



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

MAGAZINE

*Home of the World's Largest
Livestock Show and Rodeo
Extravaganza*

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A MESSAGE FROM THE PRESIDENT



The annual Houston Livestock Show and Rodeo is only three months away, and everyone is in the final stages of production and organization for the 1995 event.

Any day now, you will be receiving in the mail a first-ever volunteer handbook. Please take the time to look over this publication, as it details important Show policies, changes for the 1995 Show and important dates. Take a few minutes to read carefully through the badge policy. Keep in mind that in wearing a gold badge, you represent the Houston Livestock Show and Rodeo as well as its goals and purposes.

The handbook also lists names and photos of all Show officers, your management staff as well as all staff coordinators. Each of the 93 Show committees and their chairmen are listed as well. We truly hope this will help answer many of your frequently asked questions.

As we approach the end of 1994, it also is the time of the year when we take time to give thanks for all our blessings.

At the Show, we have quite a lot for which to be thankful. Each of you plays an instrumental part in putting this entire event together, and your time, efforts and service are all greatly appreciated. For many people, it is hard to imagine a volunteer force of almost 11,000 individuals, but that is part of our notability. Without each of you, the Show simply wouldn't happen.

Many committees are in full force and meeting frequently. At some of these meetings, our scholarship recipients are bringing their messages of gratitude and achievement to those who truly make it all hap-

pen for them—the volunteers. We also value these scholars tremendously, as they are the primary reason for our work here at the Show.

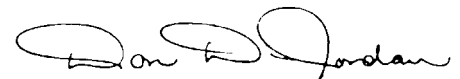
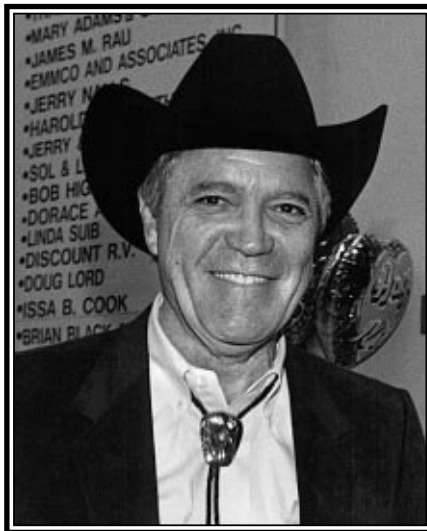
We are the envy of many fairs and expositions all over the country, not only because of the volunteer effort, but also because of our remarkable facilities—the Astrodome, Astrohall and Astroarena. We are looking forward to these buildings housing a record number of livestock and horse show entries this year!

We're also thankful for our unwavering community support. Thanks to the people of Houston, we've sold out season tickets again and corporate involvement is outstanding. We are now in the final stages of securing event sponsors and presenters.

Additionally, we have established a partnership with Ray Cammack Shows, our carnival company, and we are presently working on promotional packages for more corporate involvement with the carnival.

With the Show right around the corner, many Go Texan events are being held throughout the area. People are already tossing washers, pitching horseshoes, playing dominoes and hosting cook-offs, all to bolster excitement for the 1995 Show. A schedule of Go Texan events through February is listed in this issue of the magazine. I hope each of you plans on attending one or more of these activities to support our Show promotions and fund-raising events.

I'm thankful to be a part of this great organization and feel particularly blessed to work with all of you. Have a great holiday season.



DON D. JORDAN
PRESIDENT

A WORLD CLASS MARKETING FORCE



What does it take to make the Houston Livestock Show and Rodeo a household name and a growing success?

According to Leroy Shafer, assistant general manager of Marketing and Presentations, it is largely through the efforts of the Show's 30,000 volunteers and members and their ability to reach different groups of people ranging from the Houston metropolitan area to the rest of the world.

"The Show is the essence of promotion," Shafer said. "Our history says that seven men met in 1931 to organize the first Show the following year to promote the livestock industry in Houston. So from its

times and feeling great. If you wrap all that up, *that* is the Houston Livestock Show and Rodeo.

"When we sit down and analyze what has made our Show the phenomenal success that it is, we can never discount the fact that we have 30,000 members out there who share our goals, objectives and beliefs with their friends and neighbors."

Suzy Brown, manager of the Marketing and Presentations Department, agreed that specifically the Show's almost 11,000 volunteers contribute a great deal toward marketing and promoting the Show. "All of our committees are, in some effort, going to be doing public relations for the

committees, whose sole purpose is to promote the Show. The 2,000 members comprising the seven Go Texan committees "take the message of the Show, 'Benefiting Youth and Supporting Education,' to other aspects of the community and surrounding counties. The demographics in Houston are changing, and in order to keep up with that change, a lot of grassroots efforts are being made by these groups."

The members of the Speakers Committee also fan out in the Houston area to educate the public about the Show. Chairman Bill Teague said, "Last year we had 185 talented individuals who presented 9,000 speeches reaching more than four million people. It is no wonder why we are called 'the voice of the Show.'"

Also working locally are the representatives of the Parade Committee. Annually, this group organizes the Show's downtown rodeo parade that draws half a million people to downtown Houston as well as another half a million people who watch the parade on television.

Although it is essential to saturate the city of Houston with the spirit of the Show, volunteers also make it a point to promote this event across the globe. Working worldwide to do just that is the International Committee. Members of the committee travel the world—making time during their vacations or business trips—to promote the Show to foreign citizens and leaders of other countries. "Our goal is not only to invite people to Houston to attend the Show, but to educate the prospective buyers about livestock and other commodities that are available at the Show," said Paul Somerville, officer in charge of the committee.

The International Committee

Story by
Yahsmine
Catli-Cowan



Sam Pierson

Area businesses feel the impact of the Show, especially from out-of-town visitors wanting to don the latest Western wear.

very inception, the Show was designed to promote."

"Today we promote youth and education as well as the livestock industry," Shafer continued. "We promote Houston and the state of Texas' heritage and culture. We promote harmony and understanding, and we promote good

Show. People who sell ads for the souvenir program, or group tickets, or floats for the downtown parade are selling the Show by emphasizing the charitable aspects of our organization. We feel that our volunteers do a tremendous job."

Brown said there are some committees, such as the Go Texan com-

also hosts approximately 2,500 international visitors during the Show. International guests represented 66 different countries at the 1994 event.

More than 1,100 volunteers of the horse show committees spread the goals and objectives of the Show, and as a result, the Houston Horse Show draws top exhibitors and is known throughout the country as one of the most prestigious equine events.

"We also host the National

Cutting Horse Association finals, as well as the International Cutting Horse Competition, which draws the top quality horses from all over the nation as well as the world. Because of that, we receive a lot of publicity," said John Causey, officer in charge of all 15 Horse Show committees.

"Every committee volunteer should be aware of and proud of the fact that he or she is part of the marketing and promotional elements of the Show," Shafer said.

"Every committee comes into contact with the public and is marketing the Show—marketing our goals, objectives and beliefs."

"I really seriously doubt that you can go into the Houston metropolitan area and find even the smallest neighborhood where there is not a person on that block, street or neighborhood who is not a member of the Show. There is no entity that I am aware of that has a marketing force equal to our 30,000 volunteers and members."

AN AMBASSADOR TO THE CITY



Just what is a marketing department of 30,000 people able to achieve?

Every year, it translates to consistently increasing attendance, breaking world's record auction prices, paying the richest regular-season rodeo purse to the world's top cowboys and cowgirls and providing Show patrons with first-class entertainment. Thanks to the hard work and professionalism of this marketing element, you can't tune in to a local television or radio newscast without seeing or hearing at least one feature about the event.

But most importantly, it enables the Show to dedicate its efforts to supporting youth and education and to serve as an ambassador to the community and the public.

Because of the organization's contributions to both the youth of Texas and the entire community, the Show has quite an impact on countless entities throughout the city, the state and the entire world. The Show affects not only those involved, but also businesses

and other organizations in the Houston area.

Rodeo contestants, livestock and horse show exhibitors and spectators don't, in all circumstances, simply "visit" the Houston Livestock Show and Rodeo. They attend the area's other attractions. They frequent restaurants. They stay in hotels, buy clothing, fill their vehicles with fuel, dry clean their clothes, rent cars and trucks, and shop at grocery stores. In general, they contribute to just about every facet of commerce this area has to offer. In fact, the Show generates a projected \$250.4 million worldwide each year — \$84 million of which are direct expenditures. Of that \$84 million, almost \$70 million is spent right here in Houston. The evidence expresses clearly that the economic impact of this Show touches a great range of merchants, vendors, service companies and people in Houston and surrounding areas.

It's not surprising, then, that the area views the Show as an impor-

tant component to Houston's continued economic success. In recognition of that significance, several organizations have bestowed distinguished awards on the Show, including the John Sealy Memorial Award, presented by the West Houston Association; the Outstanding Public Service Award, presented by the American Society of Public Administration; and the Institutional Award, presented by the Greater Houston Convention and Visitors Bureau.

Also, the Show recently became the first organization to receive the International Executive of the Year award, presented by the Greater Houston Partnership and the Kiwanis Club of Houston.

The Houston Livestock Show and Rodeo has not only evolved into a traditional, unparalleled event, but its members have become genuine ambassadors for Houston by effectively extending the areas of good will to all levels of the public.

*Story by
Freeman
Gregory*



HORSE SENSE



Just because you're a member of the Show, everyone thinks you are an expert on horses and cowboys, but, truth be known, you might not know a brood mare from a billy goat. Well, fear not, for in your hand you hold your very own *Equine Crash Course*, just in time to impress all your friends and family at the 1995 Houston Livestock Show and Rodeo.

Story by
Amy Glass

TERMS AND INFORMATION

Colt - uncastrated male horse under 4 years old

Filly - female horse between the age of 12 months and 4 years

Foal - colt, gelding or filly up to the age of 12 months

Gelding - castrated male horse

Hand - (denoted hh) - unit of measurement to describe horse's height

One hand equals 4 inches

Mare - female horse of 4 years and upward

Stallion - uncastrated male horse of 4 years or more

The American Horse Council estimates that 750,000 people own more than nine million horses across the United States. In excess of 20 percent of the horse population is in Texas. Texans love their horses and love to talk about them—sometimes in terms the equine novice might not understand.

Through this quick brush-up, you hopefully will be able to understand (and maybe even contribute to) these conversations. Three areas that even the most inexperienced horseman can become familiar with in a short

time are breeds, coat colors and equine events.

BASIC BREED



There are literally hundreds of breeds, from Miniature Horses and giant Clydesdales to Arabians and Palominos, and everything in between. As a starting point, the beginner can focus on the Quarter Horse.

Known as the first all-American breed, the Quarter Horse is claimed to be the "most popular horse in the world," with more than three million registered with the American Quarter Horse Association.

The Quarter Horse is characterized by wide hips and heavily muscled legs but only stands an average of 15 to 16 hh.

It was originally bred as a work horse and was occasionally raced short distances of approximately one quarter mile, hence its name.

Quarter Horses are commonly used by trail riders, barrel racers, calf ropers, steer wrestlers, team ropers and grand entry riders.

COAT COLOR



The color of a horse's coat is a prime characteristic for some breeds, but for other breeds, it carries no consideration. When watching the parade or the rodeo, color is how horses can easily be pointed out or commented upon. When the person sitting next to you says, "that's my daughter on that yellow dun," will you be able to locate her?

To inform you about a few of those, a Bay has a red-brown to

dark brown-gold coat with black mane, tail and legs. A Chestnut has reddish-gold shades with a slightly lighter or darker mane and tail. A Roan is characterized by a black or black-brown body, with white hairs, giving a bluish or reddish tinge. A Palomino has a yellow-gold coat with a white mane and tail.

AT THE SHOW



When the Show begins in February, there will be plenty of horses to see. At the 1994 event, the Show drew more than 3,000 horse entries.

Horses are vital to the successful performance of steer wrestlers, calf ropers, team ropers, saddle bronc riders and barrel racers... and that's just in rodeo.

Many years ago, rodeos were little more than a celebration at the end of a long cattle drive. Cowboys would flaunt their skills and compete only to be called "the best." Times, of course, have changed. There is much more at stake than a reputation...there are thousands of dollars in prize money, belt buckles and saddles to be won. Rodeo competition today requires skill, dedication and professionalism on the part of the participants. A great deal of their mastery of the sport is dependent on the animals.

In addition to the seven featured breeds at the Houston Show, each equine event includes a separate division for the horse breed and age group of the exhibitor/rider. This makes for more than 100 divisions of competition in the 6,000-seat Astroarena.

To participate in the horse show, each entry must be registered

within its breed, then the horse is permitted to compete against horses of the same breed in each event. This element greatly distinguishes the horse show from the rodeo. While a horse participating in the horse show must be registered, only the contestant needs to be registered in rodeo events. "In rodeo, any breed or mix of horse will do if it can get the job done," said Judy Jordan, Horse Show Director. "For the horse show, we are concerned with the breed and registration of the animals in addition to the quality of their performance."

One of the most popular events in Houston is the National Cutting Horse Association competition, which is the exception to the strict

guidelines of the horse show.

Cutting horses are any breed or mix of breeds. Unlike team roping and calf roping, where horse and rider work as a team, the cutting horse works virtually independently of the rider. Once a horse understands which calf is to be cut from the herd, the rider can take a seat, hold on to the saddle horn and watch the skilled animal work its magic.

So there you have it...a little horse sense in just a few minutes. Soon you'll find yourself saying things like, "That dapple gray filly is standing about a hand taller than that bay colt." And you might even sound like you know what you're talking about!



This prize-winning Quarter Horse captured the Grand Champion Gelding award in the halter classes at the 1994 Houston Horse Show.

Shugart Photography

BASIC COAT COLORS

- Bay • Black • Brown • Sorrel • Chestnut
- Dun • Grullo • Buckskin • Palomino
- Gray • Roan

FEATURED BREEDS

The Houston Horse Show features competition in seven breeds:

- Appaloosa • Arabian • Half Arabian
- Miniature • Paint • Palomino
- Quarter Horse

FEATURED EVENTS

Horse Show competition events includes:

- Western and English pleasure
- Pole bending
- Cutting
- Jumping
- Halter

INTERNATIONAL LIVESTOCK CONGRESS



One of the most predominant challenges in today's society is continually improving the quality of life, maintaining a proactive attitude toward refining our future and making a difference wherever possible.

Story by
Melissa
Manning

The Show plays a cardinal role in cultivating and shaping future goals in the livestock industry globally through its support of the International Livestock Congress.

In cooperation with the Show and The Texas A&M University

THE FOUNDATION AND ITS MISSION

The International Stockmen's Educational Foundation was founded in 1986 as a successor to the 25-year-old International Stockmen's School. Since 1961, more than 10,000 stockmen from 15 countries have attended the Congress or its predecessor, the International Stockmen's School. The mission of the foundation is to conduct and support programs of education that contribute to wider and more effective application of science in animal agriculture; to further communications and understanding between stockmen of various countries; and to foster policies that will benefit stockmen worldwide.

System, the International Livestock Congress is sponsored by the International Stockmen's Educational Foundation.

The mission of the Congress is to solicit the support and participation of world industry leaders, to foster better international communications and to help the agricultural industry respond to ever-shifting technological, trade and political circumstances. It

provides the opportunity for individuals to "make a difference, to become involved and to direct industries toward positive change."

For three days during the Show, agricultural leaders, livestock raisers, scientists, government leaders and educators converge to address issues that affect the industry on a global scale. "Hosting the Congress reinforces the Show's reputation as a leader in agricultural education, said Dan Gattis, Show General Manager and president of the Congress. "It elevates the Houston Livestock Show to a certain level of prominence in the industry."

Hal Hillman, a past president of the Show and current board member of the Congress, agrees. "The International Livestock Congress extends our educational outreach beyond the United States, and, as a result, it makes the Show more prominent in the eyes of industry leaders from foreign countries," Hillman said. "It also lends an international flavor to the Show that many other livestock shows and rodeos do not have."

Unlike a single rodeo performance, which may bring in more than 50,000 spectators, the Congress draws a smaller crowd. "Our focus for the Congress is to attract the decision-makers in the industry, the policy-makers and people who make things happen, not to have thousands of people come through the doors," Gattis said.

The North American Free Trade Agreement has opened the door for greater trade among the United States and its neighboring countries. Last year's Congress brought together, for the first

time, the presidents of the cattlemen's associations from Canada, Mexico and the United States. According to Hillman, by sponsoring the Congress the Show also highlights the city of Houston, an international port city that will play a pivotal role in trade resulting from NAFTA and the growth of the agriculture industry worldwide.

In addition, cattle-raising is also a growing industry in the Asian Pacific countries such as Thailand and Japan. As a result, the Show and the Congress are expanding their outreach to industry leaders from those areas, Gattis said.

According to Patricia Lee, executive director of the International Livestock Congress, the Houston Livestock Show is essential to the success of the Congress. "The Houston Livestock Show and Rodeo is the vital link," she said. "Its involvement in international affairs helps the Congress draw an international audience. Members of the International Committee help promote the event, and they provide logistical support—they've seen this program through good times and bad."

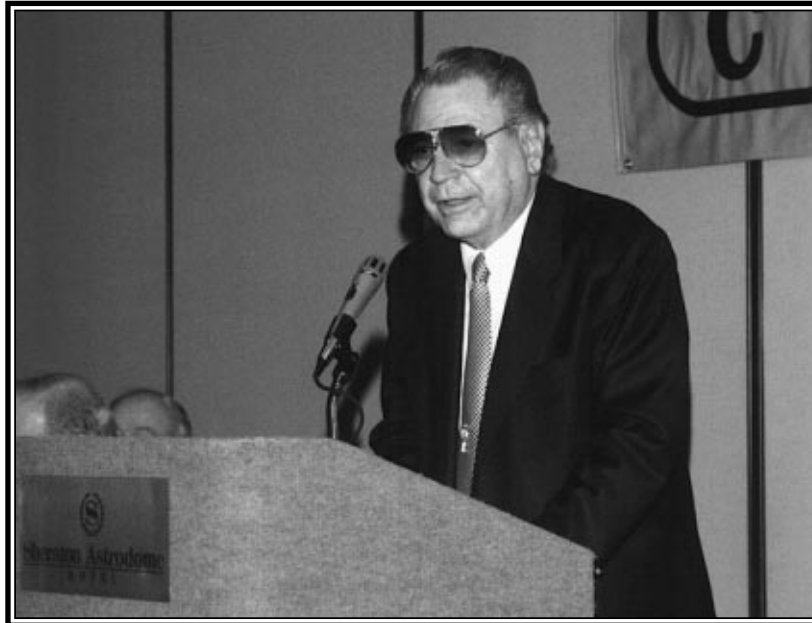
The 1995 Congress will focus on the beef industry and the horse racing industry. "Sessions will address important topics such as public relations issues in the beef industry, governmental concerns involving regionalization and future trends in the agricultural industry," Lee said.

The 1995 Congress also will be the site of a historic event of international interest—the governor of Texas and several governors from Mexico will meet and sign a trade alliance between Texas and Mexico. This year's conference will feature guest speakers and

lecturers representing the Philippines, Mexico, Australia and the United States.

“There is a rising interest in the program,” Lee said. “People are realizing that getting together to discuss issues of mutual importance does affect the industry, and that we can have some bearing on the future.”

The 1995 International Livestock Congress will be held at the Sheraton Astrodome Hotel, Feb. 22 - 24. For additional information, contact: Patricia Lee, Executive Director, ILC, Texas A&M University, College Station, Texas 77843. Phone: (409)845-3808.



Hal Hillman, past president of the Show, speaks at the International Livestock Congress in 1994. Hillman serves on the Congress' board of directors.

1995 INTERNATIONAL LIVESTOCK CONGRESS TOPICS OF DISCUSSION

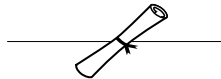
“HORSE '95”

- Contribution of Pre-Existing Diseases to Severe Musculo-Skeletal Race Track Injuries
- Predicting of Horses At Risk For Race Track Breakdown
- The Effects of Fatigue on Breakdown
- The Effects of Training on Bone Development and Ultimate Failure
- Effects of Shoeing—Poor Conformation and the Combination of the Two on Race Track Breakdown
- Race Track Design and Construction for Maximum Safety
- Is It Possible To Breed Sound Horses With World Class Speed?

“POSITIONING BEEF IN THE GLOBAL FRONTIER”

- Why Us?
- Regionalization: Like It or Not, It Is Coming
- Quality: A Growing International Concern
- The Global Impact of the Food Safety Revolution
- Who is Producing What and for Whom?

WHERE ARE THEY NOW?



Twenty-five years ago... the Show had successfully negotiated a major crossroad in its history by moving to the Astrodome complex. The organization was taking its first steps on the road to tremendous growth and new records. The scholarship program was on its way also. In 1969, the Houston Livestock Show and Rodeo had 18 recipients enrolled at eight different Texas colleges and universities. Though a far cry from the 929 recipients attending 71 colleges and universities in the 1994-95 school year, their stories reflect the same qualities and character found in today's scholars. Following are profiles of five of the students from this era.

Stories by
Editorial
Board



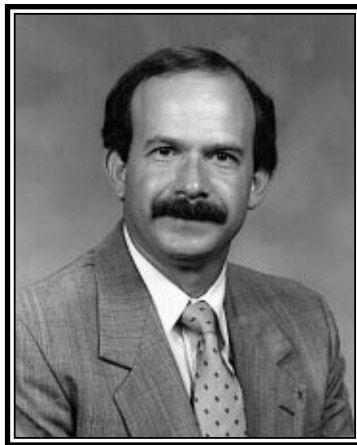
BARHAM FULMER

Even two decades later, the pride and emotion Barham Fulmer felt at receiving his Houston scholarship still comes through. "It made such a difference in the direction of my life," he said. "It gave me wonderful opportunities in the choice of my school and my major, agricultural economics." He still recalls shaking the hand of Show President Buddy Bray and posing for pictures with his fellow recipients.

Being selected for the scholarship was a goal he pursued throughout his FFA activities. "When I realized the Show had expanded the number of awards to seven in 1970, I felt pretty confident, but I wasn't sure until I was told." His scholarship enabled him to enroll at Texas A & M University, where he would graduate magna cum laude. "I remember when Houston sent me my last scholar-

ship payment; I was struck by the Show officials' interest in me. They really did care."

Today this former FFA State President is president of the Lindell National Bank, putting his education to good use. Married to his former high school sweetheart, he has two children. The leadership ability he displayed as a teenager is still evident by his commitment to his community as president of the school board, past Kiwanis Club President and District Lt. Governor. He also has been a member of the Show's Speakers' Committee.



DENNIS UMLANG

It must have seemed like a dream to a very young Dennis Umlang, finding out he had won a Houston Livestock Show and Rodeo scholarship in 1972. "I thought I

wouldn't win," said the mild-mannered veterinarian years later. "It opened so many doors for me. I was the first one in my family to go to college."

From Lincoln, Texas, Umlang had graduated from Giddings High School. Encouraged by his teachers, he worked toward bigger goals and brighter horizons. At Sam Houston State University, he graduated with a perfect 4.0 grade point average with a degree in animal science. A teacher who cared told him "you shouldn't stop with this; you would be wasting your time if you don't go on."

Inspired by this and knowing he was a Houston scholar, he applied for admission to the College of Veterinary Medicine at Texas A & M University. Turned down his first try for having no veterinary experience, he went out and got some, working in clinics for a year until he could reapply. He was accepted and would graduate with his degree three years later in 1980. Today, he exudes the same quiet confidence and determination that, combined with Houston scholarship funding, enabled him to realize his potential. He and his wife, Cindy, have three sons. His example led his younger brother to attend college. And, he remains involved in his community and schools, encouraging others to reach for their dreams, just as he did almost 25 years ago.



JERRY TROTTER

Jerry Trotter can undoubtedly testify to the benefits of receiving a Show scholarship. Today, he has parlayed his agricultural knowledge and experience into a position as group manager for the Frito-Lay division of the Pepsi-Cola Corporation in Hereford, Texas. He and his colleagues are responsible for contracting for the corn used by the company. Because of his efforts, corn is transported to Puerto Rico, Korea, Japan and Great Britain as well as to U.S. Frito-Lay operations west of the Mississippi.

Thinking back to the time he received his award, he remembers the prestige the scholarship conferred. "It was the premier assistance that any student could possibly receive in pursuing an agricultural or animal science degree." He thought it would be "nearly impossible" for him to receive the award, since he came from such a small town. Plus, his older brother Michael had been named a recipient only two years before.

His dream came true and he attended Texas A & M University, receiving a degree in animal science in 1974. He and his wife have three children and he fosters in them his same desires—achieving a better future through education.



STANLEY HACKFELD

As a Professional Rodeo Cowboys Association bulldogger, Stanley Hackfeld may never have competed in the Astrodome, but he still was a big winner at Houston, receiving a four-year scholarship in 1969 at the FFA State Convention.

The scholarship made a difference in his life, one that has been echoed throughout the years by hundreds of recipients: "Without the Houston scholarship, I probably would not have been able to go to college. I was so grateful to get it." He used his scholarship to attend Texas Tech University, where he liked being a member of the rodeo team so much that he competed on the PRCA circuit for several years.

When he tired of the bone-jarring abuse a bulldogger takes, he returned home to Loraine, Texas, near Abilene, to use his animal husbandry degree to run a family ranching operation. His involvement in the Show has continued through his three daughters and their livestock exhibitions. Like their father, the girls have won awards showing steers at Houston, winning ribbons with Charolais and Angus steers, though neither has equaled his position as FFA Vice President for Area II—yet!



CARTER HOUNSEL

"I will never forget the day I opened the letter with the return address of the Houston Livestock Show and Rodeo," Carter Hounsel recalls. "Knowing that the supporters of a large city organization cared about the well-being and education of a small-town boy" filled him with "pride and thankfulness." Receiving a Houston scholarship in 1970 was the achievement of a four-year goal for Hounsel, from High Star, Texas, and it made "the difference between having the education I wanted as opposed to one that I would have had to accept as the only thing I could afford." A cum laude graduate of Abilene Christian University, Hounsel received his Doctor of Veterinary Medicine from Texas A & M College of Veterinary Medicine in 1977. Working with the food safety inspection service of the U. S. Department of Agriculture, he has been commended for exemplary contributions for the evaluation, development and design of the Residue Violation Information System. He maintains his ties to FFA and points with pride to his younger brother Ken's following in his footsteps; he received a Houston Livestock Show and Rodeo scholarship in 1982.



TAKING A LOOK BACK



WHAT WE WERE DOING 25 YEARS AGO AT THE



A Comparison

	1970	1995
Price of a ticket	\$00	\$10
Number of performances	15	20
Overall attendance	562,781	1,616,113 *
Size of membership	5,000	30,000
Committee volunteers	2,000	10,400
Number of committees	46	93
Scholarship recipients in school	18	929
Livestock entries	16,000	29,000 *
Rodeo purse	\$104,000	\$618,053
Grand champion steer price	\$35,000	\$300,000 *
Economic impact of show	\$15,000,000	\$250,000,000

* 1994 Show

1970 Show Officers

Chairman of the Board: Louise M. Pearce Jr.

President: M.C. "Buddy" Bray

Treasurer: Bill Dahlstrom

Secretary: Ray K. Bullock

Vice Presidents: Bill Bass, Clem Boettcher, Allen Carruth, Wade Caves, James C. Epps Jr., Leroy Gloger, Joe Polichino, Ebb Rose, and Tommie Vaughn

1970 Operating Council (Executive Committee)

Lester Goodson • E.J. Gracey • Stuart Lang • Douglas Marshall • Al Parker • Gail Whitcomb • Bill Williams

1970 Board of Directors

Bud Adams Jr.	N.A. Crawford	Carson Gibson	George J. Knigge	T.C. Morrow	Bubba Schomburg
Harry V. Baker	J. Brown Cutbirth	Leroy Gloger	Danny M. Lang	Latimer Murfee	Jake Schrum
Bill Bass	Troy Dacus	Lenode Goldston	H. Stuart Lang Jr.	Sydnor Oden	Eddy Scurlock
James H. Beall	Bill Dahlstrom	Lester Goodson	W.C. Leasure	E.A. "Bud" Olson	Jesse R. Sharman
Bubba Becker	Bob Derden	E.J. Gracey	Bob LeMond	Buster Parish Jr.	Carl B. Sherman
T.P. Benson	Carl Detering	Lloyd Gregory	Doug LeMond	R.A. "Al" Parker	Panama Shiflett
Ernest Black	Jack Diezi	Claud B. Hamill	Herbert Lightfoot	M.S. Parmley	Tyson Smith
W.D. Black Jr.	Jimmie Duncan	Granville Harber	Claude Lindsey	Louis Pearce Jr.	Buster Snyder
Cecil Bobbitt	Robert Dundas Sr.	T.I. Harkins	Reese B. Lockett	Fred J. Pauly	C.A. Spears
Clem Boettcher	Dr. M. Durham Jr.	Robert Harris	Sonny Look	Tex Peden	M.A. Taylor
B.W. Braswell	Gordon Edge	Cliff Hawthorne	John E. Lyons	Jack Pence	W.E. Thomason
Buddy Bray	J.A. Elkins Jr.	J. Scott Henderson	R.R. McGuyer	Joe Polichino	F.L. Tucker
Mason Briscoe	Bill English	Robert T. Herrin	William McHattie	Odus Polk	Tommie Vaughn
Edgar Brown III	James Epps Jr.	Charles G. Heyne	Don McMillian	Raymond Pryor	T.C. Vines
Ray K. Bullock	John Ferguson	Eric Hilton	Earl McMillian	Dan J. Pulaski	Willard Walbridge
T.C. Burton	J.R. Ferguson	Roy Hofheinz	Leonard McNeill	George Puig	Forrest Warren
Allen Carruth	Bert Ficker	Thomas Holmes	Douglas Marshall	John F. Rader III	Bruce Weaver
Rex Cauble	Dick Freeman	Frank Horlock Jr.	Harris Masterson	Seth Ramey	Bert Wheeler
Mack Caudle	Vernon Frost	Rex Hudson	Neil Masterson III	Cliff Rampy	Gail Whitcomb
Wade Caves	Vernon Frost Jr.	Luke Johnson	John W. Mecom Jr.	J.M. Richardson	Thomas L. Whitcomb
Chuck Chalmers	Dr. H.L. Gardner	James Johnston	James A. Meredith	Arthur Riedel	Sol White
Bert Charles	Jack Garrett	John T. Jones	Walter M. Mischer	Robbie Robertson	Bill Williams
Sherman Clark	Harry Gayden	William T. Jones	Bill Mitchell	Ebb Rose	Leonard Wilson
John Connally	Dr. George Gayle	Floyd Karsten	Bill Monroe	J.H. Rose Jr.	Dr. W.H. Worrell
J.F. "Pat" Corley	E. Norwin Gerhart	George P. Kelley	David H. Morris	James D. Sartwelle	Charles E. Wyatt



GO TEXAN CALENDAR OF EVENTS



DATE	EVENT	LOCATION/TIME
NOVEMBER		
25	Deer Park Arts & Crafts Show	Deer Park Activity Center, Deer Park 7 a.m.
29	Aldine/Spring/Klein Rodeo Dance	Midnight Rodeo Night Club, Spring 5 p.m.
DECEMBER		
3	Waller County Turkey Shoot	The Hill Bar & Grill, Waller 11 a.m.
4	Tomball Team Penning Competition	Lone Star Arena, Cypress 2 p.m. - 10 p.m.
6	Spring Branch/Memorial Dance, silent auction	Wild West Night Club, Houston 5 p.m.
JANUARY		
6	Baytown/Highlands Chili Cook-off, washer and horseshoe pitching, quilt and hay hauling contests	San Jacinto Mall, Baytown 5 p.m.
6-8	Pasadena Bar-B-Que Cook-off, Go Texan contests, beauty pageant, teen dance	Pasadena Fairgrounds, Pasadena 4 p.m. - 8 p.m.
7	Spring Branch/ Memorial Diamonds & Studs Gala, casino, live and silent auctions	J. W. Marriott Hotel Westside, Houston 5 p.m.
13	Cy Fair chili cook-off, Go Texan contests, dance	Trader's Village, Houston noon
13	San Jacinto/Galena Park Cook-off and dance, beauty pageant, auction, art contest, horseshoe and washer pitching competition, quilt contest	Rotary Pavilion, Northshore 8 a.m.
14	Fayette County Bar-B-Que Contest	Fayette County Fairgrounds, LaGrange 9 a.m. - 6 p.m.
14	Alvin/Pearland Casino Night	Pearland Community Center, Pearland 7 p.m.
20	Aldine/Spring/Klein dinner, dance and style show	Wyndham Hotel Greenspoint, Houston 6 p.m.
21	Tomball Diamonds & Denim Golf Tournament, casino, live and silent auctions	Del Lago Resort, Conroe 8 a.m.
21	Alief/Southwest Dance, live and silent auctions	Houston Marriott Hotel Westside, Houston 6 p.m.
28	Katy Go Texan dance, bar-b-que dinner, dance, live and silent auctions	VFW Hall, Katy 6 p.m.
28	Lamar/Needville Boot Scootin' Ball, fish fry, live and silent auctions	American Legion Post #271, Rosenberg 6 p.m.
FEBRUARY		
4	Tomball Go Texan Dance, live and silent auctions	VFW Hall, Tomball 8 p.m.

COMMITTEE SPOTLIGHT



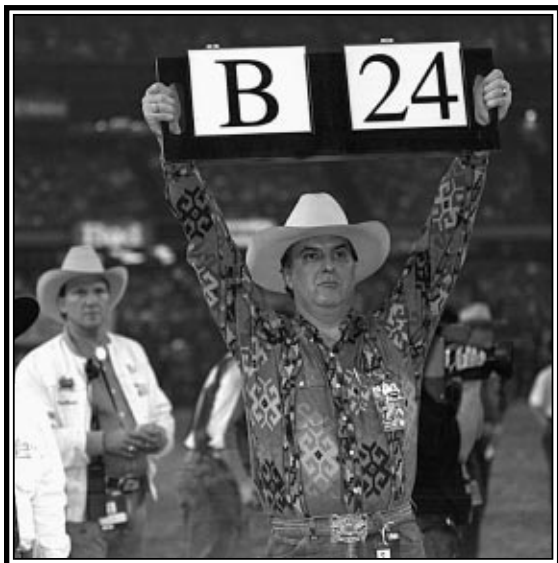
Calf Scramble Committees

Story by
Cheryl
Dorsett

One of the most colorful 10 minutes of the Show is the calf scramble event—not only for the young 4-H and FFA contestants who exert every ounce of their energy across the 4-acre Astrodome floor, but also for the 50,000-plus cheering fans who can't help but to be captured in all the excitement.

Few athletes have the opportunity to experience the butterfly-in-the-stomach adrenaline rush that comes from competing in the Dome. But every night of the Show, 28 kids from rural communities and metropolitan cities across Texas come to Houston with determination and sights set on capturing a calf.

A year of preparation and organization goes into each calf scramble, with 500 volunteers on four committees handling its operations and logistics.



Committee members work quickly on the Dome floor to relay the message to the announcers of which contestant has just caught a calf.

CALF SCRAMBLE

The largest of all four groups, the Calf Scramble Committee, plans and conducts the actual scramble contests. At each of the 20 performances, members conduct orientation, escort contestants to the rodeo, serve as arena judges, assist the kids (and calves) in the winners' square and maintain arena records.

"Each performance is a time of sharing," said Jim Janke, officer in charge of all four committees. "I get to spend a few minutes expressing what these kids mean to the Show and to the state of Texas."

CALF SCRAMBLE ADVISORY

"The Advisory Committee functions as a consulting forum to each of the committees," said Jesse R. Sharman, whose name is synonymous with the calf scramble. He has served as a committee member, vice chairman, chairman and officer in charge of the Calf Scramble Committee. The Advisory Committee also provides a continuing review of the calf scramble operations while looking to the future to provide recommendations for new programs.

CALF SCRAMBLE DONORS

Gathering support from local individuals and businesses is the responsibility of the Donors Committee, headed by Jerry Britner. Members of this committee solicit donors for 16 calves for each of the 20 rodeo performances as well as 20 calves each for the livestock judging contest and the dairy judging contest. Ultimately, 360 calf scram-

ble donors pledge \$1,000 each for the 1995 Show.

The Donors Committee also plans the annual scramble awards banquet and arranges introductions between donors and scramble winners each night after the event. "We have several donors who have been supporting this program for many years," Britner said. "About 15 donors have been involved for more than 20 years."

CALF SCRAMBLE GREETERS

When the scramble winners from the previous year return to the Show with the calves they've raised for one year, Greeters Committee is in full force. Members of this group work with the students, helping them get organized once they get to Houston and setting up stall assignments. "Last year, one of the kids forgot his white shirt," said Rusty Campbell, chairman of the committee. "So one of our committee members gave the student a shirt of his own so he could compete in the show ring."

Robert Norwood serves as general chairman of the calf scramble committees. "With the help of all four committees, we hope to give each participant an experience they will take home and never forget," Norwood said.

For more than 50 years, the calf scramble program has been a unique and heartwarming part of the Houston Livestock Show and Rodeo. To date, almost \$4 million and more than 13,000 animals have been placed in the hands of the youth of Texas through this event.



Breeders Greeters Committee

After a year's worth of hard work, the big day finally arrives for the newest set of exhibitors at the Houston Livestock Show and Rodeo. Many have traveled all night, maneuvering their rigs through miles of unfamiliar free-ways and city traffic to have their day at the world's largest livestock show and rodeo. Tired, nervous and a little bewildered, they turn into the Astrodome complex parking lot. Before the thought even crosses their mind about where to head next, several of the 357 Breeders Greeters Committee members are directing the exhibitors through the maze of pickup trucks and trailers and giving them what they will come to expect from the Show and its people... a warm smile, a hearty welcome and quick, courteous answers to their questions.

The primary objective of the Breeders Greeters Committee is to make sure every one of the livestock exhibitors feels welcome at the Show. They are, as committee chairman P.W. "Lucky" Long explained, the first people that most of the exhibitors come in contact with at the Show. "You only get one chance to make a good first impression," said Long. "And we try to make that experience as pleasant as possible."

The idea and need for a "reception" committee was conceived in 1963 when the Houston Fat Stock Show was being held in the city's downtown Coliseum. Unofficially, the first member of the committee was R.T. "Bob" Herrin who, at the request of his friend and then manager of the Show, John Kuykendall, was asked to greet the breeders when they arrived at the Coliseum.

It was not until the Show moved

to the Astrodome facilities in 1966 that the Exhibitors Reception Committee became an official committee. Finally, in 1980, the name was changed to the phrase that everyone coined so easily, Breeders Greeters.

To many, these volunteers may be the unsung heroes of today's Show. Their official duties include greeting and assisting exhibitors, assisting in the check-in and check-out of animals and their health papers, checking parking permits at the south gate during the entire Show and manning the information booth in the Astrohalla.

One of their most critical responsibilities encompasses supervising and directing traffic on Show grounds as well as at a remote parking site located at Butler Stadium. Traffic is a critical issue for this committee. And ironic as it seems, the more successful the Show is, the more challenging their job becomes, as they also design traffic routes around new gate entrances and exhibits.

Managers of organized chaos, the committee is busiest the second week of the Show, when the junior exhibitors move in. On Monday, members check in the swine exhibitors; on Tuesday, the steers; on Wednesday, the lambs and poultry; and on Thursday, the heifers. After the judging, the process starts all over again—only this time, it's saying good-bye.

As vast as their Show responsibilities may seem, the committee also does a lot of behind-the-scenes

work. During the middle of January, the committee heads to College Station, Texas, where it supervises and conducts the initial banding and issuing of market poultry. "Basically, every child exhibiting poultry gets 50 chicks of which they'll exhibit only three," explained Long. "We end up issuing about 50,000 1-day-old chicks."


During the end of the first week of the Show, while the commercial exhibitors are showing their breeds, the committee also performs double duties in Fort Bend County and Brenham, Texas, where they operate the poultry, lamb and swine "sifts" (preliminary judging).

Suzanne Epps, officer in charge of the committee, summed up the

*Story by
Pamela
Malone*



Committee members spend an entire day banding 50,000 1-day-old chicks to issue to exhibitors.

obligation that each committee member faces. Their responsibility is to "be there to help with a smile upon their face," she said. "During our first committee meeting, I like to remind our committee members that word livestock is fundamental in the Show's name—without the livestock, there is no Show." 

COMMITTEE SPOTLIGHT



Parade Committee

Story by
Mark
Jones

Steeped in Western tradition and representing the numerous cultures from which Texas was formed, the annual downtown parade is more than a fitting way to launch the Houston Livestock Show and Rodeo.

Hundreds of thousands of spectators line the streets of downtown

that have a Western theme and that represent part of Texas' roots and heritage.

Each year, the downtown parade literally hits the streets running with the annual 10K rodeo run, a race that was ranked nationally in the top 10 of 10K runs last year. More than 4,000 runners travel 6.2 miles for the event, which concludes at the Astrodome.

Although the parade itself lasts only a few hours, its success rests with months of painstaking preparation on the part of more than 285 committee volunteers. "Every member has a sense of purpose for making sure that we have the best event possible to kick off each year's Show," said Hap Hunnicutt, committee chairman.

Several subcommittees of the group work together—and in cooperation with other Show committees—to plan the extravaganza and coordinate the 125 entries each year. However, the committee's responsibilities extend much further than just the logistics of the parade.

Two subcommittees transform an entire city block into seating for physically and mentally challenged children and senior citizens in the community—complete with a first-aid station, restrooms and a tent where they can enjoy a continental breakfast and lunch. The auction subcommittee raises money to purchase the block tickets for the special children and senior citizens. "We invite about 1,500 children and 500 seniors each year to come downtown and watch the parade. Both of the subcommittees raise the funds for this," Hunnicutt said.

A media subcommittee prepares parade information which is broadcast from sound trucks along the parade route to inform spectators about each of the entries. This group also works with television and radio stations and other media providing coverage of the event.

The selection of high school and college bands to play in the parade is the responsibility of one subcommittee, while additional subcommittees seek corporate purchasers for floats and balloons.

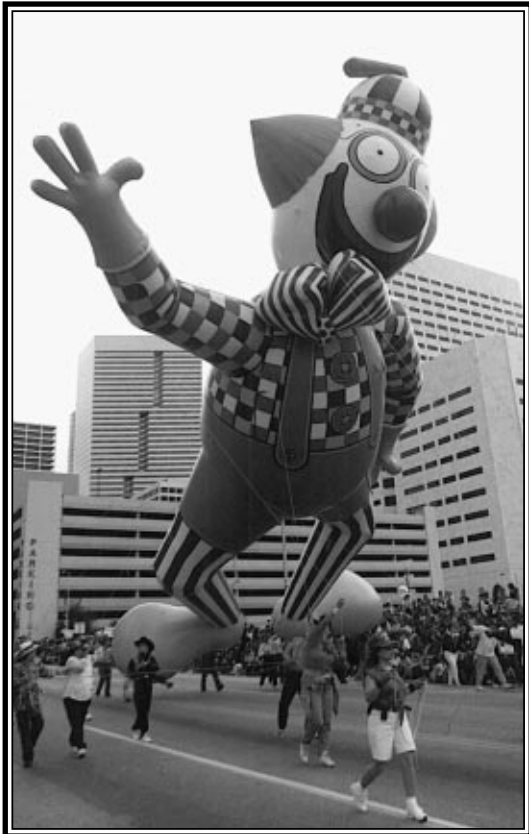
"These corporate purchasers use the parade as a marketing tool for their companies," said Jim Janke, officer in charge as well as an 18-year veteran committee member. "By doing this, their entry fees support the Show."

Another subcommittee is responsible for distributing U.S. flags to parade goers, and another group hosts a breakfast where city, state and national dignitaries enjoy the festivities and visit with Show officials.

In addition to working with city authorities to coordinate parade activities, committee volunteers also line up crowd control personnel and select judges for the bands, floats and other parade entries.

Recently, the group inherited a new responsibility—the daily Show parade, which is held on the Show grounds. This festive addition includes floats, singers, dancers, fire trucks and Show guests.

"Each member of this committee plays an essential role in the success of the parade," said Hunnicutt. "If a child returns to the parade because of the great job a volunteer has done, then we have accomplished our goal."



Sam Pierson

Giant balloons decorate the city's skyline during the Show's annual downtown parade.

Houston, while half a million tune in to two live television broadcasts to see the colorful floats, wagons, drill units on horseback, giant balloons, trail riders, school bands, and public and Show officials travel down 24 city blocks. The committee's focus is to showcase entries

Western Art Committee

For more than 60 years, the Show has established a rich heritage, and the Western Art Committee is doing its part to ensure that this heritage will be preserved through art.

One of the group's goals is the preservation of Show memorabilia and artwork, including old badges, belt buckles, costumes, catalogues, billboards, photographs of old rodeos and similar artifacts. The committee recently acquired an original newspaper containing an article about the formation of the

The Western Art Committee wants your Show memorabilia for the Show's collection.

This includes souvenir programs, art, photographs, posters, awards, badges, costumes, etc. For more information, contact:

Jerry Coleman 465-0766

Frank DiMaria 622-5777

original Fat Stock Show. Displays of these and other materials appear in the Show offices and are changed approximately every 90 days.

Additional displays are set up during the Show in the various clubs in the Astrodome facilities. The Committee is working toward the construction of additional display cases to increase the number of exhibits which can be viewed by the public.

The committee recently established a bar code record-keeping system and a computerized database so that it can keep an accurate inventory and can at all times

determine where each of its pieces is being stored. These sound management practices will allow greater enjoyment of Show memorabilia and art by making them more accessible to the public. For instance, the committee may be able to establish mobile displays for use by schools or other interested groups.

Since its organization, the Western Art Committee has been instrumental in the placement of all types of art in the Show offices as well as throughout the Astrodome complex. It also is responsible for the purchase and maintenance of the outdoor bronze sculptures that surround the Astrodome complex.

Team Ropers was created by Veryl Goodnight, who is a descendant of Charles Goodnight, the legendary Texas cattleman who opened the Goodnight-Loving Trail. The sculpture is located at the entrance to the Astrohall.

Found in front of the Astroarena is *Wild and Free*, a sculpture by Edd Hayes which depicts a wild stallion and a group of wild mares and colts. It is symbolic of the untamed Texas that existed during the days of the Old West. Mark Storm created a sculpture of Stuart Lang, the Show's president who moved the location of the event from downtown Houston to the Astrodome.

The newest piece, entitled *Yes*, was sculpted by Larry Ludtke, and is a companion piece

to *Team Ropers*. According to the committee's officer in charge, Suzanne Epps, it will be installed in late 1994 and will be dedicated in February, 1995. It depicts a young woman competitor holding a ribbon in one hand and a halter in the other hand, and is symbolic of the role of young women participating in livestock competition and rodeos.

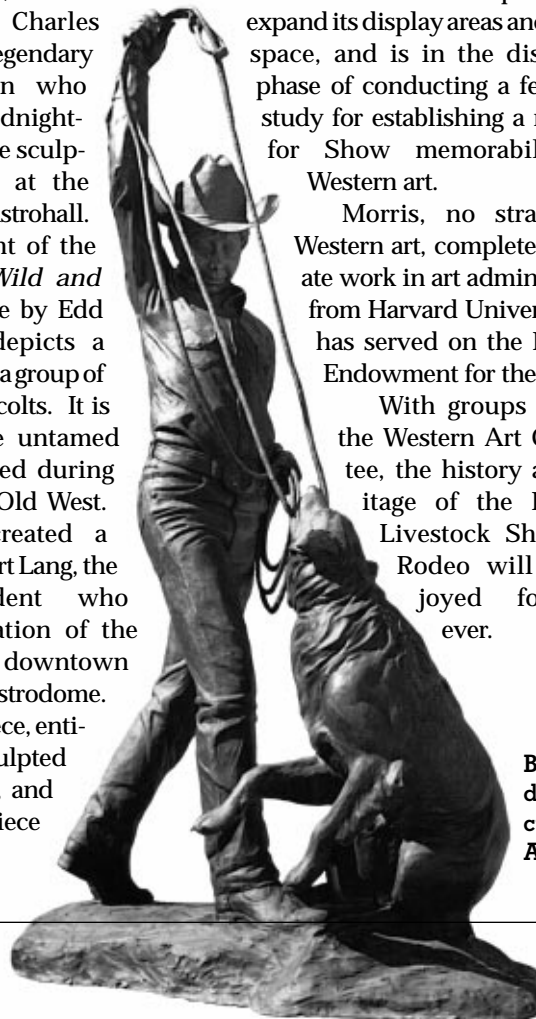
Under the leadership of chairman Jack Morris, the committee has taken responsibility for the Show's archives. In fulfilling that function, the members encourage donations from Show members and from other committees to ensure that a complete record of past and future Show events and activities are preserved. The committee also is planning to expand its display areas and storage space, and is in the discussion phase of conducting a feasibility study for establishing a museum for Show memorabilia and Western art.

Morris, no stranger to Western art, completed graduate work in art administration from Harvard University and has served on the National Endowment for the Arts.

With groups such as the Western Art Committee, the history and heritage of the Houston Livestock Show and Rodeo will be enjoyed forever.



Bronze statues depicting Western culture adorn the Astrodome complex.



EXECUTIVE COMMITTEE PORTRAIT



Clayton
Underwood

Story by
Ann
Jacobs

"I'm new to the Show, and I'm reporting for my first assignment on the Horse Show Committee. What should I do?" asked the then novice Clayton Underwood.

"Take this pooper scooper and broom and make sure the halter horses' hooves remain unblemished," responded the committee chairman.

Such was the inauguration to the Show for Underwood, now Executive Committee member and many-faceted contributor to the Show. He combines the qualities of leadership, civic responsibility and business acumen in a down-to-earth package of friendliness and straightforwardness.

From such a humble beginning, Underwood moved rapidly through the ranks of the Show. He served as chairman of the Quarter Horse Committee, became a vice president of the Show in 1980, acted as officer in charge of the Steer Auction Committee and has served on the Executive Committee for eight years.

