

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

MAGAZINE

Special Edition Financial Highlights Issue

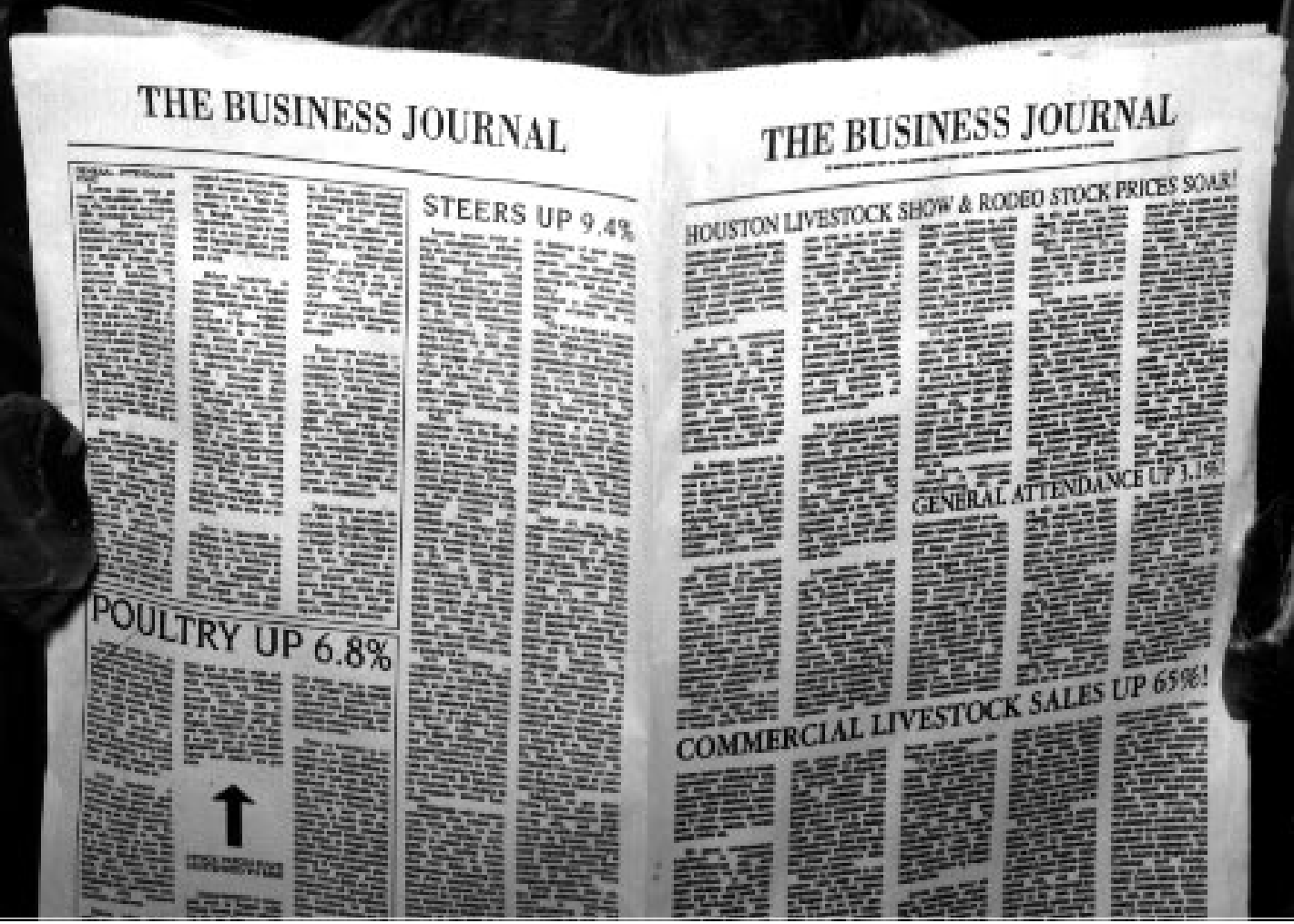


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A Message From The President



The Houston Livestock Show and Rodeo is known as the Show with a heart. But we're also recognized as a finely tuned, efficiently run organization, where volunteers and staff significantly contribute to an outstanding bottom line.

Very few organizations can boast the type of revenue over expenses percentage we're reporting for the 1993-1994 fiscal year — a phenomenal 41.76 percent! This revenue over expenses totaling \$12,460,451 represents the largest in the Show's history and unequivocally proves the success of our 1994 event. These results enabled us to contribute \$7,329,141 in support of Texas youngsters.

Our 1994 revenue was \$29,838,942, with expenses recorded at \$17,378,491. However, as the chart on page two demonstrates, revenue continues to climb on a steep incline, while expenses, although increasing, are not continuing at the same growth rate.

Beginning with the 1985 fiscal year and running through 1994, revenue has increased 158 percent with expenses increasing 140 percent. In that same 10 years, our net, the revenue over expenses, increased 188 percent. Our 10-year attendance history indicates general attendance has increased 51 percent since 1985, with rodeo attendance increasing 83 percent.

How do we sustain this type of success? I feel the long-term goals of the Show need to be explored and analyzed, with strong efforts placed each year in achieving them. For example, in order to remain an attractive, reasonably priced entertainment venue for the city and state, we must continue to meet the expectations of each ticket buyer.

Our spectators want value for their tickets — and if we can add value each year by offering more attractions and activities, while remaining financially healthy, then we need to do so.

Obviously, we also want to offer tickets to a greater portion of the public, as increased attendance translates into increased revenue. Our decision to add two rodeo performances in 1995 will allow more tickets for purchase and was based on ticket demand proved over the past three years.

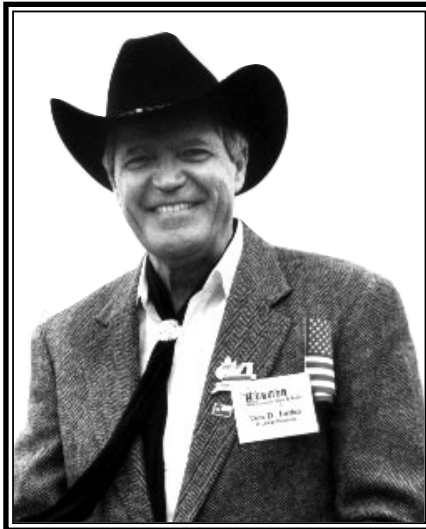
Parking continues to be a challenge and we are continuously exploring the long-term strategies needed to offer spectators convenient, affordable transportation to our event.

Also addressed in this magazine issue is the internal reorganization of the Houston Livestock Show and Rodeo. Significant, escalating growth, from the number of members to the number of spectators, has caused us to focus on the operational framework of the organization. We needed to change the framework to support our current growth while focusing on the Show's future.

For this reason, you'll find an operations department to coordinate activities such as the carnival, barbecue contest, educational displays and commercial exhibits.

Our logistics and service support department will work with all buildings and grounds operations, cleaning and security while retaining educational programs, ticket operations and Corral Club operations. I think you'll now find an internal organizational structure geared toward meeting the challenges of the 21st century.

Calculated, controlled and careful planning for the future growth of this organization is critical to its success. However, with your continued involvement and support, we'll continue to see significant financial strides and contributions driven by an organization unequalled anywhere.



Sam Pierson

Don D. Jordan
President



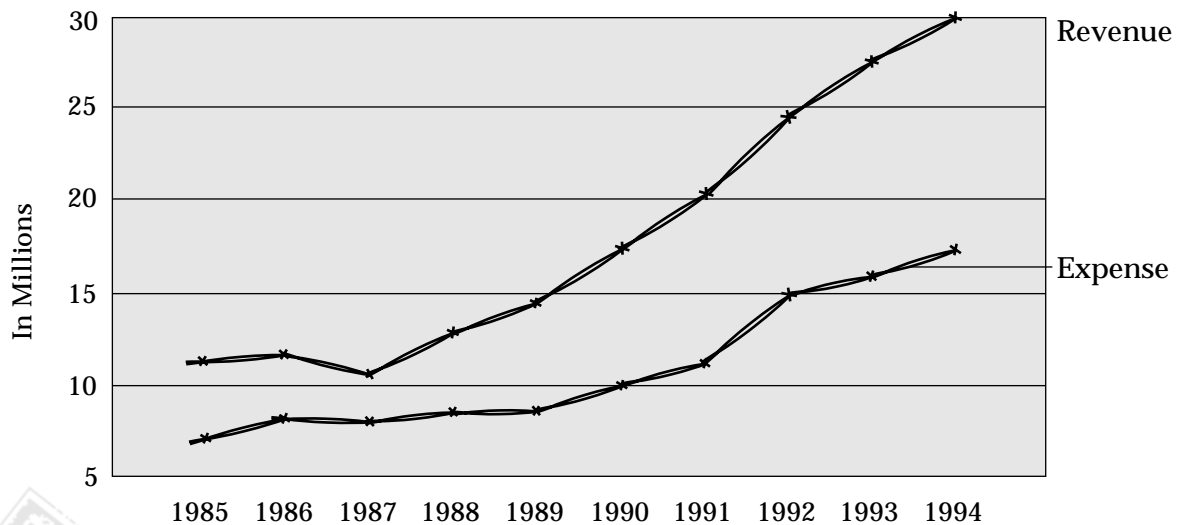
FINANCIAL HIGHLIGHTS



REVENUE OVER EXPENSE

(For the year ending April 30)

| | 1993 | 1994 |
|-----------------------------|----------------------|----------------------|
| Revenue | \$ 27,394,143 | \$ 29,838,942 |
| Expense | 15,982,910 | 17,378,491 |
| Revenue Over Expense | \$ 11,411,233 | \$ 12,460,451 |

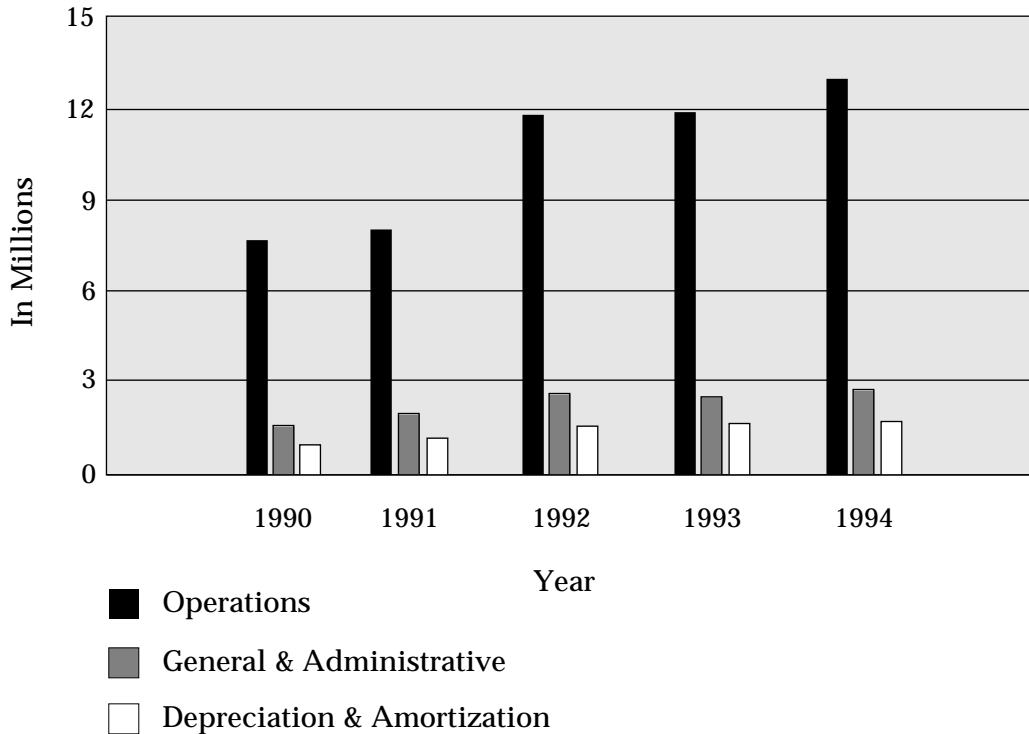


| | 1993 ^{*1} | 1994 |
|--|---------------------|---------------------|
| Junior Show Contributions | \$ 3,216,575 | \$ 3,685,011 |
| Scholarships and graduate assistantships | \$ 2,832,430 | \$ 2,798,179 |
| Endowments to colleges and universities | \$ 505,000 | \$ 430,000 |
| Research and other agricultural programs | \$ 297,261 | \$ 415,951 |
| *2 Total Contributions | \$ 6,851,266 | \$ 7,329,141 |

*1 Certain reclassifications have been made in the 1993 financial statement to conform to the 1994 presentation. The reclassification did not affect the revenue over expense and contributions or fund balance for any period.

*2 Except for junior show contributions, contributions represent agricultural program support provided out of the previous year's Show revenue over expenses. Revenue over expense from the 1994 Show will be distributed during the 1995-96 year.

EXPENSE BREAKDOWN



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

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

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

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

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

GENERAL AND ADMINISTRATIVE expenses include insurance, accounting and legal fees, office equipment, maintenance contracts and office supplies.

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

STREAMLINING FOR THE FUTURE



*Prepared by
Show Staff*

In an effort to facilitate the organization's phenomenal growth, the Houston Livestock Show and Rodeo has implemented a reorganization of its operational and support departments. This reorganization results in the creation of one new department and the renaming of two others. Also, it has concentrated, shifted and/or modified the tasks and support requirements of all its departments.

These actions have resulted in the reassignment of some management and staff personnel. Some volunteers will notice the difference immediately because of changes of management and staff coordinators for several committees throughout the Show structure.

Dan Gattis, general manager, explained that these changes were made to allow for positive operation and management control, to concentrate similar tasks within proper departments, to eliminate overlapping efforts, to improve efficiency and to allow for organized improvement, growth and expansion.

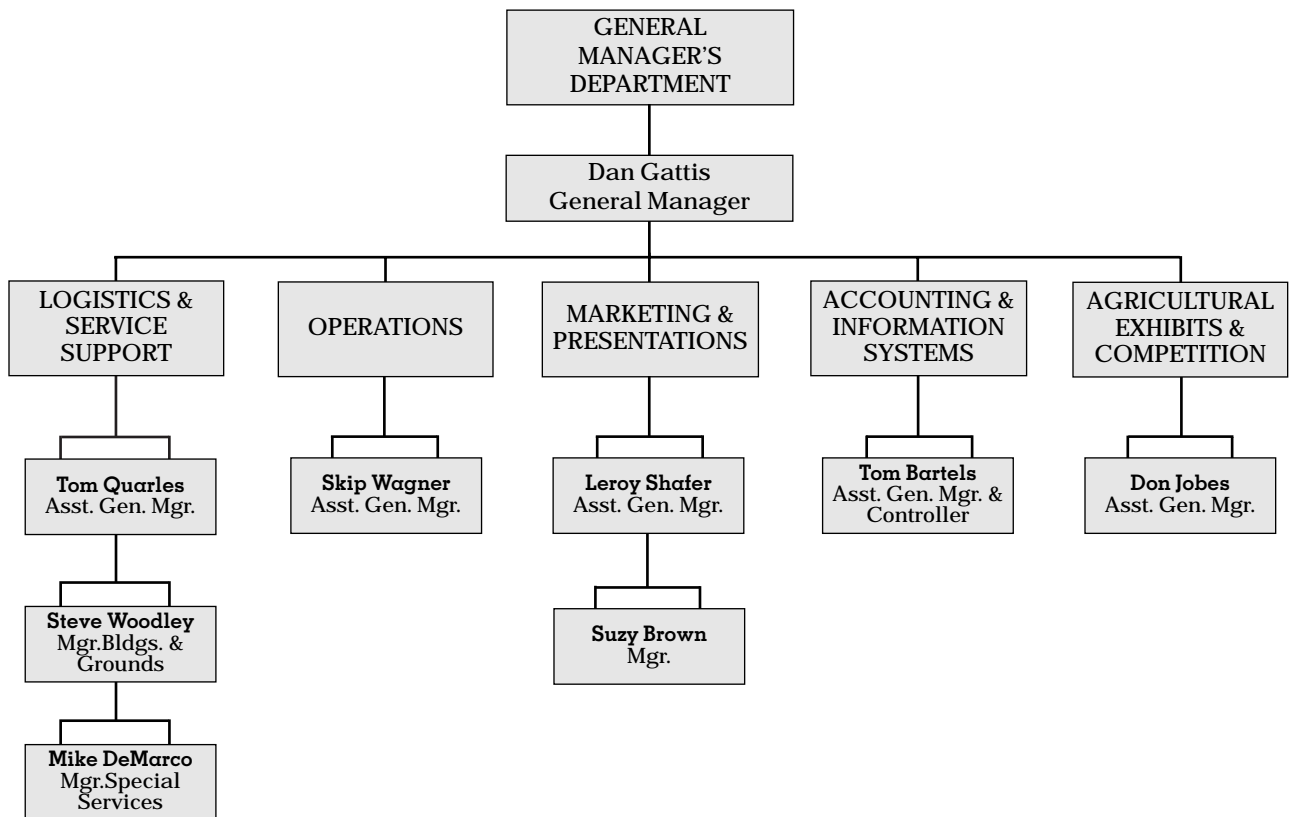
"We're not fixing something that is broken, we're making a good operation much better," Gattis emphasized. "The Show has never been more successful than it has been in the past three years, and as we improve our operational efficiency, we must do nothing to interrupt the chemistry that has contributed to our phenomenal success."

Gattis said that the Show's staff and operational structure are being

reorganized along logical lines of operations, support, service and marketing.

"We have formed an operations department, restructured our previous administrative department into a logistics and service support department (to include buildings and grounds), regrouped our livestock and horse shows under the agricultural exhibits and competition department, consolidated all accounting, membership, management information systems and personnel operations under the accounting and information systems department and redesignated the marketing department as marketing and presentations.

The management structure of the organization is outlined below:



General Manager's Department

The general manager's department is responsible for the comprehensive daily operations of the Houston Livestock Show and Rodeo, Corral Club Inc., and Houston Livestock Show and Rodeo Inc., wholly owned subsidiaries of the organization. The general manager also functions as a liaison between the president and the officers of the Show; supervises activities of Show vice presidents and serves on special committees appointed by the Show's chairman of the board including the Executive, Educational Contributions Review, Budget, Finance and Risk Management committees.

Other general manager duties include management and supervision of all departments and their staffs; supervision of all contracts and financial operations of the organization; and representation of the organization in all negotiations with state, county and city officials.

The general manager has a support staff that assists him in the execution and implementation of management duties and responsibilities.

Coordinated committees:

*Legal Advisory and
Lifetime Vice Presidents*

Logistics and Service Support Department

The logistics and service support department is responsible for the effective and efficient management and supervision of support operations including the following areas: Show ticket operations; Astrohall and Astroarena security; buildings and grounds opera-

tions to include shop, warehouse, maintenance, and livestock show and rodeo setup and teardown; mail room operations; all printing and supply bids; cleaning operations; Corral Club operations; Board Room operations; administration of all scholarship/educational programs; front lobby receptionist; and Show-time telephone operators.

This department also will handle all-activities scheduling, radio communications, portable buildings, waste removal and recycling efforts. It works with Astrodome USA management to help supervise and coordinate work duties of employees involved in the actual Show (ie. ticket sellers, parkers, guest relations, ushers, etc).

Coordinated committees:

Carnival Ticket Sales, all Corral Club committees, Equipment Acquisition, Events and Functions, Graphics and Signage, Group Ticket Sales, Health, Ladies' Season Box, Public Transportation, Resource Renewal, Safety and Transportation.

Operations Department

The operations department is responsible for profit/loss, cost management and supervision of the following areas: the carnival, commercial exhibits (including Rodeo Plaza and Astrohall Plaza), and special events/attractions to include the world's championship bar-b-que contest, the wild west show, the milking parlor, the beef industry exhibit and the petting zoos.

Additional responsibilities for this department include the effective development, maintenance and improvement of relationships,

both professional and financial, with corporate contributors, donors and sponsors, as well as political, civic and corporate leaders who may or may not have a direct relationship with the Show. Corporate development efforts also specifically include fund raising for the Educational Fund from corporations, foundations and individuals.

Coordinated committees:

Agricultural Education Tour Guide, Commercial Exhibits, Corporate Development, Directions and Assistance, Grand Entry, School Art, Special Children, Western Art and World's Championship Bar-B-Que.

Marketing and Presentations Department

The Show's marketing and presentations department is responsible for all aspects of the Show's marketing and presentations program to include advertising; promotions; public, member and media relations; sponsorships and corporate cooperative programs; market, consumer and membership research and analysis; audio/visual production and presentation; and communication and computer programs that support marketing, research, presentation and public relations efforts.

This department also is responsible for all facets of credentials (including creation and distribution) and the technical presentation of educational demonstrations; special features and attractions; rodeo presentations; concerts; and staging, sound and lighting. Additional responsibilities include management and implementation of in-house functions/departments in-

cluding market research and media buying; production of all print and broadcast commercials/advertising; graphics design and production, the broadcast audio/video facility supporting multiple closed-circuit channels, Diamond Vision screens in the Astrodome, radio and television live feeds and network-quality post production.

Coordinated committees:

Area Go Texan, Black Go Texan, Communications — Broadcast, Communications — Editorial, Go Tejano, Go Texan Contests, Houston General Go Texan, Houston Metro Go Texan, Ladies' Go Texan, Magazine, Outdoor Advertising, Parade, Souvenir Program, Speakers and Trail Ride.

Accounting and Information Systems Department

The accounting and information systems department is responsible for keeping accurate and complete financial records for the Houston Livestock Show and Rodeo, Corral Club, Inc., and Houston Livestock Show and Rodeo Educational Fund, Inc. Responsibilities include timely preparation of financial reports/analyses; organization and direction of all accounting functions for the Show; coordination and flow of financial information to and from staff and committee personnel; supervision of payroll and accounts payable/receivable; implementation and maintenance of accounting systems hardware/software; and management of the annual audit including the maintenance of a professional relationship with auditors and tax accountants.

Additional responsibilities include the management of Show membership operations, supervi-

sion of an in-house management information systems (MIS) department which supports all other departments' hardware and software computer needs and the upkeep of the Show's policy handbook.

Coordinated committees:

Membership and Committeemen's Bar-B-Que.

Agricultural Exhibits and Competition Department

Responsible for effective management and supervision of all aspects of livestock and horse shows, the agricultural exhibits and competition department functions as the liaison between the Show and local, state, national and international livestock associations and breed associations. It also represents the Show in the planning and coordinating of the International Livestock Congress and schedules all shows, livestock sales and related activities including junior and commercial sales.

With competition scheduled around the clock in both the Astrohalls and the Astroarena, the smooth and efficient operation of each show and sale is essential. Show livestock and horse exhibitors also need to be assured they are competing in a quality environment, with a great deal of hospitality and assistance offered to each of them.


The agriculture exhibits and competition department is committed to providing outstanding, competitive settings with great emphasis placed on shows and sales that are orderly, on schedule and effectively conducted.

Coordinated committees:

Ag Mechanics Contest, Breeders Greeters, Breeding Poultry, all

Calf Scramble Committees, Intercollegiate Meat Judging Contest, International Judging Contests Scoring, Junior Commercial Steer Feeding and Management, Lamb Auction, Livestock, Llama, Poultry Auction, Rabbit Show, Range and Pasture Plant Identification, Range Bull and Commercial Heifer, Sheep and Goat, Steer Auction, Swine Auction and Veterinarian. Horse Show committees: Appaloosa, Arabian/Half Arabian, Cutting Horse, Donkey and Mule, Junior Horse, Miniature, Paint, Palomino, Quarter Horse, Horse Show Advisory, Horse Show Announcer, Horse Show Awards, Horse Show Equipment, Horse Sales Assistance, Horspitality and Junior Horse.

Blueprint for the Future

Show managers are united in their beliefs that they are implementing a reorganization that will be the blueprint for future staff and management organization and development. These changes will allow the Show to adequately meet the service requirements of members, committee volunteers, exhibitors, spectators and all of the Show's supported public. 

The magazine will be featuring a profile on each of the new Show departments. A look at Operations, on the following page, is the first in this series of articles.

A LOOK AT OPERATIONS



With its broad set of responsibilities, the Show's Operations Department touches on every facet of the organization.

This department is directly accountable for the financial performance and public appeal of events and attractions geared toward the general public, excluding the rodeo and concert entertainment. In particular, this department decides how the space and time will be utilized for the facilities at its disposal, determines prices and negotiates the contracts and terms with companies, exhibitors, vendors and individuals in its venues.

Venues under the management of Operations include the World's Championship Bar-B-Que Contest, the carnival, commercial exhibits and attractions such as the Wild West Show, School Art display, Milking Parlor, Beef Industry exhibit and the petting zoos. In addition to the above mentioned events and attractions, Operations also supports the Directions and Assistance, Special Children, Grand Entry, Ag Ed Tour Guide and Western Art committees, all of which directly impact the experience of the general public at the Show.

"The greatest challenge in managing operations is to make sure that we continue to stay fresh, offering the public new attractions each year and making the Show an event worth coming back to time and again," said Skip Wagner, assistant general manager of Operations. "With the Astrodome full, we need to provide a great entertainment value on the rest of the grounds so that we attract people to the Show who have no plans to see the rodeo or con-

cert entertainers," he added.

In addition to the day-to-day operations of the Show, this department also plays a vital part in developing the organization's relations with the corporate community, coordinating the actual fund-raising activities as well as seeing that the needs of these Show contributors are met. Additionally, Operations works with other Show departments in

and Presentations department to ensure that its events and attractions are promoted and presented as effectively as possible.

Operations also "contracts" with the Logistics and Service Support department for set-up, maintenance, clean-up and tear-down services and works closely with them to see that ticket order filling, parking, ushering and cleaning are all executed to provide our

customers the best possible experience when they attend the Show.

Although the livestock and horse shows are primarily geared toward the exhibitors and contestants, Operations works with the Agricultural Exhibits and Competition department to

enhance the overall experience and value delivered to the general public in the livestock and horse show areas.

In addition to Wagner, the Operations department includes Gina Ritter, Special Attractions Director; Janice Spencer, Commercial Exhibits Director; and Evetta Armstrong, Administrative Assistant.

The Operations department team feels it is fortunate, because it perhaps touches more aspects of the Show than any other department or organization. If you have any input for them, let them know—they are always on the lookout for new ideas to make the Houston Livestock Show and Rodeo even better.



Sam Pierson

The Operations department will now be coordinating the World's Championship Bar-B-Que Contest.

any major fund-raising or corporate development activities to ensure that the Show's key supporter receive a consistent message regardless of which committee or department is soliciting their support.

A related responsibility is to enhance relationships with political, civic and corporate leaders that may not have a direct relationship with the Show, but are important to the Show as it seeks to further its mission of benefiting youth and supporting education.

The comprehensive scope of this department also requires considerable interaction with all other Show offices. Operations works very closely with the Marketing



CORPORATE SPONSORS



Story by
Deborah
Dahlke

Giving Show sponsors “bang for their buck” means making sure the value of being a key rodeo supporter pays off. Each year, businesses and corporations, large and small, serve as corporate sponsors of the Houston Livestock Show and Rodeo. The opportunities for these companies to be a significant

in 1988, when companies began to recognize the value and merit in event marketing.

Show management capitalizes on the potential of offering sponsors access to the hundreds of thousands of spectators at each year’s event. During the 1994 Show, for example, 985,871 spectators attending the rodeo watched the

in return for their financial commitment. We try to base the cost of sponsoring each activity on the potential exposure received and the value of incremental benefits offered.

“Currently, we estimate that the Show’s corporate sponsors receive 120 to 150 percent of the cost of their financial involvement back

in exposure and marketing benefits.

“At the same time, it isn’t like they are just ‘buying time’ at the Show. Many of them already have employees working as volunteers and would donate some funds anyway to support the Show as good corporate citizens. Also, over the past few years, corporations have increasingly recognized that there can be a definite competitive advantage to being perceived as a strong community supporter.

“It is our challenge to create and tailor programs to meet both the marketing and charitable giving needs of all our corporate sponsors.

As we do so, we have to be careful to protect the Show’s status as a 501 (c)(3) charity and ensure all corporate sponsorships are properly used and accounted for,” added Wagner.

During the 1994 Show, 32 companies were corporate sponsors, representing more than \$1.5 million worth of Show revenue in sponsorships alone. Many of the companies financially support the Show through additional ticket purchases, contributions directly to the Educational Fund, auction animal buys or calf scramble donations.

Unlike many charitable organizations, the Show does not have



Sam Pierson

Corporate sponsors help underwrite some of the Show’s special services, such as the shuttle bus operation.

part of the Show range from sponsorship of rodeo events, star entertainment and video replays to mounted security, petting zoos, special exhibits and other attractions and events. The Show’s goal is to secure underwriters for the different activities that occur both on the Astrodome grounds and during the 20 rodeo performances, so that ticket prices remain affordable for the entire community.

The term “corporate sponsor” is applied to those companies whose financial commitment to the Show is \$50,000 or higher for one specific event or activity. The Show’s sponsorship program began to grow

Diamond Vision screens filled with video information on the sponsors, listened to the Show’s announcers thanking sponsors for their support and saw strategically placed signs in various parts of the complex, giving credit to businesses and companies whose contributions helped make the Show possible.

“Our intent is to provide measurable benefits and value back to all of our sponsors,” said Skip Wagner, assistant general manager of the Show. “We recognize the need to quantify the benefits back to our sponsors through careful tracking of the exposure and marketing opportunities they receive

Giving and Getting a Good Bang for Their Buck



Frank Martin

Helping to keep ticket prices low, corporate sponsors bring singers like Clint Black and other top-notch entertainers to the Astrodome.

to look hard for its sponsors. "For the most part, they come to us," said Suzy Brown, manager of marketing and director of the Show's sponsorship program. "We recognize companies making this type of financial commitment are making a conscious marketing decision, one based on measurable results and realized goals. We try to keep all our corporate sponsors well informed and achieving their objectives and, as a result, there is very little turnover among our sponsors."

According to Brown, most of the sponsors renew their financial commitments year after year and there is a waiting list for sponsors eager to support the Show's activities. However, the Show's philosophy is to provide quality entertainment without becoming too commercial. "Although we respect and respond to sponsors' needs for exposure, we have a strong sensitivity to our audience as well. We want our spectators to enjoy the rodeo and the star entertainment while gaining an appreciation for the Show's corporate partners who are helping to make

this entertainment possible," she noted.

The Show is committed to forming long-term relationships with its corporate sponsors, turning to annual analysis for ways to improve. When new exhibits or activities de-



Frank Martin


Many of the Show's special attractions are sponsored, including rodeo events in the Astrodome.

velop with sponsorship potential, as did the milking parlor exhibit in 1993, careful consideration is given to the right type of sponsor.

"We try to create a good fit between the sponsor and the activity in order that the sponsor will receive significant benefits from participating," said Wagner. "The more successful sponsors have leveraged the funds they spend at the Show with \$3 worth of outside marketing expense for every \$1 they spend directly with the Show. If there is a natural tie between a sponsored program and the sponsor's line of business, it is much easier to augment the sponsorship with advertisements in the community about the rodeo and the sponsor tie with a particular event.

"Also, one of the benefits for corporate sponsors is that they can use the Show's logo in their advertising, on their displays or in any other collateral material, with approval from the Show's marketing office. It is good for the sponsors' own products or service marketing,

and it helps reduce the Show's cost of actual advertising, so that more money can be used for educational support. It is a very positive association for both the rodeo and the sponsors.

"All in all," said Wagner, "the Show has created a good deal for the sponsors and their businesses, both because they are receiving valuable marketing exposure from the Show and from being good corporate citizens. And you can't underestimate the impact that when they come to the Show, everyone involved with the Show makes sure our sponsors have a heck of a good time." 

WHERE ARE THEY NOW?



Story by
Elise Oppmann

Since 1957, when Houstonian Ben Dickerson was presented the first \$2,000 scholarship, more than 11,000 awards totaling more than \$35 million have been given to Texas students. More than 1,100 students receive some form of Show-sponsored educational assistance each year.

Providing the opportunity for Texas youth to receive a college education has been the Houston Livestock Show and Rodeo's primary purpose for 37 years.

most of these outstanding youngsters, the Show's scholarship is a significant contribution to their college education; for some, it's their only means to achieve that goal.

Bill Rooney, Tammy Duke and Stephanie Evans are former scholarship winners who have excelled in their educational pursuits. In the years that have passed since high school, they have capitalized on the opportunities presented to them as a result of winning a Houston Livestock Show and Rodeo scholarship.

Rooney, of Bryan, Texas, was the recipient of a Show 4-H scholarship award of \$8,000 in 1983. He attended Texas A&M University to study agronomy, which is soil and crop science and plant genetics. In 1987, he graduated magna cum laude. A senior-year project in plant genetics sparked his interest in plant breeding, so he continued his studies at Texas A&M and earned a master's degree in the subject. Continuing his education, Rooney enrolled in a plant breeding and genetics doctoral program at the University of Minnesota in Minneapolis, and in December, 1992, became Dr. Rooney.

"The scholarship made things a lot easier for me as an undergraduate," Rooney said. "Instead of working to earn money for tuition, I worked to gain experience. I was able to go on internships in the summer rather than having to stay at home and save money for school. I feel very lucky."

That experience was evident in

the awards and honors he received. In 1989, Rooney received the Outstanding Master's Student Research Award from the Texas A&M Association of Former Students. While at the University of Minnesota graduate school, he received the 1991 Hamm Memorial Scholarship. During both his master's and doctoral programs, he received fellowships.

Rooney is now an assistant professor of agronomy at Kansas State University where he teaches graduate level courses in plant genetics and conducts research on alfalfa breeding and variety development.

Bill's younger sister, Tammy Rooney Duke, followed his lead and won a Show scholarship in 1986. With her \$8,000 4-H award, she also chose to attend Texas A&M University and earned a bachelor of science degree in food science and technology in 1990.

Following an internship with General Mills in Minneapolis, during which she worked on product development, she decided to pursue a master's degree in nutrition at Texas A&M. But she soon realized she missed Minneapolis, and returned to study at the University of Minnesota. Abandoning the master's degree, she enrolled in a doctorate program in food science and nutrition, from which she hopes to graduate this year. She is studying cereal science, and her research is focused on barley and the changes in the grain's cell walls during the malting process.

Duke also is a multi-award-winning scholar. While at Texas A&M, she was named Outstanding Student of the College of Agriculture, and she received the Brewer Award for Outstanding Senior in Animal Science. She became active in the Institute of Food Technologies as



John McCaine Photography

Dr. William H. Cunningham (left), Chancellor of the University of Texas, and Don Jordan, Show President, present \$1.13 million in scholarships at the 1994 Million Dollar Scholarship Banquet.

The scholarships, in addition to their monetary value, give the recipients some well-deserved recognition, provide them with the means to be more independent, and through donations, offer the students another source of moral support and encouragement. For

That experience was evident in

*“Tis education forms the common mind:
Just as the twig is bent the tree's inclined.”*

Alexander Pope

an undergraduate and has since held several positions in the national organization. She currently holds a USDA fellowship.

“My parents are of the opinion that you work for what you get,” Duke said. “With the scholarship, I was able to earn money for the extras; I didn't have the pressure of having to earn money for tuition and books. I also had more freedom to concentrate on academics. Every year, during rodeo season, I think about the Houston Livestock Show and Rodeo. It made a real difference in my life.”

In addition to the 4-H awards presented to Rooney and Duke, the Show also offers FFA, Go Texan, Houston Metropolitan, School Art, Go Tejano and doctor of veterinary medicine scholarships. The Show also funds endowments and dedicated endowments to the colleges and universities, with the earnings used for semester awards. Metropolitan, 4-H, FFA and Go Tejano programs make up the largest percentage of scholarship money. For the 1994-95 school year, more than 300 scholarships were awarded through these programs, worth approximately \$2.2 million.

Metropolitan awards are presented to a student in each high school in Brazoria, Fort Bend, Galveston, Harris, Liberty, Montgomery and Waller counties.

The Show's total educational commitment to the metropolitan program for the 1994-95 school year is \$1.13 million. The metropolitan program began in 1989 with a \$240,000 commitment and has now expanded into the Show's largest scholarship program.

Stephanie Krienke Evans was the recipient of a metropolitan scholarship in 1989. She used the \$8,000 award to attend Baylor University.



Johnnie Hendon

Each year, fifty of the Show's scholarships represent the Texas FFA, an organization the Show has supported for more than 35 years.

Majoring in accounting and economics, Evans maintained a 4.0 grade point average and graduated summa cum laude.

The Houston native is now a full-time student at George Washington University Law School in Washington, D.C. Having just completed her first year, she is spending the summer as an intern for U.S. Tax Court Judge David Laro.

While at Baylor, Evans was both an outstanding student and athlete. She played tennis for four years and received the GTE Academic All-American Award for the 1992-93 school year. In 1993, she became the first student at Baylor to be named an Institutional NCAA Woman of the Year. During her senior year, she was named Outstanding Student of the Hankamer School of Business. Continuing to garner honors, Evans has been named to the Moot Court Board at George Washington

University Law School.

“The scholarship helped me tremendously,” she says. “It was a highlight of high school; it really meant a lot to me. I kept in touch with my scholarship donor while I was at Baylor. Having someone who was interested and concerned about my progress, and who was always there to provide support and encouragement, helped me to get a good start in college. It was nice to know someone was behind me all the way.”

Rooney, Duke and Evans are representative of the outstanding students who benefit each year from the contributions of the Houston Livestock Show and Rodeo. They are among the elite group of Texas youth who have achieved their educational and professional goals because of the contributions of volunteers and the community.

They are the legacy of the Show.



BOARD OF DIRECTORS



Story by
Mark
Jones

Prominent business and community leaders lend their names, hundreds spend their money and, most important, all generously give their time as members of the Houston Livestock Show and Rodeo board of directors. Board members, including current, lifetime and ex-officio, range from long-time Show volunteers to Houston Mayor Bob Lanier.

The Show's board of directors is unique in many ways, including the variety of its members. Many business owners and corporate CEOs serve proudly along side their employees as directors.

The board boasts members from every segment of society, but surprisingly, although many own cattle and horses, only about 10 make their livings from the farming, ranching or stockyard business. The board truly represents the Houston/Gulf Coast area at work: there are approximately 10 attorneys, five doctors and dentists, and a couple of veterinarians. More than 10 members are involved in construction, about 25 work in the oil, gas and energy industry and another 10 are active in the insurance business.

There are a few judges, a constable and an agent of the Texas Alcoholic Beverage Commission. Members work for or own jewelry stores, clothing companies, furniture stores and restaurants. They distribute beer, food and electricity, and about 10 repair or sell cars and trucks.

The common thread among this disparate group of men and women is their devotion to the Houston Livestock Show and Rodeo.

"Directors serve as the Show's top ambassadors to the community, state and the world," said Dan Gattis, the Show's general manag-

er. "No matter what other associations and volunteer organizations they work for, we feel they are always an integral part of the Houston Livestock Show and Rodeo, and I can't think of a better group to have representing this Show."

Directors attend numerous Show committee functions, adding that "official touch" to even those events far from metropolitan Houston. With more than 90 committees meeting almost all year long, directors are an important part of this organization's support network.

Board members also have other important duties: they are responsible for performance and operations of the Show, they elect members of the Executive Committee, they elect officers and have full authority in the purchase and sale of real estate related to the Show.

In an organization of 30,000 members, 10,450 of which are committee volunteers, the board of directors is a relatively small group. It is limited by the bylaws to not less than 140 and not more than 250 members, plus the chairman of the board, the current officers, past presidents and lifetime vice presidents. Directors are elected at the Show's annual meeting each year by the general membership.

Potential new directors are suggested by their peers and are selected by the nominating committee, which consists of the Executive Committee. Based on years of experience as Show volunteers and leaders, each member of the nominating committee has his own way of judging candidates' qualifications, but all recommendations are seriously and carefully considered.

Jim Bloodworth, one of the five Executive Committee members elected from the board of directors, has his own one-to-five-point grad-


ing scale for potential nominees. He said he looks for four major things: involvement in Show committees, to include length of service and specific activities; financial contributions to the Show; involvement in community activities outside the Houston Livestock Show and Rodeo; and leadership ability. He has an eye to the future in that final consideration.

"We need to be choosing someone who might have the ability to move up to officer," said Bloodworth.

Current Chairman of the Board Dick Graves is a prime example of how the system works. He worked his way up through the ranks from committee volunteer to board member and committee chairman, vice president and ultimately, Show President.

Past leadership also is honored through promotion from director to lifetime director. A director is eligible for this honor at the discretion of the Executive Committee. Pictures of this elite group hang in one of the Show's meeting rooms, recognizing those men and women who have shown outstanding dedication to the Show and its goals.

The ex officio board is made up of the Texas governor, Harris Co. judge, county commissioners, Houston's mayor, police chief and fire chief, the Harris Co. sheriff, and other state, county and local officials and dignitaries. Ex officio members serve as non-voting members of the board.

With a wide range of professions, ages and backgrounds, the Houston Livestock Show and Rodeo board of directors provides a solid base of support for Show activities, a tremendous resource for future Show leaders and a great source for Show representation throughout the community. 

SHOW BYLAWS AMENDED



On June 2, 1994, the Houston Livestock Show and Rodeo Bylaws were amended to more clearly define the organization's goals and functions, to expand the membership of the board of directors and the Executive Committee, to create a new office and to update certain provisions to comply with changes in tax and other laws.

The amendments give the Show the benefit of continued service of valuable members and gives recognition to men and women who have served the Show for many years.

The most significant amendments are associated with the board of directors. The maximum number of board members is limited to 250, plus the chairman of the board, the president and the vice presidents. Also, lifetime vice presidents were added as permanent voting members of the board.

Another amendment provided that, with certain exceptions, a person who is 70 years of age is ineligible for election to the board of directors. However, lifetime vice presidents as well as elected and lifetime members of the Executive Committee are exempted from the age limitation.

Furthermore, the criteria for becoming a lifetime vice president or a lifetime director has been modified. The office of "honorary" lifetime presidents is now eliminated. Now, a member of the board who has served for three consecutive years in the position of vice president is automatically designated as a lifetime vice president.

In addition, a person who has served with distinction and who is nominated to be a lifetime director by the Nominating Committee is eligible to be elected as a lifetime director by a majority vote of the voting at the annual meeting of the membership.

Prior to these amendments, a person was eligible to become a lifetime director only if he served for ten years on the board or was over the age of 70 years.


The Executive Committee also was affected by amendments to the Bylaws. The current president was added as a member. Previously, only the past presidents and five members of the board of directors, elected by the board, served on the Executive Committee. In addition, directors who had served on the Executive Committee for nine years were ineligible to serve as members of the Executive Committee. Therefore, an article was amended to provide that a person who becomes ineligible to serve on the Executive Committee due to serving for nine years or reaching age 70 becomes eligible to be named a lifetime member of the Executive Committee, with all privileges of membership, excluding the right to vote.

An additional change in the officers structure as a result of the Bylaws changes, the office of first vice president was created. The duties of

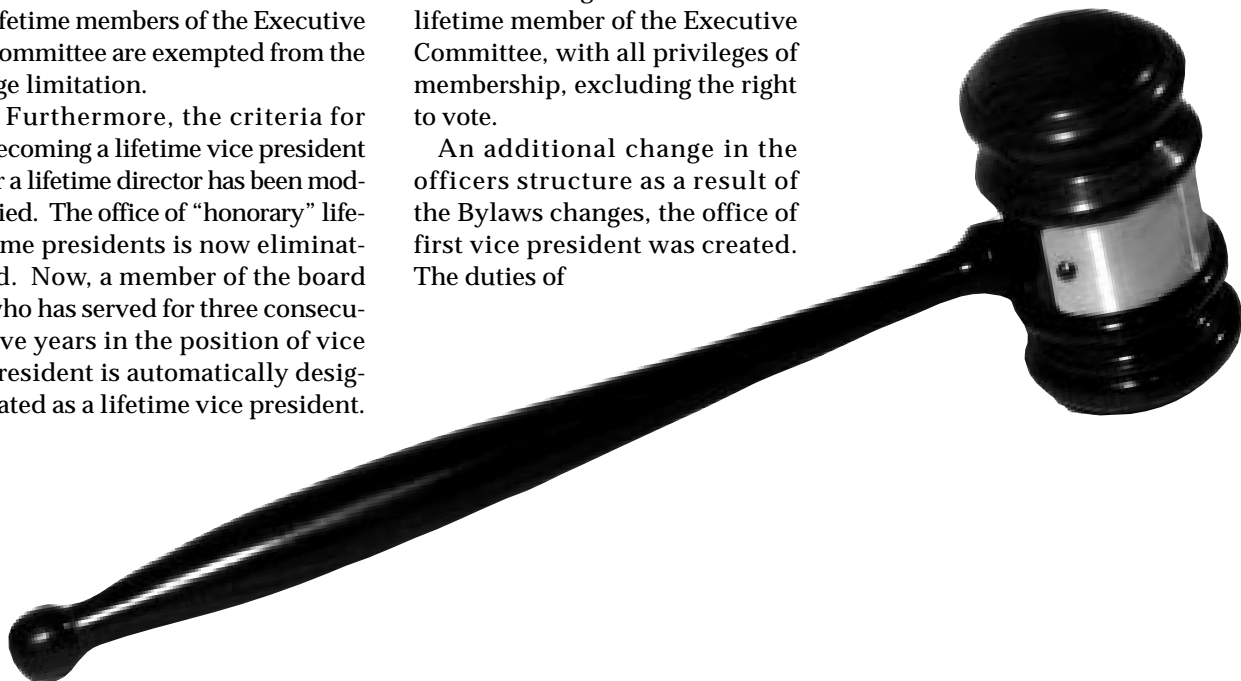
this officer will be determined by the president. The first vice president, who will serve for a one-year term, is not automatically a member of the Executive Committee, but if he or she is not already a member, he or she becomes an ex-officio member, without a vote, by invitation of the president.

The amendments to the Bylaws also allows the election of honorary members to the Show. To become an honorary member, a person must have provided special services to the organization or special service in encouraging improvements in breeding and raising farm animals.

One final alteration was the date of the annual meeting, which has been changed from the fourth Tuesday of each May to the third Tuesday of each May.

There were several amendments made with respect to administrative matters. However, collectively these all serve to expand the talent pool available to operate the Houston Livestock Show and Rodeo efficiently and effectively. 

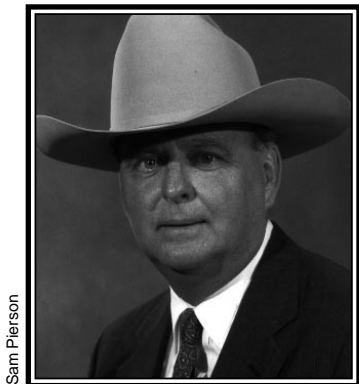
*Story by
Samuel
N. Allen*



Vice President Profiles



Stories by
Whitney Horton



Sam Pierson

JOHN T. COOK

According to John T. Cook, being named vice president of the Show is right up there with marrying his wife and being named a partner at John L. Wortham & Son. As a native Houstonian, Cook remembers attending the Houston Fat Stock Show as a child when it was held in the Sam Houston Coliseum.

Cook became involved in the Show when his son won a trophy in the Junior Horse Show during the 40th anniversary Show. Shortly after this experience in 1972, Cook joined the International Committee. He was a member of the Commercial Exhibits Committee and served as chairman of the Speakers Committee from 1981-1983. He remains actively involved on the Speakers Committee.

“Being a committee member is not only a privilege, but it also carries a responsibility of making sure that we continue to give the very best we can to the community.”

Cook serves as officer in charge of the Houston General Go Texan, Houston Metro Go Texan, Range Bull and Commercial Heifer and Speakers committees.

Cook spent many years growing up in Houston, but graduated from high school at Phillips Academy in Andover, Mass. He graduated

from Rice University in 1960.

Cook’s wife Judy serves on the Junior Horse Show Committee. Son Tad, 33, previously served on the Breeders Greeters Committee, and Jason, 27, currently is a member of the Cutting Horse Committee. Cook’s sons have been life members since they were in swaddling clothes.

Cook and his family enjoy spending as much time as possible at their ranch in Fayette County. They raise black Brangus and Longhorn cattle and Quarter Horses. Cook also enjoys fishing and tries to get to Mexico for dove hunting at least once a year.



Sam Pierson

JOHN MONTALBANO

With his crisp white shirt and chiseled face, John J. Montalbano explains that “for (wife) Angela and me, the show is serious business. It’s not just a rodeo, but a chance to be able to provide education for the youth of Texas. We feel this is very important.” He and his family have served Houstonians in the lumber industry since 1900. Montalbano Lumber Company, the oldest lumber company in the city of Houston, has always been an enthusiastic supporter of the Houston Livestock Show and Rodeo. Likewise, the Montalbanos have always felt the Show was an outreach of their family. “Angela and I come from a long

line of agricultural families who want to help someone to help themselves.”

Montalbano remembers going to the Show as a part of growing up. He first joined the Corral Club Committee in 1978 and worked in the Directors’ Club for about eight years. In 1984, he joined the Calf Scramble Greeters Committee and served in that capacity for four years.

Most recently, Montalbano served as chairman of the Agricultural Mechanics Committee. Montalbano enjoys all aspects of the committee and noted that “the students involved just shine. They all have good goals and ideals.”

As a newly elected vice-president, he compliments vice presidents before him and hopes to add something positive to what they have already accomplished.

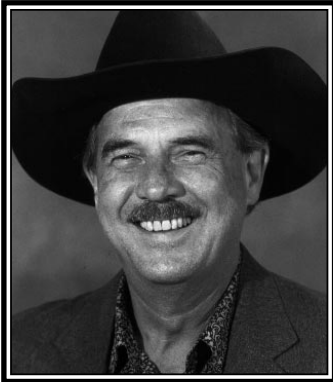
He will have the opportunity to do just that as he serves as officer in charge of the Ag Mechanics, Area Go Texan, Equipment Acquisition, Go Texan Contests and Grand Entry committees.

Angela Montalbano served as vice chairman and remains active on the Swine Auction Committee and also is a member of the Corporate Development Committee. The Montalbanos have two sons, John Junior, 17, and Vincent, 10, who are already life members of the Show.

Montalbano enjoys working and spending time at the family ranches in Washington and Waller Counties. He works cattle, raises horses, enjoys fishing and hunting.

The Montalbanos also enjoy a nine-year tradition of riding as a family on Wagon Seven of the Salt Grass Trail Ride. Montalbano is part owner of the wagon and Assistant Trail Boss of the Salt Grass Trail Ride.





Sam Pierson

DR. DAVID MOUTON

Dr. David Eugene Mouton's participation in many Poultry Auction Committee skits surely prepared him for duties now as color commentator with KTRK-TV/Channel 13 during the Show's annual downtown parade.

But Mouton's involvement with the Houston Livestock Show and Rodeo doesn't start there. He was a member of the Steer Auction and World's Championship Bar-B-Que committees, and served as vice chairman of the Skybox Committee.

Mouton also was chairman of the Health Committee and remains actively involved on that committee as well as the Parade Committee.

As a vice president, Mouton hopes to make certain that "all committee members have a working understanding of not only what we are about, but the degree to which we have been successful in promoting youth and education. It is a great experience to actually see these young kids getting their scholarships from the Show. Not only do they recognize the contribution coming from this organization, but they are so appreciative of it. Every volunteer contributes to the success of each one of the kids, and I think *that* more than anything else makes the whole thing worthwhile."

As a newly-elected vice president, Mouton serves as officer in charge

of the Health, Intercollegiate Meat Judging Contest, Llama, Poultry Auction and Veterinarian committees.

Mouton grew up in Lafayette, La., attended college at Spring Hill College in Mobile, Ala., then attended Medical School at Louisiana State University in New Orleans. Mouton served in the Army until 1972, when he moved to Houston and began working at Kelsey Seybold, where he practices today as an internist with a subspecialty in nuclear medicine.

Mouton enjoys spending time with his wife Debra, who is working on her master's degree in business administration at St. Thomas University and is busy with their 1-year-old son, John Barry. Mouton has four children from a previous marriage, David, Suzanne, George and Mark.



Sam Pierson

PAUL G. SOMERVILLE

Growing up in a military family, Paul G. Somerville attended twelve different schools in twelve years. Working summers in the oil fields, he graduated from the University of Missouri. As owner and chairman of Associated Pipe Line Contractors, Inc., Somerville has visited 92 countries; however, he has always returned home to Houston for the annual Houston Livestock Show and Rodeo.

Somerville began his service to the Show as a member of the International Committee, serving as chairman from 1991 to 1994. Twice each year, Somerville and other members of the International Committee pay their own ways to places such as Italy, Paraguay, Mexico and France, to promote the Show abroad.

When visiting with international people, Somerville explained, "enthusiasm for the Show becomes contagious."

In his role as Show vice president, Somerville serves as officer in charge of the Carnival Ticket Sales, Group Ticket Sales, International, Ladies' Season Box and Livestock committees.

"Everyone always says the Show is for the kids, and I agree," Somerville said. "Recently, I witnessed some of the finest kids in America receive scholarships at Texas A&M University. Their enthusiasm and appreciation is simply overwhelming."

Somerville's wife, Kathy, serves on the International and Ladies Season Box committees. She and their daughter, Courtney, 7, are both life members of the Show.

Somerville loves to spend time with his family, riding horses at his home just outside of Richmond, Texas.

Somerville serves on the boards of the Society for Performing Arts, the Childress Foundation, and the Pipe Line Contractors Association, where he has been named one of the Men of Achievement in the Pipeline Industry. He is active in numerous cultural, charitable and civic organizations, including the Houston Grand Opera, Fellowship of Christian Athletes, the Cystic Fibrosis Foundation, the Houston Symphony, the Cancer Society, Crohn's and Colitis Foundation of America, the March of Dimes and Boys & Girls Harbor.



Committee Spotlight



LAMB AUCTION COMMITTEE

Story by
Beth
Johnson

Cattlemen and sheep have always been on opposite sides of barbed wire, but at the Houston Livestock Show, the Lamb Auction Committee is tearing down those fences faster every year as sales and popularity both continue to increase.

worked hard and reaped many benefits. In the past 10 years, the committee has seen significant increases in pre-sales, premiums, entries and auction prices. To accommodate the growth, more breeds and weight classifications have been added to the competition, which now in-

cludes 24 categories instead of eight. Dr Lehane said he is quite proud of the expansion, because it allows more students to participate in the livestock show and earn awards.

"It's the exhibitors we are trying to reward. Our main thrust is generating premiums for them," said Lehane, who joined the Lamb Auction Committee because it was easier to promote lamb than beef in the nutrition-conscious

medical community. "We want to really impact those kids who are all winners. They and their families have invested a lot of time and money in training, feeding and grooming these animals, and we want them to be rewarded."

The committee has been very successful, and at the 1994 auction, all junior market lamb exhibitors who made it to the auction received at least \$1,000 for their animals, which increased 100 percent from the \$500 minimum last year. With the higher guaranteed payment, the committee is expecting the number of entries to increase quite a bit for the 1995 Show. The 1994 lamb auction proved to be "twice as nice," as the grand champion lamb sold

for \$110,000—a new world's record price. The previous year, the top lamb went for \$55,000. The success of the 1994 auction allowed the Lamb Auction Committee to directly contribute \$153,000, through its buyers, to the Show's Educational Fund.

According to Jim Janke, officer in charge, the committee has been very prosperous, in part, due to the "lambual," the committee's annual promotional program.

In its effort to make an even bigger impact on the students, the committee started a new tradition this year when it hosted a James Coney Island hot dog party for all 300 exhibitors. The Texas-sized party was held in the judging arena and turned out to be a great experience for both committee members and entrants.

"It was tremendously successful and gave the committee a touching exposure to the youngsters and their families," Lehane said. "It was very rewarding for the committee members to meet with the exhibitors and their parents. It gives us more drive and enthusiasm for the next year."

Another event committee members look forward to working on each year is the sifting and pre-judging of the lambs, which takes place in Rosenberg, Texas. There, about 1,000 entries are narrowed down to the 300 that will compete in the show ring in Houston. Even before that happens, members have attended weekly meetings to report on sales and to bolster enthusiasm.

And each year after the Show, the committee gets together for an annual awards meeting to honor the top sales people. 



Sam Pierson

Committee members assist in all aspects of the auction, including helping this exhibitor with his prize-winning lamb.

Dr. Dan Lehane, chairman of the Lamb Auction Committee, is a 30-year veteran of the Show, and noted that one of the most significant challenges for the committee in the past has been overcoming the negative stereotype that lambs have in the state of Texas.

"Selling lambs is one of the toughest sales out here at this Show. It's a major challenge because their image is very poor, and the size of the animal is small," Lehane said of the lambs, which have the smallest of three junior market livestock auctions. "It's hard to get a large donation for a small package of meat."

But in spite of the challenges, the Lamb Auction Committee has

SOUVENIR PROGRAM COMMITTEE

Fired up!

These words may offer the most accurate description of the more than 485 members of the Souvenir Program Committee. They are loud and proud, and when this committee convenes for one of its meetings, the casual observer may mistake the gathering for a political convention.

Yes, these members do share a common goal, but, instead of political platforms, they are concentrating on one important topic—selling ads.

While many Show committee members are enjoying the pleasures of summer, Souvenir Program Committee members are hard at work selling the rodeo and selling advertising space in the souvenir program. According to the committee's chairman, J. Craig Cowgill, enthusiastic members are essential to the program's success.

"We have to create our own 'February fever' in July and August, because nobody's thinking of rodeo in July," Cowgill says. "We have to get our people fired up so they can spread their enthusiasm to advertisers."

"Last year, our total revenue was \$938,000," Cowgill said. "Our goal in 1994-95 is to surpass \$1,000,000 in revenue."

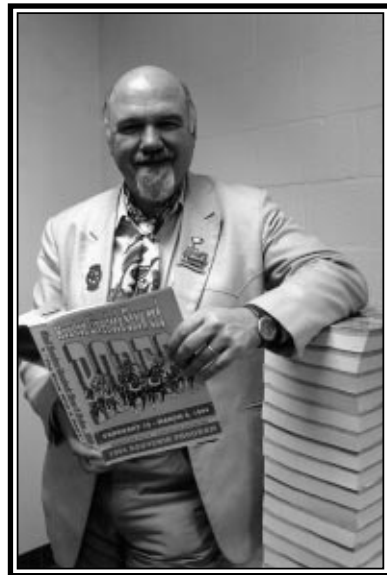
The committee secured \$179,190 in scholarship donations alone.

As one of the organization's biggest money-makers, the Souvenir Program Committee has set sales records, and sales have continued to grow significantly for the last nine years.

The souvenir program also serves as an important barometer for the success of the upcoming Show,

Cowgill noted. Traditionally, if, at the end of the sales campaign in November, ad sales for the souvenir program are strong, then the rodeo also will be a success come February.

The souvenir program is a useful volume of information and advertising, often exceeding 1,000 pages. Inside, readers find descriptions of rodeo events, lists of Show committees and committee members, and scholarship programs and recipients, as well as advertisers and other supporters of the rodeo.



Sam Pierson

Committee chairman, Craig Cowgill looks through the 1994 souvenir program.

One key to the committee's success, says Robert V. McAnelly, officer in charge of the committee, is the continuing effort by committee leaders to ensure that the committee membership is representative of the Houston community which it serves.

Until 1987, the Souvenir Program

Committee was actually two separate committees—the Ladies' Souvenir Program Committee and the Men's Souvenir Program Committee. The two committees were merged to provide a larger, more unified sales force to committee management. Currently, approximately 65 percent of the committee's leadership positions are held by women, McAnelly added.

According to Cowgill, the Souvenir Program Committee is likely to be the most accessible to new committee volunteers, as about 100 new members or "rookies" are recruited each year. During an "NFL-style draft" meeting in July, captains and team captains representing the 16 sales teams, gather to select or "draft" the members for their sales team.

These teams are a zealous bunch, and they like to have fun, Cowgill noted, but they also take their committee responsibilities very seriously. In the spirit of good-natured competition, they will work hard to outsell other teams. Each team adopts a sales theme and then competes for awards for best team sales, best individual sales and best team decor.

Both Cowgill and McAnelly agree that the Souvenir Program Committee is rewarding because it offers members an opportunity to interact with individuals in the community and to provide scholarships to deserving students. But an added bonus is that, "in the midst of selling ads, compiling copy and meeting deadlines, we help generate excitement about the Houston Livestock Show and Rodeo....and we have fun while we're at it."



*Story by
Melissa
Manning*

Committee Spotlight



LADIES' GO TEXAN COMMITTEE

Story by
Cheryl
Dorsett

For almost 30 years, its style, class and elegance have been a part of the Houston Livestock Show and Rodeo. Yet the Ladies' Go Texan Committee also typifies a strong commitment to hard work, a willingness to take on new responsibilities and the ability to creatively advance the Show's goals and purposes.

The Ladies' Go Texan Committee began as a subcommittee of the Show's General Go Texan Committee in 1965. "It was a small group of wives and daughters of Show officers," said Liz Jameson, committee chairman.

committee members also sold the book from a special Ladies' Go Texan Committee booth. Other Show souvenir items, including items hand-made by the members, were added to the booth's inventory. The booth was part of the committee's responsibilities through the 1993 Show.

During the 1994 Show, Ladies' Go Texan members became ambassadors for the Show through special public relations efforts in three key areas: the corporate sponsor suite, the milking parlor and the Tejas Room.

Members work with significant Show supporters in the Astrodome's ninth level corporate sponsor suite, ensuring all guests are comfortable, informed and able to have a great time at the rodeo.

Committee members also work in the Show's milking parlor, helping to bolster public awareness of the Show's educational exhibits. About five members work each milking parlor shift, passing out promotional material, while others help demonstrate the milking process.

"More than 20,000 people toured the milking parlor last year," Jameson said.

In the Tejas Room, where special receptions are held throughout the Show, committee members greet VIP guests and act as Show information sources.

Currently, the committee also distributes Show promotional material, such as posters and brochures, and conducts specific publicity activities to create public awareness

about the event.


School children are of keen interest to this committee. Prior to the annual Show, Jameson said committee members distribute activity sheets to local school-aged children. The activity sheets include coloring projects and various children's games.

Last year, the committee distributed an estimated 16,000 activity sheets to all private and most public elementary schools in the Houston, Alief and Spring Branch school districts.

Each year, the committee selects one school to highlight. At that special school, the members combine efforts with a local radio station to pull out all the promotional stops. They use clowns, stage coaches and cowboys to promote the Go Texan spirit.

The Ladies' Go Texan Committee also conducts three fashion shows prior to the rodeo, with many committee members modeling western attire. The shows offer Houston-area women a chance to see what's hot in rodeo fashions.

Aside from its public relations and promotional duties, the Ladies' Go Texan Committee also participates in the junior market auctions. Jameson said the majority of committee dues collected from the 110 members is used to bid on auction animals.

From greeting youngsters in the milking parlor and the classrooms to informing Show contributors and guests about the organization, members of the Ladies' Go Texan Committee bring the essence of the Houston Livestock Show and Rodeo to all aspects of the community. 



Sam Pierson

Committee members help young visitors understand the milking process while touring the milking parlor.

By 1973, the subcommittee achieved full committee status as the Ladies' Go Texan Committee, with emphasis on Show promotion, publicity and public relations throughout the greater Houston area.

In 1982, members of the Ladies' Go Texan Committee researched, developed and produced the Show's 50th anniversary cookbook. This popular item quickly sold out, causing several subsequent reprints.

Throughout the Show that year,



COMMERCIAL EXHIBITS COMMITTEE

Lydesdales, ostriches and velcro walls? Gourmet food, art displays, and belt buckles? This may sound like the ultimate shopping mall, but it is only a sampling of the wares offered by hundreds of commercial exhibitors that come from all over the country to the Houston Livestock Show and Rodeo.

During the 1994 Show, 384 vendors occupied 700 booths in the Astrohalla and Astroarena, resulting in a contribution to the Show's bottom line in excess of \$1.3 million.

Making sure that everything runs smoothly, from moving into the area to moving out, are the 150 members of the Commercial Exhibits Committee. These lawyers, bank

the commercial exhibitors contribute not only a dramatic amount of money to the Show but also goodwill and draw. Our job is to provide the Houston area with the best commercial exhibitors and keep those exhibitors happy."

According to the committee's officer in charge, Wayne Hollis Jr., each of the committee members works five, eight-hour shifts during the three weeks of the Show. They ensure the vendors comply with their contracts, check that the aisles are clear and help the fire marshals enforce their rules and regulations. The group takes care of lighting and air conditioning as well as monitors the items being sold, making sure the vendors do

exhibits were primarily livestock feed companies.

"Back then, the Show was mostly a forum for ranchers to show their animals and demonstrate the animals' weight gain," said Holland. "So the vast majority of the vendors were companies who sold feed and advertised such things as average weight gain. It was not until recent years that exhibitors started selling everything from candles to clothing."

Today, the diversity of the commercial exhibitors reflects the Show's current audience. Current vendors sell and show everything from barbecue and gourmet Italian food to monster tractors and quilts.

The job of selecting which exhibitors participate in the Show belongs to the Show's staff, though input is provided by the committee.

"We invite most of the vendors from the previous year to participate in the next year's Show," said Janice Spencer, the Show's director of commercial exhibits. "About 85 percent of them accept."

After verifying vacant space, Assistant General Manager Skip Wagner and Spencer review the applications of those vendors who are interested in having a booth. "There is no waiting list, as everyone thinks there is," said Spencer. "The exhibitors are placed into categories and are selected on that basis." For instance, there may be an opening for a new vendor, but someone who is selling belt buckles may not be selected because of the number of other vendors already selling the item. "We are always looking for things that are unique, new and have a western theme," Spencer said.

Story by
Yahsmine
Catli-
Cowan



Sam Pierson

One of the many shopping opportunities at the Show's commercial exhibits.

presidents, teachers and business professionals each contribute 40 hours of their time making sure the vendors are happy.

"Our members are goodwill ambassadors for the commercial exhibitors," said Robin Holland, committee chairman. "We realize that

not sell anything that may be offensive. A sub-group of the committee takes care of any construction for booths that may need assembling.

Sixty-two years ago, when the Show was known as the Houston Fat Stock Show, the commercial

Executive Committee Profile



Mike Wells

P Michael Wells is an outstanding example of a man whose reserved, soft spoken approach to life creates respect and an aura of soundness, discipline and ability.

These qualities, together with his active love of horses and his management expertise, have made Wells an integral and valuable mainstay of the Houston Livestock Show and Rodeo.

Wells' love for the Show began many years ago as a child. "I used to attend the Show at the Sam Houston Coliseum, and I remember how fun it was," said Wells. "But as an adult, I learned how this outstanding organization benefits Texas youth and how it also affects the entire community of Houston."

A member of the Show since 1965, Wells began his volunteer service to the organization in 1968 as a member of the Quarter Horse Committee. While on that committee, he developed the concept of the Horspitality Committee, which was comprised of only eight people. Shortly thereafter, the group became a Show committee and has expanded to a 374-member committee today.

Wells served as chairman of the Cutting Horse, Quarter Horse, Palomino and Horspitality committees. He was also a member of the Membership, Steer Auction and Corporate Contributor committees.

A native Houstonian, Wells graduated from San Jacinto High School and attended the University of Texas on a football scholarship. He was awarded the D.X. Bible award in 1958. One year later, he received a bachelor's degree in finance and accounting.

Wells and his wife, Marilyn, live on their ranch in Fulshear, Texas. Between them, they have five children and four grandchildren, with two more grandchildren due this fall.

Both share in their love for cutting horses, and Mike is a director and past Executive Committee member of the National Cutting Horse Association.

But Wells' passion for cutting horses is not only a hobby, but a talent as well. In 1986, he finished in the top 10 of the NCHA World Cutting Horse Finals. "It truly was an honor for me to make it to the finals in 1985 and 1986," Wells said. "Especially since they were held at the Houston Livestock Show and Rodeo Astroarena."

Since 1965, Wells has shown his horses every year in the Houston Horse Show.

A prominent figure in Houston's banking industry, Wells retired from First Interstate Bank of Texas after 20 years with the bank to manage personal investments.

In 1983, he became CEO of Super Syndicated, Ltd., an investment syndication of Quarter Horse Stallions, which underwrote the largest cutting horse purse in the sport's history—a \$1 million prize. Wells returned to the banking industry in 1987 and currently serves as President and CEO of Texas Guaranty Bank.

Wells enjoys and appreciates the Show for many reasons. "It provides an education to so many deserving and needy Texas young people, it brings revenue to the city of Houston and it provides a place for wholesome fun and entertainment for all members of the family at a price that makes it the best entertainment value in the state of Texas."



Sam Pierson

Mike Wells, one of the five members of the board of directors elected to the Show's Executive Committee.



Changes and Improvements for 1995



The 1994 Houston Livestock Show and Rodeo was a huge success, so now we have the challenge of maintaining and surpassing our past accomplishments.

How do we do that? One of the answers to that question is to improve on those things we already do well, such as providing the public with the a unique experience and the best entertainment value anywhere.

Some of the 1995 improvements include moving all Go Texan activities back to the Astrodome complex and lengthening the barbecue contest.

The 1995 World's Championship Bar-B-Que Contest will be held beginning Friday, Feb. 10 and continuing through Sunday, Feb. 12 in the Astrodome parking lot. All other Go Texan contests, excluding team penning, will be held Saturday, Feb. 11, here in the Astrodome/Astrohall/Astroarena. The downtown rodeo parade and rodeo run also will be held Saturday, Feb. 11. Team penning action will fill the Astroarena Sunday, Feb. 12.

One reason for the Go Texan activities rescheduling is the addition of two rodeo performances to deal with the ever-increasing demand for rodeo tickets.

The rodeo will begin one day earlier, Friday, Feb. 17 with an evening performance, followed by an new matinee performance on Saturday, Feb. 18. The regular rodeo schedule continues from that point through Sunday, March 5, with all evening per-

formances at 7 p.m., all Saturday matinee performances at 11 a.m. and all Sunday performances at 4 p.m.

Our world's largest livestock show also begins a day earlier, on Friday, Feb. 17, and runs through Sunday, March 5 as well. The horse show again will start on Wednesday, Feb. 15, with Houston cutting horse competition. On Thursday, Feb. 16, the National Cutting Horse Finals and the International Cutting Horse contest begin in the Astroarena.

As part of the Show's continuing effort to make our event educational as well as entertaining, a new beef cattle display will educate and inform our audience about the nutritional value of beef, the benefits of other beef cattle byproducts and the importance of food safety issues. This new addition will be a fascinating attraction for all ages.

We will continue with the milking parlor, petting zoos and other family-oriented exhibits that proved to be so popular last year.

As committee volunteers, you'll also need to be aware of pre-Show activities that will affect you. Based on a scheduled National Association of Homebuilders Convention in late January and early February, 1995, we will not be able to hold as many committee meetings as we have during this time frame in the past.

Committee chairmen are encouraged to look closely at their meeting schedules to determine if any meetings can be

eliminated or combined.

Since meetings will be limited in January and February, meetings that normally would have been held during those months will have to be moved back to the fall of this year.

Not only will this large convention be using our meeting rooms, during the last two weeks in January, they also will be utilizing the Astrohall series 100 and 200 meeting rooms. These meeting facilities are areas we use extensively for large meetings. Management and staff will need everyone's cooperation to make this work well for all 10,000-plus volunteers.

On the subject of volunteers, three new committees will be added for the 1995 Show: the Graphics and Signage Committee, which will develop a system of signs, banners and graphics to help spectators get around the grounds more easily and efficiently; the Carnival Ticket Sales Committee, whose members will be responsible for pre-selling carnival tickets and ticket packages; and the Miniature Horse Committee, which will assist with the Miniature Horse Show.




As you read through this issue of the magazine, you'll see that this is an exciting time of growth and change for the Houston Livestock Show and Rodeo. We are looking forward to these changes and enhancements to make our event even better.

We know you as committee volunteers will benefit, and we're here to answer any of your questions.

*Prepared by
Show
Management*



DATES TO REMEMBER

|  SEPTEMBER |  OCTOBER |  NOVEMBER |
|---|---|--|
| S M T W T F S | S M T W T F S | S M T W T F S |
| 1 2 3 | 1 | 1 2 3 4 5 |
| 4 5 6 7 8 9 10 | 2 3 4 5 6 7 8 | 6 7 8 9 10 11 12 |
| 11 12 13 14 15 16 17 | 9 10 11 12 13 14 15 | 13 14 15 16 17 18 19 |
| 18 19 20 21 22 23 24 | 16 17 18 19 20 21 22 | 20 21 22 23 24 25 26 |
| 25 26 27 28 29 30 | 23 / 30 24 / 31 25 26 27 28 29 | 27 28 29 30 |

5-Labor Day holiday, Show offices closed

3-World's Championship Bar-B-Que Contest entries accepted

15-Deadline for committee appointments and roster changes
 22-Board of director's meeting
 24/25-Thanksgiving holidays-Show offices closed



Houston Livestock Show and Rodeo
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