



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

MAGAZINE

*Houston's
1995
All-Around
Champion
Cowboy –
Joe Beaver*

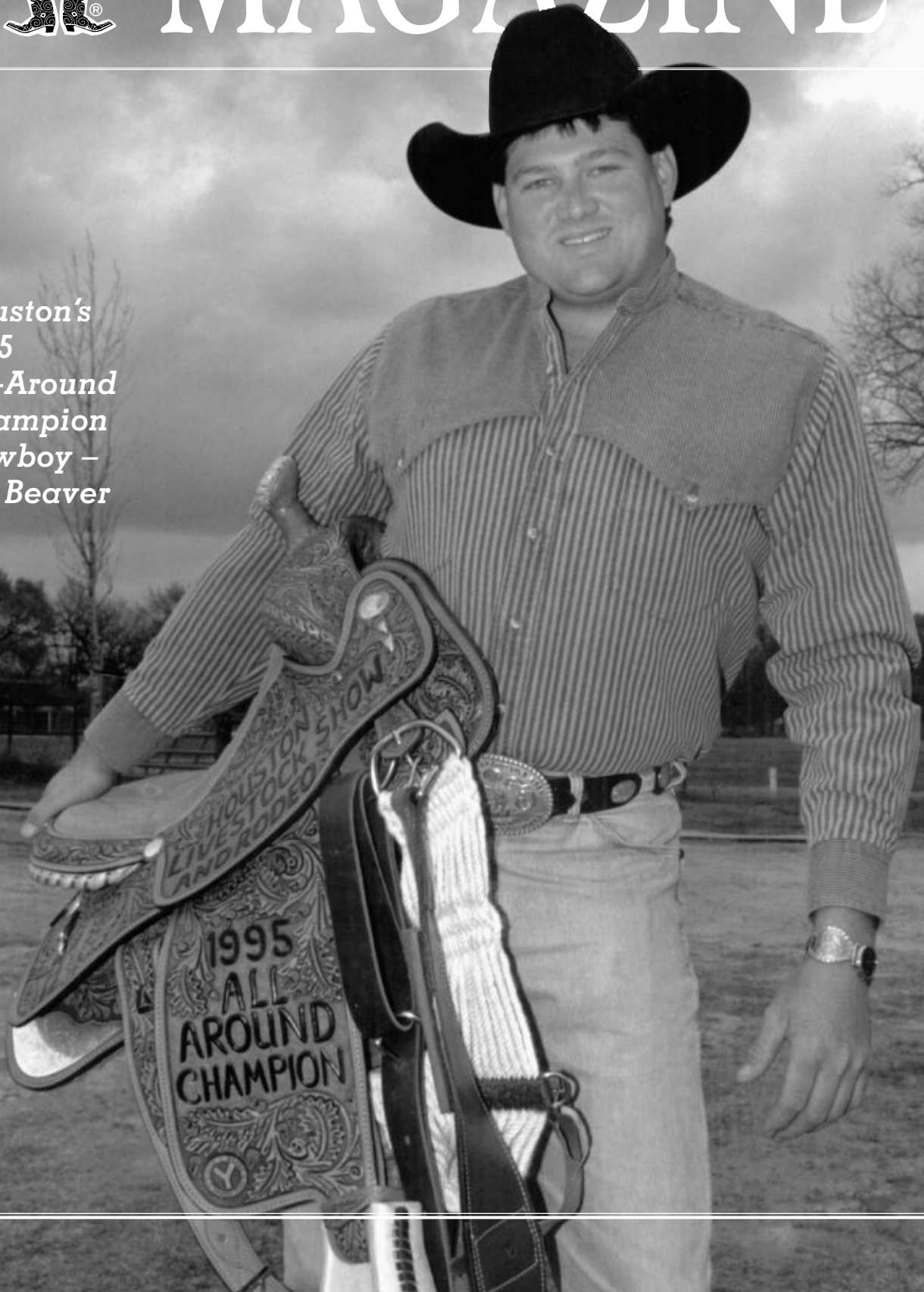


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Design/Layout

Pegasus Design, Inc.

Photographer

Sam Pierson

Magazine Staff/Management

Management Coordinators

Leroy Shafer

Suzy Brown

Production Editor

Johnnie Hendon

Staff Coordinator/Editor

Teresa Padgett

Photographer

Frank Martin, D.V.M.

Cover Photo

Sam Pierson



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A MESSAGE FROM THE PRESIDENT



Saturday night, March 4, 1995, I stood in front of more than 50,000 people at the Houston Rodeo to celebrate an incredible milestone in the history of the Houston Livestock Show and Rodeo. Our rodeo attendance had reached one million spectators! I thanked those in attendance that night, and I thanked the people of Houston.

Now, I want to thank you, my fellow volunteers and Show members. Our continuing ability to set records is a direct reflection of the volunteer commitment.

No matter what committee you work on, you sell the Houston Livestock Show and Rodeo to the community, and to the exhibitors, contestants, entertainers, contract workers and ticket buyers. You're not just selling the Show, either. You're making people look at Houston as a great place to visit and a great place to live.

We represent what makes this city great. Our Show is friendly, exciting, and financially and personally rewarding. We draw spectators and participants from every ethnic group, every socioeconomic level and every part of the nation.

It's the best of agriculture in the middle of one of the most exciting cities in the world. We attract the premier cowboys and cowgirls, and our stock contractor brings the finest livestock. You can walk through the middle of the Astrohalls and Astroarena and see fine clothing, unique furniture, flashy pickup trucks and gourmet food.

Our Show is a great educational and cultural experience as well. No other event brings the entire community

together with other people from all over the nation and even the world in such a special way.

Our Houston youngsters have an unequalled opportunity to see that people still live and thrive in rural parts of the state and that agriculture isn't just facts, figures and government subsidies. Those men and women that come here from small communities in the Texas Panhandle or New Mexico or Oklahoma learn that we've not forgotten our rural roots.

Houston is a true melting pot of people and no where is that better represented than at our event. We had Tejano, country, zydeco, gospel, and rhythm and blues music. The booths all over the grounds served Tex-Mex, Italian, Cajun and Chinese food, as well as barbecue, seafood, hot-dogs and pork burgers.

We saw people of every nationality and heard many languages being spoken. And whether all these people were native Houstonians, new Texans or visitors, they'll remember the unique experience and the great fun they had at our Show.

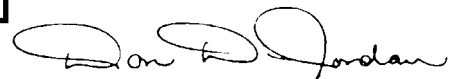
It may sound strange to say that we put Houston on the map, but when a Texas youngster says, "I got a Houston

scholarship," or a rancher brags, "My best bull won in Houston," those people only mean one thing — the Houston Livestock Show and Rodeo.

To people all over the state, we are Houston. And as a representative of all 11,000 of our volunteers, I can proudly say, we represent the city extremely well.



Sam Pierson



DON D. JORDAN
PRESIDENT

RODEO SETS RECORDS ON A GLOBAL STAGE



Story by
Sam Allen

The 1995 Houston Livestock Show and Rodeo was the biggest, best and most memorable ever. This year's Show was the largest, best attended and highest grossing event in the organization's history.

The 63rd annual event:

- Exceeded one million in rodeo attendance for the first time, with a 1995 total rodeo attendance of 1,068,447
- Recorded a total draw of 1,810,007 in general attendance
- Set the highest single day attendance during Go Tejano Day for the second year in a row by drawing 61,041 people



Sam Pierson

A record crowd packs the Astrodome complex at the 1995 Show.

• Broke six world's record auction sales marks, including \$500,000 for the Grand Champion Steer, \$140,000 for the Reserve Grand Champion Steer, \$81,000 for the Grand Champion Barrow, \$80,000 for the Grand Champion Pen of Broilers, \$67,000 for the Grand Champion Turkey and \$41,000 for the Reserve Grand Champion Barrow.

Don D. Jordan, Show President, said, "The individual records that were set this year may stand forever or be broken next year, but the combined results of this year's Show will be remembered for a lifetime."

THE SHOW EXPANDS ITS BROADCAST REACH

The Show continued its rapid growth in live television with a Turner Home Satellite, DirecTV, TVN and cable pay-per-view telecasts on March 3. The telecasts included rodeo highlights, the selection of the Grand Champion Steer, features about scholarships and volunteers and the complete concerts of Hank Williams Jr. and Sawyer Brown. Also, the broadcast was delivered live around the world over the Internet. Hundreds of log-ons were recorded with viewers enjoying the Show on every continent in the world.

A pre-produced special was broadcast on The Nashville Network during the first week of the Show with four national rebroadcasts that ran throughout the month of March. More than 2.5 million people viewed these live and post-produced telecasts and millions more will see additional programs and specials that will be televised during the upcoming year.

A TEXAS-SIZE PICNIC

The Show hosted its most successful World's Championship Bar-B-Que Contest ever. Expanding the contest to three days and schedul-

ing it a week prior to the beginning of the rodeo helped the contest draw 140,682 people, surpassing last year's total by 45,112.

This year's contest also set a record for most contestants, with 293 teams. The contest was not only bigger than ever, but it had more attractions for the general public, including a popular mini-carnival. In addition, there were three stages with live entertainment and an expanded food selection for the public.

EXPANDING ATTRACTIONS

Show patrons enjoyed many new attractions at the 1995 event, many of which were located in Astrohalla Plaza. Along with the favorite Budweiser Clydesdales, the entertaining pig races and the petting zoos, Astrohalla Plaza also featured elephant rides and the return of pony rides. In addition, thousands experienced a virtual reality simulator that allowed the brave to encounter the sensation of being chased by dinosaurs in a prehistoric jungle.

A new food court was added in Astrohalla Plaza, along with an expanded commercial exhibit area.

Also new to the 1995 Show was the Country Music Midway, which featured a combination of local bands, up and coming artists and some established entertainers, including Asleep at the Wheel and Doug Supernaw.

For the second year in a row, Ray Cammack Shows provided the carnival, which had a different layout, enhancing the midway's appearance, and controlling the flow of pedestrian traffic more efficiently. Safety and security also were increased. Estimated attendance at the Show's carnival was more than 500,000.

The World of Cattle exhibit, in conjunction with the Texas Beef Council, brought visitors a mini-



Inside the Astrodome, a crowd of more than 50,000 witnesses the selection of the Show's Grand Champion Steer.

lesson informing spectators about beef and beef by-products used in daily life.

All in all, these enhanced exhibits and attractions provided additional enjoyment for everyone.

AUCTION SALES SOAR

Livestock auction records weren't just broken this year, they were shattered. Four of the organization's staunchest supporters—LeRoy and Lucile Melcher and Tom and Mary

Steele—teamed up and bid an unprecedented half million dollars for the Show's Grand Champion Steer. Spirited bidding by Jim and Linda McIngvale of Gallery Furniture contributed to this record-setting price paid for Shoop, a black Chianina Steer owned and exhibited by Morgan Moylan of Eastland, Texas. The \$500,000 purchase surpassed the previous record set in 1993 when the Melchers bought the top steer for \$350,000.

Moylan, a high school freshman and a member of both the FFA and 4-H, plans to attend Texas Tech University. She received \$60,000 from the purchase price as a result of the auction cap program initiated in 1992. The remainder of the money will go to the Show's Educational Fund. LeRoy Melcher said at the auction, "I don't know anything we could have done that was as good as what we have done this morning by helping these children."

Total livestock auction sales See SHOW SETS RECORDS on Page 9



SAYING FAREWELL . . .

On March 31, 1995, the Houston Livestock Show and Rodeo joined millions in mourning the tragic death of Tejano superstar, Selena. A vivacious and talented entertainer and a good friend to this organization, Selena graced the Show's stage for three years to sell-out crowds. Her performances in 1994 and 1995 drew the single highest day attendance records, and since 1993 she has performed to 179,883 fans inside the Astrodome.

Words cannot express what Selena meant to the Houston Livestock Show and Rodeo and to the community. We will miss her greatly.

NOT YOUR AVERAGE SHOW VISITOR



When Houston Livestock Show and Rodeo officials say that people from all walks of life attend the annual event, it's not an idle boast.

Story by
Whitney
Horton

Among the 1.8 million guests at the 1995 extravaganza were political figures, television stars, international dignitaries and professional athletes.

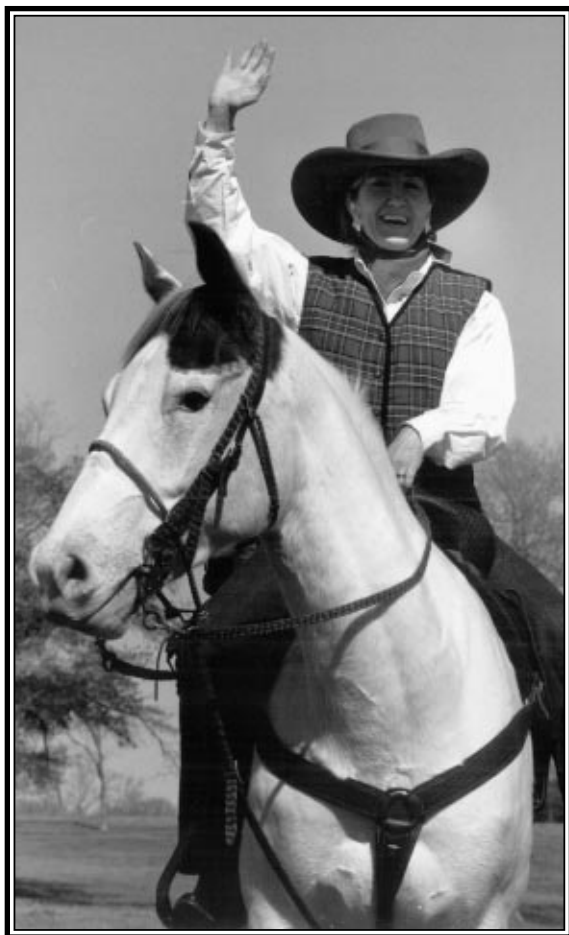
Former President George Bush and wife Barbara—long-time friends and supporters of the Show—dined in the Stockman's Club and visited with Reba

McEntire before Bush and Show President Don D. Jordan gave a live welcome to the rodeo audience.

Jay Novacek, NFL tight end for the Dallas Cowboys, dropped by the Show for the official opening of

The 1995 event also welcomed Houston Mayor Bob Lanier and wife Elise, who rode in the rodeo grand entry.

In conjunction with the International Livestock Congress, Texas



Sam Pierson

Senator Kay Bailey Hutchison has a great time riding on the Salt Grass Trail Ride.



Frank Martin

Houston Oilers quarterback Billy Jo Tolliver and Tonight Show host Jay Leno let the chips fly in the Astrodome.

one of the event's newest attractions, the World of Cattle exhibit. Novacek is an official spokesperson for the Texas Beef Council, one of the presenters of the exhibit. Texas Commissioner of Agriculture Rick Perry also helped open the display and visited other events and activities throughout the Show.

U.S. Sen. Kay Bailey Hutchison rode her way through the festivities for students and education. She helped kick off the Salt Grass Trail Ride, riding on Wagon 7. She also rode a horse through the downtown parade route. She also rode in the rodeo's grand entry on opening day of the rodeo, and she and Jordan gave a live welcome to rodeo spectators in the Astrodome.

Governor George W. Bush and Manuel Cavazos Lerma, governor of Tamulipas, Mexico, signed agreements promoting the open trade agreement with Mexico. Ricardo Maldonado Gonzales, Sub-Secretary of Agricultural Development from the state of Nuevo Leon, also was on hand preparing and serving meals to international guests.

Jay Leno, host of The Tonight Show, chose the largest livestock show and rodeo on earth to have a little fun. Leno savored foods from various booths, enjoyed the rodeo events and interviewed local visitors, cowboys, cowgirls and entertainer Clint Black. He also teamed up with Houston Oilers quarter-

back Billy Jo Tolliver for a cow chip throwing contest inside the Astrodome.

Leno filmed short segments throughout Show grounds that aired on The Tonight Show for one week, bringing a taste of the Houston Livestock Show and Rodeo to homes throughout the country.

Dick Graves, the organization's chairman of the board, entertained the host of the television program Lifestyles of the Rich and Famous, Robin Leach, who was visiting the Show with an entourage of international chefs.

Houston's favorite event also attracted numerous international visitors representing countries throughout the world. Representatives from Rosneftgazstroy International, formerly the Ministry of Oil and Gas in Russia, purchased complete Western attire and rode in the grand entry, watched the rodeo and listened to country music favorite George Strait.



Texas Governor George W. Bush greets Ricardo Meldonado Gonzales, a governor of Mexico.

The International Committee also played host to the vice president of Panama as well as many dignitaries from Venezuela and China and the president of Confederacion Interamericana de Ganaderos y Agricultores (CIAGA).

Officer in charge of the International Committee, Paul Somerville, said, "the aura of the largest livestock show and rodeo in the world brings people here. Some of the leading experts in the world of cattle and horses attend the International Livestock Congress to discuss the latest developments, information and education in their respective fields. Some of the hardest working people I know are volunteers involved with the Show and naturally, others want to be a part of it."



Dallas Cowboys star Jay Novacek offers tasty food samples at the World of Cattle exhibit.

WINNERS FROM START TO FINISH



Story by
Cheryl
Dorsett

As sure as April showers bring May flowers, thousands of 4-H and FFA students across the state of Texas already are setting their sights on the 1996 Houston Livestock Show and Rodeo.

Spring marks that time of year when those students interested in raising a steer must prepare to select that ideal calf.

For 10 long months, come rain, shine, sleet and possibly snow, these students will feed, train, groom and clean what they hope will be

April. That is when students begin searching for the perfect calf. A great deal of care goes into selecting this animal. Yanchak said he pays close attention to the calf's bloodline.

The 1995 Show marked Yanchak's third year to raise a steer. He traveled to Hearne, Texas, where he purchased Hot Shot, a Maine-Anjou calf. "He had eye appeal, and that caught my attention," Yanchak said.

Overall said that when making his selection, he examines the amount of muscle on the calf and how the calf looks from the side.

mals in competition as possible," said Thurman, who will be graduating in May of this year.

Cooper has a secret in breaking her steers: "What you do is take away its water bucket at night, just like you would do to a puppy. The next morning when you put the halter on him, the steer will walk with you anywhere just to get the water bucket."

Breaking in the animal, getting it accustomed to people and teaching it to stand still during competition are the fun parts of raising a steer. Those also are the important parts.

"You want the animal to stand still so the judges can see him at his best," Potter said, "so you want to train the animal to be still and calm by talking to it."

Giving the steers shots and maintaining their good health as they mature are challenging, and the students love it. Determining what shots to give them, and most importantly, where to give them, are a few of the many lessons that these exhibitors learn through their agricultural science teachers or county extension agents.

Day after day, the process of walking, feeding, bathing and grooming the steer is repeated. Cooper said that good, old-fashioned dishwashing soap is great to use when bathing a steer.

Shortly, the animals begin to take shape and the seeds of hope begin to take hold. The students are busy keeping a constant, watchful eye on their animal's weight, muscle tone and shape.

"I usually work with my steer two hours in the morning and three hours in the afternoon," Yanchak said.

Finally, when February rolls around, it is time to arrive at the Astrohall for competition. For the animals, it is a great time. People are constantly waiting on them hand



Sam Pierson

Kristy Thurman

Houston's Grand Champion Steer.

But what is all the work really like? Is getting up before the crack of dawn each day of the week for almost a year worth it?

Five Houston-area FFA and 4-H students: Michael Yanchak, April Cooper and Kristy Thurman, all from Spring High School; Toby Potter from Humble High School; and Jason Overall from New Caney High School, each said the trouble is all worth it.

The process begins in March or

Once at their new home, the animals almost immediately assert their varying personalities. "These animals are like puppies," said Thurman. "They need to get used to you and your scent in order to trust you to care for them and bond with you."

Thurman's steer, Billy Bob, a Maine-Anjou-Angus cross, was raised in her backyard. However, he wasn't alone. He had pigs, goats and chickens to keep him company.

"This year [1995] is my last show, so I decided to enter as many ani-

and foot, while a steady stream of admirers pass by and pet them.

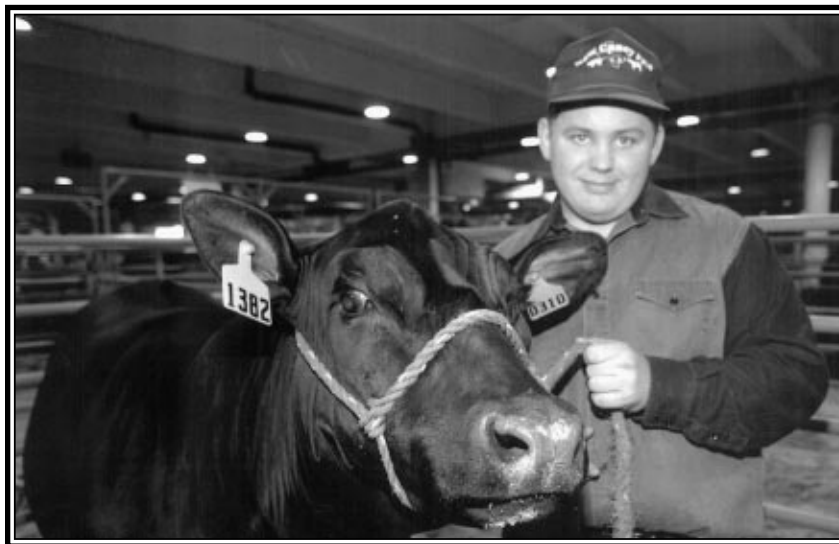
"When we leave for the night, we give the steer a good drink of water and tell him to stay put and go to bed," joked Cooper's father, Mickey.

The entire livestock show experience is like a homecoming with lots of festivities. At the 1995 event, there were more than 2,000 steers entered in competition. Within each of the breeds, there were activities planned for the junior exhibitors.

"All of the different breeds host dances and parties each night," Cooper said. "It is really a lot of fun."

Overall said he spent a lot of time playing cards and hanging out with his friends. Other times, he practiced roping.

Cooper said she has friends from all over the state that she gets to visit with each year during the Show. When she arrives at Texas A&M University two years from



Sam Pierson

John Overall

ing of who our kids get to spend time with."

Once the anticipated day arrives, it is all work and no play. The actual judging can take from three to four hours to almost all day. The students start grooming their ani-

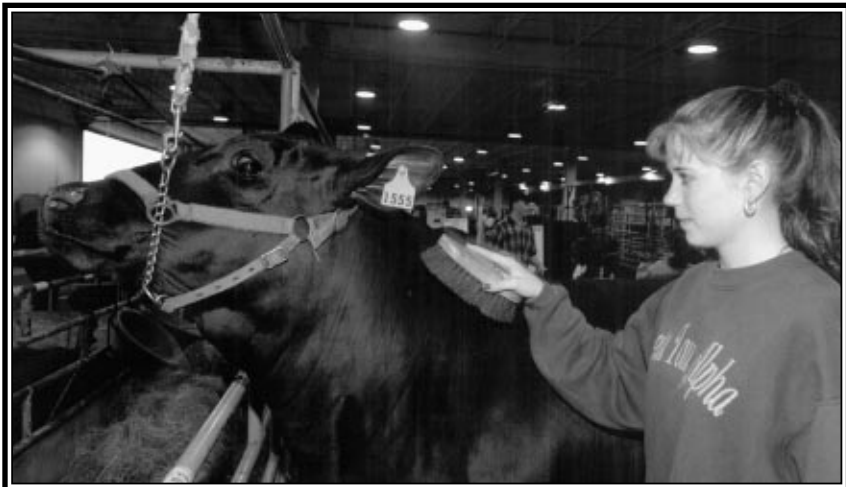
A maximum of 420 steers were eligible for the sale in 1995.

This year, Potter's work paid off. His steer, which weighed in at 1,346 pounds, passed the preliminary judging, placed and ultimately sold at the Show's auction for \$9,000. He entered another steer in the Humble Livestock Show that captured Reserve Champion honors and sold for \$8,000. Potter's earnings will go toward a college education and purchasing more animals for next year's show in Houston.

The local livestock shows offer not only a chance to get that top ranking, but they also are a great opportunity for the students to sell their animals. This provides a chance for local individuals and businesses to support the youth of Texas.

"It's a chance to hopefully set aside some money for college," said Overall, who already was preparing for the Montgomery County Fair.

Many of the students said that because of their livestock projects, they will have their college education paid for by the time they graduate from high school. Win or lose, the same words were echoed throughout the Astrohall: "There's always next year," said Cooper.



Sam Pierson

April Cooper

now, she already will have met a host of companions.

The parents are usually close by during competition. "We enjoy it," said Yanchak's father. "It gives us an opportunity to meet other parents and have a better understand-

imals four to five hours prior to judging.

Only the top steers from each breed are sold at auction. The number within each breed qualified for the sale depends on the number of steers classified within that breed.

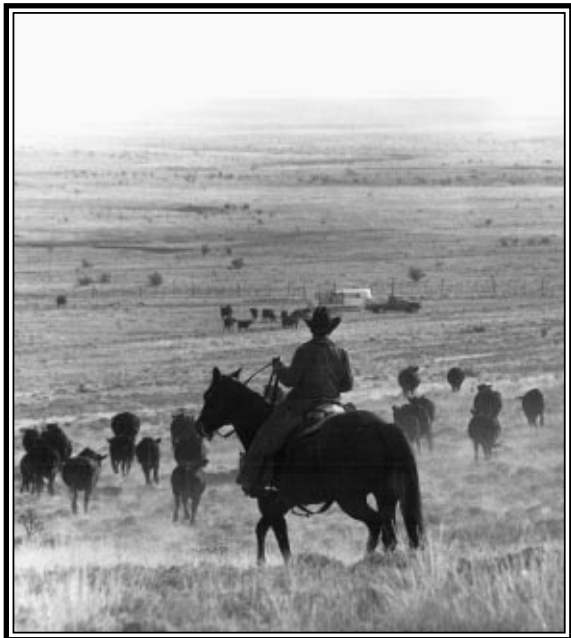
RESEARCH GRANTS... FEEDING THE WORLD



Story by
Freeman
Gregory

Do you recognize the face of contemporary American agriculture when you see it? Well, you might walk right by it if you are looking for plows, sows and farmers in bib overalls. "That stereotype needs to be discarded," said Mike Nathanson, the Show's Director of Educational Programs. "Today's American agriculturist is responsible for feeding the world in a more efficient manner than he or she ever has before. That is possible now because of breakthroughs in technology."

And that is a legacy to which the Show can lay claim by virtue of a program it started about 25 years ago when its leadership decided to make an annual financial commitment to agricultural research programs. The Show was the first organization of its kind to fund agricultural research projects. "It shows that we, as a livestock show and rodeo, are still true to the roots of our founding," Nathanson said.



Texas Tech University

Texas Tech University researchers complete weighing and sorting cattle for one of their projects.

UNIVERSITIES THAT HAVE RECEIVED SHOW RESEARCH GRANTS:

Cumulative total as of April
30, 1995: \$2,363,685

Abilene Christian
University

Angelo State University

East Texas State
University

Prairie View A&M
University

Sam Houston State
University

Stephen F. Austin State
University

Sul Ross State University

Southwest Texas State
University

Tarleton State University

Texas A&M University/
Kingsville

Texas A&M University

Texas Tech University

University of Texas

West Texas A&M
University

Each year, the Show funds research studies being conducted within the agricultural programs at many of the universities and colleges in Texas. At the end of the 1995 fiscal year, the Show will have contributed more than \$2.36 million to 14 universities since the program began in 1971.

This year, 14 Texas universities received more than \$147,000 of contributions from the Show to proceed with their investigations. Support like this is a direct result of the unprecedented financial foundation

the Show enjoys from public and private sectors throughout the state.

According to Nathanson, "It always has been a natural compliment to our broad-based educational programs—a logical extension to the scholarship program, because so much of the research is conducted by graduate students. If the research dollars are there, the institution will have a richer graduate program. This also is something that will have immediate application. It is a true win-win situation."

The money the Show contributes annually to this program is combined with funding from other sources, making it possible to support between 30 to 40 projects annually.

"One of the best parts of this is that it plays a role in the great strides agricultural research is making," Nathanson said.

The programs the Show has supported reflect the true diversity in the agriculture industry. Everything from hydroponics to sophisticated genetic research is examined. The Show also contributed to some of the first research conducted on double muscling in cattle.

Other projects have included topics such as the evaluation of farm management in certain areas of Texas, maximization of the value of lambs, comprehensive breed evaluation of beef producing cattle, the influence of diet on the growth and development of weanling horses and the long-term effects of irrigation with wastewater.

Current projects include studies on fire ant eradication, tractor mechanics, and efficiency of land management. Recently, Texas A&M University conducted some research that has very specific applications for agriculture procedures in their area. They are looking into increasing production by

raising cabrito (goats) for profit.

A project directly related to the Show was a study by John Dillingham at Texas Tech University's Department of Agricultural Education and Mechanization. Dillingham interviewed every exhibitor who received Grand and Reserve Grand Champion steer honors at the Houston Livestock Show from 1962 to 1982. His investigation included statistics such as breed, weight and purchase price. He coupled that information with queries about the aesthetic rewards the winners received by raising a champion steer.

The result is an interesting look at the way the Show's junior market steer competition has changed throughout the years, as well as the way it has managed to hold on to many of the admirable values that characterize people who make agriculture their lives.

Over the years, the Show's grants have acquired a good reputation among research institutions. "The caché of the Show and our support tend to let other people see these programs in a positive light," explained Nathanson. "It's seen as a very positive thing to have the backing of one of the major players in the field of agriculture. It is a form of validation."

To qualify for a research grant, a university must first develop appropriate projects. At the beginning of the fiscal year, the Show issues a call for proposals to the state's universities and colleges that have agricultural programs. All proposals are then evaluated and analyzed for approval. Most of the grants are then awarded during the summer so the recipients may bring their work in conjunction with the fall semester.

The amount of money budgeted for research is approved by the

Executive Committee as part of the organization's overall educational budget.

The research program is an intrinsic part of the Houston Livestock Show and Rodeo's mission to support young people in their efforts to obtain a quality education and to contribute to advances in technology. "It is a good indicator that this organization remain true to our founding principles that are based on support of the agricultural industry," Nathanson added.

This is one area in which the Show has not been greatly imitated. The scholarship program, by comparison, has led to a number of scholarship programs by other livestock expositions. However, in the field of agricultural research, the Houston Livestock Show and Rodeo remains the pacesetter.



SHOW SETS RECORDS

From Page 3

(including a horse and ratite sale) tallied in at \$7,516,206. Junior show market sales, making up \$4,545,349 of the total, rose 6 percent from 1994. Of this amount, \$1,351,950 was placed in the Show's Educational Fund. And, due to the Show's guaranteed premium program initiated in 1994, the young Texas 4-H and FFA exhibitors received a total of \$3,125,575 for their auction animals.

Making up the \$4,545,349 junior show total were market steer sales of \$2,494,800, followed by junior market swine sales of \$718,225; junior market lamb sales of \$618,700; and junior market poultry sales of \$498,700. The junior commercial steer sale posted a final total of \$214,924.

The fourth annual Houston

Livestock Show and Rodeo Premier Horse Sale totaled \$350,450, rising 16 percent over the previous year's figure of \$301,275.

Commercial cattle sales varied from breed to breed, totaling \$2,527,382 in sales.

RIDIN' AND ROPIN' EXCELLENCE

The world's richest regular-season rodeo drew 501 cowboys and cowgirls competing for champion belt buckles and saddles and a portion of the \$634,757 rodeo purse.

Joe Beaver, of Huntsville, Texas, won the All-Around Cowboy title, and added \$25,000 to the \$9,736 he won in the calf roping and team roping events, for total winnings of \$34,736.

STAR-STUDED ENTERTAINMENT

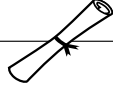
Once again, the rodeo was unsurpassed in the quality of musical performances. Entertainers include

traditional country music favorites like Clint Black, Alan Jackson, Reba McEntire, George Strait, Tanya Tucker and Hank Williams Jr. There were many first-time Astrodome performers, including David Ball, Peabo Bryson, Natalie Cole, Toby Keith, Little Texas, The Mavericks and Sawyer Brown. Tejano Day featured Selena and Emilio, who drew the highest single performance attendance for the second year.

With unbridled support from the community, exhibitors, patrons, Show members, volunteers, benefactors and everyone involved with the Houston Livestock Show and Rodeo, the 1995 event was one for the record books. Once again, the Show's message of benefiting youth and supporting education was amplified throughout the world!



IN THIS EVENT, EVERYONE WINS



Story by
Beverly
Rosenbaum

Although the Junior Market Steer Show grabs headlines with its record-breaking auction figures, the Junior Commercial Steer Feeding and Management Contest quietly underscores the educational aspect of the Houston Livestock Show.

Participants in this event are encouraged to learn the practical points of beef production, with emphasis on feeding economy. Members of 4-H clubs or FFA chapters who are enrolled in elementary or secondary schools in Texas are eligible to participate. They may enter three dehorned steers of any beef breed, and must own the steers prior to Oct. 1 before the February Show. These steers must be fed and cared for by the exhibitors from the

date of acquisition to the opening date of the Show, and must each weigh 1,000 pounds or more at the official weigh-in.

The contest begins early on a Tuesday morning during the Show. A summary of all expenses and all supporting documentation must be submitted in a record book, which is examined by certified public accountants and judged for mathematical accuracy, completeness and neatness. Scoring in this event consists of 25 percent for a written test, 25 percent for an oral interview and 25 percent for the participant's record book. The remaining 25 percent includes 10 percent for steer grade, and 5 percent for each of the steers for cost per pound of gain, average daily gain and feed

conversion (total pounds of feed divided by the total weight gain of all three steers). The interviews are conducted by three experienced committee members; 15 percent of the score is based on specific questions and 10 percent for general knowledge. At this time, the students are asked to explain—without notes—everything from feed mixtures and vaccinations given, to the calculation of interest and futures market options.

While it is a contest, teaching remains the paramount goal, so wrong answers are rewarded with the correct ones from committee volunteers at the end of the interview. The students said that they were nervous and initially fearful of the committee members, but came away at the end of the event with total respect and appreciation for the learning experience as well as the warmth with which the instruction was given.

This is one livestock event where the kids are actually judged more than the animals. In addition, the results reveal that the girls can do just as well as the boys in this event. Of the four females among the 12 finalists at the 1995 Show, all placed. In fact, girls captured first, second and third place.

Age is not a limiting factor in this competition either. Participants can be from 8 to 18 years of age. Nine-year-old Dancey Hopping of the Memphis FFA was already a veteran of this event at the 1995 Show. Dancey explained that she “changed from a Beefmaster-Brangus crossbred at the 1994 Show to a Hereford at the 1995 show to compare daily gain and conversion of the two breeds.”

Yancey Strait, a 16-year-old student from Dimmit County 4-H, was back for the fourth time. “I liked



Sam Pierson

This contest hits on the true economics of raising cattle, and this young competitor puts some finishing touches on his steers before sending them into the sale ring — the finale of the competition.

the idea of having a written exam and interview to go along with the actual raising of steers for commercial use. Raising animals taught me responsibility and self-discipline. I have enjoyed meeting and seeing the participants each year. The interaction with other people in this event has been a great learning experience," he added.

A survey of these participants revealed that the majority ranked their interaction with people, the learning experience and the satisfaction of raising the animals above profit and winning.

Eleven-year-old Levi Reynolds from Henderson County enjoyed his first visit to the Show in 1994 so much, he "wanted to come back again and again." He considers showing animals his hobby, and credits this event for improving his math skills. "My county extension agent, Rebel Royall, took the time to help me," he said. "He taught me never to give up, that hard work pays off, and most of all, the value of good sportsmanship."

Lyn Chastain, mother of entrant Lee Chastain, said her son used calves from the stock that their family raised because "it was an opportunity to show everyone that straight Hereford steers are competitive in the feedlot. We felt that this contest is a more realistic approach to ranching than other junior programs."

Ribbons are awarded to all steers graded on the hoof as prime, choice or select. Three judges, including two animal science professors and an experienced meat packer buyer, make the grade determination based on weight, breed, appearance and number of days on feed. After the contest is completed, all steers are sold at auction. Also, donors provide premium money to be

divided among the participants based on their total scores in the contest. All the youngsters can potentially make a profit on their steers if they have kept their total costs below the market value of the steers on auction day.

When surveyed, 68 percent of the participants had been to the Show

While 16-year-old Leah Leps has participated in the Williamson County Livestock Show for nine years and entered other events at the Houston Livestock Show for three years, 1995 was her first appearance in the Junior Commercial Steer Feeding and Management Contest. She, like many of the participants,



Sam Pierson

One contestant in the Junior Commercial Steer Feeding and Management Contest shows off the projects which he hopes will yield him a profit and a great learning experience.

before, and 40 percent had previously participated in the Junior Commercial Steer program. Two-thirds of the entrants were in high school and all but one planned to attend college. Many placed emphasis on school work first and managed to include social activities and sports around the time spent with their steers.

feels the skills of communication and dedication acquired through her involvement with this event will "stay with me for the rest of my life. Many years have taught me that magic in the show ring takes sweat at the barn." Every entrant who competes and completes this contest, by their very participation, comes away a winner.



OUTGOING VICE PRESIDENTS



Stories by
Editorial
Board

Kaye Marvin's Photography



John Causey

When John Causey joined the Houston Livestock Show and Rodeo as a member of the Horspitality Committee, little did he know that nearly 20 years later he would eventually be vice president of the entire Horse Show — one of the country's most prestigious equine events.

"Being officer in charge of the Horse Show is a tremendous responsibility, but also a tremendous honor," says Causey. "I attribute the success of the Horse Show entirely to the Show's volunteers. I can't say enough about them. Such a truly immense and involved operation could never be accomplished without each and every one of the 1,150 Horse Show volunteers and their complete dedication and expert knowledge."

Causey leaves his post as vice president with mixed emotions — with nostalgia and with excitement for the new officers who are about to embark on the journey that he has just completed. "Three years is the perfect time for an officer to serve—it gives an individual just enough time to make a meaningful contribution, and at the same time, it doesn't let

them stay so long that their ideas are not fresh and new.

"Keeping up a level of enthusiasm throughout the term is certainly never a problem, though. The love that the volunteers have for this organization keeps you on a perpetual adrenaline rush. I am reluctant in some ways to let this time go, but I can guarantee that you haven't seen the last of me yet. I intend to be involved in this organization until they have to carry me away!"

Causey is especially thankful for the associations that he has formed during his time with the Show. "The people that I have met throughout the years, the life-long friends that I have made, and the fact that I share my involvement with my wife Babs and my children, have made working in this organization all the more enjoyable."

Kaye Marvin's Photography



Robert McAnelly

It has been a banner year for Robert McAnelly. For the first time in Show history, the Souvenir Program Committee broke one million dollars in sales — and it didn't just squeak by either. The committee surpassed its million-dollar goal by more than \$150,000.

Consider that less than 10 years ago McAnelly was given the respon-

sibility, as then-chairman of the Souvenir Program Committee, of merging the Men's and Ladies' committees, and the feat seems all the more amazing.

"Of course, there were people who said that our goal couldn't be achieved, that the two committees could never work together, much less as successfully as they have done! Look at us now! It hasn't taken any huge effort to make this committee a cohesive group, either. 'Keep up the good work!,' that's all you ever have to say. The enthusiasm comes naturally."

As an officer, McAnelly is especially fond of attending the scholarship banquets. "It is a privilege that I don't take lightly, to personally meet the kids that are receiving the scholarships." Visiting students isn't all that McAnelly has done at these banquets. He also has found long-lost family. "I was talking to a gentleman at one of the banquets, and when the conversation turned to family, suddenly we realized that we had common relatives — we were cousins! Now how's that for a small world?"

Family is important to McAnelly. When he talks about his children, his eyes light up and there is a new excitement in his voice. You might have seen him during the Show, carrying around his costumed daughters, making sure that they got to their dance recital on time. He shares the love of the Houston Livestock Show and Rodeo, and his children, with his wife, Caryl, who is actively involved with her own committees. The friends that McAnelly has made seem like family now, too. "I would not trade the lifetime friends that I have made for anything in the world," says McAnelly. "The people I have met here are now part of my life away from the Show as well."



S u z a n n e E p p s

A successful rancher and former business owner, Suzanne Epps made Show history serving as the organization's first female officer.

"I'm just really one of the guys," says Epps, vice president in charge of the Breeders Greeters, Communications — Broadcast, Communications — Editorial, Ladies' Go Texan, Magazine and Western Art committees.

"All the officers have such fun together. The friendship developed between us has come so naturally, not because we have been forced together. It has been an honor to serve with such a fine group of men. I hope this friendship will continue to grow for years to come."

Many people say that the Show has a family feel, but that is especially true for Suzanne Epps. After losing her husband Jim, it was difficult to go out and socialize, to be a part of large groups — but not with this organization.

"I knew that no matter what we were doing, everyone would make me feel at home. It is this kind of friendship and bonding that has made the Show so close to my heart."

Of course, another reason that Epps feels family ties with the

Show could be that her own family is so deeply involved with the organization.

"Of course my husband was involved for many, many years. My children are also involved in their own committees and plan on having a long relationship with the Show. It is a pleasure to share this experience with them."

A special highlight this year was the unveiling of the Show's newest bronze statue, "Yes," depicting a female Show participant, which was dedicated to Epps. She also was the founding officer of the Show's Magazine Committee, established in 1992.

Epps is looking forward to spending more of her spare time with her family and on her ranch, but is nostalgic about her time as a Show officer. "My ranch has been attention-starved for the past three years. I am looking forward to spending time there. I will miss my duties, though. I have learned so much through the people I have come in contact with: committee volunteers, other Show officers and students. I am so fortunate to have had this unique and wonderful experience."



R i c h a r d B e a n


As a Houston native, Richard Bean

was always interested in becoming involved with the Houston Livestock Show and Rodeo. He began his progressive career within the Show as a Corral Club Committee volunteer. After working his way through that committee, he moved over to the World's Championship Bar-B-Que Contest Committee, where his involvement, says Bean, has brought him the most personal enjoyment.

When taking into account the many charitable foundations and church organizations of which Bean, an accountant, is a part, it is easy to see that the Show carries the most weight in his schedule. The only exception is perhaps his wife Dorothy who, coincidentally, he met through his affiliation with the Show.

Concluding his term as vice president and officer in charge of many committees—especially his duties as officer in charge of the World's Championship Bar-B-Que Contest Committee — is bittersweet for Bean. Of course, he is excited to let the new officers come in, but finds it difficult to let go.

"When you think of the economic impact this entire operation has on the city and on the futures of students all around the state, you just want to do everything you can to make it a complete success. I think I will have to really pull in the reins to keep myself from encroaching on the duties of the new officers, but you know I'll be right in there rolling up my sleeves to do the chores. I want the new officers to do as much, to enjoy the time as thoroughly and to have as rewarding an experience as I have had."

When asked what the most rewarding part of being a Show officer has been Bean responded, without hesitation, "The kids and their scholarships." 

COMMITTEE SPOTLIGHT



Committeemen's Bar-B-Que Committee

Story by
Charlotte
Kirk

How do you say thank you to 11,000 volunteers who give hundreds of thousands of hours a year to make an event like the Houston Livestock Show and Rodeo such a success? It's not an easy job, but a special committee actually does that on behalf of the Show's Executive Committee, officers, directors and staff.

door prizes.

"We've been given the very important task of saying thank you to all of the committee members for all of their hard work," said chairman Winn Skidmore. "But our committee is unique because it is made up of the members of other committees who have very special skills to put on this type of event."

man Alan McAnelly's 54 volunteers set up the food and beverage areas and prepare the hors d'oeuvres. Vice chairman Donald Winford is responsible for preparing the corn-on-the-cob. Finally, vice chairman Mark Walls handles beverages.

In addition to great food and entertainment, the appreciation barbecue is known for its door prizes. Vice chairman Sally Woody and her eight-member team start months before the event to get as many as 200 door prizes donated. The prizes range from vacations to hats or boots.

But such a large party is not all fun and games. Behind the scenes there are also volunteers handling building and maintenance, as well as security under vice chairman Mickey Murphy. Vice chairman Sheri Parrack heads up the greeters, who prepare and distribute name tags and door prize tickets, and welcome all the guests.

Despite all of the hard work to serve their fellow committee members, this group of volunteers has a great time getting ready for the event. Harry "Skid" Skidmore, husband of the committee chairman, chips in by feeding the committee members while they prepare for the party. And just prior to serving the hungry crowds on the day of the event, the Show's officers, including Show President Don Jordan, serve the Committeemen's Bar-B-Que volunteers their lunch.

"It's great seeing all of the committeemen come together and get recognized," Winn Skidmore said. "We really enjoy serving our fellow committee members and making sure they realize how much their time and efforts mean to this organization. But ultimately, we all do this for the kids and for the scholarships."



Sam Pierson

Members of the Committeemen's Bar-B-Que Committee sample some of the fixings at the annual appreciation party. From left, Billie Vasquez, Sheri Parrack, Winn Skidmore, Richard Bean and Joe Fiddler.

The Committeemen's Bar-B-Que Committee is responsible for all facets of the annual appreciation barbecue held every summer in the Astrohalla. This unique committee is comprised of representatives of other Show committees—much like an 'Honor Guard' of Show volunteers. They are charged with saying 'thank you' to all the volunteers in a very special way; and they do it with 2,600 pounds of meat, several hundred pounds of beans and potato salad, entertainment and numerous

With the talents of 200 volunteers who have gained experience from other committees, the eight vice chairmen have a much easier time putting on a party for 11,000. But it does take time, and the cooking and setup begin on the Thursday before the Sunday event.

Spindletop Oilmen's Golf Charities, a non-profit organization known for its award-winning barbecue, cooks for the event as a service to the Show, under the direction of committee vice chairman Joe Fidler. Vice chair-

Go Tejano Committee

Because rodeo and ranching are so deeply entrenched with Hispanic culture, the Go Tejano Committee is a perfect marriage with the Houston Livestock Show and Rodeo.

When the first cattle arrived in the Western Hemisphere, with them came the "vaquero," or Spanish cowboy. In fact, the Texas cowboy's own culture developed from that of the vaquero. Tony Bruni, Go Tejano Committee chairman explained, "Fully 100 years before the Texas trail rides to the north, there were Spanish trail riders. The vaquero taught the American cowboy."

The 1995 Go Tejano performance featuring Selena and Emilio drew 61,041 fans to the Astrodome—the biggest day this year and closely rivaling the all-time record Astrodome crowd. But Go Tejano Day and the Go Tejano Committee mean more than just entertainment. One of the three main functions of the committee is to promote interest in Hispanic students and to promote the Show in the Hispanic community.

The committee began in 1986 as the Reata Division of the Show's General Go Texan Committee with only eight members. In 1990, the Go Tejano Committee was organized as an official Show committee. The group's symbol is the lariata, or in Spanish, "la reata."

The fund-raising activities of the committee have brought in scholarship dollars at explosive rates. In its first year, the committee awarded \$6,000 in scholarships. In 1995, the Show and the Go Tejano Committee, with 180 members, will award \$206,000 in scholarships to college-bound Hispanic high

school seniors. The fund-raising goal for 1996 is \$250,000. The Go Tejano Committee gives the largest number of scholarships to Hispanics of any organization in the Houston area. The committee is able to raise the money through a number of successful fund-raising events, including several dances, a fashion show, "Vaquero Days" at Jones Plaza on the day of the Show parade, table seating for the dances, and the ever-popular diner at the Show.

At this year's Show, spectators packed the Cattle Arena for four bilingual Fiesta Charras, essentially a Spanish Wild West Show, where children and adults in native costume performed roping tricks on horseback and sang. Inside and outside the Astrodome, mariachi bands performed.

"There's nothing like this anywhere else I know," said Candelaria Vargas-Rielt, who drove from Laredo to be at Go Tejano Days. "It's not a show; it's our heritage that people see here. Hispanics had more to do with Texas history than most people know."

According to officer in charge George A. Demontond III, the committee presents all scholarships at a Go Tejano Awards ceremony, which includes a successful Hispanic guest speaker. This year's scholarships will be presented May 23. A Reata Committee, which is independent

of the Show, is the selection committee that interviews and selects scholarship participants. Applicants have to be of Hispanic descent, meet criteria of residency, be in the upper 50 percent of their class and have demonstrated leadership, character and economic need.

Story by
Mark
Jones



Sam Pierson

Mariachi bands compete for the Texas State Championship on Go Tejano Day.

Committee vice chairman Luis R. Cano said the enthusiasm for the Go Tejano Committee and Go Tejano Day isn't hard to understand considering the Greater Houston area has an Hispanic population of 800,000, most of which are from ranching backgrounds. "There is a deep appreciation for ranching, and rodeo had always been popular with the Hispanic community." The high-caliber entertainment is also an important factor, and he expects next year's events to draw even more people.



EXECUTIVE COMMITTEE PORTRAIT



H a l
H i l l m a n

Story by
Ann Jacobs

Hal Hillman, the Show's 15th president, typifies the qualities of leadership, business acumen and perception that have led the Show to its success.

The desire to be involved with the Show's scholarship program initially led Hillman to participate as a new member, and his deep interest in education at all levels has been prevalent in all aspects of his Show-related endeavors.

Early on, Hillman utilized his business contacts to jump start the Metropolitan Scholarship Program under which businesses, both large and small, help provide scholarships for local young people. Under Hillman, who put together a team to bring the Show's message to corporations in the Houston area, the fledgling program gained momentum and evolved into the powerful educational provider it is today. In 1994, this program alone awarded \$1.13 million in scholarships to 113 local students.

Hillman believed that the educational aspects of the Show were broad-based and significant enough to encompass the world as well as local youths, so he helped create the International Livestock Congress, a function of the International Committee. Each year such national livestock experts as the manager of the King Ranch and the president of the U.S. Cattlemen's Association meet with the presidents of the national cattlemen's associations of other countries, including Mexico and Canada. Learning occurs on a global level, and speakers such as James Baker, former U.S. secretary of state, provide information to a

worldwide audience. The concept of the consular corps luncheons, another forum for international education and exchange, was brought to the Show and created by Hillman.

Perhaps the best example of Hillman's belief in the breadth of the educational opportunities the Show can offer is his recent pairing of the Show with the Houston Symphony in a Show-sponsored program. In this program underprivileged and "at risk" fifth graders are brought to a symphony program at which they also see a state of the art visual presentation on another topic such as U.S. history. Hillman believes that by affording these children the opportunity to experience the music and the intellectual challenges this program offers, the Show offers them rare and uplifting insights into "another way of life."

Hillman grew up in Houston and graduated from the University of Texas in 1949 with a degree in business administration. He is actively involved with his alma mater as a life member of the Ex-Students Association and as a participant in many University of Texas programs.

A businessman in Houston, Hillman heads Hillman Distributing Company, a wholesale beverage firm which distributes domestic and imported beer. His other businesses have included real estate development as well as automobile and truck leasing. He also is involved in ranching, which encompasses stocker steer production and a Brahman-Hereford cow-calf program.

Hillman has close family relationships which carry over into the business world. His wife Betty, a businesswoman in her own right, is involved in virtually every aspect of the Hillman companies' businesses. Their son Michael works with his father in the beverage distribution business.



Sam Pierson

Hal Hillman

Their daughter, Tricia, is involved in a related business of her own.

Hillman points out the many ways the Show benefits youth, from the sense of responsibility gained by caring for an animal and preparing it for the Show to being exposed to what may be a change in culture by experiencing the symphony. Yet, he added, the Show's benefits do not flow to the youth only. The inspiration experienced by the adult participants as a result of seeing the effect of the Show on young lives provides a great sense of personal direction. It also yields the desire to continue to work for the enhancement of the Show.



ACCOUNTING & INFORMATION SYSTEMS



Cowboys and bucking bulls are the fun and thrilling parts of the Houston Livestock Show and Rodeo, but a firm foundation makes all the excitement work. Part of that support is the organization's Accounting and Information Systems Department. The Show, behind all the denim and dirt, is a business like any other, but also different than any other.

Formerly two different departments, Accounting and Information Systems were reorganized to include membership and personnel tasks under one umbrella, in addition to overseeing the financial aspects of the Show.

Under the department are several divisions: Personnel services the full-time staff and its daily needs, including the handling of wages, taxes, OSHA, insurance and general personnel management. Membership helps the staff interact with

and track more than 30,000 members and 11,000 committee volunteers as well as maintains a membership database.

The Information Systems Director currently is updating the Show's computer system to accommodate changes and to permit the staff to function more efficiently. Advances allow for quick retrieval of information for committees and officers to use in making planning decisions. Monthly financial statements are made available to committee leadership to improve the quality of information used to make decisions.

Information Systems Department not only works closely with the organization's volunteers, it also must perform the day-to-day financial functions associated with any large corporation. These normal items have a unique twist, however. Accounts receivable bills for steers, lambs, pigs and poultry, while accounts payable is sending out checks to cowboys, cowgirls and livestock exhibitors.

During Showtime alone, more than 2,500 checks are written totaling more than \$9.5 million and more than 10,000 billings are produced

Story by
Sundra
Spears



Sam Pierson

Tom Bartels tabulates sales totals at the junior market auctions.

ACCOUNTING AND INFORMATION SYSTEMS PERSONNEL

Tom Bartels
Assistant General Manager/
Controllor

Debbie Scofelia
Assistant Controllor

Dianna Furney
Accounts Receivable
Administrator

Karen Koepke
Accounts Receivable
Administrator

Denise McCoy
Accounts Payable
Administrator

Mike Newman
Information Systems
Director

Beth Giles
Membership Director

To evaluate the Show each year, committees now receive more comprehensive financial information to begin planning for the following year. Requests for capital expenditures, budgets and long-range decisions are better planned with these operational improvements. Throughout the years, each committee has been given a budget commensurate with the objectives of the committee. With systems in place to provide reliable information, the committees can now audit and manage their funds.

The Show's Accounting and




for approximately \$5.3 million.

Tom Bartels, assistant general manager of the Accounting and Information Systems Department, said that the Show has improved tremendously since 1987. "This organization, a multi-million-dollar entity, will not continue without forethought, planning and attention to details," Bartels said.

This division of the Show maintains comprehensive, reliable information enabling its leadership to continue to improve the quality of its decisions and planning.



CALENDAR OF EVENTS

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

23 - Annual Meeting, Sales Pavilion
Hispanic Scholarship Awards,
Meeting Room 200

1 - Board of Directors Meeting,
Meeting Room 200

1 - Final deadline to clear all out-
standing accounts with the Show

3-4 - Show offices closed for
Independence Day

9 - Committeemen's Appreciation
Bar-B-Que; Astrohall



Houston Livestock Show and Rodeo
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