo.

Story by
Ann Jacobs

Recognizing that the Sam Houston Coliseum would not fulfill the long-term needs of the Show, the organization's directors purchased a tract of land on Highway 290 at Loop 610. This occurred just on the eve of a major event in Houston's history—the construction of the Astrodome. Upon learning of the plans for the new super dome, Lang believed that only the "eighth wonder of the world" could match the prominence and stature he felt the Show could obtain.

The route to the Dome was an arduous one, and the Show was fortunate to have for guidance an ex-cheerleader and military leader. Lang, believing that the Highway 290 site was too costly and could not provide adequate growing room, sold the property. Then, in the middle of discussions about the Astrodome, city officials vehemently objected to the move out of the Coliseum and the downtown area. They offered to place the Show in the new Albert Thomas Convention Center.

Staying steadfast to their vision, Lang and others recognized that regardless of the size of whatever downtown facility might be constructed, there simply was not enough room in the downtown

area to accommodate the crowds and traffic they wanted the Show to attract.

Lang finally prevailed.

The Show leased the Astrodome for the rodeo and constructed the Astrohall, and later the Astroarena, for the livestock and horse shows. All this occurred, even despite such setbacks as a still-miffed city father "yanking" the Astrohall's building permit because of a minor technicality. By 1966, the Show had a new home, laying the solid foundation for a new and expansive phase in its history.

Lang's early career prepared him for the challenges he was to face as the Show's president. Born in Kerrville, Texas, in 1921, Lang attended San Jacinto High School where he served as head cheerleader and then joined the football team, ultimately becoming an all-district halfback.

He obtained a degree in economics from Pennsylvania University Wharton School of Finance and immediately embarked on a military career. He served with the U.S. Army 10th Mountain Division in Italy during World War II. Upon leaving the military, Lang saw a business opportunity in Houston and established Mechanics Uniform Supply Co., which he led as president for many years.

Drawn by the contributions the Show made to the Houston community, Lang first became involved with the Show in the 1950s. He became a director in 1959 and served as president from 1964 to 1966.

Always a leader and a contributor in his community, Lang has been active in many other local civic and charitable organizations,

serving as president and chairman of the board of the 100 Club of Houston. Lang spends a great deal of his time today in his high-rise home in Houston with his wife Jane, visiting his two children and many grandchildren frequently.

Lang's memories of his long association with the Show mark his pride in being highly instrumental in a decision that has proven successful beyond his imagination. Such are the rewards the Show offers those individuals willing to dedicate their time and resources to it.



The Show's seventh president,
H. Stuart Lang Jr.



Sam Pierson



Management Feedback



With only three months remaining until February, we are now in the home stretch of preparations for the 1994 Show.

Through this column, the Houston Livestock Show and Rodeo management staff is able to address many of your remarks and questions raised in the committee member surveys. We also can inform you of the many changes and modifications being made to improve Show presentation and operations.

SEASON BOX HOLDERS' BADGE ELIMINATION: As the Show has grown tremendously in the past five years, and we have sold almost each performance to capacity, standing-room crowds have become a more critical issue. Additionally, with the potential admittance of more than 10,000 volunteers and one guest per volunteer, sellout performances are exceeding safety standards of the Astrodome. Therefore, the Show must initiate some method to control the massive numbers of patrons, or we may lose rodeo performance badge privileges for our committee volunteers. We believe eliminating the season box holders' badge is the best solution available in balancing the needs of each of our supporters with our safety concerns.

ASTROHALL PLAZA: Also, on the subject of crowds, we have had numerous comments regarding congestion in the Astrohalls and Astroarena, particularly in the areas surrounding the petting zoo. As Mr. Jordan mentioned in his opening message, we have developed Astrohalls Plaza, which is designed to greatly improve pedestrian traffic flow. This new

section, 100 feet wide and spanning the length of the west side of the Astrohalls, will host the pig races as well as one of three petting zoos. All spectators leaving the horse show and Astrohalls will be routed through Astrohalls Plaza for access to the carnival and rodeo. Patrons leaving the rodeo who want to visit the carnival, petting zoo, pig races and livestock show will be channeled through this Astrohalls Plaza route.

This new addition will alleviate crowd congestion in the Astrohalls, but more importantly, it will disperse patrons in an orderly fashion through these areas.

SHUTTLE BUS: One of the best ways you, the volunteers, can help relieve congestion problems is to ride the shuttle bus.

This year, each spectator who rides the shuttle bus from one of the three park-and-ride locations will receive a complimentary ticket good for one free ride at the carnival.

CARNIVAL COUPONS: Pre-sale ride coupons for the new carnival, operated by Ray Cammack Shows, will be available beginning Nov. 2. This advance carnival entertainment package will include 35 carnival ride coupons, five 2-for-1 game coupons and a minimum of one 2-for-1 food or drink coupon. This advance purchase offer represents a savings of almost 50 percent!

Through the Show's Group Ticket Sales Committee and the Show's ticket office, this package will be sold from Nov. 2 through



Frank Martin

Kids will be able to enjoy three petting zoos at the 1994 Show, one of which will be located in the new Astrohalls Plaza.

Feb. 11. Beginning in January, Houston-area Kroger stores will be selling the ride coupons also. After Feb. 11, regular carnival ride, food and game rates will take effect.

This offer represents a valuable package consumers can take advantage of prior to the start of the Show and helps bolster the financial bottom line of our organization.

LETTERS TO THE EDITOR: We hope you have enjoyed the first three issues of the Show's magazine and benefited from the information presented. In an effort to continually address the interests of our volunteers, we will have a "Letters to the Editor" section beginning with the February 1994 issue. So we welcome your comments, questions and suggestions on story ideas, editorial content of the publication or inquiries about general Show information. Please include your name and phone number and send to: Letters to the Editor, Magazine, P. O. Box 20070, Houston, Texas 77225-0070.




With the best volunteer force in the country behind us, we are assured a fantastic, successful event in 1994. Thanks for all your hard work—see you at the Show!



THE MANAGEMENT STAFF

General Manager: Dan Gattis Assistant General Managers: Don Jones Jr. • Leroy Shafer • Tom Quarles • Tom Bartels • Skip Wagner
Managers: Steve Woodley • Suzy Brown • Mike DeMarco Assistant Managers: Lori Renfrow • Gary Richards • Debbie Scofield

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24-Merry Christmas! Show offices closed

Happy New Year!
21-Membership Dance in Astrohall

16-Horse Show opens in Astroarena
17-World's Championship Bar-B-Que Contest and carnival open to public
19-Downtown rodeo parade and rodeo run; opening of livestock show; first rodeo performance at 7p.m.; Go Texan activities; school art contest, photography contest and quilt contest winning entries on display
19-27-International Days



Houston Livestock Show and Rodeo
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