During his tenure as vice president, the steer auction surpassed the \$2 million sales mark, the Ag Mechanics program was established and the Lifetime Vice Presidents Committee was created. Underwood's role however has not been solely that of an Executive Committee member or committee volunteer.

An avid horseman, Underwood has been an exhibitor in events at the Show and has shown both pleasure and halter horses here.

Underwood credits the Show's special spirit and success to its leadership and committee volunteers. He feels that the generosity, ability and enthusiasm of the Show's lead-

ers are unequalled in other arenas. He recounts the example of a well-known energy industry executive and Show leader who was heard to comment that if his company had the kind of leadership that the Show had, his company would quickly run its major competitor out of Texas and all the way to California.

Underwood also points out that the Show is strong because it never stands still, constantly defining and redefining itself. He is proud to have been the first officer in charge of the Corporate Development Committee and to have been influential in expanding the range of scholarships given by the Show from solely agricultural to different areas.

Raised on a ranch in West Texas, Underwood developed early those strong qualities which would make him a responsible and giving member of his community, as well as a self-made man in the business world. Underwood graduated from high school in Menard, Texas, and attended Sul Ross University. He then served with the 45th Infantry Division of the U. S. Army during the Korean War and was awarded the Bronze Star.

He moved to Houston to take a job as plant manager of a steel company and three years later was given the opportunity to buy the company, now known as Confederate Steel Corporation. Today, 38 years later, he still serves as its president and chief executive officer as well as president and chairman of the board of Winwood Corporation, a leasing and major equipment firm which he founded. He and his wife Trudie have four children, whom he proudly characterizes as "honest people and contributing citizens."

Aware that the Show has become "big business," Underwood recognizes that it cannot be administered



Sam Pierson

Clayton Underwood

from behind closed doors. He believes he must talk to and listen to committee members as well as the entire community. Because the Show's leadership is future-oriented and is constantly working to improve each and every aspect of the organization, Underwood is a firm believer that the Show's spirit will burn only more brightly every year.

As long as there are leaders with the ideals, sense of responsibility, understanding of business, ability to communicate and genuine friendliness of Clayton Underwood, that spirit will surely burn bright.



LOGISTICS AND SERVICE SUPPORT DEPARTMENT



From securing print bids and organizing security to detailing waste management and scheduling Astrodome ushers and bartenders, the Show's Logistics and Service Support Department tackles a diverse set of responsibilities and functions that comprise much of the backbone of the organization.

"The bottom line is that we are to provide quality support and service when and where it is needed," said Dr. Tom Quarles, assistant general manager of the department who coordinates activities for a staff of hundreds during the actual Show.

Departmental responsibilities include the administration and operation of the Buildings and Grounds department, including the shop, warehouse, maintenance and all Show setup and teardown; mail services; the Board Room and all Corral Club operations; operation of the ticket department, including rodeo, livestock and horse show and carnival ticket sales; first aid and safety; and the facilities. The department also handles the administration of all scholarship and educational programs.

Acting as the liaison with Astrodome USA management, the Logistics and Service Support Department has the personnel responsibilities of helping coordinate and supervise the duties of most of the actual Show workers, including parking attendants, ushers, ticket sellers, ticket takers, blue coats and more.

The department's personnel services also extend to acquiring additional phone operators in the months prior to and during the Show, supervising the lobby receptionist and hiring other temporary help as needed.

"We increase our staff as the Show approaches and particularly during

the Show," Quarles said. "And staying on top of the number of people needed and related expenses is a tremendous challenge."

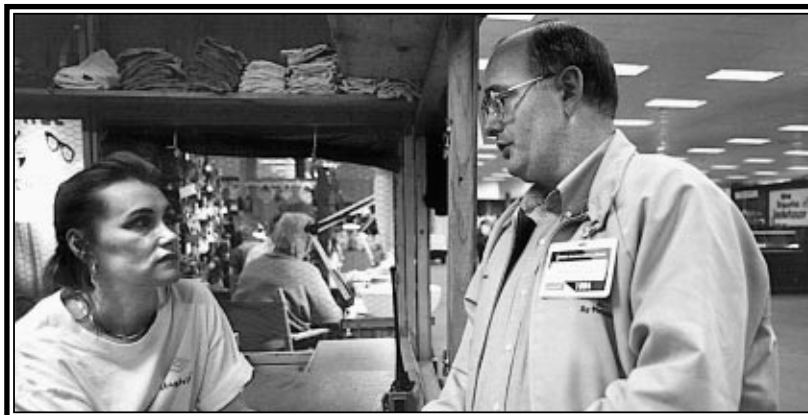
The department also handles all activities scheduling, public transportation (shuttle buses), VIP transportation, the sale of feed and hay to exhibitors on the grounds, radio communications and recycling efforts during the Show.

"There is a lot going on behind the scenes that most people do not realize," said Quarles, who's been with the Show for 10 years and is a former livestock exhibitor. "There are thousands of minor and major details. It is an amazing undertaking, and we are extremely fortunate to have the talented volunteers and

under his department, Quarles notes the greatest challenge he faces is staying on top of all the department's new responsibilities as well as evaluating and analyzing the operations to make them as effective as possible.

Three keys to effective operations, Quarles said, are Mike DeMarco, Special Services Manager; Steve Woodley, manager of Buildings and Grounds; and Gary Richards, assistant manager of Buildings and Grounds. These three, in conjunction with a full-time staff, including Walter Conerly, Robert Fleming, Kathy Hawthorne, June Hensley, Charly Hubenak, Jeani Kivel, Patti Martin, Kimberly Motley, Valeria Mueller,

*Story by
Beth
Johnson*




Tom Quarles makes a stop at the information booths during a daily walk-through of the entire facilities.

staff working together to make this Show one of the premier events in the country, and perhaps the world."




The Logistics and Service Support Department works with several of the Show's volunteer committees, including Carnival Ticket Sales, all Corral Club, Equipment Acquisition, Events and Functions, Graphics and Signage, Group Ticket Sales, Health, Ladies' Season Box, Public Transportation, Resource Renewal, Safety and Transportation committees.

With such diverse operations

Mike Nathanson, Kristen Stanton, Paula Urban, Carol Wyman as well as all buildings and grounds personnel, work closely with Quarles to keep things running smoothly and efficiently.

"It's a unique operation," Quarles said. "Many people, including my own neighbors, have a difficult time understanding what we could possibly be doing year-round to prepare for three weeks of rodeo. Sometimes it's hard to explain, but the responsibility is a major challenge—all year long." 

DATES TO REMEMBER

 DECEMBER	 JANUARY	 FEBRUARY																																																																																																									
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Merry Christmas!
23-Show offices closed
30-Show offices closed

Happy New Year!

8-Membership Dance in Astrohall
10-World's Championship Bar-B-Que Contest begins
11-Downtown rodeo parade and rodeo run; Go Texan hay hauling, dominoes, and horseshoe and washer pitching contests
12-Go Texan team penning competition
15-Horse Show opens in Astroarena
17-Opening of livestock show and carnival; first rodeo performance at 7p.m.; school art, photography and quilt contest winning entries on display
18-25 International days
22-24 International Livestock Congress



Houston Livestock Show and Rodeo
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 Houston, Texas 77225-0070

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