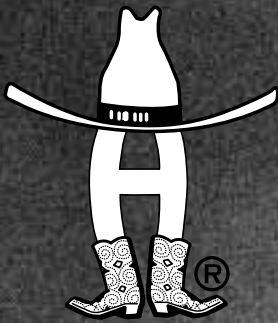


November 1996 - Vol. IV, No. 4



# MAGAZINE

**Gear Up  
for the  
'97 Show  
(Jacket Optional)**



**RECOGNIZING AND INFORMING THE VOLUNTEERS AND SUPPORTERS OF THE HOUSTON LIVESTOCK SHOW AND RODEO**

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**The cover:** *The Show's 1997 Official Jacket.*

*Photo by Sam Pierson*

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# A MESSAGE FROM THE PRESIDENT

**W**

hen you think of yourself as part of the Houston Livestock Show and Rodeo, what images does that bring to mind? The rodeo? The auctions? The stars? Unless you work on one of the committees that directly deals with livestock, you probably don't instantly think about how closely this organization is tied to the agricultural industry.

We've seen farmers and ranchers this year on television, selling their cattle at rock-bottom prices or plowing under their crops because of the drought. But because many of us are at least a generation removed from a rural environment, we don't always make the connection of how the plight of food producers will affect us. When we have to pay more for a gallon of milk at the grocery store, will we remember that dairy farmers had to pay more for feed because there was less feed available?

However, if you're a supporter of the Houston Livestock Show and Rodeo, you're much more involved in agriculture than the average citizen. You've been helping scientists develop more drought-resistant crops, discover better ways to farm

using less water and fewer chemicals, improve cattle breeds to better utilize range land, develop alternative crops for Texas farmers, improve fire ant control to benefit farmers, ranchers and picnickers, and much, much more.

Each year, the Houston Livestock Show and Rodeo supports more than 30 research projects at Texas colleges and universities.

Although our direct scholarship programs generate bigger headlines, these agricultural research projects will help our country meet the challenges of the 21st century by keeping up with changes in technology and resources and producing a safe, consistent food supply for a hungry world.

In 1996, 10 schools participated, with projects ranging from fire ant control research to genetic engineering in plants. Some of the titles indicate the complexity and range: "The Effect of Pen Density on Plasma Cortisol Levels in Feedlot Steers," "Implementing a Farm and Ranch Financial Management Program in Texas," "The World Food Outlook and Implications for U.S.

Agriculture" and "Identification of Molecular Genetic Differences in Slaughter Cattle and Their Associations with Feedlot and Carcass Traits."

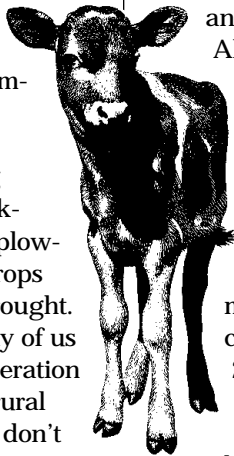
Obviously, there's no longer any such thing as "just a farmer" — he or she must have computer and management skills, knowledge of chemistry and biology, and the ability to deal with environmental, labor and other societal issues. The Houston Livestock Show and Rodeo, through its support of agricultural research in Texas, is helping to develop those skills and abilities in the food and fiber leaders of tomorrow.

Why should you and I care if this organization helps the agricultural industry? There are more of us — insurance brokers, computer technicians, secretaries, accountants and bankers — and fewer farmers and ranchers. Combine that with a growing world

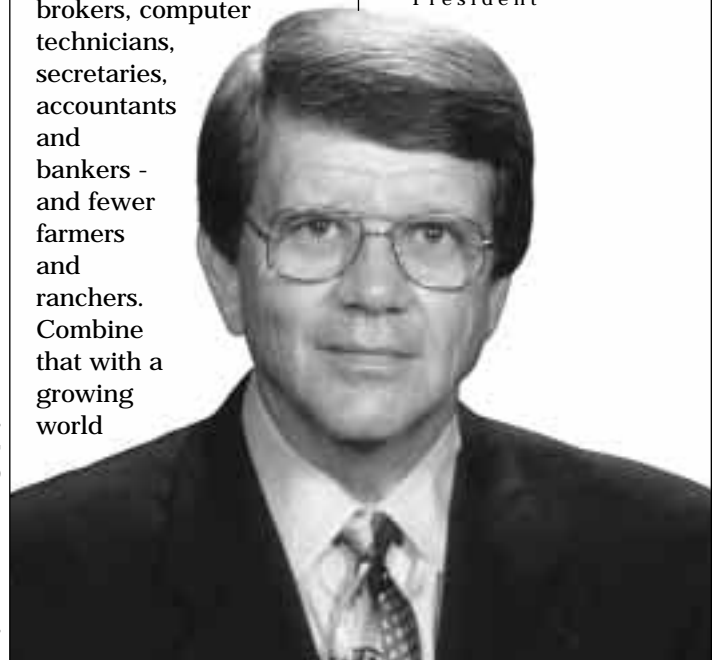
population and limited land resources, and it will take better efficiency to keep the food coming. That responsibility will fall on the shoulders of the American farmer, and we can all be proud that the Houston Livestock Show and Rodeo will help.

Although our event has grown into a major entertainment extravaganza, the Show began because seven men of vision wanted Houston to become a hub for the cattle industry. In this season of harvest and bounty, we can be thankful that the Houston Livestock Show and Rodeo remains a cornerstone for the future of agriculture.

*Jim Bloodworth*  
JIM BLOODWORTH  
President




Kaye Marvins Photography



# We're Glad You Asked

As committee volunteers and members of the Houston Livestock Show and Rodeo, we take interest and share common concerns about Show policies, procedures and regulations. The Editorial Board of the H Magazine Committee recently had the opportunity to present a number of those common concerns that affect each of us to Show President Jim Bloodworth and General Manager Dan Gattis. The following are their responses:



**Q:** Last year, the badge policy was changed to include a new silver VIP badge as well as the gold committee member's badge. What did the new badge do for the Show, and will there be any changes in the badge policy for 1997?

**A:** Adding the new VIP badge, in addition to the gold committee member badge, worked out quite well for the Show. Our main reason for instituting the new badge was to aid in crowd control.

It helped greatly with congestion at gate entrances as well as with the crowds inside the Dome itself. We don't anticipate any changes to the 1997 badge policies.

**Q:** Are there any changes in store for our scholarship program, in particular, increasing the value of awards?

**A:** The Houston Livestock Show and Rodeo boasts one of the most renowned scholarship programs in the country, with an annual commitment to Texas young people of more than \$4 million. In the near future, we do not anticipate any increase in the value of direct scholarships; however, we hope to increase the number of scholarships presented in each program.

**Q:** How are we dealing with parking issues during the Show?

**A:** Everyone within the Show's leadership recognizes that parking is our biggest challenge during the Show. We continually work on options to help us in this area. For the 1997 Show, we will be experimenting with an off-site parking location for committee volunteers and staff. But when the "stadium issue" is completely resolved, we will begin implementing new solutions to parking issues.



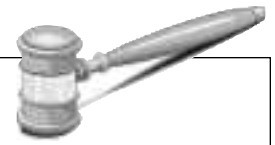
**Q:** Why can't the horse trailers in front of the Astroarena be moved to an off-site location to make more parking spaces available?

**A:** Our horse show, one of the world's largest, had 3,352 horses entered in the 1996 Show, and the Astroarena has 700 stalls to accommodate these horses. Therefore, it is necessary for the exhibitors to keep their costly tack, feed, saddles and other supplies locked up in their trailers. Many exhibitors enter multiple classes of competition, so it becomes necessary for them to go back to their trailers several times a day. Also, most horse show exhibitors are here for one-day shows, so the same trailers are not in the Astroarena parking lot for the entire two-week duration of the Show.

**Q:** Does the Show receive any revenue from the \$4 parking fee?

**A:** The Houston Livestock Show and Rodeo receives none of the profits from Astrodome parking charges. All parking money goes to Astrodome USA (the Astrodome management company), as they are responsible for all security, liability and maintenance of the Astrodome complex parking lot.





**Q: What is the status of committee growth? Is the “maximum number” for committee size locked?**

**A:** As many of you who are involved with the Show know, we have experienced tremendous committee growth in the past 10 years — from 5,000 volunteers to more than 11,000. Currently, we are putting a “freeze” on committee growth. There will be very limited increases in committee sizes this year. Our primary reason for doing so is to ease the parking situation. We also will be carefully reviewing the size and scope of all Show committees and their roles with respect to the operations of the Show.

**Q: Why are some entertainers here for multiple performances?**

**A:** While we strive to bring as many stars as possible to our Show each year, we also attempt to let spectators see their first choice of performers. Some entertainers have such large audiences that it takes more than one performance to satisfy the demand. Also, in our attempt to maintain a high quality for all performances, we sometimes have to sign multiple performances of our top stars. We walk a fine line balancing demand for particular entertainers against the wishes of our season ticket holders who want the greatest variety possible.



**Q: Why are there no more season tickets to be sold if there are tickets still to purchase?**

**A:** Currently, about 30,500 seats are sold as season boxes. Although it would be very easy to sell out the Dome with season tickets, we must retain seats for the general public to purchase once our entertainers are announced. We want to give the opportunity to purchase tickets to individuals and families who may want to come to one or two performances.

**Q: Is there a possibility of Astroworld becoming the Show’s carnival?**

**A:** We never keep the doors closed to new ideas, and there is always a possibility that Astroworld would be affiliated with our annual event. The carnival is a vital part of the Houston Livestock Show and Rodeo. Research and actual experience have proved that our carnival revenue is directly reflected in its proximity to other Show events and activities — in fact, 8 percent of the Show’s total revenue stems from the carnival. In other words, the carnival is an important attraction, and we need to keep it close to everything else. No matter where the location, we will continue to make it a family-oriented, top notch, affordable attraction!

**Q: What is the status of the Show’s property on Highway 288? Can this area be used for off-site parking?**

**A:** The Show owns approximately 300 acres on Highway 288. Although it is certainly a viable option for an off-site parking lot, development is being delayed until an adequate drainage system can be constructed on the land, and we are currently working on that issue. However, we are in the process of constructing rodeo stock pens on the property for use during the Show. The covered pens and fenced-in areas will be used for stalling livestock used during the rodeo that previously was transported to and from Sealy, Texas, after each performance.



**Q: What is in store for this organization in the future?**

**A:** The Show’s Long-Range Planning Committee recently completed an extensive study on the Show. It examined one-, three- and five-year plans with respect to the Show’s growth and development. Through the use of new technology, such as electronic distribution and the Internet, we are trying to increase the international scope of the Show. We are doing things today that, five years ago, we had no idea we would be doing. So, five years from now, this Show will be accomplishing things that were never envisioned today. As president, my personal goals are to continue the remarkable history that the Houston Livestock Show and Rodeo has had for 65 years, and to help this Show become better, not necessarily bigger.

# Scholarship/Citizenship Policy

Prepared by Show Staff

**T**he following statement is the Houston Livestock Show and Rodeo's official scholarship program and citizenship policy.

The Houston Livestock Show and Rodeo has one of the finest educational programs in the world. It has been designed and implemented to benefit youth throughout the state of Texas and, in particular, the greater Houston metropolitan marketing area (Metro).

Since 1957, the Show has provided \$44 million in scholarships and educational support to

benefit Texas youth. The Show presented more than \$4 million in scholarships, educational and research assistantships, endowments and grants for the 1996-97 school year.

Throughout Texas, 378 students received direct scholarships this year through the numerous scholarship programs, and graduate students received \$510,000 through academic and research assistantships.

Additional financial assistance will be given to several hundred more students through the Show's educational endowment programs at 22 Texas colleges and universities.

The Houston Livestock Show and Rodeo has one of the most diverse scholarship programs in the nation. Our largest program awards \$1,170,000 to graduating seniors in the Houston Metro area (Harris, Fort Bend,

Montgomery, Brazoria, Galveston, Waller and Liberty counties).

This program was designed and implemented to touch every segment and demographic element of the marketing area and to benefit young people from every cultural and ethnic background. In the spring of 1997, a \$10,000 scholarship will be given to a student in

each public high school in the seven-county Metro area. This includes 117 non-alternative and magnet schools as well as three at large.

Because most of the public schools in the Metro area reflect the ethnic and cultural makeups of their surrounding neighborhoods, the resulting group of scholarship

these scholarships come from all parts of the state and, for the most part, represent rural Texas. However, metropolitan students are not excluded from this program and winners do come from the larger cities, including Houston and Dallas. This is the largest agricultural scholarship program in the world.

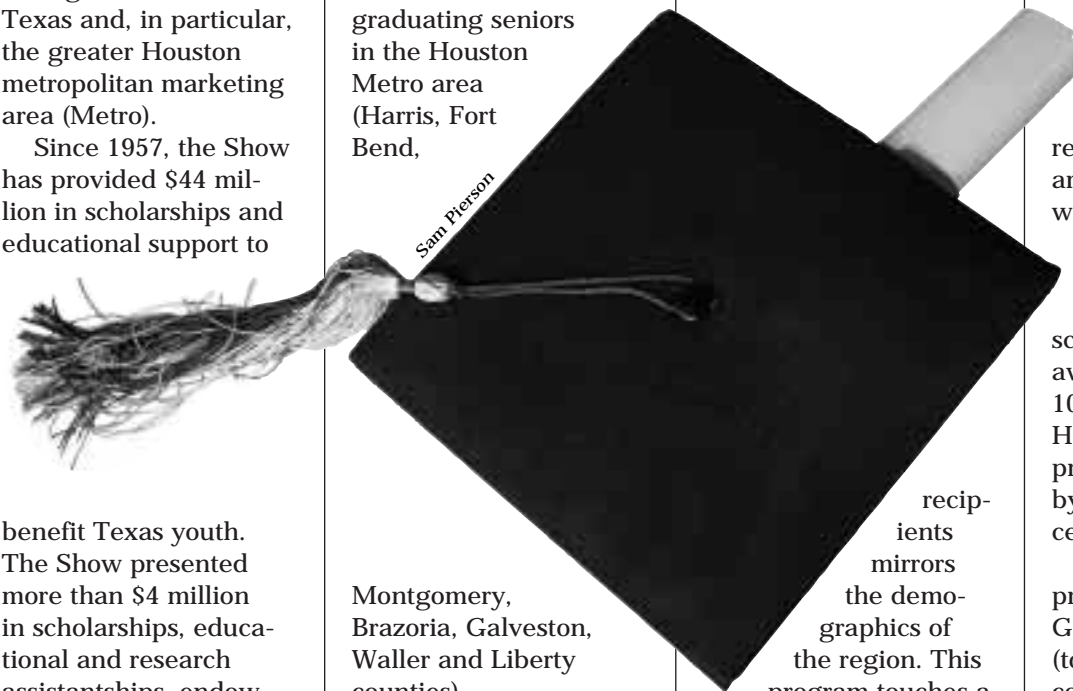
The Show's Go Tejano scholarship program, to the best of our knowledge, is the largest regional Hispanic scholarship program in the world, as well. On May 23, 1996, the Houston Livestock Show and Rodeo Go Tejano scholarship program awarded \$300,000 to 100 Houston-area Hispanic students. This program was increased by \$94,000 (45.6 percent) this year.

Other educational programs include Area Go Texan scholarships (to students in a 61-county area surrounding the Houston Metro area), school art scholarships, graduate assistantships and research grants (students benefiting through research assistantships and student employment).

We know of no other major scholarship program anywhere dispensing this amount of money

recipients mirrors the demographics of the region. This program touches a range of youths from the rural reaches of the Metro to the inner-city areas of Houston.

The Show's second largest scholarship program presents \$1,000,000 annually to Texas 4-H and FFA members (100 students each receiving a \$10,000 scholarship). Winners of





and aiming it at so many different segments of the population

The Houston Livestock Show and Rodeo neither practices nor condones discrimination in any of its programs. All Show scholarship programs, with the exception of the Go Tejano scholarships, are available to young people of all heritages and from all cultures.

Regarding the citizenship issue, this is not a concern involving heritage, culture or ethnicity; it is an issue of deter-

mining qualifications for choosing the very best from a large group of qualified applicants.

When a few hundred scholarship winners (378 this year) have to be chosen from thousands of qualified applicants, Houston Livestock Show and Rodeo officials feel that regardless of heritage, culture or ethnicity, applicants with U.S. citizenship should take priority over students without U.S. citizenship. In each of our scholarship programs we have at least five qualified

applicants (who are U.S. citizens) for each scholarship that we give away. In particular, we had 522 qualified Hispanic youths apply for the 100 Go Tejano scholarships.

The Houston Livestock Show and Rodeo has no citizenship requirements for participation in any of its exhibitor or contest programs to include all livestock and horse shows, judging contests, calf scramble and school art competitions. Junior show participants must be members of the 4-H

or FFA for all livestock programs or must be enrolled in a school that is participating in our school art contest.

The Houston Livestock Show and Rodeo has made and will continue to make every effort to involve everyone in the Metro population in all aspects of the Show. Continually, we will strive not only to maintain, but to increase, levels of participation from and support to people of all ethnicities, cultures and heritages.

## A Fond Farewell



Allen H. "Buddy" Carruth contributed his time and resources to numerous Houston organizations and served as the leader of many as well, but on Sept. 12, 1996, the Houston Livestock Show and Rodeo lost more than a leader and a supporter — it lost a longtime, very special friend.

Carruth joined the Show as a life member in 1959 and served on the Membership, Livestock, Steer Auction and International committees. He was chairman of the Breeders Greeters Committee and served on the Show's board of directors for four years before becoming a vice president in 1969. He was elected as the organization's 12th president, serving from 1979 through 1981. He was chairman of the board from 1982 to 1984.

Growth of the organization was tremendous under his leadership. While president, countless records were consistently broken in attendance, livestock auction sales and ticket sales. Also during his tenure, the Directors' Club and the Tejas Room both were built.



But Carruth's love for his community and passion for helping others reached far beyond this organization. He also was president and trustee of the Wortham Foundation and made immeasurable contributions to the performing arts in Houston, including the Houston Symphony and the Houston Grand Opera. He was a director of the Houston SPCA and a past director of the Houston Chamber of Commerce and was involved in numerous other Houston-area charities.

Carruth was managing partner of John L. Wortham & Son insurance brokerage firm from 1965 to 1985. He also owned and operated the Lazy A Ranch in Bellville, Texas, where he and his wife Ethel raised Santa Gertrudis cattle.

Carruth was an extraordinary man — a past leader of numerous philanthropic organizations, an enthusiastic contributor, a successful rancher and a well-known business magnate. He saw the Houston Livestock Show and Rodeo as "a bright light that will always burn strongly in Houston's future." However, in his own right, Buddy Carruth shone brightly in the many lives he touched.

# THIS IS MY STORY AND I'M STICKING TO IT

Story by Bill Bludworth



As I was saying, even though you see me in many places, don't get the wrong idea. I am not free for the taking. I am registered with the U.S. Department of Commerce/Patent and Trademark Office, as are my other Show logo pals. Anyone who wants to feature me or one of my partners must sign a Trademark License Agreement with the Show, a formal legal document that is strictly enforced. By

Howdy!

I am the bowlegged H logo of the Houston Livestock Show and Rodeo. I have been around since 1966, when a couple of guys from the Mail Well Envelope Company – Tom Martin and Gene Hultquist – came up with the idea. Tom then put me on paper. I was submitted to the Show along with a bid for the organization's stationery printing business. Both were successful and I was born. In fact, I was so perfect that I was accepted as I was submitted and haven't changed since.

I am one of the most widely recognized logos in the state, if not the country – among those of us who are familiar with the Show, that is. Even my orange color was chosen by the designers and not, as rumored, by Louis M. Pearce Jr. (University of Texas orange blood), the Show president following my adoption. Actually, I appear in many other colors; but orange (PMS color #166) is my official color.

Tom was even presented with a trophy commemorating my creation. He and his late wife Joyce were no strangers to the Houston Livestock Show and Rodeo, as she worked in the Show's offices during the "busy" season.

Since 1966, I have appeared many places – on trophies, jackets, caps, buckles, leather goods, spurs, jewelry and in many Show publications. In fact, I have even been made into an animated version, and you can see me during Show time in the festive Daily Show Parade. I also was the grand marshal of the downtown parade in 1995.

More to come...

Sincerely,



requires the licensee to pay the Show a \$100 application fee, a \$1,500 advance against royalties and a 15 percent royalty on all sales of licensed products. Along with a sales report, these royalties must be submitted quarterly to the Show.

This concept is catching on, with royalty revenues from the sales of such products rising from slightly more than \$33,000 in 1993 to almost

\$100,000 in 1995. A big part of this boost was caused when one of you entrepreneurs got permission to sell the all- black leather and

this agreement, the Show controls the use of its logos and trademarks, the quality of

the licensed products and the royalty revenue which supports the Show's operation and scholarship programs. The agreement



wool jackets with the Show's logo on the back. They sold like hotcakes!

The Show encourages licensed manufacturers and distributors



to market the use of me and my partners on familiar products as well as on new and untapped product lines such as wearing apparel, leather goods and many other items. As long as it is in good taste, the use to which we may be put is limited only by your imagination.

If you see one of our logos on something, you can be sure that it was produced under a license agreement with the Show, or it should have been. We very zealously guard our logos, and the Show's staff is constantly on the lookout for violators.

Even having that custom-made gift for some special person could be a violation of the Show's trademark rights, unless the manufacturer of the item has a license agreement with the Show. There is such a thing as "Special Logo

Permission;" however, it is not for private personal gifts. Special Logo Permission

is granted in limited situations such as gifts, awards and prizes given by the Show or by its committees.

The Show does not enter into the licensing agreements with just anyone. An applicant is required to submit with its logo proposal a

long list of information including, but not limited to, such things as the following: a history of the company, references, costs to manufacture, selling prices (wholesale and retail), delivery time, marketing plan and ordering deadlines.

A more recently conceived Show partner is the "RODEOHOUSTON" logo, which will likely become as well recognized as me,

the bowlegged H.

The only Houston Livestock Show and Rodeo committee whose logo is registered is the School Art Committee, which gained prominence this past year with the first-ever School Art Auction, a tremendous success. The Show is in the process of registering other committee logos it can legally protect.

A new logo whose trademark registration is currently pending is "Rodeo University." It will be used for an exhibit to be displayed during the Show to educate the public about the sport of rodeo — from the events and how they are scored to the sport's history and professional competitors.

Currently under consideration is the development of

contemporary and classic lines of clothing, jewelry and related items which will bear one of the

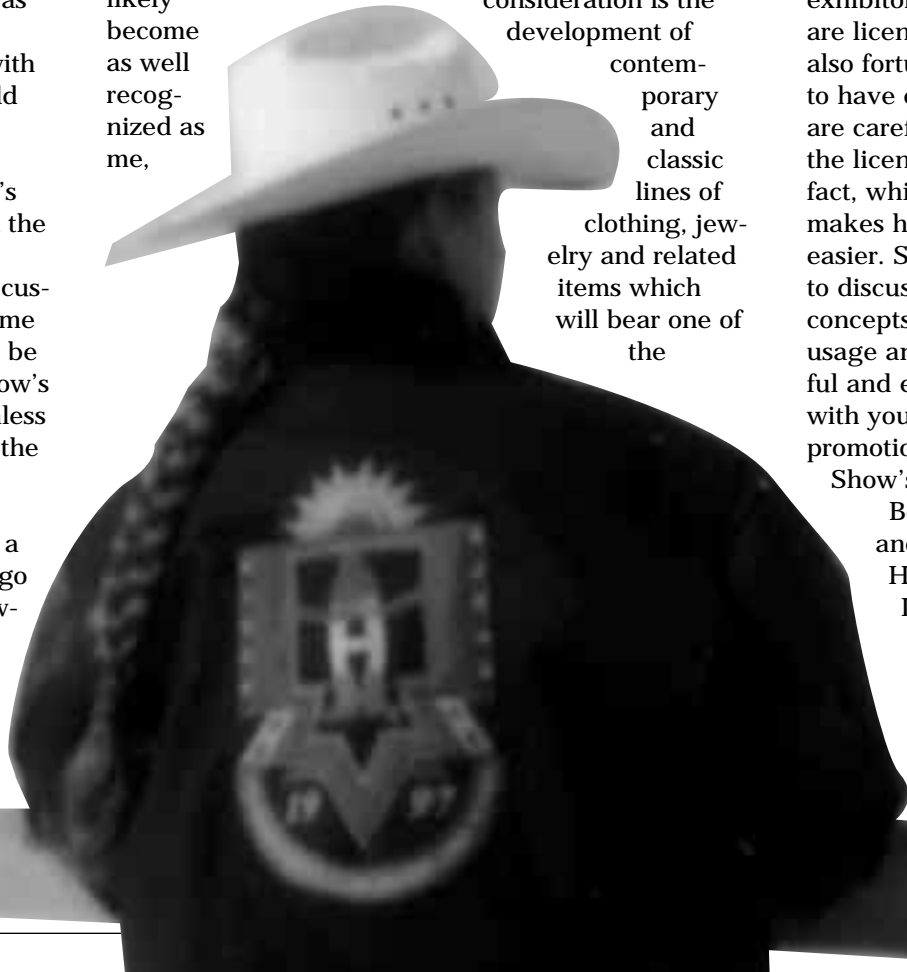
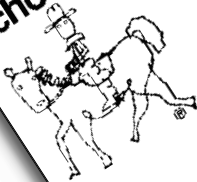
Show's logos.

All current licensees of Show logos are entitled to advertise in the Houston Livestock Show and Rodeo logo merchandise catalog. In fact, the Trademark License Agreement requires licensees to furnish information to the organization for this promotional catalog. The Show wants to help licensees sell as much merchandise as possible because 15 percent of everything sold "goes to help the kids."

Janice Spencer is the director of commercial exhibits and trademark licensing. Since there is only a 12 percent annual turnover in commercial exhibitors, those who are licensees and are also fortunate enough to have exhibit space are careful to abide by the licensing rules. A fact, which Janice says, makes her life much easier. She is available to discuss promotional concepts and logo usage and is very helpful and eager to work with you to expand the promotional use of the Show's logos.

Be proud of me and the other Houston Livestock Show and Rodeo logos — buy us, use us and wear us with pride!

School Art

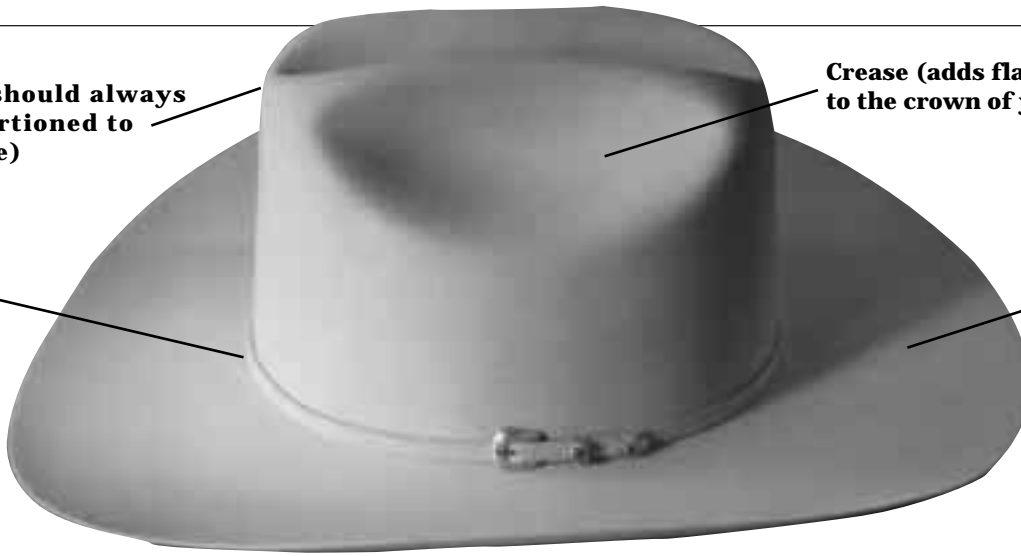


**Crown (should always be proportioned to your face)**

**Crease (adds flair and style to the crown of your hat)**

**Hat Band (a fine trimming for your hat)**

**Brim (the firmest part of your hat)**



# X-RATED

## STRAWS & FELTS

*Story by Larry Levy*

The cowboy hat: a fashion statement, a working man's tool or an icon of the Old West and the multi-reel cliff-hangers of the early 20th century? Although only invented in 1865 — some 130 years ago — it indeed has become a world-recognized symbol of America and its Western heritage.

As personal as a toothbrush and as unique as the individual, a cowboy hat comes in a myriad of materials, colors and brim shapes. The materials most commonly used are straw or fur felt and occasionally leather or rawhide. Hat quality varies within a hat

maker's different styles and among differing manufacturers as well. While wearers may select a combination to display their own fashion statements, how do they know what to look for when purchasing a cowboy hat?

The best starting point is to first determine the reason for wanting to own a hat. Will it be worn in the hot of summer or the cool of winter? Next, will it be worn as a working tool or more for the fashion value? Lastly, how much money is available to invest in a hat? After all, it once was said that a cowboy spent the better

part of a month's wages for his hat. A hat of quality can be quite an investment.

### STRAWS

A straw hat is the choice work hat for the sweltering, sun-beating days of Texas. It is lightweight, allows air circulation, is easy to clean with a damp rag and simple to reshape if needed. At summer parties and honky-tonks, the straw hat is worn by men and women alike to complete a wardrobe.

Quality and cost of a straw hat pretty much track each other, whether your straw is a no-name brand from a

local feed store or discount department store to a national manufacturer's rodeo-star-endorsed hat.

### FELTS

The original cowboy hat, made by J. B. Stetson in 1865, was made of fur felt. While the techniques may have been modernized over the past 130 years, the sequence and process of turning select animal fur into a felt hat have essentially stayed the same. Time consuming and labor intensive, hat making is as much an art as an industry.

Fur from the American beaver is considered to be the premium material for a

cowboy hat. Soft, lightweight, strong and water-resistant, a 100 percent beaver hat is the ultimate dress hat. More typically, other fur, such as rabbit, is combined with some percentage of beaver to make most of the quality felts worn today. Whether for dress or as a work hat, a felt is favored for cooler weather because it will help keep the head warm and dry, and still look good.

### **X-FACTOR**

A system once used to compare the density and shape of a felt hat to another was an X-factor rating. Hats with a low X-rating — five or fewer Xs — were made with a lower grade of fur and

little or no beaver while a rating of 10X stood for a hat made from 100 percent beaver.

Since there is no standard or consistent meaning to what each X means in terms of percent of beaver, this is an established, but useless, scale to compare one manufacturer's product to another. It may be applied with some reliance, though, within the same manufacturer's line; all hats by Brand A can be compared, with the higher X factor indicating a higher level of quality. But do note, a hat with a lower number of Xs made by Brand B may be a superior hat!

Do not depend on X factor as the only measure of quality.

Nowadays, hats are marked in a number of ways. Instead, look at the hat! Feel how light in weight it is. Note the construction; is the sweatband leather or plastic? Is it stitched securely or merely glued in place? Quality of construction and materials are the little things that reflect the overall quality of the hat.

When buying a felt hat, as with a straw, expect price and quality to go hand-in-hand. Depend on the hatter for assistance, but also know the company's reputation. Is it an established firm, a family business or a temporary set-up? Ask if sizing and shaping, and even in a few months time, reshaping, are all

part of the expertise and customer service following the sale.

### **FIT**

Take time to make sure your hat fits.

Not only must it fit the head, but also the individual personality. To fit the head, first, find a hat that sits just above the ears, tight enough to resist a stiff breeze, but not to bulge the eyes. Next, check that the crown and brim fit your body. Author Texas Bix Bender, in his humorous book, *Hats and the Cowboys Who Wear Them*, advises that the height of the crown be equal to the distance between the tip of your chin and the

**continued on page 19**



Sam Pierson

Check out the construction of your potential new hat, examining it as carefully and meticulously as you would the cut and quality of a new suit.

# GET IN LINE

**“We’re getting more and more members who say all the entertainers are great, so they buy their tickets early and avoid the crowds,” Carol Wyman, Show Assistant Manager**

*Story by Freeman Gregory*



**S**

aying that it’s difficult to get a choice ticket for a Houston Livestock Show and Rodeo performance is like discovering an elephant in a gerbil cage — it’s kind of obvious.

Bar none, there is no better entertainment value in all of Houston than the Show. For \$10, you get a prime concert, a performance of one of the best professional rodeos in the country, unsurpassed livestock and horse exhibitions, first class commercial and educational exhibits, top

notch attractions and a great carnival. Therefore, it’s not surprising that tickets are in extreme demand. “For the past several years,” said Tom Quarles, assistant general manager of the Show, “we’ve come close to selling out every performance. We usually sell out approximately 18 performances of the 20, and the remaining two or three come close to selling out.”

So, you’re not alone if you have ever come up short in trying to round up tickets for

visiting family and friends during the Show. An overwhelming majority of the tickets available to rodeo and concert performances already have been purchased well before the first trail ride hits the streets of downtown.

How does the world’s biggest Western extravaganza handle ticket sales? Very evenhandedly, in fact. And it is developing new ticket products that better fit the way large portions of the Show’s clientele attend the event.

“Many seats at a performance have been purchased as season tickets. These season ticket holders have an opportunity to renew their tickets annually. They can lose the opportunity to renew their tickets for a variety of reasons, such as slow or non-payment of Show debts, selling their tickets for more than face value, etc.,” Quarles said.

Currently, about 30,500 seats are sold as season tickets. This permits the holder to attend the rodeo, livestock and horse shows, carnival and all commercial exhibits, attractions and other activities.

“These tickets are Show property,” according to Assistant Manager Carol Wyman. “That means that season ticket holders cannot pass ownership of their tickets to anyone if they decide not to renew them.” Each year, only a few season tickets become available, but at the moment there is a waiting list of more than 2,000 people and companies who will have first access to them.



*You’d better get in line, because the ticket windows are constantly busy during the Show, selling thousands of rodeo, carnival and livestock show tickets.*

Sam Pierson

The remaining 26,500 tickets per performance are usually made available to the public through box office, ticket outlet and group ticket sales for \$10 each. The Show has gone to great lengths to keep this ticket price low to make sure that families can afford to attend the annual event. Corporate support and a cost-conscious Show administration see to it that the price of the tickets remains very affordable.

These tickets are available through the Show's ticket office, the Astrodome Box Office and Ticketmaster. Most tickets bought through Ticketmaster are done so at easy to reach places like Foley's, Randalls, Fiesta, Blockbuster Music and Drug Emporium, according to Wyman.

Buyers purchasing through Ticketmaster must be prepared to pay a "convenience fee" that covers overhead costs incurred by the company in operating sales points conveniently located throughout Houston. The \$2 convenience charge (per ticket) pertains to all tickets purchased at any Ticketmaster outlet. There is a \$3 convenience charge per ticket on all tickets purchased through the Ticketmaster phone center.

There is no convenience charge for tickets purchased at the Astrodome Box Office, nor are there supplemental charges incurred at the

Show's ticket office — which is not a public box office, as only Show members and season ticket holders may utilize it.

Quarles said there is a big difference between this "convenience fee" and the practice of reselling tickets that's become known as "scalping." Scalping involves the business of purchasing tickets for the expressed purpose of reselling them for a price greater than their face value. To the Show, that's a cardinal sin.

"We will not knowingly sell tickets to people who are in the business of reselling them for greater than the face value of the ticket," he explained. Even though scalping is legal in Texas, the practice rankles Show officials. "We want to ensure fair distribution of our tickets to the public," Quarles said.

He emphasized that preventing scalping and selling to ticket brokers is difficult at times, because resellers identify themselves as something other than a ticket business.

"They might use the name of a concrete company, a real estate company or a

car repair shop. There is no way to tell, but we receive calls from people all the time who have paid more for their tickets than they should have," he said.

The Show would certainly like to see scalping become illegal in Texas. "The state legislature has come fairly close to passing an anti-scalping law. Currently, it's not against the law, but we just don't want our tickets being sold for more than their face value," Quarles said.

The Show also is active in promoting new ticket distribution ideas, several of which are already available but not widely known. For example, Show members can purchase tickets in advance of the annual entertainment announcement if they are willing to commit to a specific performance without knowing the star line-up. Members can buy tickets this way through the mail or at the Show's ticket

office beginning in October.

"We're getting more and more members who say all the entertainers are great, so they buy their tickets early and avoid the crowds," said Wyman.

For members of the general public who don't want to attend a rodeo performance but want to go to the livestock show and the carnival, advance ticket sales are available also. Adult tickets are \$5, children ages 6-12 cost \$2, and kids under five are admitted free. If you plan to attend the livestock show four times or more during the course of the event, check out the \$20 season pass the Show began selling last year. A season pass allows access to the livestock and horse shows as well as all commercial and educational exhibits and other attractions.

The Show also offers the Carnival Fun Pak, a discounted book of carnival ride coupons and two-for-one food/beverage coupons. The nearly \$20 value is sold for only \$10 through the Carnival Ticket Sales

Committee, retail outlets including Kroger stores and the Show's ticket office until a few days before the Show begins.

"There are many new products we're beginning to promote," Quarles said. "And we're excited about all of them."





## ON THE ROAD TO

# Excellence

Story by Carol Thobae

Effective training has always been a key component in a successful organization. One committee that has clearly set the training standard at the Houston Livestock Show and Rodeo is the Corral Club Committee.

Organizing 1,326 volunteers and managing 11 Corral Clubs throughout the Astrodome complex is a massive task that requires an enormous commitment and extensive training.

In order to understand how training is integrated into the Corral Club operation, it is necessary to have some idea of the logistics of the committee. In the last 20 years, the number of volunteers has grown from 300 to more than 1,300.

The committee members are separated into three divisions operating under a hierarchy of command led by Officer

in Charge Charles Grant and General Chairman Richard Buddeke.

During the Show, there are 582 members assigned in the Dome and 478 working the Astrohalls and Astroarena during the rodeo. The balance of the members serve in various support functions such as auctions and receptions, equipment and special services. "The committee works as a support team for the hospitality staff, so that everything goes smoothly, and customers are pleased. We are a highly visible committee that serves as host to thousands of guests during the Show. But those people don't see the preparation involved to ensure they have a safe and enjoyable experience at the Show," said Buddeke.

The first level of training directly relates to alcohol awareness.

Committee members do not sell or serve alcohol. That is the function of the 200-plus Texas Alcoholic Beverage Commission (TABC) certified bartenders and wait staff personnel the Show contracts for the event.

The new initiates into the Corral Club, which total about a hundred every year, attend "R.A.M. and Rookies Day" before the Show begins. It is hosted by radio personality Doc Watson, and is focused on Responsible Alcohol Management. Watson instructs the new committee members on how to handle situations in an establishment serving alcohol. An agent with the TABC is also in attendance at these training sessions.

With such a large and diverse group of volunteers, Corral Club leaders needed an effective means of training to ensure that the

Corral Club's primary purpose — to serve as host to the patrons of the Show — was upheld. That ideal is embedded in their mission statement: "To operate a high integrity organization that supports the goals of the Houston Livestock Show and Rodeo, serves as hosts to the members and patrons of the Show and treats its internal membership and support staff with caring and respect."

This statement emanated from a series of workshops that were conducted by Dr. Shirley Peddy, author of *Secrets of the Jungle: Lessons on Survival and Success in Today's Organizations*. Dr. Peddy's husband, Red Peddy, is a director of the Show and served on the Corral Club for 30 years. They both had the desire to give something back to the Show and felt this was the



ideal way to do so. Dr. Peddy donated her time and skills to compile four workshops designed to concentrate on making every word in that mission statement as good as gold.

The statement was formulated from a survey given to the 261 members of Corral Club's management team and a random sample of committee members right after this year's rodeo. With her 25 years of experience conducting training programs for corporations such as Exxon USA, Peddy evaluated the individual needs of the committee and conducted an overall expansion of the already existing leadership skills.

Four different sessions were designed to accommodate more than 220 Corral Club leaders. The first included the officer in charge, general chairman, division chairmen and all the club chairmen, a group of 24. The second session was for

the assistant club chairmen (64), and the third and fourth sessions were for all the team captains (125).

The attendees gave up one full Saturday. Dr. Peddy designed each program for the particular group in order to focus on the leadership skills required at different levels. However some common themes were addressed throughout, such as leader credibility and teamwork. "What we did was change the bosses into coaches, so the personal satisfaction and teamwork would be vastly increased," Buddeke said.

Keeping track of an enormous inventory and daily sales posed another training challenge for the Corral Club. In the not-so-old days, the Corral Club captains were keeping books of sales and stock by hand. It wasn't until



about six years ago that the automation system they use now was fully in effect.

"Starting 10 years ago the automation system evolved from laptop PC to a big main frame six years ago." Buddeke said. "Since then, we've been continuously evolving the system to meet the needs of Corral Club. There is a lot of valuable product being distributed, and this system tells us every day what we have in stock. We know precisely what is in each bar, and our deviation is now less than 0.1 percent," Buddeke said.

The committee created the Computer Super Users Group of individuals who are computer literate and who work and train selected members in all the intricacies of an extensive computer program designed for the inventory manage-

ment of all the clubs. Data is entered at the various clubs and is fed to a central computer in the Corral Club office. There, inventory and supply decisions are made daily and sales figures totaled.

At the end of the final performance, when the lights of the last club are turned off and plans for next year are already being discussed, the outcome will reflect the primary purpose of the Houston Livestock Show and Rodeo — to promote education in youth.

The Corral Club Committee gives \$2,500 in scholarships to kids each year, but every three years it presents a \$10,000 scholarship in the name of the officer in charge that year. "We felt it was the best way to honor our volunteers for the effort they put in, year round, to this production. What better way to memorialize our volunteers than have a young man or woman educated in their name?" Grant said.

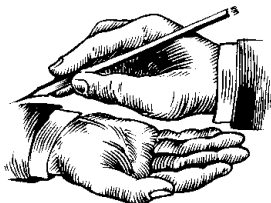
It is easy to see that education and training are not just something reserved for the Show's scholarship recipients, but an ongoing function of many of the organization's committees. