

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

H MAGAZINE

***1996 Financial Report:
A Real Bull Market***

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Cover Photo: Frank Martin

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H MAGAZINE, Volume IV, No. 3, is published by the Houston Livestock Show and Rodeo, Copyright 1996. Letters and comments should be sent

to: Marketing Department, Houston Livestock Show and Rodeo, P.O. Box 20070,

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A MESSAGE FROM THE PRESIDENT



As I begin my first year as the 18th president of the Houston Livestock Show and Rodeo, I want to thank all of you who encouraged me during my term as first vice president. It was an enlightening experience and one which better prepared me to now serve as your president. I received first-hand training from one of this Show's great leaders, Don Jordan, and I am eager to put the knowledge I gained this past year to the test.

Announcing the Show's 1996 financial accomplishments is an exciting way to begin. Any of you who attended the rodeo, livestock show or horse show know we had large, enthusiastic crowds, top-notch entertainers, spirited auction bidding, great exhibitors and exciting exhibits of all types. This translated into a record combined revenue of \$40,877,998, and with expenses of \$24,026,972, our revenue over expenses was a phenomenal \$16,851,026. Junior show contributions to exhibitors were \$3,843,172 and our scholarship and educational contributions totaled \$4,080,716.

Equally as impressive were the attendance figures. More than 1.8 million people came to the 1996 Houston Livestock Show and Rodeo. For the second year in a row, more than one million spectators enjoyed our world class rodeo and concerts in the Astrodome.

Every single one of the Show's 93 committees contributed to these outstanding results. All of you committee members should be particularly proud. You drove these numbers to such noteworthy heights.

When you spent the early hours of the morning directing people into the barns and stalling animals, our labor costs were reduced. When you increased sales of rodeo tickets, auction animals, parade float entries, ads in the souvenir program or corporate packages, you added to the Show's revenue. For those who worked tirelessly at fund-raising events, the figures prove how significantly you succeeded.

During each of our four recent scholarship presentations, we were reminded of how much our work makes an impact on students throughout the state. At our metropolitan scholarship banquet in May, the audience of more than 700 individuals sat in awed silence during a replay of the March 2 live transmission of the space shuttle to the rodeo audience. Astronaut Andy

Allen challenged the 117 scholarship recipients when he spoke of "ordinary men doing extraordinary things."

At the Show's Hispanic scholarship presentation two nights later, Texas State Rep. Diana Davila urged the 100 recipients to realize their dreams through education. We were advised during the presentation of 50, four-year scholarship awards to the 4-H organization on June 4 that "the only time success comes before work is in the dictionary." And, at the Texas FFA State Convention in July, our Astroarena was transformed into a show place for some of the best students in Texas, and we again presented four-year, \$10,000 scholarships to 50 deserving recipients.

In just these four scholarship presentations over the past few months, the Houston Livestock Show and Rodeo has awarded \$2,470,000 to 317 deserving recipients.

We have a reputation of being a hard-working group of people who give back to the community. These scholarship recipients reflect that reputation. The students told me over and over again what a difference these scholarships will make in their lives and of their commitment to make the best of their college years. Many of their parents have asked me to express their gratitude to all of you, my fellow volunteers, for relieving them of a great deal of financial worry.

The scholarship presentations bring us full circle. You've contributed your best efforts to our organization and you've been rewarded by students who work hard in college and return to contribute to their communities. At the same time, the financial results you've helped us achieve will allow us to award more scholarships and help more students. I'd like to thank you for helping us reduce Show expenses while increasing revenue, resulting in the most economically impressive Show in history.

So "thank you" from the young lady from Paris, Texas, who is studying to be a pharmacist and from the Kerens, Texas, student whose agricultural economics degree from Texas A&M University will help his community in the future. We truly are making a difference in the lives of young people of Texas.

I look forward to working with each of you.



Keye Marvins Photography

Jim Bloodworth

**JIM BLOODWORTH
PRESIDENT**

1996 FINANCIAL REPORT



*Prepared by
Show Staff*

From the Show's president, Jim Bloodworth... Cowboys came to a standstill in the middle of the arena one night during the rodeo as our announcers spoke live to astronauts in space. The Astrodome crowd watched on the Diamondvision screens as Columbia Space Shuttle crew members floated around in their cabin. It was an extraordinary moment: The 1996 Houston Livestock Show and Rodeo had gone into orbit.

Space technology also helped us transmit our Show to more people than ever before. With the increasing popularity of small satellite dishes, again we sent our rodeo and concerts nationwide on DIRECTV. The three-event pay-per-view package, called RODEO-HOUSTON, also went out to the United States and Canada through TVN Satellite Theaters and to Texas, Arkansas, Louisiana, New Mexico and Oklahoma on cable television.

Total revenue for the 1996 Show reflected this enthusiasm for the event as an entertainment extravaganza: \$40,877,998, an incredible 15 percent increase from 1995. With expenses of \$24,026,972, revenue over expenses totaled \$16,851,026, a phenomenal 24 percent increase from 1995.

The auction numbers were equally impressive. Although two fewer commercial cattle sales decreased the total auction sales by 5 percent, for a total of \$7,516,206, the first-ever School Art Auction brought in \$254,900, putting \$219,400 in the Show's Educational Fund through the auction caps.

Total junior market auction sales were \$4,425,050, adding \$1,286,700 to the Educational Fund. Two world records were set: the Reserve Grand Champion Steer sold for \$185,000

and the Reserve Grand Champion Lamb went for \$62,000. Whether they're furthering their educations on Show scholarships or taking home money to help build a future herd of purebred cattle, Texas youngsters were the big winners at the 1996 Houston Livestock Show and Rodeo.

When the numbers are finally tallied, they really add up to one

thing — people working together for the common cause of educating our young people.

As we begin our 65th year, we will reach for new goals and we will be facing new challenges. But most importantly, we will continue to benefit youth, support education and live up to our reputation as "The Show with a Heart."



FINANCIAL HIGHLIGHTS

(For The Year Ending April 30)

	1995**	1996**
Revenues	\$ 35,396,364	\$ 40,877,998
Expenses	21,790,944	24,026,972
Revenue Over Expenses	\$ 13,605,420	\$ 16,851,026

** Includes Canal Club revenue and expense starting in 1995.



CONTRIBUTIONS

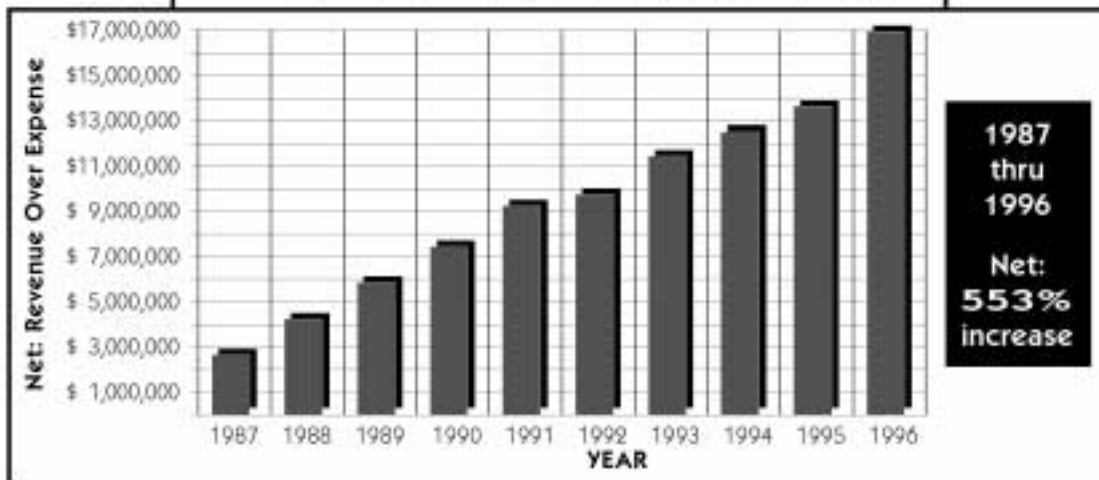
(For The Year Ending April 30)

	1995	1996
Junior Show Contributions*	\$ 3,916,059	\$ 3,843,179
Scholarships and graduate assistantships	3,016,355	3,135,600
Endowments to colleges and universities	455,000	490,000
Research and other agricultural programs	699,359	525,116
Total Contributions **	\$ 8,016,673	\$ 7,993,888

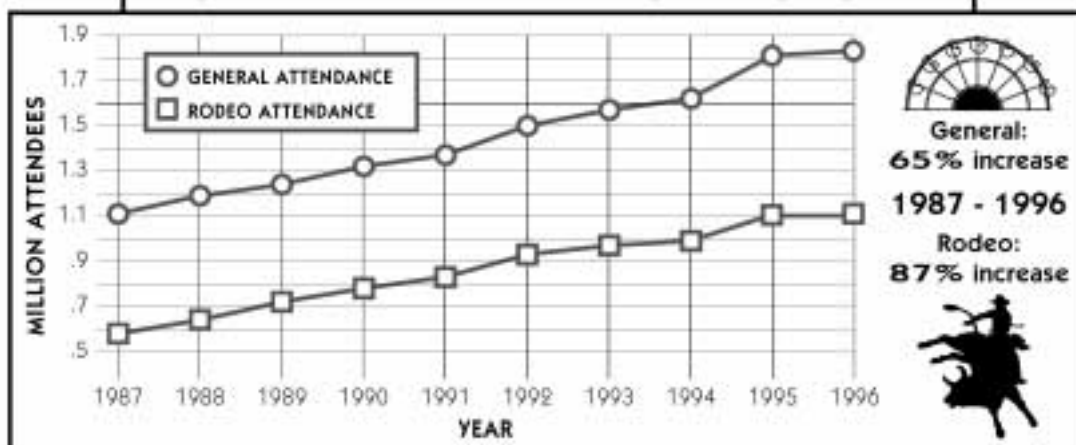
* Includes government and additional premiums, and off-arena and school air awards.
** Except for junior show contributions, contributions represent individual and corporate program support provided from the Houston Livestock Show and Rodeo. ** Includes Canal Club revenue and expense starting in 1995. ** Includes Canal Club revenue and expense starting in 1995.



10-YEAR FINANCIAL HISTORY



10-YEAR ATTENDANCE HISTORY



Houston Livestock Show & Rodeo New Educational Commitments for the 1996-97 School Year (as of June 30, 1996)

FFA SCHOLARSHIPS – 50 four-year, \$10,000 each	\$ 500,000
4-H SCHOLARSHIPS – 50 four-year, \$10,000 each	\$ 500,000
METROPOLITAN SCHOLARSHIPS – 117 four-year, \$10,000 each	\$ 1,170,000
AREA GO TEXAN SCHOLARSHIPS	
23 one-year, \$ 2,500 each	\$ 57,500
30 two-year, \$ 5,000 each	\$ 150,000
8 four-year, \$10,000 each	\$ 80,000
GO TEJANO HISPANIC SCHOLARSHIPS – 100 two-year, \$3,000 each	\$ 300,000
SCHOOL ART CONTEST SCHOLARSHIPS	\$ 73,800
ASSISTANTSHIPS (Graduate, Ranch Management, Veterinary and Junior College Awards)	\$ 391,500
RESEARCH	\$ 150,000
ENDOWMENTS	\$ 275,000
GRANTS AND OTHER EDUCATIONAL PROGRAMS	\$ 606,825
TOTAL EDUCATIONAL SUPPORT	\$ 4,254,625

WHO IS THE HOUSTON LIVESTOCK SHOW & RODEO?



*Prepared by
Show Staff*

Public awareness of the Houston Livestock Show and Rodeo has never been greater. With interests heightened by the success of the recent Show, pay-per-view programming, discussions about sports stadium construction and remodeling and open dialogue about the Show's scholarship citizenship policy, more people from near and far are asking, "Why is this Show so important and why does it attract so much attention?"

There are many reasons, including the size, scope and economic impact of the Show; the tremendous entertainment presentation at such an economical price; the educational value for both participants and exhibitors; Houston's love affair with its pioneer heritage and Western culture; and, of course, the phenomenal scholarship, grant and endowment programs of the Show.

MEMBERS AND VOLUNTEERS: THE HEART AND SOUL OF THE SHOW AND THE PULSE OF THE COMMUNITY

These are all important ingredients, but recent demographic research reveals that perhaps the most impressive and meaningful element of the Houston Livestock Show and Rodeo is its 29,854 members and its 11,444 committee volunteers.

A COMMITTED AND DEDICATED GROUP

These committee members, serving on 93 different committees, donate an average of 68.2 hours of service each to the Show every year (780,561 hours total). While the services and skills of some of the volunteers are worth many times

HOUSTON LIVESTOCK SHOW AND RODEO MEMBERS AND COMMITTEE MEMBERS	
Total Members:	29,854
Member Families:	28,851
Multiple Member Families:	1,003
Committee Members:	11,444
Committee Families:	10,958
Multiple Committee Families:	486
Female Committee Members (35.6%)	4,077
Life Members:	20,057
Life Members on Committees:	6,477
Annual Members:	9,664
Annual Members on Committees:	4,967
Non-Dues Members (Exofficio, etc.)	133

more, if the Show were to pay them only \$10 per hour, the total payroll would be nearly \$8 million.

The Show's membership and committee volunteers have major economic and leadership impacts on the organization as well as on their home counties, cities and neighborhoods.

The Show's membership literally hails from all over the world and the committee volunteers not only reside in Dime Box, Utopia, Splendora, Argyle, Tehuacana, Moscow, Joaquin, Bon Wier, Lone Star and Snook, Texas, they live in Queche, Vt.; San Juan Batista, Calif.; Palm Beach, Fla.; and Bayonne, N.J.

Most of them, however, are from the greater Houston area; they cover the Gulf Coast like a blanket and Harris County like a glove. Committee volunteers and Show members literally represent every geographic neighborhood and ethnic and socioeconomic community in Houston and Harris County.

While there are some concentrations of committee people and members in certain neighborhoods (295 committee families live in the 77057 ZIP code, an area bounded on the south by Westheimer, on the north by Woodway, on the east by Chimney Rock and on the west by Hillcroft/Voss), **every single residential ZIP code in Harris County has committee members living in its neighborhoods.**

A CROSS SECTION OF THE COMMUNITY

The Show promotes itself as a cross section of the Houston area, and the members and committee volunteers live up to that billing.

There are 7,839 Show committee families and 20,639 Show member families living in Harris County. They come from aggregate neighborhoods that are 59.65 percent Anglo, 17.12 percent Hispanic, 10.53 percent African-American and 4.0 percent Asian-American.

In Harris County, the average committee family has 3.9 members (30,752 people) and the average member family contains 3.6 people (40,452 in all).

The average committee person:

- ◆ is 43.29 years old
- ◆ has been a Show committee volunteer for 6.87 years
- ◆ has lived in Houston for 26.22 years (for the 87.3 percent who live in the Houston area)
- ◆ spends 16.62 hours per year in Show meetings
- ◆ attends 7.26 Houston Rodeo performances per year (4.08 performances on purchased tickets)



NUMBER OF COMMITTEE FAMILIES BY ZIP CODE

Families	ZIP	City
295	77057	HOUSTON
260	77024	HOUSTON
207	77056	HOUSTON
190	77084	HOUSTON
170	77042	HOUSTON
163	77079	HOUSTON
161	77429	CYPRESS
159	77027	HOUSTON
158	77077	HOUSTON
155	77063	HOUSTON
153	77040	HOUSTON
153	77478	SUGAR LAND
131	77005	HOUSTON
130	77450	KATY

Committee members purchase 32.15 percent of all rodeo season tickets sold. Show members (committee members included) buy 51.72 percent of the season tickets.

AN INFLUENTIAL FORCE



The Show's membership includes owners of multi-million dollar companies, Fortune 500 CEOs, all levels of workers from literally hundreds of occupations and students not yet earning salaries.

The average committee family income in Harris County is \$77,751, and the average member family income is \$74,766. The total annual family income of Show committee volunteers and members in Harris County is \$1.543 billion.

As a group they own over 49,500 private vehicles and pay nearly \$250 million in mortgage and housing unit rent each year.

There are 9,993 committee members and 26,524 Show members in the Houston Metro (Harris and seven contiguous counties). There

are 66,487 people in their families, and they have an annual aggregate family income of \$1.76 billion.

There are 95,486 people in Houston Metro Show families, and 51,987 of them are 21 years of age or older. There are 40,452 voting-age members in Show families in Harris County.

NUMBER OF COMMITTEE FAMILIES BY COUNTY

Families	County
7,827	HARRIS
727	FORT BEND
481	BRAZORIA
442	MONTGOMERY
267	GALVESTON
134	WALLER
102	LIBERTY
72	WASHINGTON
58	AUSTIN
57	COLORADO

It's obvious that "The Show with a Heart" beats soundly throughout the entire community.



NUMBER OF COMMITTEE FAMILIES BY CITY

Families	City	County
5,770	HOUSTON	HARRIS
365	SPRING	HARRIS
282	KATY	HARRIS
271	SUGAR LAND	FORT BEND
215	HUMBLE	HARRIS
210	PEARLAND	BRAZORIA
199	PASADENA	HARRIS
173	CYPRESS	HARRIS
166	BAYTOWN	HARRIS
133	TOMBALL	HARRIS

RESEARCH NOTE: Economic, statistical and geographic information in this article was abstracted, analyzed and processed by the marketing and presentations department from Show databases, volunteer questionnaires and ticket purchaser surveys; from Summary Tape Files 3A, 3B, 3C and 3D, Economics and Statistics Administration, U.S. Department of Commerce; and from CENDATA (accessed on INTERNET), Bureau of the Census. Census data was updated with Statistical Abstracts of the United States, 1995, and Current Population Reports P60-188, U.S. Department of Commerce

MOTHER KNOWS VESTS



Story by
Pam Malone

There are some things that are just plain sacred to a cowboy. High at the top of that list are friendship and listening to a mother's advice. For years, people have been saying that Cody Lambert developed the protective bull riding vest as a result of the tragic death of his friend Lane Frost during a bull riding accident. But even Lambert's mom will tell you that that's simply not true. Lambert visibly winces at the mention of this subject and his voice rises as he sets the record straight. "I would never speculate whether the vest would have done the job," he said in reference to Frost. "And I would never, ever want to make a nickel's profit off of a friend."

After just a brief visit with Lambert, one can tell he's a man with high values and deep integrity. To him, friendship and profit simply don't belong in the same arena.

According to Lambert, the real motivation for his interest in the vest was his mom's constant urging. "About 1991, my mother started telling me about these protective vests that the jockeys were wearing. She kept urging me to look into them and see if I could wear one while riding bulls," Lambert explained.

After reading an article in *Sports Illustrated* that credited the vest for saving the life of jockey Julie Krone who took a bad spill off her horse, Lambert took his mother's advice

and called Tipperary Manufacturing in Ontario, Canada. "They measured me and sent me some of their jockey-style vests. These vests had the technology and flexibility, but they weren't real convenient for cowboys to wear because they were designed to wear under clothes." Lambert went on to explain, "Some rodeos don't have good dressing areas for changing clothes and if it's a hot day, you don't want to wear the vest all day. I wanted something that I could wear on the outside of my clothes so that I could put it on immediately before riding and take it off after I was finished."

"So with that in mind, I changed the design a little. I gave it a western look by adding the yoke and leather. I added Velcro fasteners over the shoulders so that the rider can release the vest if a bull got a horn in it or the cowboy got hung up on the fence. If a cowboy is really injured and he's lying on the ground, it's designed so that instead of cutting it off and risking further injury, it can be unzipped in front, unfastened at the shoulders and the rider is free from it. I also added some pockets for the rider to store gauze or tape and some tags where he can pin his entry number."

Lambert spent a great deal of time designing the vest so that it was convenient to wear and did not hinder his movements. "I felt like if it restricted my movements in any way, it might cause another injury," said Lambert. "If I'm trying to protect myself by wearing the vest, I don't want to wind up breaking my neck because my body wouldn't bend in the right direction. Before I used it, I had to be totally sold on the design where I couldn't even tell I had it on."

Lambert was as equally — if not more — concerned with the safety



Sam Pierson

The PRCA requires its members to wear a hat and a long-sleeved shirt in the arena. However, one-ton bulls, wild horses and even mom dictate an addition to that clothing in the form of a protective vest.

The protective vest is now as much a part of the standard equipment for roughstock riders as their gloves, saddles, bull ropes or bronc riggings.

of the vest. "I was really cautious about making sure the vest was scientifically tested," Lambert stated. "There's not really any safety standards in the United States for protective rodeo equipment, so we tested it overseas. The foam inside is given something called a BETA rating, which stands for British Equestrian Trade Association. The foam is rated on how well it will protect the rider. The jockey vests are a BETA 5 and the rodeo vests are a BETA 7. Rodeo vests are made with a bit heavier foam but still weigh less than four pounds with the leather and everything."

Lambert went on to explain that the multitude of foam squares that makes up the interior of the vest decreases the energy dispersed by the impact of a bull's blow. "Punctures aren't really the problem," he said. "We don't have to worry about the horn as much as we have to worry about the blow of a hoof. If a bull steps on me and weighs 1,800 pounds, that weight is going to be there no matter what. Now if he jumps on me, there's going to be a lot more force. The vest slows the rate of impact and disperses that force over the body of the vest instead of just one area."

Although cowboys are notorious for their grit and their thrill-seeking nature, once Lambert wore the vest, it became an accepted

investment among bull riders. Veteran cowboy Gilbert Carrillo is quick to agree. "Years ago if someone saw you wearing something like that they'd question whether you're a real cowboy or not. Now, everybody knows that you've got to take care of your body," Carrillo stated. "When you're going 100 percent and traveling to a bunch of rodeos, you have to be physically fit to prolong your career. You can't afford to be injured. I was hurt real bad up in Canada. I believe that if I had a vest on, I would still have one-third of my pancreas and my spleen that I'm missing."

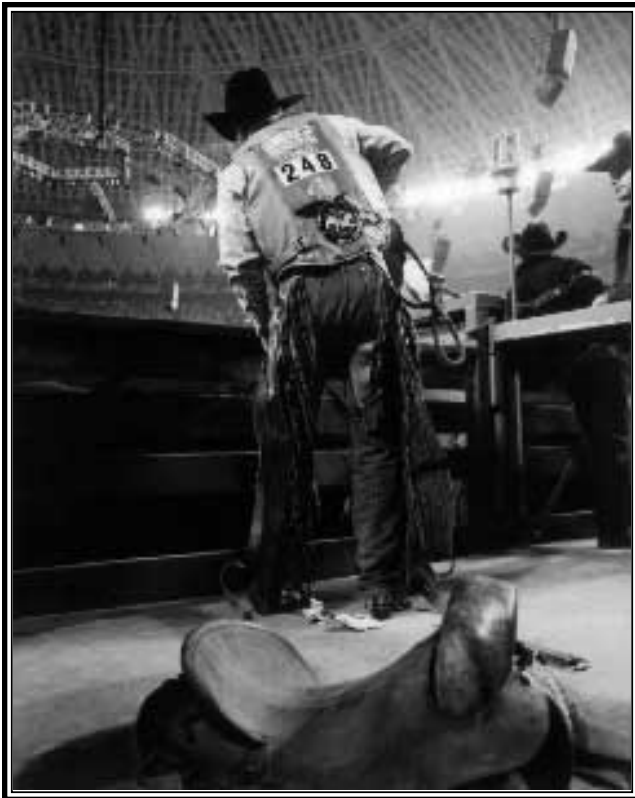
And for barrelman and former bullfighter Quail Dobbs — who completed his 34th rodeo season in 1996 — the same sentiments are

shared. "It's the greatest thing that ever happened for safety of cowboys," he said. "At nearly every performance where I am, there's an instance where it's helped the riders. Bullfighters Miles Hare and Rick Chatman both wear one. I'm inside the barrel, so I can't wear a vest, but I've seen times when I wished I could. I've broken some ribs inside that barrel after being tossed around. I guarantee that if these vests had been around before, I would have worn one."

