



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

# MAGAZINE

*All 254 Texas Counties  
Hit the Highways  
to Houston*



## TABLE OF CONTENTS

A Message From the President	1
<b>Features</b>	
1995 Pre-Show Overview	2
February Fever	4
All Trails Lead to The Show	6
Life of a Rodeo Cowboy	8
How Rodeo Events are Scored	10
Where Are They Now?	12
Animal Care	14
<b>Committee Spotlight</b>	
Directions and Assistance Committee	16
Grand Entry Committee	17
Livestock Committee	18
Lifetime Vice Presidents Committee	19
<b>Executive Committee Portrait</b>	
Joseph T. Ainsworth, M.D.	20
<b>Department Profile</b>	
Agricultural Exhibits & Competition	21
Calendar of Events	Back Cover

### Houston Livestock Show and Rodeo

#### Executive Committee

Joseph T. Ainsworth, M.D.	James O. Bloodworth	Allen H. Carruth
James R. "Dick" Graves	Hal Hillman	Don D. Jordan
H. Stuart Lang Jr.	Louis M. Pearce Jr.	John O. Smith
Clayton Underwood	Tommie Vaughn	P. Michael Wells
	James M. Windham Jr.	

#### Lifetime Member - Executive Committee

Douglas B. Marshall

#### Chairman of the Board

James R. "Dick" Graves

#### President

Don D. Jordan

#### Officers

Richard E. Bean	John H. Causey	John T. Cook
George A. DeMontrond III	C.R. "Bob" Devine	Suzanne Epps
Wayne Hollis Jr.	Jim Janke	Robert V. McAnelly
John J. Montalbano	David E. Mouton, M.D.	Tom R. Northrup
	Paul G. Somerville	

#### General Manager

Dan A. Gattis

### Magazine Committee

#### Officer in Charge

Suzanne Epps

#### Chairman

Roy Elledge Jr.

#### Vice Chairmen/ Committee Editors

Bill Barrett

Peter A. Ruman

#### Copy Editor

Nancy Leverett

#### Editorial Board

Mark Anawaty

William C. "Bill" Booher

John Murphy

Marshall R. Smith III

Stephen Stepinoff

#### Reporters

Samuel N. Allen

Nancy Burch

Yahsmine Catli-Cowan

Deborah Dahlke

Cheryl Dorsett

Amy Glass

Freeman Gregory

Whitney Horton

Ann Jacobs

Beth Johnson

Mark Jones

Charlotte Kirk

Pamela Malone

Melissa Manning

Elise Oppmann

Beverly Rosenbaum

Sundra Spears

#### Design/Layout

Pegasus Design, Inc.

#### Photographer

Sam Pierson

### Magazine Staff/Management

#### Management Coordinators

Leroy Shafer

Suzu Brown

#### Production Editor

Johnnie Hendon

#### Staff Coordinator/Editor

Teresa Padgett

#### Photographer

Frank Martin, D.V.M.

#### Cover photo

Sam Pierson



# A MESSAGE FROM THE PRESIDENT



**A**s we enter the peak time for our volunteer efforts, I'm going to ask you to give a little more!

You'll never see my request listed on your committee duties and assignments, but it might be one of those things you do that makes a lasting impression.

I'm only asking you to do something that comes naturally to most of you anyway — be friendly. But, because many of us live in a big city with the inherent challenges of a large population, we often do not smile at strangers. Forget that for at least these two weeks! Smile at everyone you see out here at the Show, especially if you don't know them.

No matter what we do at the Show, we're all part of the Public Perception Committee. It's public relations magnified by the 1.6 million spectators who enjoy our Show. If you can make just one of those 1.6 million people feel special in some way, you may very well have sold that person a Show ticket for next year.

If you overhear someone ask a question about rodeo or livestock that you can answer, offer your knowledge. Because of our increasingly urban population, many of our spectators will never see a live cow or horse anywhere but here at our Show.

Perhaps you don't know a Berkshire from a Hampshire (they're pigs), but maybe you know when the shuttle bus runs, the fastest way to get to the carnival, where the closest restrooms are or where you can find the best cup of coffee at the Show. Share your knowledge! If you don't find at least one stranger who needs help or just a friendly smile every day you're on the grounds, you're not looking around you.

If you have the opportunity, tell people about our educational exhibits — the milking parlor, the beef exhibit and the petting zoos. Tell them not to miss the Wild West

Show, the daily parade or the pig races. The Houston Livestock Show and Rodeo is a spectacular event with literally something for everyone.

Forget that you've been out here for days and have "seen it all." Remember, for a moment, what it's like to be a wide-eyed 6-year-old surrounded by amazing sights like lop-eared bunnies and cows as big as cars.

Also, think how you'd feel as the parent of that same excited 6-year-old who desperately wants to see the miniature horses, and you can't find the Astrohall, much less the correct wing. As a volunteer, you probably know your way around quite well, so, once again, share your knowledge. It only takes a few seconds to point a lost family in the right direction.

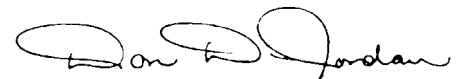
Let's all take a moment as we walk around the grounds to note where the information booths are and where the Directions and Assistance Committee members are stationed.

You also owe it to yourself to take time to look at everything we have to offer. After all, it's your Houston Livestock Show and Rodeo.

As most of you are aware, parking continues to be a challenge, so I urge each of you to ride the shuttle bus this year whenever possible. Although your work schedule may not always coincide with the shuttle bus schedule, it would be a tremendous help to the Show

and the patrons if you would utilize the shuttle buses when attending the rodeo performances or livestock show as a guest. Your cooperation may help many of our out-of-town guests and even local Houstonians be better accommodated out here.

You and I, with our gold badges and committee jackets, truly represent the Houston Livestock Show and Rodeo to everyone who sees us. Let's make sure we represent "The Show with a Heart."



**DON D. JORDAN**  
**PRESIDENT**

# 1995 PRE-SHOW OVERVIEW



**T**HE 1994 HOUSTON LIVESTOCK SHOW AND RODEO WAS A STAR-STUDDED RECORD-BREAKING EXTRAVAGANZA. IF IT WERE ANY OTHER EVENT, IT WOULD BE A HARD ACT TO FOLLOW. BUT THROUGHOUT THE HISTORY OF THE SHOW, THINGS JUST KEEP GETTING BETTER EVERY YEAR. THE 1995 SHOW, THE 63RD ANNUAL CELEBRATION, PROMISES TO BE THE BEST ONE YET.

Story by  
Elise  
Oppmann

Last year, general attendance was a record 1,616,113. To accommodate the ever-increasing demand for rodeo tickets, the Show is being expanded by two performances in 1995, with a Friday night opening and an additional matinee on the first Saturday.

To juggle the schedule for the additional shows, other Show promotional activities will begin a week earlier, with the downtown rodeo parade, the World's Championship Bar-B-Que Contest and all Go Texan contest finals taking place the weekend prior to the opening of the rodeo. The Conoco Rodeo Run, the downtown parade and Go Texan contests, except for the team penning competition, are on Feb. 11; this includes dominoes, hay hauling, washer pitching and horseshoe pitching, all taking place on Show grounds. Team penning action is in the Astroarena on Sunday, Feb. 12. The trail rides also will conclude this weekend. The bar-b-que competition is Friday, Feb. 10 through Sunday, Feb. 12 in the Astrodome parking lot.

The first rodeo performance begins on Friday, Feb. 17 at 7 p.m., one day earlier than last year's Show. In addition, there are two performances on the first Saturday of the Show, Feb. 18. All evening performances begin at 7 p.m., all Saturday matinees at 11 a.m., and all Sunday performances begin at 4 p.m.

Three new committees also have



Friday, Feb. 17, 7 p.m. ....	Alan Jackson
Saturday, Feb. 18, 11 a.m. ....	Clint Black
Saturday, Feb. 18, 7 p.m. ....	Clint Black
Sunday, Feb. 19, 4 p.m. ....	Tanya Tucker / Tracy Byrd
Monday, Feb. 20, 7 p.m. ....	George Strait
Tuesday, Feb. 21, 7 p.m. ....	George Strait
Wednesday, Feb. 22, 7 p.m. ....	Vince Gill
Thursday, Feb. 23, 7 p.m. ....	Natalie Cole / Peabo Bryson
Friday, Feb. 24, 7 p.m. ...	Mark Chesnutt / Tracy Lawrence
Saturday, Feb. 25, 11 a.m. ....	Billy Ray Cyrus / Pam Tillis
Saturday, Feb. 25, 7 p.m. ....	Clay Walker
Sunday, Feb. 26, 4 p.m. ....	Selena / Emilio
Monday, Feb. 27, 7 p.m. ....	Brooks & Dunn with David Ball
Tuesday, Feb. 28, 7 p.m. ....	Reba McEntire
Wednesday, March 1, 7 p.m. ....	Reba McEntire
Thursday, March 2, 7 p.m. ....	John Michael Montgomery
Friday, March 3, 7 p.m. ...	Hank Williams Jr. / Sawyer Brown
Saturday, March 4, 11 a.m. ....	Little Texas / Toby Keith
Saturday, March 4, 7 p.m. ....	Mary Chapin Carpenter
	/ The Mavericks
Sunday, March 5, 4 p.m. ....	Randy Travis

Tickets available at the Astrodome Box Office and at all Ticketmaster outlets, including Sears, Foley's, Blockbuster Music, Fiesta and Drug Emporium

been added this year. The Graphics and Signage Committee has developed a system of signs, banners and graphics to help spectators get around the grounds more easily and efficiently. The Carnival Ticket Sales Committee members are pre-selling carnival tickets and ticket packages. And the Miniature Horse Show Committee is assisting with the miniature horse show operations.

In a continuing effort to make the



Show both entertaining and educational, a new beef cattle display will inform visitors about the nutritional value of beef, the benefits of other beef cattle byproducts and the importance of food safety issues. Popular exhibits returning to the Show include the milking parlor, petting zoos and pig races.

Please remember that your gold badge admits you and one guest to the Show, but it does not guarantee a seat in the rodeo. When a ticket

holder or Astrodome usher asks you to

move, please do so quickly and pleasantly.

The gold badge also allows you and your guest admission to the World's Championship Bar-B-Que Contest, the livestock show and the horse show. It does not provide admission to the executive suites, skyboxes, Corral Clubs, rodeo grand entry, rodeo chute area, entertainer dressing rooms, judging rings and arenas or other restricted areas.

Please follow these and other rules governing the wearing of gold badges. The badge is a symbol of your hard work and dedication to the Show; wear it proudly and with respect for your efforts and those of your fellow committee members.



Another privilege of the gold badge is free riding privileges on the Show's shuttle bus. Parking is always a challenge at the Astrodome complex, and your parking pass does not guarantee that a space will be available. The shuttle bus will run from 5 p.m. to midnight Monday through Friday, and 9 a.m. to midnight Saturday and Sunday. Please ride the shuttle whenever you can, and encourage your friends to do so, too.

The 1995 Show promises to be bigger and better than ever before, thanks to the ideas and suggestions of committee members. Your hard work and support are appreciated by the management and staff of the Houston Livestock Show and Rodeo. Let's go rodeo!



All seats in the upper levels of the Astrodome are \$10. Seats located below the upper level are sold as season boxes. The cost of admission to the Astrohalls, Astroarena and carnival, excluding the NCHA Finals, is included in the rodeo ticket cost. Tickets are available at the Astrodome box office and at all Ticketmaster outlets, including Sears, Foley's, Blockbuster Music, Fiesta and Drug Emporium locations.

Tickets for admission only to the livestock show and horse show events, other than NCHA competition, are available at a cost of \$5 for adults and \$1 for children ages 6-12. Children ages 5 and under are admitted free.

The NCHA World's Championship Finals are scheduled for Thursday through Sunday, Feb. 16-19. Advance tickets for NCHA events are available from the rodeo ticket office and at the Astroarena the day of the event. All reserved tickets are \$10 per NCHA Finals performance. Additionally, \$5 general admission tickets will be sold for this event at the entrance to the Astroarena.

A single ride coupon at the 1995 carnival is 60 cents, and sheets of 28 ride coupons are available for \$15 at the carnival. Family value packs are available at all Randalls Food Markets for \$19.95 and will be available throughout the duration of the Show. Family value packs include special food and beverage coupons and ride coupons.

# FEBRUARY FEVER



**T**he Houston Livestock Show & Rodeo isn't just an event; it's a passion.

Although the Show itself lasts only three weeks, that intangible but welcomed inflection known as February Fever begins to permeate the population in and far beyond the Houston area long before the first trail riders come into town to kick off the start of the Show.

It's a fever that doesn't discriminate; it inflicts the young and old, male and female, and people in

Committee and Corral Club Skybox Committee member, calls herself an "average" Show participant. She estimates she will spend a total of 80 hours working with and enjoying the Show this year.

"It's fun, and with a committee like School Art you fulfill a philanthropic need," she said. "You're doing something for a cause." February Fever like Beard's is the driving force that makes the Show so successful and causes it to draw more than 1.6 million visitors annually.

Stores enjoy what amounts to a second Christmas shopping frenzy as February Fever begins heating up even before the first of the year.

In the case of Gwen Gerlofs, a Texas transplant from Michigan who participates in the Salt Grass Trail Ride, she is working on developing a team for the World's Championship Bar-B-Que Contest. Prior to the Show, she commissions her own seamstress to make unique jackets she can wear to different events.

Gerlofs, like so many other afflicted with February Fever, is at a loss to understand why she gets so caught up in the Show. "It's hard to explain," she said. "It's just a state of mind."

"A lot of the people who fly in from other cities and states will buy thousands of dollars worth of clothes," said one local Western store owner. "We've had people come in from China and Japan and buy the latest fashions, even though they have never even worn or thought about wearing Western clothes."

The start of the Western wear craze at Show time may be attributable to those immortal words spoken by W.N. "Bill" Blanton prior to the first Show in 1938. Blanton, then-vice president and general manager of the Houston Chamber of Commerce, was attempting to motivate the Jaycees to sell more Show tickets when he said, "Grow beards, wear big hats, boots and spurs. Let's put a little touch of the Wild West into this thing."

Along with establishing the unique Western flavor of the Show, Blanton may have unknowingly contributed to the launch of what are today six Go Texan committees, and the Area Go Texan subcommittees. Collectively they form a force of

Story by  
Mark Jones



Sam Pleison

Volunteers experience the spirit and excitement of "February Fever."

every conceivable profession.

At least once a year, people from all walks of life, from different states and even other countries, put aside whatever political or philosophical differences they may have to take part in the Show.

Julie Beard, a School Art

It is the reason the Show breaks new records each year and culminates in an educational commitment of more than \$3.5 million annually.

February Fever has no official starting day, but probably no where is it so evident as in Western wear

more than 1,850 volunteers in a 59-county area who help spread February Fever by doing everything from distributing promotional materials and visiting elementary schools to conducting preliminary contests in various Go Texan contests, such as hay hauling, horseshoe pitching and dominoes.

For most people, February Fever begins to peak just after the first of the year. Men who don't usually wear beards begin growing them in anticipation of the Show. Restaurants create dishes with Western themes just for the Show season. Everyone from school students to attorneys hang up their regular attire and don Western duds for Go Texan Day.

Many people schedule vacations around the Show, and civic organizations such as Rotary Clubs plan group visits to the Show. Cars and trucks don Show bumper stickers, and radio stations start ticket giveaways after the much-anticipated performance lineup is announced. "People start calling as early as September trying to find out the lineup of performers," reported one local radio station. The entertainment lineup is usually announced at the beginning of January.

Radio stations also conduct remote shows from the various Go Texan events throughout the greater Houston area.

Banners, posters, brochures and counter cards remind everyone the Show is right around the corner. Those who plan to participate in the trail rides normally begin taking practice rides months before the Show.


Even truck sales skyrocket during rodeo season. One prominent Houston automotive dealership reported record sales last February. "We sold 210 new trucks. We can never get enough

vehicles ordered for the season."

Steve Watson, past officer in charge of the Trail Ride Committee and an owner in one of the Salt Grass Trail Ride wagons, will attend some 10 meetings in preparation for the big event. He says that over a period of years wagon teams may spend about \$50,000 in preparation for the event buying suburbans, trailers, commercial kitchens, hiring chefs and entertainment and buying food and refreshments for all the trail riders.

Robert V. McAnelly, Show vice president and officer in charge of several Show committees, has been attending committee meetings since June of last year. As the Show nears, that number climbs to two or three each week, then three to four, as well as Go Texan events on weekends. "During rodeo, I juggle work and play," said McAnelly, an attorney. "I put in about four or five hours of work per day, and I file a vacation letter so I don't have to go to court."

February Fever reaches a peak as the trail riders come into Houston and hundreds of thousands of spectators line the streets of downtown Houston to see the Show parade. Filled with colorful floats, wagons, drill units on horseback, school bands, Show officials and much more, the parade officially kicks off the Show. Along with the spectators downtown, half a million more people tune in to live television broadcasts of the parade.

Just as the Show represents the very fabric of Texas culture, February Fever is the thread that binds everyone together. No one needs to be a native Texan or a livestock producer to catch it. February Fever is a unique spirit and excitement that explains how anyone can be a  cowboy or cowgirl.

# FEBRUARY

# FEVER

February Fever is such a tremendous phenomenon that even a book, appropriately titled "February Fever," was written, detailing its effect on the entire community. Written by Lynne Chesnar, the book documents a 60-year history of the Houston Livestock Show and Rodeo, beginning in 1932. Copies of this publication are available for sale at the Show offices.

# ALL TRAILS LEAD TO THE SHOW



“

When it starts getting cold and rainy, it's trail ride time," said Robert McAnelly, officer in charge of the Trail Ride Committee. The long-time tradition of braving the weather and saddling up to journey from several points in Texas and outside the state to ride into Houston's Memorial Park and the downtown parade continues to be a popular attraction for the Show.

Story by  
Sundra  
Spears

Gulf Coast throughout the winter, this organization became a sanctioned trail ride in 1955.

Other trail rides have sprung up over the years and are required to be non-profit organizations. The Salt Grass Trail Ride is the oldest and largest. The longest ride is mastered by Los Vaqueros/Rio Grande, which rides for three weeks and covers 386 miles. The group originates in Hidalgo, Texas.

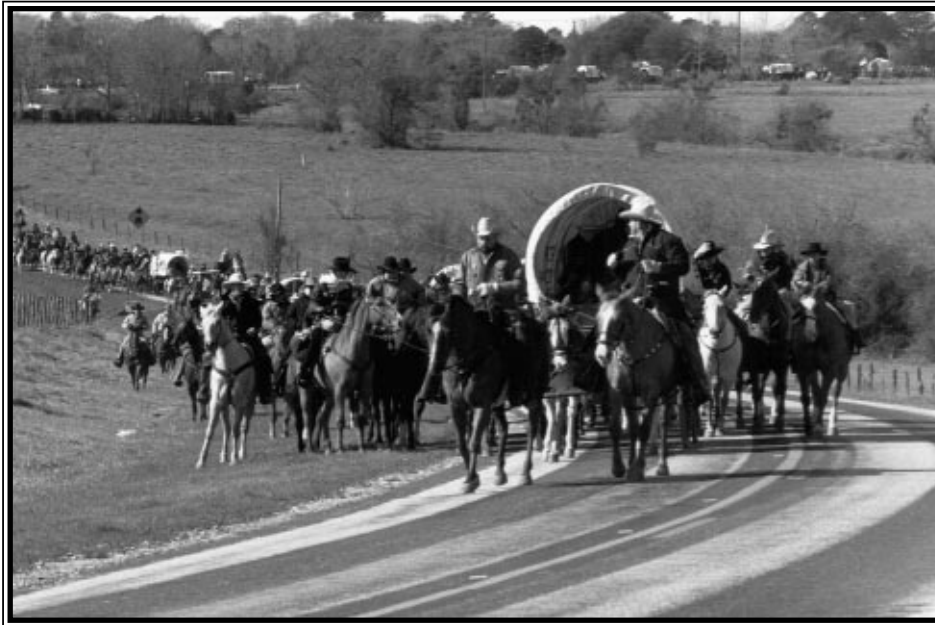
There are beautiful horses of all

Charlie Roberts, chairman of the Trail Ride Committee. Fellowship and good, clean fun combine to make this feature of the Show a unique and popular attraction.

There are hundreds of troopers who have been riding for more than a quarter of a century. John Warnasch, the only living original member of the Salt Grass Trail ride, still rides on Wagon No. 1. In addition, many seniors and children journey each year and would not miss out on the fun. Numerous riders take their vacations each year to participate in the ride. It is not unusual to find second- and third-generation riders continuing the tradition of the wild, wild West once a year for an average one-week trek across Texas roads and byways.

In recent years, the brave cowboys and cowgirls have added modern comforts. Now, many camps make use of motor homes, and chuck wagons are staffed with hired caterers. The food offered by the groups is scrumptious and even reminiscent of the complaints staged by old wagon trail episodes. Each member wagon is responsible for providing food and necessities as deemed appropriate. Tents, sleeping bags, vans and even cellular phones can be found in the nightly campsites—which consist of fields, parks, parking lots and sometimes just the side of the road.

Contests are also a part of the trail ride festivities. The Trail Ride Committee members serve as judges of Western dress, equipment, authenticity and attention to rules, which riders are required to follow. One goal of the riders is to score points and receive trophies, which are awarded at the finale held in Memorial Park on the last Friday of the ride. This



Sam Pierson

Here comes one of the trail rides from Cat Spring, Texas.

Attracting more than 6,000 riders from 14 organizations, the trail rides have included participants who recreate the pioneer days of the Old West by traveling via horses and mule-drawn wagons from as long as three weeks to a few days to reach the city.

In 1952, the mayor of Brenham, Texas, Reese Lockett, joined with his "partners" Barker rancher E.H. Marks, KPRC news man Pat Flaherty and LH7 Ranch foreman John Warnasch to form the Salt Grass Trail as a publicity stunt. Named after salt grass, which grows in the

breeds saddled for the rides each year. The personality of each rider determines how elaborate or simple the horses are outfitted. The horses sport quality leather gear, polished silver and horse saddles which could set a rider back a few thousand dollars. For some riders, the sheer pleasure of participating is enough. Cowboy hats and trusty old boots with the legendary denim jeans are the simple attire of the trail rider.

Despite the rain and cold weather, which typifies the journey, "it's still the greatest sport," said



year's event is held Feb. 10, and will be seen on local television.

With safety in mind, organizations must register their rides with the Show by the designated deadline. They must complete applications to enroll the association and supply proof of liability insurance in order to be bona fide participants.

Trail Ride committee members, the governing body for the actual trail rides, prohibit the wearing of baseball caps, tennis shoes and t-shirts. Displaying alcoholic beverages and improper conduct also are prohibited. Generally, Shetland ponies are not allowed to ride, unless a rider of appropriate age and size is mounted. Mules under 48 inches also are not permitted to ride, nor is double-riding allowed.

The Trail Ride Committee consists of 75 members, six vice chairmen and six captains. Daily visits to various camps are conducted by members who give friendly assistance and judge the groups. The history and camaraderie among the groups are as legendary as the history they portray.

Come February, it will be time for trail riders to don their dusters and grab their rain slickers for the time of their lives where man, animals and nature's elements blend in natural order, to produce fun and peaceful interchange away from the hustle and bustle of city life.

Each rider is a winner for daring to participate and challenge the elements. This sport, where old-fashioned imagination sets the stage and determines the rules, is refreshing. The trail riders deserve a tip of the hat as they all join together in the downtown parade, letting the city of Houston know that February Fever has arrived.



# 1995 TRAIL RIDES

**Los Vaqueros/Rio Grande Trail Ride**

Trail Boss: Larry Ramirez  
(713)458-5107  
386-mile ride from Hidalgo, Texas

**Sam Houston Trail Ride**

Trail Boss: Allen Maniha  
(713)694-2446  
70-mile ride from Montgomery, Texas

**Mission Trail Ride**

Trail Boss: Joe Samaniego Jr.  
(713)568-2595  
205-mile ride from San Antonio, Texas

**Southern Trail Ride**

Trail Boss: Dick Allen  
(713)441-8646  
116-mile ride from Bay City, Texas

**Montgomery Trail Ride**

Trail Boss: James Woodyard  
(713)354-2253  
85-mile ride from Conroe, Texas

**Southwestern Trail Ride**

Trail Boss: Fred Gray  
(713)733-1760  
112-mile ride from Sargent, Texas

**Northeast Trail Ride**

Trail Boss: Joseph Bruno  
(713)631-4454  
91-mile ride from Beaumont, Texas

**Spanish Trail Ride**

Trail Boss: Joe Cantrell  
(713)920-3912  
118-mile ride from Cold Spring, Texas

**Old Spanish Trail Ride**

Trail Boss: Morris W. Brown  
(713)458-0718  
216-mile ride from Logansport, La.

**Texas Cattlemen's Trail Ride**

Trail Boss: George Theobald  
(713)328-2125  
87-mile ride from Anderson, Texas

**Prairie View Trail Ride**

Trail Boss: James Francies Jr.  
(409)857-5093  
65-mile ride from Prairie View, Texas

**Texas Independence Trail Ride**

Trail Boss: Sonny Black  
(713)470-1110  
108-mile ride from Brazoria, Texas

**Salt Grass Trail Ride**

Trail Boss: Don Hildebrandt  
(713)864-1500  
82-mile ride from Cat Spring, Texas

**Valley Lodge Trail Ride**

Trail Boss: Ken Caldwell  
(713)375-5844  
82-mile ride from Brookshire, Texas

# LIFE OF A RODEO COWBOY



Story by  
Nancy Burch

**T**oby Keith's song, "Should've Been a Cowboy," evokes nostalgic images of Roy Rogers and Gene Autry singing those campfire songs. Listening to him brings back memories of western heroes with silver saddles and faithful sidekicks. But Garth Brooks paints perhaps a more realistic image of a rodeo cowboy's life with his plaintive lament "Much Too Young (to Feel This Damn Old)" when he complains, "The white line's getting longer." Nevertheless, while the perpetual quest for the best ride may take its toll on a cowboy's body, the thrill of competition and the chance to take home the prize money make it an irresistible attraction for many.

The lure of the rodeo continues to attract young men and women to participate in grueling events that exert enormous physical demands on their bodies, in return for a few brief moments in the spotlight. A rodeo cowboy is a highly-trained athlete, just like his counterparts on the football field or the basketball court. Many of the elite competitors you cheer on each year at the Houston Livestock Show and Rodeo, all of whom are members of the Professional Rodeo Cowboys Association (PRCA), earn their livelihood in the arena.

Those few seconds the audience sees him in the arena are but a very small part of a rodeo cowboy's life. The journey that ultimately puts him behind the chute is a long, hard one, crisscrossed with miles and miles of road travel and marked by more than a few unplanned hard landings in the dust. Unlike other professional athletes who fly from city to city, the cowboy travels for the most



David Jennings

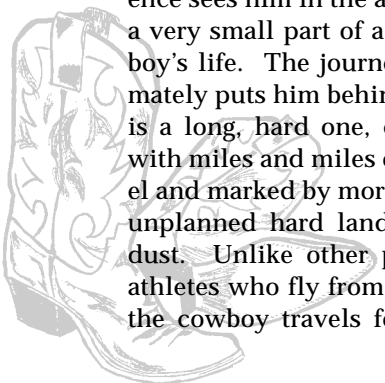
**Joe Beaver provides explosive action.**

part on the highway, sometimes accompanied by his family.

For 29-year-old Joe Beaver, the rodeo life is the only one he's known as an adult. Over the past nine years, he has enjoyed great success, claiming five world titles in calf roping and consistently finishing near the top of

the All-Around Cowboy standings. Beaver, a native of Victoria, Texas, and now a resident of nearby Huntsville, started off with a bang, winning Rookie of the Year honors in calf roping in 1985, his first year as a member of the PRCA.

The Beaver family doesn't have



a lot of time to enjoy their Huntsville home these days. Joe and his wife Jenna travel with their 4-year-old son Brody in a motor home. Behind it, they pull a trailer with four horses, Joe's two for calf and team roping, Jenna's barrel racing horse and Brody's pony. "We're gone about 220 days out of each year," he said. "During that time I compete in 100 rodeos, beginning in Odessa (Texas) or Denver in January and finishing in San Francisco in late November." With luck, he finishes each year at the National Finals Rodeo in Las Vegas in early December.

Beaver also spends time between rodeos working with young cowboys, teaching them roping skills. He conducts calf roping clinics at instructional schools in Missouri and Wyoming, as well as two each year in Huntsville. In 1995 he has been invited to hold one in Brazil. "I feel like I can help to keep some of these young kids off the streets and out of trouble," Beaver explained. "I try to make them believe in themselves, whether they decide to stay with roping or go back to school and play football."

For 1994 Beaver came up just a scant fourteen dollars short of winning his sixth world title. Going into Las Vegas, he trailed fellow calf roper Herbert Theriot by a substantial margin, needing to win \$67,000 to take over first place in the standings. An outstanding week of competition brought Beaver within an eyelash of a miracle finish. "I almost caught him," he said, "but it just wasn't meant to be this year. On my next-to-last run I broke the barrier. That's something I very seldom do." The resulting 10-

second penalty made the difference and he finished second. In the all-around cowboy division, he also finished second to fellow Texan Ty Murray.

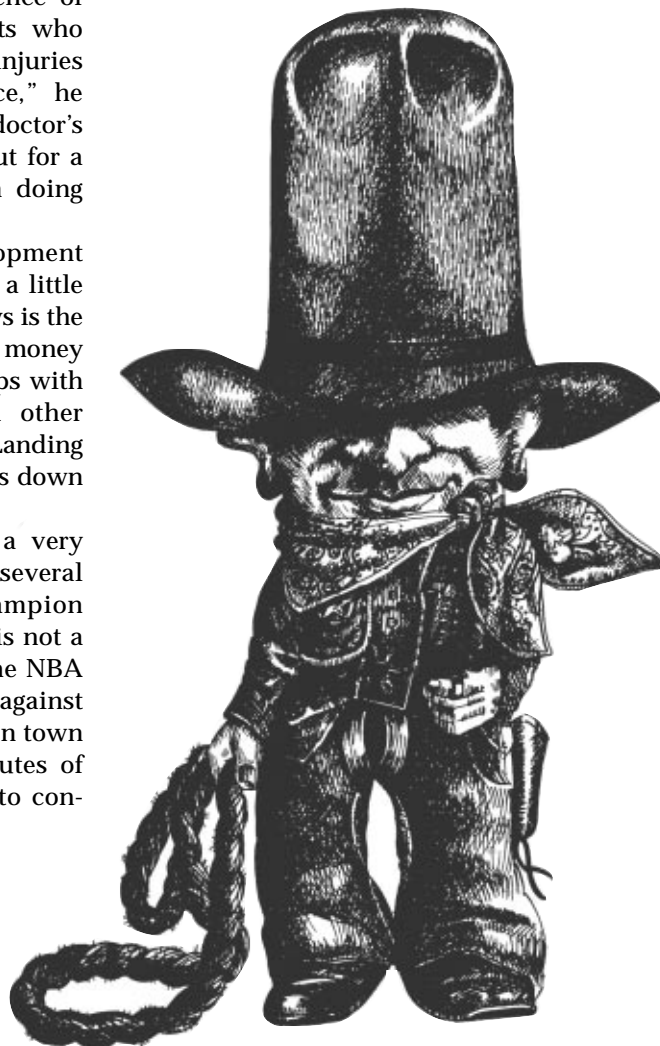
Beaver anticipates that he will continue to compete for nine or 10 more years. "As long as it's fun and I can contribute to the event, I'll keep riding," he said. "I'll know when it's time to quit" For the most part, he has remained healthy. He nonchalantly mentions "having his knees worked on a couple of times," clarifying that to mean surgery. He praises the recent development of sports medicine facilities at rodeos, a much-needed addition to the sport. "The on-site presence of sports medicine specialists who can diagnose and treat injuries has made a big difference," he said. "Sometimes the doctor's insistence that you stay out for a while can keep you from doing more damage to yourself."

Another recent development Beaver sees as making life a little easier for the rodeo cowboys is the rise in endorsements. "The money earned this way really helps with the travel expenses and other costs," he commented. "Landing an endorsement or two cuts down on the struggle a little bit."

With the exception of a very few competitors, such as several times all-around champion Murray, the rodeo circuit is not a path to great riches like the NBA or the NFL. Cowboys vie against one another day after day in town after town for a few minutes of glory and enough money to con-

tinue doing what they love. "We look after each other, Beaver said. "We see each other almost every day and we're like a big family."

Joe Beaver will be back in Houston this year, trying to get a head start on reclaiming his world title. Family and friends from Huntsville to Victoria will be there, too, cheering him on as he practices his special magic with a rope. It's a good bet you'll see his name up there among the leaders.



# HOW RODEO EVENTS ARE SCORED



Story by  
Beth Johnson

**I**magine if the Dallas Cowboys won the Super Bowl by five touchdowns, but they were not declared the NFL Champions because their opponent did not play hard enough to present a good challenge.

For rodeo's timed events—steer wrestling, team roping, calf roping and barrel racing—contestants race against the clock, and scores are relatively easy to determine: the fastest time wins.

For roughstock events in the rodeo arena—bareback, saddle bronc and bull riding—the scoring system is a bit trickier. It becomes a sport where the luck of the draw and the judges decision can mean the world—the world champion title, that is. Rodeo is the only sport in the world in which a contestant's score is halfway determined by his opponent.

The basic premise of scoring in all three roughstock events is that a cowboy must stay on the animal for eight seconds. While riding, the officials score the cowboys from the arena floor, often sprinting across the dirt to maintain the best possible view of the contestant and the animal.

The Houston Rodeo employs the same type of judging system as the National Finals Rodeo, using four judges to compile a composite score.

## A PERFECT SCORE



Each judge can award the cowboy a possible 50 points on a ride. The totals of the four officials is then added together and divided in half to get the contestant's total points (which is a maximum of 50). The same is done for the bucking stock.

A perfect score is 100, but perfect scores are virtually unimaginable.

In fact, in the entire history of the sport, only one ride in roughstock events has been awarded a perfect score: bull rider Wade Leslie in 1991. The highest bareback riding score ever recorded is 93, earned by Joe Alexander in 1974; and the highest saddle bronc riding score is 95, by Doug Vold in 1979. Winning scores in bareback riding are usually in the high 70s, while saddle bronc riders often record numbers in the high 70s and low 80s. Winning bull rides usually tally in a score in the low- to mid-80s.

“Although winning rides are getting higher scores than they did 10 years ago, it is not very likely that there will ever be another perfect ride. If it does happen, it will probably be in the bull riding event,” said Jack Hannum, PRCA supervisor of Wrangler judges and officials. “Many judges feel that if the bull is at his absolute best and worth all his points, then no man is going to be able to ride him.”

## BAREBACK RIDING



Although the scoring system is the same for all three roughstock events, the judges are looking for a different riding style in each event. The bareback rider must secure his hand in the rigging and lean back, almost laying flat on the back of the horse. His objective is to maintain a consistent, rhythmic spurring action with the horse. When the front feet of the horse hit the ground, the cowboy's feet are fully extended to the horse's neck. As the horse starts to buck or jump, the cowboy rakes his spurs—which have dulled rowels—along the top of the horse's shoulders up to

the horse's rigging, or as high as he can. Depending on the bronc's bucking action, a cowboy can repeat this process anywhere from nine to 12 times in an eight-second ride.

“You want a horse that jumps high, kicks high and lets the rider spur him over the neck. If he'll buck straight, the cowboy can spur him better,” said stock contractor Mike Cervi, who supplies much of the bucking animals for the rodeo. “Some horses will buck and dive and twist well, but they're not necessarily a good ride, because the cowboy can't get good spurring action.”

## SADDLE BRONC RIDING



This event also requires consistent spurring action. However, because the cowboy is sitting in a saddle and holding onto a halter rope, it requires a different style of spurring. Like the bareback competition, the judges are looking for good form and rhythmic leg movements in time to the horse's jumps. However, the spur stroke begins on the horse's shoulders as the front feet of the animal hit the ground. Then, as the horse bucks, the cowboy sweeps his feet along the horse's side and up to the cantle—or back—of the saddle. As the horse begins his next jump, the cowboy's feet snap forward and the spur stroke is repeated.

“Bronc riding is a spurring contest, and the judges are looking for aggressiveness in setting the feet high, for synchronous timing and for good contact with the horse through the length of the spur stroke,” Hannum said.



Sam Pierson

Eight seconds can be an eternity in the life of a rodeo cowboy.

“The horse is supposed to exhibit all those qualities that make him rank—speed, power and the drop that creates a centrifugal force which pulls the rider down over the top of the saddle. The horse also should have a change in direction that is more than a slight circle.”

**COWBOY NO-NOs**



In all roughstock competition, to make a legal ride and get a score, the cowboy cannot touch the animal or himself with his free hand and must stay on the animal for the entire eight seconds. However, in bareback and saddle bronc rigging, the officials also are observing to make sure the “mark-out” rule has not been violated. If a bronc rider fails to keep his heels ahead of the horse’s shoulders on the first jump out of the chute, he is disqualified.

**BULL RIDING**



Bull riders also are scored on the 100-point system. Unlike the other two roughstock events, the cowboy is not required to spur or mark out the bull. However, a little spurring action usually increases a cowboy’s chance for a high score. The objective in bull riding is not only to stay on the bull and stay alive, but the rider must stay sitting straight, with his free hand high in the air. The head must be tucked and he must maintain his position in the middle of the bull’s back.

“One word that describes bull riding more than anything else is control. It is all about how rank of an animal the cowboy has and how in control he is,” Hannum said. “Spurring and exposing on the part of the rider as well as taking risks on getting bucked off will earn the

rider some extra points. However, control is the primary role in this event.”

For half of the score, the bull is expected to heave its 2,000 pounds into the air for some eye-popping aerial acrobatics.

**A CLOSER LOOK**

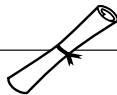


For the armchair rodeo fan, your favorite events might look like wild, out-of-control rides on top of four-legged demons, and it is often confusing when spectacular rides don’t translate into top scores. Are the judges blind? Although a few cowboys may agree, judges’ vision is usually 20/20. They are just looking for more than excitement when it comes to scoring these competitions.

The next time you go to the rodeo, enjoy the high-flyin’ excitement, but don’t forget to look for the



## WHERE ARE THEY NOW?



Story by  
Editorial  
Board

In the previous issue, we introduced you to five recipients of Houston Livestock Show and Rodeo scholarships. Those Houston Rodeo scholars won their awards in the early 1970s, when the Show and the scholarship program each were experiencing growth spurts. Response to "Where Are They Now?" has been great - so great that you've asked for more stories of Show scholarship recipients. Here's a look at more winners from two decades ago.



Raymond N.  
DuBois, M.D., Ph.D

Ray DuBois never forgets his roots. From the humblest of beginnings, he has forged a career in colon cancer research that may have found an enzyme that is the key to preventing the nation's second leading cancer killer. For him, the key to his future was the award of a Houston Livestock Show and Rodeo scholarship in 1973.

Though born in Sinton, Texas, his family soon moved to Runge, Texas, a small town of 1,000 on the plains of South Texas. It had one public school that included all 12 grades. His graduating class included 16 students.

Here, DuBois enjoyed the "one advantage of attending a small

school -I could participate in a wide range of extracurricular activities." He showed steers and was active in FFA.

When he received his Houston scholarship, it enabled him to attend Texas A&M University, where he was accepted into the undergraduate honors program in biochemistry. He completed two independent research projects and took the first steps in a career that is almost meteoric in its rise.

He graduated from Texas A&M in 1977; received his PhD in biochemistry from The University of Texas Health Science Center in Dallas. He obtained his M. D. degree from the University of Texas Medical School in San Antonio in 1985 and completed his internship and residency in Internal Medicine at Johns Hopkins. "I enjoyed the training program immensely and learned an incredible amount of medicine in a very short time."

At Johns Hopkins, he joined the research laboratory of Nobel Prize winner Dr. Daniel Nathans and did postdoctoral research in molecular biology and genetics.

In 1991, less than two decades after receiving his Houston scholarship, DuBois joined the faculty at Vanderbilt University Medical Center in Nashville, Tenn., where he is now an Associate Professor of Medicine and Cell Biology, making great strides in cancer research, work that will one day benefit all mankind.

He is ever aware of how his start came about and the gratitude he feels for the "Show with a heart."

"I would like to help the Houston Livestock Show and Rodeo scholarship program in any way that I can," says the researcher who has never forgotten his roots and, more importantly, those responsible for the beginning of his future.



Charles E. Real

Winning awards at Houston wasn't new for Chuck Real. After all, he and his family had exhibited prize-winning swine for years and he was no stranger to blue ribbons and trophies with the bow-legged H. Yet, when he received his Houston scholarship in 1970, he recalls "being really surprised," since only seven of the prestigious awards were given to 4-H recipients.

The impact of the award on his life was immediate. "It meant a lot to me," he recalls. "I was able to pursue my college courses on a full-time basis. This permitted me to engage in many academic activities," things he would not have been able to do with Houston help.

He graduated cum laude from Texas A&M University, with a degree in animal science. Following a two-year stint as a county extension agent for Calhoun County, he returned to Texas A & M to complete a masters degree, also cum laude.

Chuck Real has used his education and leadership skills to promote agriculture with particular emphasis on the swine industry. Nationally known as a swine breeder, he is the past president of the Texas Pork Producers Association and a past director of the

Bexar County Farm Bureau and has served on the Farm Bureau's State Swine Commission.

Today, he and his wife and three children farm 600 acres in Marion, Texas, where he also raises pure-bred swine. When you ask him what he wants for the future, he will tell you that he hopes his oldest son, now a senior in high school, will follow in my footsteps. That means an education at Texas A&M University, a love for agriculture and the pursuit of a Houston scholarship for another real winner.



R i c h a r d M . T r o t t e r

Some might consider Mike Trotter an "old timer." He was awarded a \$2,000 Houston Livestock Show and Rodeo scholarship in 1968. Like the other two FFA recipients that year, he felt "fantastic" when he knew he had won. But, there was more to come.

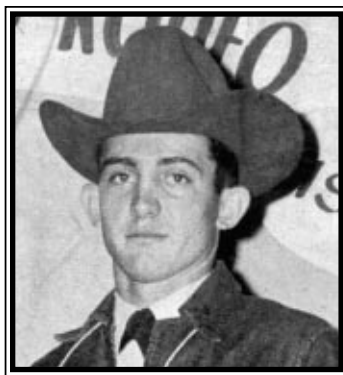
After one semester, the scholarship was retroactively increased to \$4,000. It opened up the promise of a bright future to him. Because of his Houston award, he was able to go to Texas A&M and focus on his studies rather than having to work his way through school.

He graduated in 1972 with a bachelor's degree in animal science and pursued graduate and doctoral studies, earning his PhD in agriculture from Kansas State University in 1978.

Currently, he works for Purina Mills as a swine nutrition consultant, providing technical support for training Purina Mills employees and making nutritional recommendations for producer's programs in Illinois, Missouri and Iowa.

He's come a long way from his hometown of Olton, Texas, with the initial help of his Houston scholarship. And, he is not the only member of his family to be a Houston scholar. His brother Jerry, profiled in the last issue, received a Show scholarship in 1970. The Trotter brothers are counted among the first where more than one family member would win coveted Houston awards.

His Houston scholarship "made things so much easier," he notes and says "I will be eternally grateful to the Houston Livestock Show and Rodeo for providing me with the necessary resources to pursue my undergraduate program."



B i l l P u g h

His boyish grin hasn't changed from the picture where he displays his championship scramble heifer at the 1967 Houston Livestock Show and Rodeo. When he received his \$4,000 scholarship from Buddy Bray in 1969, "I felt like I was one of the 10 best students in the United States!"

Valedictorian of his high school class in George West, Texas, Pugh

would graduated summa cum laude from Texas A&I University (now Texas A&M University - Kingsville) with a degree in agriculture. He intended to return to the family ranch in George West and eventually teach vocational agriculture. Today, he owns his own oilfield service and sales company in Kingsville, where he and his wife and six-year-old daughter reside.

And, in his mother's home in George West, you can still see his pictures from the 1967 Houston Show.



Throughout the state of Texas, junior exhibitors are preparing their animals for competition at the 1995 Houston Livestock Show. At the same time, hundreds of seniors in Texas public high schools are preparing applications for one of the biggest prizes the organization offers—a Houston Livestock Show and Rodeo scholarship.

While each Show scholarship has slightly different requirements, all applicants must meet standards of academic achievement, leadership, citizenship, community involvement and financial need. All recipients must attend a Texas college or university in pursuit of a four-year degree.

FFA and 4-H scholarship applications are available only from each respective organization. Applicants must be members in good standing of either FFA or 4-H. They must meet all other requirements and major in agriculture or life sciences.

Metropolitan scholarships are awarded to a graduating senior from each public high school in Brazoria, Fort Bend, Galveston, Harris, Liberty, Montgomery and Waller counties. Academic and other requirements apply, but there is no restriction on a major or field of study. Applications are available through high school counselors, and the deadline is March 15.

Go Tejano scholarships are presented to students of Hispanic descent, graduating from public high schools in Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery and Waller counties. Academic and other requirements also apply; however, there is no restriction on a major or field of study. Some applicants will be called for a personal interview as part of the selection process. Applications are available from high school counselors or from the rodeo scholarship office at 794-9544. The deadline is March 10.

# ANIMAL CARE



Story by  
Mark Jones

**W**ith a total animal population rivaling that of a small city, and with a commitment to excellence in the livestock industry, Houston Livestock Show and Rodeo officials take proper animal care and handling very seriously.

The Show strictly follows the guidelines of the Texas Animal Health Commission pertaining to animal health. Additionally, the Show operates in compliance with all animal-health regulations and animal cruelty laws as established by the state.

Every animal brought into the Show must have a valid certificate of veterinary inspection showing that the animal is in good health and is properly vaccinated. "Even if an animal comes in with (health) papers, it can be disqualified if it is not in top shape," said assistant livestock superintendent Don M. McLeod. "The breeders association is supposed to make that decision; if it doesn't, the Show can." Health papers must be signed by a licensed veterinarian.

The requirements for a health certificate are quite extensive and vary depending on the type of animal, and its age and sex, said Show veterinarian Dr. Tony Barcelona. If any of the paperwork is incomplete, the animal is quarantined until it is examined by a Show veterinarian.

The Show has three veterinarians—all members of the Texas Veterinary Medical Association—on call at all times to deal with any health problems that might arise in the livestock portion of the Show, the horse show or the rodeo.

A horse show veterinarian is on call during all class A American Horse Show Association-sanctioned horse events. A farrier—the Show's blacksmith—also is employed for the hoof-care needs of the horses.

During the Show, each stall space for large animals is provided with four to six inches of clean sand. Manure is cleaned up regularly, and new sand is brought in to keep the space clean. Clean cedar shavings are provided as bedding for small animals such as poultry and rabbits.

As an incentive to exhibitors, Good Herdsmen awards are presented in the beef cattle, dairy cattle, sheep, swine and angora and dairy goats departments to those in charge of livestock exhibits who do the best job. Ten areas are considered by the Good Herdsmen Committee. Among those pertaining directly to animal care are: orderliness and cleanliness of quarters, stalls and animals; promptness in having stalls or pens clean by 7 a.m. each day; neat arrangement of traps, feed and forage; and having a representative or caretaker on duty at the exhibit at all times between 7 a.m. and 10 p.m. daily.

"It's the (animal) owner's responsibility to keep stalls clean, but if they don't do it, we'll take it over and (the owner) has to pay for it," McLeod explained.

Cash awards, trophies and plaques are presented in both the open and junior shows, with the largest cash awards given in the junior division. "The Show donates some money so we can give (junior exhibitors) a little more of an incentive to keep their areas clean," said Good

Herdsmen Committee captain Shirley Houdek. "It's a good way for 4-H Club and FFA chapters to make a little money."

The Show also maintains a feed store for the convenience of exhibitors. "Most people have too many animals to bring their own feed," said Scooter Pizzitola, feed store manager. The store, operated by the Show, provides competitively priced feeds for all livestock, as well as for the petting zoo animals.

"We went through about 7,000 bales of hay—about 10 tractor-trailer loads—and about 160 tons of bagged feeds," Pizzitola remarked of the 1994 Show.

The Breeders Greeters Committee, which is responsible for greeting all Show exhibitors, assists exhibitors in obtaining stall assignments, in getting animals and equipment safely to the assigned area, and in obtaining animal-health clearances.

The Livestock Committee helps with pedestrian and animal traffic control, keeping both people and animals safe as livestock is taken to the judging arenas and back to the stalls.

"A heavy, gritted-type roofing paper is used to provide a non-slip surface for hooved animals being taken between stalls and the judging arena," explained Roland Fulton, Livestock Committee Chairman. "The paper also serves to guide the exhibitors to the arena so that livestock is not led unnecessarily through pedestrian traffic areas."

In 1989 the Show began its residue-avoidance program, which essentially involves educating exhibitors on proper administration of medications to



animals. The program primarily affects exhibitors of junior market animals, because their animals are raised as food sources.

The program is designed to assure that animal purchases from the market auctions are safe and includes collecting urine samples from selected animals of three market species: steers, barrows and lambs. Testing is supervised by Barcelona, and any animal that tests positive is disqualified from the Show.

The Houston Rodeo is a Professional Rodeo Cowboys Association event, and, as such, it complies with all rules and regulations implemented by the association to prevent cruel and painful devices or practices. Any


contestant in violation of the rules can be fined and disqualified from competition. Additionally, animal cruelty investigators are given free access to the chute area and grounds of the rodeo, with the rodeo veterinarian providing any requested assistance.

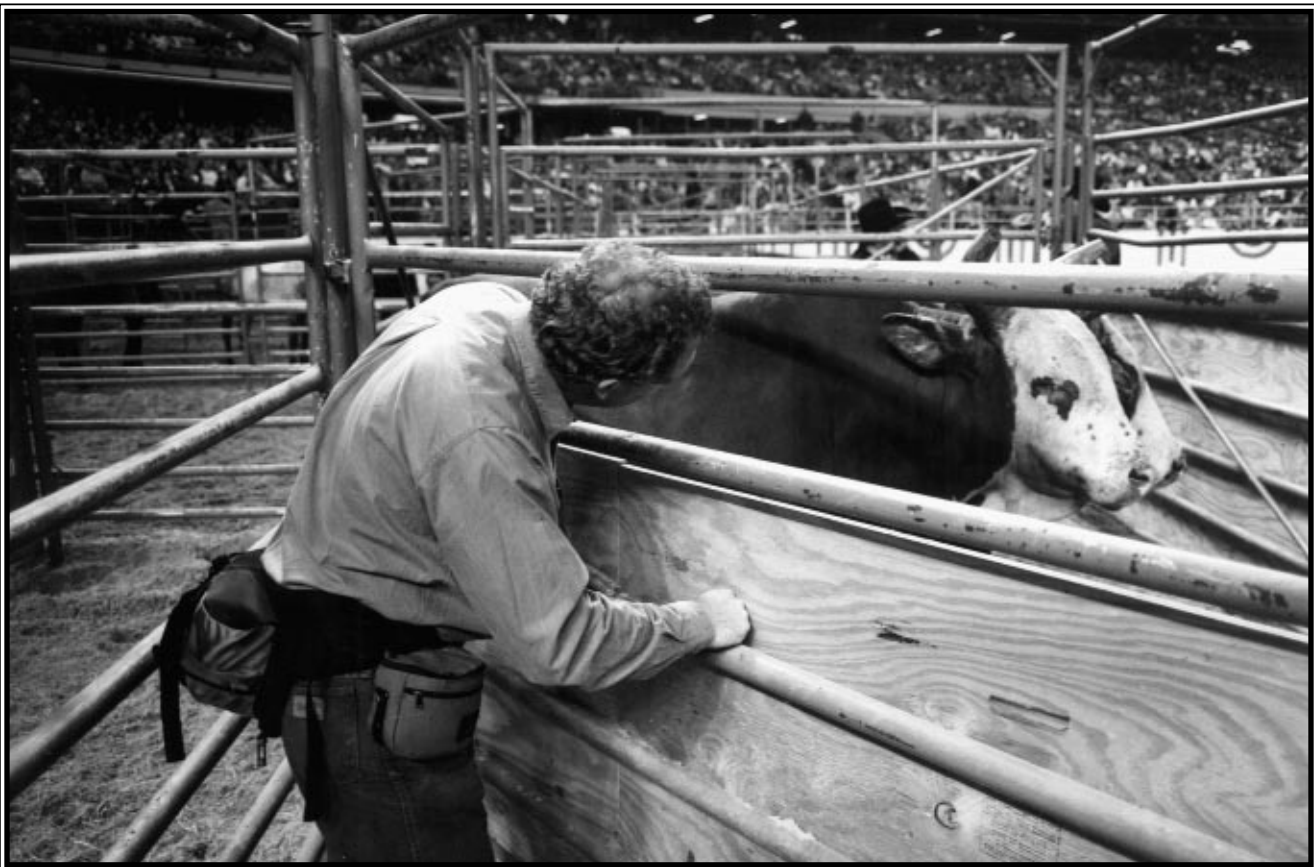
With respect to the rodeo portion of the Show, veterinarian Dr. Frank Martin is in the rodeo arena for the complete time of any performance, and complete medical facilities are on site. Even X-rays and infrared scans can be immediately performed. The rodeo veterinarian also inspects the animals before and after each performance and will administer aid if any animal

becomes sick or is injured.

Rodeo stock is used about two times weekly during the rodeo season, with the animals at home six months of the year. The stock is never used twice in one day, and most stock is used only three times during the entire Show.

The required number of animals, along with additional stock in case of re-rides or injuries, is brought in prior to the performance and leaves after the performance.

As a practical matter, proper care of animals is of top concern to the rodeo stock contractor, Mike Cervi, who has been providing rodeo stock for the Show for 22 years. His livelihood is at stake, and so is 50 percent of the rodeo contestants' scores. 



Sam Pleasonton

Dr. Frank Martin examines one of the rodeo bulls.

# COMMITTEE SPOTLIGHT



## Directions and Assistance Committee

Story by  
Whitney  
Horton

**A**lmost 100,000 visitors attend the Show each day, enjoying the many commercial and animal exhibits, and eating everything from cotton candy to turkey legs, and searching for animals, more food and each other. Calmly standing among the crowd, wearing turquoise vests and friendly faces are the official “hosts” of the Show: members of the Directions and Assistance Committee.

Originally commissioned in 1993, members were responsible

complex and promptly aid with the dispensation of lost children and articles. Last year, they recorded helping 100 lost children on one day alone.

The positive responses to the committee’s efforts have made quick growth a necessity. This year, the committee has been asked to work during the World’s Championship Bar-B-Que Contest and the Go Texan contests. Additionally, personnel will be manning information booths throughout Show grounds.

such that it is now a separate committee.

Preparation and training generate the committee’s success and growth. Each member is thoroughly versed on the Show’s layout and trained to work professionally answering visitors’ questions and soothing the nerves of lost children. Training for rookies and veterans alike every year prepares members to direct visitors to and from every area in the facilities, complete lost children and article reports as well as communicate using two-way radios. The members are placed in populated areas of the Show and work closely with other committees to ensure guests’ safety as well as to assist in various communications. Vibrant and informed, committee volunteers work to anticipate the public’s needs before they realize them.

“I have never seen a more devoted group of people,” said committee chairman, Dave Smith. “Members work between 40-45 hours during the Show, and last year, the committee collectively worked more than 8,600 hours. We have such a well-rounded group with incredible personalities.”

This year, the Directions and Assistance Committee’s officer in charge, Wayne Hollis, boasts 40 new members and 170 returning veterans—all eager to provide every visitor a feeling of friendship and cooperation, so that they may fully enjoy the experience of attending the largest livestock show and rodeo on earth.



Sam Pierson

Committee members prepare for the massive crowds.

for the preparations of signs and banners displayed throughout Show grounds in addition to helping patrons find their areas of interest. Currently, members serve as a primary point of contact to the general public. They assist in locating activities throughout the Astrodome

Special tours also have been requested, and the committee members proudly deliver them on a volunteer basis. Responsibilities of this group continue to grow and change as needs arise. For example, the original graphics and signage division of the committee responsibilities grew

## Grand Entry Committee

Rodeo is a celebration—a grand-scale spectacle of cowboy skills fused with the pageantry and romance of our Western heritage. And every single one of these opens with a parade.

The Show's grand entry processional is one of the country's biggest and best. It is so large and of such high-quality that it requires extensive choreography, leading rodeo announcer Bob Tallman to observe at the 1994 event. "It's almost an entire rodeo from what I am used to."

Last year, each grand entry averaged 395 people, 10 horse-drawn vehicles and 150 horses. From the combined 18 performances at the 1994 Show, more than 7,000 people wound their way around the Astrodome's arena to the strains of patriotic music, waving wildly at the rodeo audience and having a great time. The result is a spectacular kick off to each rodeo performance. "Seeing all the people and the smiles on their faces is truly gratifying," said committee chairman Steve Watson.

Something so complex needs a firm hand, and that's the job of the Show's Grand Entry Committee. It takes all 105 members of this group to stage a grand entry—performing tasks like distributing identification credentials for all participants and making sure that everyone enters the processional at the correct time and in proper sequence.

The Grand Entry Committee was formed 10 years ago because the opening march had grown large and unwieldy. Those who wanted to ride in the grand entry simply boarded a wagon or rode up on their own mounts. From the first person into



Sam Pierson

Another rodeo performance begins with a colorful grand entry.

the arena to the last person out, the procession had grown to more than 15 minutes in length. The Show recognized a need to place control on the grand entry while maintaining its festive spirit.

The committee quickly accomplished those responsibilities. Today, the grand entry lasts about 10 minutes, and places in the proces-

come to the performance that day.

The horses in the grand entry are ridden by and belong to Show Executive Committee members, officers, lifetime vice presidents and directors. More than half of the wagons are filled with scholarship recipients and representatives from their counties. Members of the Grand Entry Committee are responsible for

---

"This committee enjoys the opportunity to be the host to the many dignitaries, county representatives and other guests throughout the state, on their special day at the Houston Rodeo," said John Montalbano, officer in charge of the committee.

---

sional are designated for individuals affiliated with charitable organizations, Show officials, scholarship recipients and other dignitaries and Show guests. However, if you are thinking that all the spaces are taken, think again. A significant portion of the places in the parade are reserved for children who have

hosting these dignitaries—greeting them upon arrival and introducing them to the wranglers who take them to their "spot" in the processional. Once in the arena, grand entry participants are assisted by six experienced "riding cowboys," who watch for unruly horses or wayward wagons.



Story by  
Freeman  
Gregory

## COMMITTEE SPOTLIGHT



## Livestock Committee

Story by  
Amy Glass

When you walk the grounds of the livestock show this year, take a good look at the thousands of kids and cattle that fill the Astrohall. Did you ever wonder how each steer, each exhibitor and all the equipment gets into the right place at the right time? Ask any member of the Livestock Committee and they can tell you exactly how—through lots of work and organization.

The Livestock Committee has undergone radical changes in the last decade. What is now called the Livestock Committee formerly was comprised of several “splinter groups:” Branding, Ladies’ Wristband, Motor Home Permit, Breeding Sheep and Goat Banquet, Sales Assistance and the Good Herdsman committees. The Livestock Committee, in the mid ‘80s, absorbed all of these functions to become one of the largest committees (more than 350 members) of the Houston Livestock Show and Rodeo today.

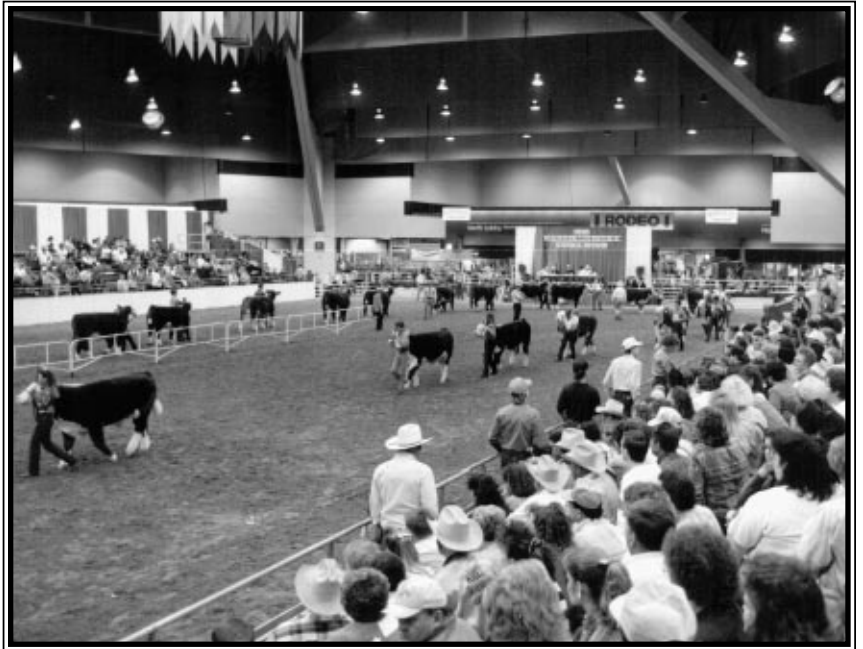
So how exactly do they get all the animals and exhibitors in the right places? Well, for the first week of the event, they work with the commercial exhibitors in the Sales Pavilion to keep them organized and focused on their animals. The Houston Livestock Show attracts and impresses breeders and ranchers from across the globe, and, more importantly, keeps them coming back year after year.

Every Livestock Committee member agrees this group requires a great deal of work. In fact, it is estimated that Livestock Committee members work an average of 60 hours during the Show—and certainly there are those who put in a lot more! Allen Acree, former chairman, said the

committee is “a true working committee.” Each volunteer submits a schedule of six days he or she will be available. From that schedule, each member is assigned to work four nights. During the shifts, volunteers assist in many aspects of the Show, including controlling livestock traffic, assisting the students with their “housekeeping” and helping the show judges to and from airports, hotels, and of course, the Show grounds. “Each and every function of the committee is vital to the success of the Show,” said

kids. There is a real spirit of camaraderie, and both sides learn quite a lot. The payoff for the volunteers ultimately is in the smiles of the hundreds of students, whom they help make it through this huge and sometimes intimidating Show. Volunteers get to see “their” kids get big rewards.

Paul Sommerville, officer in charge of the committee, said that “the Livestock Committee members take the naming of the grand champion animals very personally. After all, they might have just spent



Frank Martin, D.V.M.

**The Livestock Committee ensures smooth operation of the livestock shows in and out of the show rings.**

Roland Fulton, committee chairman. “But safety of the students, the pedestrians and the animals is most important. Our volunteers keep it safe, and fun, for everyone involved.”

Most Livestock Committee volunteers will tell you that their favorite part of the Show is working with the

several days assisting those very exhibitors prepare. It is a wonderful feeling and a great way to wrap up this event. Just like everything, Show members are involved in, it comes down to the kids and how much this event and this great organization mean to them.”



## Lif e t i m e V i c e P r e s i d e n t s C o m m i t t e e

What began as an idea for continued service to the Show based on leadership experience has grown to become one of the Show's greatest assets—the Lifetime Vice Presidents Committee. This committee also holds the distinction of being the most exclusive in its make-up; only former officers of the Show are eligible to serve.

The concept for the committee began in 1980 with conversations between Clayton Underwood and Freeman Dunn. They each observed that once a vice president had served the limit of three, one-year terms in office, the opportunities for continued service were limited. All former officers were more than willing to “get back in the saddle” and take on basic committee assignments, but it seemed to Dunn and Underwood this would not be making the most of the valuable experience acquired while serving as an officer.

They researched the feasibility of putting the former officers back to work in a fashion that would utilize the leadership, experience and capabilities of this unique talent pool.

They took their idea to Show President Allen H. “Buddy” Carruth who enthusiastically endorsed the formation of a Lifetime Vice Presidents Committee. Carruth presented the proposal to the Show's Executive Committee for approval in 1981 and the Committee got underway for the 1982 Show.

Freeman Dunn served as its first chairman in his first year as a former officer, while Clayton Underwood served as officer in charge of the committee. Currently, the Show's president serves as the officer in charge of the committee. Every former officer is

eligible to serve on the committee.

This unique group is charged generally with furthering the Show's goals and purposes and specifically with approving membership applications and representing the Show in an official capacity at various events and functions. Most importantly, they take on special assignments that make excellent use of the varied backgrounds of the committee members.

Jim Verbois, the current chairman, can point with pride to the role the committee played in reor-

on the recent revision to the Show's bylaws as well. In addition, the committee works hard to represent the Show at dozens of official functions within the Area Go Texan area spanning 59 counties, Metro Go Texan functions in the greater Houston area, and as special representatives at VIP functions throughout the year. Few are better qualified to extend Show hospitality to visitors and explain the Show's purpose than someone who has served in one of the Show's highest positions.

Story by  
Sam Allen



Sam Pierson

**Lifetime vice presidents and their mounts step out smartly in another smooth running grand entry.**

ganizing the Show's grand entry a few years ago. With the implementation of committee recommendations, the grand entry now goes off like clockwork before each rodeo performance, showcasing those who ride in it and kicking off the entertainment to a colorful, exciting and safe start.

A Lifetime Vice Presidents task force was instrumental in working

As Verbois noted, the focus of the Lifetime Vice Presidents Committee is one that reflects the dedication of every committee member. “We have the experience and the know how when it comes to the Show. All of us are dedicated to serving the Show, and we just want to keep on doing that in the best way possible.”



## EXECUTIVE COMMITTEE PORTRAIT



Dr. Joseph T.  
Ainsworth

Story by  
Ann Jacobs

**H**e doesn't look like Superman, but he must have special powers. How else could one person serve as vice president of patient care at the enormous M.D. Anderson Hospital, while at the same time, assume ultimate responsibility for all aspects of the Show as its president. Yet, while blending professional and community involvement at the highest levels of service, Joseph T. "Dr. Joe" Ainsworth remains an extremely congenial and easy-going man who identifies himself as much a horseman as a community leader.

Growing up in the country in Mississippi instilled in Ainsworth a love for horses and cattle. In 1961, Ainsworth was happily and deeply involved in his family medicine practice when a friend suggested that he join the Show. An owner of Palomino horses at the time, Ainsworth joined the Palomino Horse Show Committee and soon became its chairman.

He developed an intense interest and involvement in cutting horses and served on both the Cutting Horse and Quarter Horse committees—yet, always a physician, he also served as chairman of the Health Committee. Ainsworth became a Show director in 1970, was elected as a vice president in 1980 and served as officer in charge of the eleven Horse Show committees.

Early in 1984, Ainsworth received a high honor in his profession when he was named vice president of M.D. Anderson Hospital and was responsible for running all aspects of patient care at the hospital. He

was quite surprised when only a few months later, the Show's Executive Committee informed him that he was being considered for the Show's next president. He responded that although the requested appointment was one of the highest honors of his life, he did not feel he could accept the position in light of his new professional responsibilities. The Committee's insistent response was that he had the unique ability to do both, and the presidency was his.

Ainsworth's tenure as president from 1985 through 1987 witnessed some of the most difficult economic times our community has ever faced. Long-term, significant supporters of the Show saw their businesses dwindle and were unable to provide monetary contributions.

But at the heart of the Show during these difficult times was a man who was able to bring his warm, strong personality and his business skills to the benefit of the Show. He understood the need for long-term planning and initiated such a "plan" for the organization. Even more importantly, he understood the spirit and feelings of the frustrated sales committee members and urged them to "do your best," knowing that the best efforts of these volunteers would make the Show survive.

He also made it clear to those who could no longer contribute monetarily that they were still a part of the Houston Livestock Show and Rodeo and that there were many other ways in which they could provide support.

Ainsworth received his medical degree in 1942 from Tulane University School of Medicine. He completed his internship in New Orleans, La.; served in the U.S. Air Force, where he received his residency training in internal medicine; completed his residency in Lafayette, La.; then moved to



Sam Pierson

Dr. Joseph T. Ainsworth

Houston in 1949. He met his wife, Genie, while in Lafayette, and their almost-50-year partnership has been a strong and supportive one—during his three-year term as president, Genie did not miss a single Show performance.

Ainsworth believes that the heart and spirit of the Show are the efforts and energy of the volunteers. Yet that effort and energy is effective only as a result of the guidance and leadership of people like Dr. Joe Ainsworth.



# STREAMLINING AGRICULTURAL EXHIBITS & COMPETITION



**D**id you ever think about what a circus would be without animals? Well, just think what the Show would be like without livestock! When it comes to the livestock segment of the Houston Livestock Show and Rodeo, Assistant General Manager of Agricultural Exhibits and Competition, Don Jobes Jr., has been holding the reins for 27 years.

Considering the large number of entries by domestic and international ranchers and breeders and the tremendous amount of junior exhibitors, precise planning and coordination are paramount to ensure a successful livestock show.

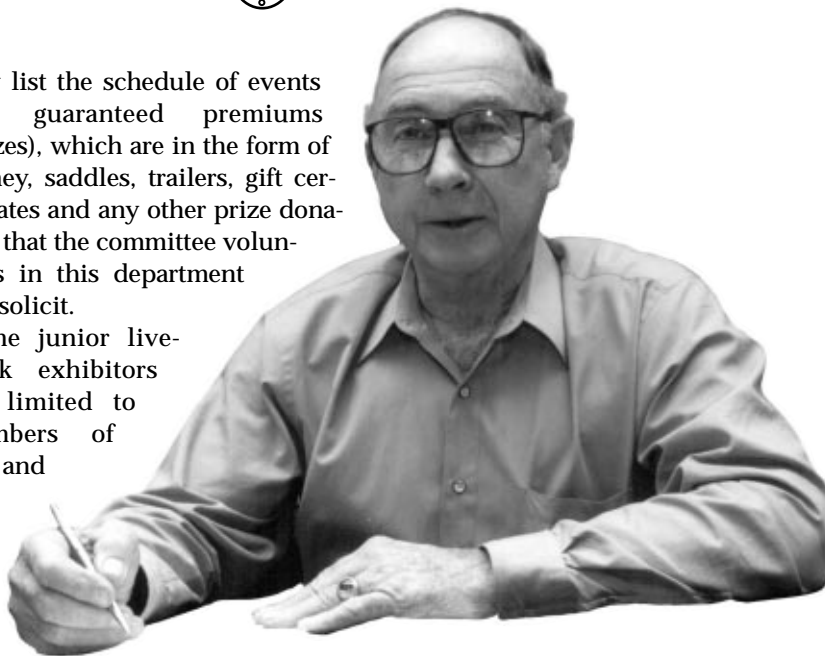
The responsibility of working with 39 committees and keeping track of 10,000 junior livestock exhibitors, 3,000 open show livestock exhibitors and 8,000 horse exhibitors with 27,000 combined head of livestock entries is handled year-round by Jobes' staff. They also handle more than 1,000 livestock trophies and 500 horse show awards. This group includes Executive Assistant Ruby Black, Livestock Secretary Shirley Carbone, Horse Show Director Judy Jordan, Calf Scramble Director Bea Baker, Livestock Director Randy Jones, Data Processing Supervisor Holly Bryant and Livestock Assistant Catherine Fertak. Additional data entry personnel are hired to keep the computers humming as Show time approaches. Preparation for each year's event spans two years to schedule events and negotiate contracts for judges and superintendents.

One of the fundamental keys to the entire process is the department's production and distribution of both the livestock and horse show premium books, which contain the entry request cards for all the participants. Additionally,

they list the schedule of events and guaranteed premiums (prizes), which are in the form of money, saddles, trailers, gift certificates and any other prize donation that the committee volunteers in this department can solicit.

The junior livestock exhibitors are limited to members of 4-H and

Sam Pierson



**Don Jobes Jr., one of the Show's assistant general managers.**

FFA chapters within the state of Texas, while the open livestock show includes exhibitors from all over the world. "Part of the reason the open show is so large is because of the International following," explained Jobes. "We get 2,500 international guests from more than 60 countries."

After the premium books are distributed in October, the livestock department is in full gear. Entry cards sent in by the hundreds each must be entered into a computer, with the exhibitor's name, hometown, 4-H or FFA Club and name of his/her animal as well as its birth date. Data encoders input extensive information into the Show's computer system—vital information which becomes the basis for everything from press releases to judges' sheets.

Identification cards also are immediately ordered—everything from tags for exhibitors, stalls, pens and aisles to lot number cards for every animal sold in the junior market auctions. Trophies are ordered as well as thousands

of banners, ribbons and plaques that will be given to the Show's 1995 winners.

During the actual two-week run of the Show, the livestock department runs like clockwork. Immediately following every competition, the judges' sheets are processed and results are distributed. During the open show, premium checks are promptly prepared for the winners—even before the junior exhibitors arrive.

The second week of the livestock show—the junior show—means processing judges sheets for contest winners and preparing for the junior market auctions. The night before each sale, the department prepares a listing of each lot number with the exhibitor's name, hometown, breed of animal and the animal's birth date.

The job in the livestock department never ends, because by the time the last piece of livestock leaves, Jobes and his staff are well into plans for improving the next Show.



Story by  
Beverly  
Rosenbaum

# DATES TO REMEMBER



## FEBRUARY

S M T W T F S

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

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 rodeo, 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



## MARCH

S M T W T F S

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

1-4 Rodeo, livestock and horse shows, all show activities open  
 5 Rodeo finals, 4 p.m.



## APRIL

S M T W T F S

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

14, 17 Spring Break; Show offices closed



Houston Livestock Show and Rodeo  
 P.O. Box 20070  
 Houston, Texas 77225-0070

Nonprofit Organization  
 U.S. Postage  
**PAID**  
 HOUSTON, TX  
 Permit No. 9791