"I won't ride a bull today without one," Australian bull rider Rodney Lidgard stated. "During the first round here in Houston, I had a bull step on my back. If I hadn't had



Sam Pierson



Lambert, donning in his protective vest, gears up for his next ride inside the Astrodome with about 50,000 onlookers anxiously awaiting to watch one of the most popular events in rodeo — bull riding.

my vest on, I would have wound up with broken ribs. Instead, I got up and was in good enough shape to ride the next day. If I hadn't had it on, I wouldn't have been able to compete for a couple of weeks and in turn, not had been able to make my living."

"Bull riding is not safe no matter what you do," explains Lambert. "And just because you put the vest on doesn't mean you're 100 percent safe. My main objective in developing the vest was to keep from cracking ribs and prevent those nagging injuries. This is what I do for a living and to feed my family. If I don't

have to do it with broken ribs, I can do a better job."

The irony of that statement hit home for Lambert in 1994 while he was competing at the Houston Livestock Show and Rodeo. "That very night I had just gotten vests in for Ty Murray, Ted Nuce and Cody Custer who were the first to order them," explained Lambert.

"During my ride I was thrown and the bull stepped right in the middle of my back. I was thinking

to myself that it was a good thing that I had my vest on when I looked down and realized my leg was twisted in the wrong direction. It took me almost a year to recuperate from that broken leg but it was a blessing in disguise because the vests were ready to market and I could go home and learn about the mail order business."

Tipperary and Lambert's company, Tipperary West, together have sold more than 3,000 rodeo vests since they came out in 1994, ranging in price from \$200 to \$300. And these rodeo vests have really become popular. According to Lambert, "a lot of the jockeys at the

tracks prefer these vests in the morning while they're exercising their horses."

And while the Professional Rodeo Cowboys Association (PRCA) doesn't require bull riders to wear them, the vests have become a requirement for high school rodeo riders. "It really hasn't become an issue with the PRCA because most professional bull riders are wearing them anyway on a voluntary basis," said Lambert. "Within one year after I started wearing the vest, 90 percent of the bull riders also started wearing them. Now it looks strange if you see a rider not wearing one." This protective trend is catching on as rodeo spectators are seeing several bareback and saddle bronc riders wearing them also.

Besides helping prolong the careers of professional riders, Lambert also humbly realizes that his vest has impacted the very nature of his sport. "What makes me feel really good is when I receive a letter or a phone call from a mother who has been told by a doctor that her son might not have made it if he had not been wearing a vest," he said.

While Lambert initially set out to appease his mother and protect his livelihood, his venture has won him the gratitude of hundreds of cowboys who depend on their health to compete in rodeo after rodeo, year after year. And along with that gratitude comes the hearts of literally millions of rodeo fans who breathe a little easier after seeing their favorite cowboy get up and brush himself off after a close encounter with a hoof or a horn.



MAY MEETINGS RING IN THE NEW YEAR



It was “New Year’s” for the Houston Livestock Show and Rodeo — a time when this organization reflects on its year of phenomenal success and looked toward the future, setting goals to strive for even more prosperity and extraordinary achievements in the future.

The Show’s annual meeting, held May 21, kicked off with a special presentation to long-time friend of the organization the Rev. Dr. Tom Bagby, who was recognized for his 33 years of involvement with the Show (see related article on page 20). A moment of silence also was observed for those outstanding members of this Show who passed away over the last year: lifetime vice presidents Jimmy Johnston and Charlie Wyatt; and lifetime directors C.A. Spears and Tommy Steele.

Each of the 13 vice presidents summarized his committees’ respective accomplishments over the past year, while Show President Don D. Jordan delivered the record-breaking statistics from the 1996 Show. “This was certainly the best year economically the Show has ever seen,” Jordan said.

Also at the Show’s annual meeting, 15 new board members were elected and 10 board members were elevated to lifetime directors (see pages 10-11).

These newly-elected members joined their fellow directors at the board of directors’ meeting, held May 30. Outgoing Chairman of the Board Dick Graves recalled several significant milestones of the Show during his six-year tenure as president and chairman, respectively, which included:

- ◆ increasing all four-year scholarships from \$8,000 to \$10,000
- ◆ increasing the Metropolitan Scholarship Program from 26 recipients to 117
- ◆ creating six new committees
- ◆ developing new areas and attractions, such as Rodeo Plaza and Astrohall Plaza
- ◆ launching the Show into electronic distribution via pay-per-view television broadcasts

As the title of chairman of the board was passed to Don D. Jordan, he expressed four long-term goals for the Show: to always maintain the exceptional value of coming to this event, to be fiscally responsible, to continue

to benefit education, and to do all these things with spirit and cooperation among all those involved.

Jim Bloodworth, who served this past year as the Show’s first-ever first vice president, was elected as the 18th president of the Show. Also elected by vote of the board as the newest members of the Executive Committee were Don Buckalew, John Causey and Jim Clepper. Buckalew has been a Show member since 1968 and served as a vice president from 1992 to 1994. Causey became a Show member in 1976, and was a vice president from 1993 to 1995. Clepper, a Show member since 1960, served as a vice president from 1988 to 1990.

Additionally, five new vice presidents were elected at the board meeting: Ken Caldwell, Charles Grant, Red Griffin, J. Grover Kelley and Dan Lehane, M.D. (see profiles on page 16); while Clayton Underwood and Mike Wells were elected as lifetime members of the Executive Committee.

With outstanding leaders, a talented staff and thousands of dedicated volunteers, the Show’s potential for success in the next three years has no boundaries.

*Story by
Ann Jacobs*



New members of the Executive Committee are (from left to right) Don Buckalew, John Causey and Jim Clepper.

1996-97 BOARD OF DIRECTORS & LIFETIME DIRECTORS



BOARD OF DIRECTORS

- | | | | |
|--------------------------|--------------------------|----------------------------|-----------------------|
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| George Clair Arnold Jr. | J. Pleas Doyle | Jerry H. Hickman | Robert V. McAnelly |
| Bill Bailey | Freeman B. Dunn | O. W. "Bill" Highfill | * George McAteer |
| David "Sam" Bain | W. T. "Bill" Dunn | Hal Hillman | Fred McClure |
| Louis Bart | Tom Eaton Jr. | George Hinsley | R. W. "Bill" McDonald |
| Richard E. Bean | John L. Ebeling | G. R. "Ray" Hinsley III | Jim McIngvale |
| W. B. "Buddy" Bean | Jamie Ehrman | F. Barron Hobbs | Wayne L. McLemore |
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| John R. Braniff | Richard Lee Fuqua | Elizabeth P. Jameson | Reed Morian |
| Tony Bruni | A. L. Furnace | James J. Janke | Jack Morris |
| Don A. Buckalew | Lynn Garner | Patrick William Johnson | James Carroll Motley |
| Richard Buddeke | Gary Garrison | Mike Jolley | Kenneth C. Moursund |
| J. C. Burnham | George S. Gayle III | William M. "Bill" Jones | David E. Mouton, M.D. |
| Patricia Ann Burt | Aubrey Gentry | Don D. Jordan | J. N. "Nick" Nail III |
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(*) newly elected

MORE BANG FOR YOUR BUCK



Story by
Nancy Burch

A family outing — can it be done without negotiating a loan from your friendly banker? The answer is yes, if it's Houston Livestock Show and Rodeo time in the Bayou City. For \$10 each, the modest price of admission to the Show, Dad, Mom and all the children, from toddlers through teens, can enjoy a mind-boggling assortment of attractions and entertainment. From the Wild West Show to pig races, there is something for everyone — school art exhibits, petting zoos, horse shows and much more. Then, of course, there's the rodeo inside the Astrodome itself with all the excitement it offers, beginning with the grand entry, followed by thrilling competitive events featuring world champion cowboys and cowgirls vying for prize money. The grand finale: the concert featuring star entertainment and the spectacular closing fireworks extravaganza.

So how does the Show compare with other entertainment venues in Houston on a cost basis? Maybe you'd like to take the family to a Rockets game. If you're willing to climb to the top of the Summit, you may be able to buy a ticket for \$12.50. However, if you want to be up close and personal, it'll cost you as much as \$375. How about a sentimental journey to the Astrodome in the fall to watch the soon-to-be-Nashville Oilers? Tickets are available, but they'll cost you between \$28 and \$40 each. Multiply that by the number in your family and the total takes on frightening proportions.

Just how does the Show offer such an entertainment bonanza year after year at a bargain price? According to Assistant General Manager Leroy Shafer, there are three compelling factors. "First of all, we are a charitable organization with no investors, no owners and low operating expenses when

compared to professional sports franchises or theme parks," he says. "Our stated purpose is education, not profit. The founding fathers of the Show determined its mission would be to promote animal agriculture and to offer quality, affordable family entertainment.

"The second critical element of the Show is our huge pool of volunteer talent, close to 11,500 of them," continues Shafer. "Even at minimum wage, if we had to pay for all of the services our volunteers provide us, we would be doing well to break even — without giving any scholarships. For example, consider our souvenir program which brings in over a million dollars in gross revenue. We would have to pay out a quarter of that in commissions if we hired a firm to do the work, and it's doubtful they could sell that amount because they would not have the enormous network of connections that our volunteers do.



Sam Pierson

Whether strolling through the Astrohalls or Astroarena, attending a rodeo performance in the Astrodome or just having fun at the carnival, there are events and attractions for everyone at the Houston Livestock Show and Rodeo.



Featuring premier stars like Reba McEntire at the annual Houston Livestock Show and Rodeo brands this event as a high-quality entertainment venue.

“Finally,” said Shafer, “there is the large amount of corporate support we receive. We have 35 official sponsors, representing a broad range of businesses, many of them Fortune 500 companies. Our co-promotions and co-marketing efforts with these sponsors reap great benefits for us. In particular, our media sponsors allow us to promote the Show for a fraction of the normal cost without even counting the raw dollars they contribute.”

The Show also enjoys the use of the Astrodome complex each year without an annual rental fee. “That arrangement is a result of our major investment in building the Astroarena and Astrohalla and donating them to the county,” Shafer explained.

While the \$10 ticket price remains fixed, the Show itself does not. “The officers, directors and management are always evaluating everything and looking for newer and better presentations,” said Shafer. “We visit trade fairs and other entertainment venues, checking out new attractions. We realize we are in competition with the

Disney Worlds, the SeaWorlds and all kinds of entertainment venues for the public’s discretionary dollars, and we have to be just as aggressive and sophisticated as they are. At the same time, we try to balance our tradition of promoting the history of our pioneer heritage and culture with the latest cutting edge technology. Anything new that we add must fit in with our theme and it must be family entertainment. We ask ourselves these questions: is it educational, is it fun and can we afford it?”

Notwithstanding the overwhelming success of the Show each year, there is always the challenge of attracting the ticket-buying public. Surprisingly, the latest research reveals that 161,324 visitors to the Show in 1996 came for the first time, 15.2 percent of the total attendance. Approximately 22 percent came for the first time in more than two years, while 17 percent had not attended for more than 10 years. On the other side of the scale are the true believers — the 17 percent who have been here every year for at

least the past five years. “These numbers reflect what we all must keep in mind, it’s not just how good we were last year, it’s how good are you going to be this year and the year after that,” Shafer said.

That imaginary family of four that comes to the Show with their \$10 tickets clutched in their hands enjoys a rather incredible slate of entertainment and activities for their investment. First and foremost is the world championship invitational rodeo. With the exception of the National Finals Rodeo held in Las Vegas each year, Houston’s talent pool of cowboys and cowgirls is incomparable. Only the top 50 competitors in each event are invited. Then there’s the concert featuring entertainers who command as much as five to 10 times the \$10 ticket cost in other venues. Add in the calf scramble, chuck wagon races and the spectacular fireworks, and you can understand why the Astrodome is sold out for virtually every performance.

What goes on inside the Astrodome is only a part of the Show’s entertainment package. There are the educational exhibits, including petting zoos, the World of Cattle exhibit and the milking parlor as well as commercial exhibits and other attractions. You can easily spend an entire day at the Astrodome complex and not see everything.

Naturally, there are opportunities to spend more dollars, on food and drinks, souvenirs and the carnival. Shafer said the research indicates the average family spends an additional \$10 per person while at the Show. Add in the transportation cost — either park-and-ride or self-parking — and the mythical family of four can have a great time for under \$100.

Now folks, that’s a deal that’s hard to beat.



THE STADIUM ISSUE: A CRITICAL CROSSROADS



Among the hotter items in Houston this year are the intense discussions regarding professional sports franchise relocation and current and future sports stadium and facility needs.

Because its future success and existence could be affected greatly by the outcome of these debates and subsequent stadium decisions, the Houston Livestock Show and Rodeo has been a central topic in many of these discussions.

Show officials have been pleased and even pleasantly surprised at the consideration and concern given to the Show by city and county officials, planning and evaluation committees, sports franchises and even professional sports associations.

The Show also has been the focus of much media attention locally and throughout the state and nation. While most of the reports about the Show's involvement in these issues have been accurate, there are some lingering misconceptions among some of the media and some of the public about the concerns and positions of the Show regarding stadium issues.

For example, it has been reported over and over that the "rodeo" is encouraging the construction of new or improved stadiums because it needs more seats. **THIS IS NOT TRUE!**

The Houston Livestock Show and Rodeo has not encouraged or promoted anything other than its stated position that any new stadium construction, reconstruction or relocation must take into account the Show's current needs and continued existence.

Even though it has sold nearly all of its available seats for the past few years, the Show has not asked for a new or larger stadium and is the

only tenant of the Astrodome that is satisfied with the Astrodome's current capacity and configuration. Like all of its other tenants, the Show would like to see more and better rest rooms, wider aisles and additional concessions.

However, if the needs of professional sports franchises bring more seats to the Astrodome or an equivalent stadium in the Astrodome complex, the Show will utilize the expanded facilities to the best of its ability.

It has been reported that the

The Houston Livestock Show and Rodeo is celebrating 30 years in the Astrodome complex, and we WILL CONTINUE TO CALL IT HOME!

Houston Livestock Show and Rodeo influenced those who recommended "that a new baseball stadium be built at the Astrodome complex so it could utilize the facilities for rodeo while the Astrodome was being modified and upgraded into a football-only stadium." **THIS IS NOT TRUE!**

If a "baseball-only" stadium with no roof or a retractable roof were built at the complex, it is highly unlikely that it could or would ever be used for rodeo. The roof, if it existed, would not support the massive lighting and sound equipment required for the concert portion of rodeo. The size and shape of a baseball-only field would be difficult to configure for rodeo (not to mention the destruction of the natural turf).

A recent feasibility study (funded by the Show), revealed that the rodeo could be held in the Astrodome during upgrade reconstruction with as many seats as a new baseball stadium would provide.

One major sports writer editorialized that "the rodeo needs to be more cooperative and get into the spirit of things" (regarding the stadium issue and keeping franchises in Houston). **The Show is "IN THE SPIRIT."**

The Show has enjoyed several years of stadium partnership with the Astros and the Oilers and other users of the Astrodome complex.

Obviously, it is in the best interest of the Houston Livestock Show and Rodeo for professional sports (any or all types) to remain a part of the Astrodome complex. While there are any number of possible stadium and team site location scenarios that could accommodate all parties involved (including the Show), the Show definitely will support any reasonable stadium construction and/or reconstruction that keeps a professional sports presence in this complex while facilitating the continued success of the Show.

Regardless of the perceived "spirit of things," the Houston Livestock Show and Rodeo **WILL OPPOSE** any stadium plans that threaten its future. The Show was in Houston long before any of the current professional sports franchises; it did not create or facilitate professional sports' current problems; it will be here long after this local situation is resolved.

"The Houston Livestock Show and Rodeo is the franchise that's here to stay." (editorial cartoon, *Houston Chronicle*, February 9, 1996)

*Prepared by
Show Staff*

The following statement of position has been disseminated to all media and public individuals concerned with this issue. Regardless of any possible situations or alternatives that may occur or be presented, it accurately reflects the Show's concerns, needs and positions regarding the stadium and facility situations:

The current and future success of the Houston Livestock Show and Rodeo and its charitable, educational and community support programs are totally dependent on the continued viability and use of the Astrodome and the adjoining Astrohall and Astroarena complexes or a combination of existing and equivalent additional or replacement buildings and stadiums connected to or adjoining the Astrodome complex.

The Show supports any responsible endeavors, measures or proposals that would: 1) ensure the future health and availability of this complex to include adequate housing and support for the livestock and horse shows; 2) house and support the Show's numerous commercial, educational and entertainment attractions and exhibits; 3) provide a hard-covered stadium with at least as many seats as now exist in the Astrodome for rodeo (the rodeo could definitely take advantage of additional seating that might be provided for football, soccer, or track and field events); and 4) maintain or increase the current number of on-site or adjacent vehicle parking spaces for livestock show and rodeo spectators and participants.

It should be noted that the Astrodome parking lot was full for all rodeo performances in 1996 and that 19.5 percent of the rodeo/concert (Astrodome) spectators (207,000 people) rode shuttle buses from

Accordingly, the Show believes that any proposals which involve the investment of public tax moneys or public revenues (of any type) approved for stadium construction and improvements (whether or not they occur in combination with private or user-pay financing) should first be committed to modernizing, upgrading and/or enlarging the scope and capacity of the existing Astrodomain complex to support the current needs of professional sports franchises. Such expenditures would not only protect the public's investment but would enhance and improve a magnificent complex that serves and supports a variety of user tenants (to include the Southwest's largest charity event and entertainment extravaganza) and the people of the entire area.

satellite parking lots. While the Show pioneered Astrodome event spectator remote parking and while it maintains great efficiency in this area, it is approaching the maximum number of people that can be bused to and from any one entertainment performance.

Over the past 30 years, the Show has financed and constructed (without the use of public moneys, including taxes of any type, public obligation bonds or any other type of public financial commitment) the Astrohall and Astroarena facilities (more than 30 acres under roofs) and

donated them to the citizens of Harris County. Many of the improvements and most of the expansions of these original facilities have been funded in whole or in part by the Show. The current replacement costs of these donated facilities exceeds \$100,000,000.

These facilities, the adjoining Astrodome and the surrounding parking lots combine to make a perfect support facility for the livestock show and large equipment-oriented conventions and trade shows such as the Offshore Technology Conference (held here annually) and the National Association of Home Builders Convention (periodic three-year contracts since the early 1970s).

Because of the original design of the Astrohall, Astroarena and adjoining warehouses and dry storage facilities to support livestock shows, horse shows, livestock auctions, and related educational and commercial exhibits, and because of the high replacement costs of these facilities, it would be economically and physically impossible for the Houston Livestock Show and Rodeo to move to another exhibition/competition complex.

While the Show makes no assumptions about what is in the best interest of privately owned, profit-making sports franchises in this city, it supports the people, businesses and officials of the city, county and surrounding areas as they strive to maintain professional sporting and entertainment events for current and future generations.

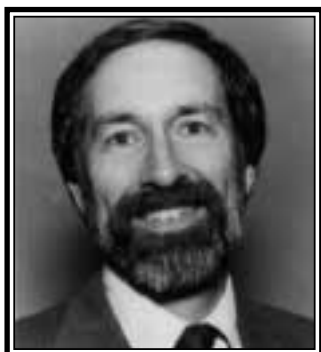
However, the Show wants all concerned parties to understand that any actions taken in their pursuits of sport franchises that diminishes the viability and well-being of the Astrodome complex stand to threaten the future success and existence of the Houston Livestock Show and Rodeo.



A LOOK AT THE NEW VICE PRESIDENTS



Story by
Amy Glass



K e n C a l d w e l l

Were he not so organized, Ken Caldwell might be a difficult man to find when you need him. After all, he could be at the site of the Executive Conference Center he's developing west of Houston, or he might be in China, overseeing the construction of a new hotel he's opening there. Of course, where you will probably find him is at the offices of the popular Unicorn Ranch recreational facility that he and his wife Angie own and operate.

Caldwell, the son of a career U.S. Air Force officer, lived all over the world before graduating from high school. He received his bachelor's degree in aerospace engineering in 1970 from Virginia Polytechnic, graduating with honors. He moved to Houston in 1972, and in 1978, founded Omega Marine, which he recently sold. Caldwell currently serves as president of Nexus Ventures, a firm specializing in the hospitality and entertainment industries.

Caldwell was asked to join the Steer Auction Committee by Thad Gilliam in 1988. He has since progressively served as team captain, vice chairman and chairman. As chairman, he led a group that broke every committee sales record, but his proudest achievement was raising the amount of the guaranteed premium, providing a significant increase in payments to all junior market steer exhibitors.

Caldwell's wife Angie also is involved with the Show, and proudly earned the title "mega mouth" on the Speakers Committee for her outstanding participation on the committee. Their son Derek is a senior at Texas A&M University where he is majoring in finance.

Caldwell will be the officer in charge of the Black Go Texan, Breeding Poultry, Events and Functions, Membership and Steer Auction committees.



C h a r l e s G r a n t

Charles Grant never dreamed when he started working with the Show 22 years ago that he would one day be elected as a vice president.

He was originally involved with the Show through his employer and formally joined a committee in 1974 when he became involved with the Corral Club. He has also served on the Steer Auction Committee, but it has been the Corral Club where he has spent the majority of his volunteer hours.

In 1986, Grant was appointed as chairman of the Loge Level Corral Club. He then served as vice chairman of Corral Club Division III and as chairman of Division I. Grant recently concluded his three-year term as general chairman. It has been a progressive career that has prepared him for the many hours he will dedicate to being a vice president. "There were times when I worked in one of the Corral

Clubs every night during the Show. It was fun, but a lot of work, too."

Grant will serve as officer in charge of the 15 Corral Club committees and the Committeemen's Bar-B-Que Committee.

When Grant is not donating his time to the Show, he is working at Plaza Printing, his offset printing and high-speed duplicating company in west Houston. Grant was a member of the Rotary Club for many years before deciding to devote all of his volunteer hours to the Show. His wife Marge is also a volunteer on the Rabbit Show Committee.

"This is definitely an honor," said Grant. "It's the culmination of 22 years of hard work. Being rewarded and recognized in this way is beyond any expectations I had when I started."



R e d G r i f f i n

Red Griffin's career as a Show volunteer began 10 years ago when he met his wife, Gay Nevill, a devoted volunteer and Poultry Auction Committee member, who encouraged him to become involved with the Show. He joined the International Committee where he became a captain, and then joined the Corporate Development Committee where he served as vice chairman and ultimately, chairman.

Griffin, a former tank driver in the U. S. Army, attended the University of Texas and the University of

Houston, and graduated with a degree in marketing. Griffin has a number of commitments: he is a Shriner; a member of the Jesters Club, a social organization that evolved from the Shriners; a member of the Houston 100 Club; and he belongs to the Tejas Vaqueros. His primary efforts, though, are reserved for the Show and Coastal Towing, Inc., the largest transporter of heavy fuel oils on inland waterway systems, where he serves as chairman of the board.

"I stay busy, that's for certain. It's interesting how one can always make time for those things that are important," said Griffin. Along with work and the Show, family is one thing for which Griffin always has time. His son Clay is a vice president of Coastal Towing and a member of the Lamb Auction Committee. Griffin's daughter, Ginger New, keeps him busy with three grandchildren. Hunting and fishing also find their way into his busy schedule.

As vice president, Griffin will be the officer in charge of the Rodeo Express, Sheep and Goat, Resource Renewal and Transportation committees.



J. Grover Kelley

J. Grover Kelley is on top of the world — at least that's what it must feel like from his EVEREN Securities, Inc. offices on the 61st floor of the Transco Tower. Having been named vice president in charge of the Breeders Greeters, Commercial

Exhibits, Directions and Assistance, Graphics and Signage, Magazine and Parade committees has contributed to that feeling as well.

Kelley began his involvement with the Show when John Braniff, Mike Upchurch and Justin White asked him to join the Breeders Greeters committee 18 years ago. Kelley steadily worked his way through the Breeders Greeters committee as committee member, shift captain, vice chairman and chairman. He also has volunteered his time and efforts on the Magazine and Parade committees.

Kelley has a great deal of family involvement in the Show. Sister Nano Scherrieb is the chairman of the Special Children Committee. Also, his brother Larry and other sister Mary are both members of the Breeders Greeters Committee.

Kelley has served on the developmental board of the Houston Achievement Place, and for the past 14 years on the advisory board of Spindletop Charities, Inc.

"I am honored to serve in this capacity and was fortunate to have great mentors who always showed respect for the volunteers and staff," said Kelley. They've showed me how to set high standards, and still keep this work fun."



Dan Lehane, M.D.

Dr. Dan Lehane, born in Pittsburgh, Pa., is a medical oncologist

practicing at The Methodist Hospital.

After graduating from medical school in New York, he received the majority of his medical training at Baylor College of Medicine, where he has been a faculty member since 1973.

Because of his desire to pursue oncology and the reputation of Baylor he and his wife Tina made the move to Houston.

In the late '70s, Dr. Lehane was invited by a member of the Swine Auction Committee to purchase a pig — and so began the Lehane family involvement with this organization.

Tina Lehane has been a member of the International, Livestock and School Art committees. Their son Michael, who has shown Appaloosa horses at the Show with his brother Sean, is a member of the Lamb Auction Committee where he was voted "Rookie of the Year."

Their daughter Lisa has four children who have won awards in the Appaloosa show. Lehane served on the International Committee and served as chairman of the Lamb Auction Committee.

As a vice president, Lehane will serve as officer in charge of the Lamb Auction, Range and Pasture Plant Identification Contest and all four Calf Scramble-related committees.

"Tina and I have always believed in youth and education, and we like to support winners," said Lehane. "We believe that the future leadership of our country comes from those individuals who are successful in their childhood. The money generated at the Houston Livestock Show and Rodeo is clearly going to kids who work hard. We've received great personal satisfaction helping these young people."



Photos by Marketing Staff

COMMITTEE SPOTLIGHT



Agricultural Mechanics Committee

Story by
Beverly
Rosenbaum

It's a greasy job, but somebody's got to do it.

In fact, there is a group of about 40 enthusiastic individuals who are excited about helping kids who work with malfunctioning tractors and mechanical agricultural equipment — the Show's Agricultural Mechanics Committee. This group is responsible for the entire coordination, setup, judging and operation of the Ag Mechanics Project Show and the State FFA Tractor Mechanics Contest.

man of this committee. He believes that this event emphasizes the educational aspect of the Show-sponsored contests, and reinforces the notion that it is not necessary to have an animal to compete in the Houston Livestock Show. Committee Chairman Carlos Hendrick agrees, and adds, "It is a career development event based on curriculum taught in Texas high schools."

Open to Texas 4-H and FFA members, the contest highlights projects constructed as part of class

is to locate and correct five deliberately placed malfunctions in identical diesel fueled tractors furnished by the top manufacturers on a rotating basis.

Each three-member team is given two minutes to review a service work order and 25 minutes to complete the task. If successful, a designated driver starts the tractor, drives it in a safe manner around a predetermined course, parks it and turns in the key to the timekeeper.

All tractors have the same malfunctions, and three judges per team observe the high school students as they test the equipment with their own tools. Prizes are awarded on both a team and individual basis because each participant must also complete a 100-question written exam and evaluation of 20 tractor or implement components.

"This committee is fortunate to work with such talented young people," said Hendrick. Members work year-round to secure prizes from the generous Houston business community for both competitions. Winners in these two contests receive such prizes as floor jacks, various hand tools and welding machines. However, Hendrick points out that the committee also provides a special gift for all participants, such as hats and T-shirts. Committee volunteers also take pride in hosting a dinner for all the participants on the day of their registration.

"These competitions are very unique," said Hendrick. "They promote an important vocation and spotlight those individuals who aren't showing livestock."

The superb exhibition of talent in these contests is something no visitor to the Show would want to miss!



Sam Pierson

Tractor mechanics contest participants are judged as a team and as individuals in this highly competitive event.

Since its inception 17 years ago, the Ag Mechanics Project Show has grown steadily, with volunteers surviving extreme cold and torrential rains in the Astrodome parking lot for three years before becoming an official committee and moving into the climate-controlled Astroarena.

In the Ag Mechanics Project Show, the young people "learn to design, build and market mechanical projects that are used on farms and ranches," said John Montalbano, officer in charge as well as a past chair-

man of this committee. He believes that this event emphasizes the educational aspect of the Show-sponsored contests, and reinforces the notion that it is not necessary to have an animal to compete in the Houston Livestock Show. Committee Chairman Carlos Hendrick agrees, and adds, "It is a career development event based on curriculum taught in Texas high schools."

Open to Texas 4-H and FFA members, the contest highlights projects constructed as part of class

Resource Renewal Committee

Piles of trash to piles of cash.

That's the way it is now, but that was not the case before 1992. Prior to that time, discussions lingered regarding the high costs the Show was incurring for waste removal. So after several months of research, the Show embarked on a plan to recycle items which were previously discarded as only trash.

It was during that 1992 Show when some 12,000 pounds of aluminum were collected by the newly-formed Resource Renewal Committee, and the group continues to celebrate what has become an annual event — exceeding expectations of recyclable refuse, continually educating the public to the value and feasibility of recycling and having fun as a committee.

The original committee consisted of 10 eager members, and that group quickly doubled to 20. By its third year, the committee's membership had increased to 50. Currently the committee boasts of 65 very environmentally-oriented members.

To collect as many items for recycling as possible, training is important. Rookie committee members are first introduced to the metals sorting table. All have been quick learners when it comes to distinguishing recyclable and non-recyclable materials.

During the Show, a typical workday begins at 7 a.m. Two shifts divide the normal 18-hour day, which frequently doesn't end until 1 a.m. The 200 white, specially marked RECYCLING aluminum can barrels located throughout the Show grounds are visited twice daily. Additionally, nightly stops at all 15 Corral Clubs and Astrodome USA facilities

must be made. The gathered materials are taken to the west loading dock of the Astrohall. Sacks of aluminum cans are flattened and repackaged before being hauled away. Glass bottles, cardboard, animal bedding material and plastics await a similar fate.

Each phase of this program is supported by Browning-Ferris Industries and its technical expertise, specialized equipment and their employee-committee volunteers. Houston's KHOU Channel 11 publicizes the message of recycling

the Show: "We're reducing landfill space consumed and we're saving the hauling costs normally incurred by the Show." These are both environmental and fiscal benefits of which the committee can be proud.

The committee has estimated that 700,000 pounds of waste materials were collected and recycled this year — a significant increase from 1995. Also, a test was implemented to turn plastic drink bottles and three-quarter of a million drink cups into park benches and to a fabric for T-shirts and blue jeans.

*Story by
Pat
Scherrieb*



Sam Pierson

Performing one of the "dirtiest" jobs at the Show, the Resource Renewal Committee sorts through tons of trash for environmental and monetary rewards.

at the Show and the work of this committee to the community with television spots supported by on-air meteorologist Dr. Neil Frank. Throughout the city, the Show's initiative and commitment to recycling is known even before the first empty soft drink cup is discarded.

Former officer in charge Tom Northrup is quick to point out the two major savings of recycling by

Current Chairman Dave Johnson credits vice chairmen Fred Schadt, Mary Hucherson and Donnie Nixon with promoting a team spirit within the committee. "We call recycling a team sport," said Johnson. We are out to educate by example. If we can impact the community for a three week period, the commitment for the other 49 weeks of the year can't be far behind."



33 YEARS OF BLESSINGS AND BREAKFASTS



“**K** eep your Texas halos on... God is good, and God is great, all across the Lone Star State...”

*Story by
Leslie Worsham*

Anyone who has been to the Show’s annual Steer Auction breakfast in the last 33 years has been fortunate to hear these and other inspirational blessings from the distinguished Rev. Dr. Tom Bagby.

It began in 1963, when now-lifetime vice president John Rader was serving as a vice chairman of the Steer Auction Committee. “I decided that having a prayer would be a good way to settle down the breakfast crowd,” Rader said. “I had been a member in a church where Reverend Tom served as the pastor, so I asked him to join the festivities of the Show and say our blessing at the Steer Auction’s most exciting event of the year.”

Roy Elledge, a lifetime vice president, knew he wanted to continue the tradition while he served as chairman of the committee, and asked Bagby to bless the breakfast during his tenure as well. “He is our ‘Official Steer Pastor,’” Elledge said. “He is very special to me, and I respect him very much.”

And how does Bagby like the title “Official Steer Pastor?”

“I think it’s great! I like that title,” he said. “I am a native-born Texan, so I guess I’m full of bull. I look forward to this breakfast every year. My wife Mary Louise and I have attended the Show every year since its days at the Coliseum. I gave the invocation at several rodeo performances.”

And Rev. Bagby had some pretty famous listeners, too.

“In 1953, Roy Rogers was performing at the Show. He heard

me give the invocation, and then asked a Show director which church I pastored. Roy came to the service at my church that next Sunday. He told the congregation that he was there for the same reason they were, and would not sign autographs... and he didn’t.”

Bagby has been an Episcopal priest in Houston for 60 years. “When we first moved here, we rented a home in Houston, and my wife and I lived upstairs. We held church downstairs.” He was the founding rector of St. Martin’s Episcopal Church in 1952. When Bagby retired in 1983, St. Martin’s had the largest membership of any Episcopal church in the state of Texas.

Executive Committee member and former Show President Hal Hillman, who also is a member of St. Martin’s Church, recalled Bagby’s love for the Houston Livestock Show and Rodeo. “I have heard him on occasions visiting with someone and talking about the Show,” said Hillman. “He takes such pride in it, and he is loved by so many people. He’s just a very down-to-earth fellow.”

That love and respect for Bagby was quite evident at this year’s annual meeting in May, when he was presented with a plaque commemorating his long-standing commitment and outstanding service to the Show, and especially the Steer Auction Committee.

So what does Bagby consider to be the success of his ministry?

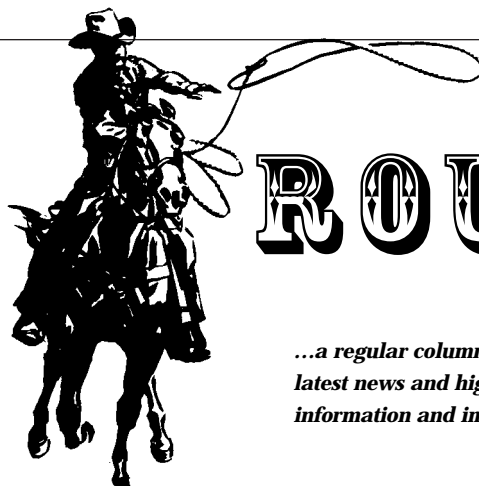
“Just loving people,” he said. “There are no important or unimportant people in this world. We all are alike in God’s eyes.”



John McCaine

At the annual meeting, the Rev. Tom Bagby extends his gratitude to the Show after being presented a plaque from Executive Committee members and fellow St. Martin’s parishioners (from left to right) Tommie Vaughn, Louis M. Pearce Jr., Dick Graves and Hal Hillman. Bagby was honored for his outstanding service to the Houston Livestock Show and Rodeo.

RODEO ROUND-UP



...a regular column in H Magazine featuring the Show's latest news and highlights as well as the most current information and important updates.

A LITTLE LESS WEAR AND TEAR

The Show's buildings and grounds department is currently constructing rodeo stock pens for use during the Show at the property on Highway 288 at Alameda Road. These 30 acres will consist of covered pens and fenced-in areas for stalling livestock used for the rodeo. Currently, rodeo stock is transported to and from Sealy, Texas, every day for each rodeo performance. This project will be complete for use beginning with the 1997 Show.

G EARING UP FOR '97

Show volunteers, management and staff are busy preparing for the 1997 Houston Livestock Show and Rodeo. Next year's Show begins with:

World's Championship Bar-B-Que Contest

Thursday, Feb. 6 - 8

Downtown Parade

Saturday, Feb. 8

Go Texan Activities

Saturday and Sunday, Feb. 8 - 9

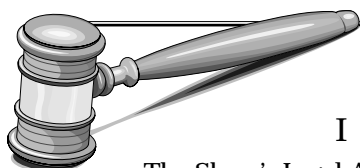
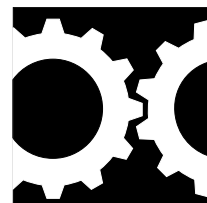
Horse Show

Wednesday, Feb. 12

Livestock Show, Rodeo and Carnival

Friday, Feb. 14

Rodeo, livestock show and horse show activities continue through Sunday, March 2.



THE LEGAL ISSUES

The Show's Legal Advisory Committee will host its annual Legal Symposium on Friday, Sept. 6, beginning at noon. This half-day seminar will address topics involving concealed handgun laws, indemnity agreements, insurance and risk management as well as special issues with respect to commercial exhibits, media relations and scholarship programs.

M O R E R O O M

The Show has recently received a two-acre tract of land from the city of Houston located at the north side of the Astrodome complex. This property is being used to expand the Show's warehouse facility, which will provide much needed warehouse and storage space in addition to providing an area to stall horses used during the rodeo.

CALENDAR OF EVENTS

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

AUGUST EVENTS

- 9 - Burleson County Scholarship and Appreciation Banquet*
- 9 - Channelview/Sheldon Midnight Madness Golf Tournament*
- 23 - 24 - Polk County Cook-off*
- 23 - 25 - Alvin/Pearland Cook-off*
- 24 - Katy Teen Dance*
- 24 - Tomball/Magnolia/Montgomery Turkey Shoot*
- 26 - Humble/Kingwood Annual Golf Classic*
- 26 - Fort Bend/Stafford Golf Tournament*

SEPTEMBER EVENTS

- 2 - Labor Day holiday - Show offices closed
- 6 - Legal Symposium
- 7 - Walker County Go Texan Events*
- 7 - Alief Southwest Car Wash*
- 16 - NASA/Clear Creek/Friendswood Golf Classic*
- 20 - 22 - Tomball/Magnolia/Montgomery Cook-off and Dance*
- 27 - 28 - Aldine/Spring/Klein Cook-off*

OCTOBER EVENTS

- 1 - Deadline for committee listing in souvenir program
- 5 - Cy Fair Old West Costume Ball*
- 12 - Burleson County Go Texan Weekend*

(* Go Texan committee events; for more information, contact the Go Texan Director at (713) 791-9000.



Houston Livestock Show and Rodeo
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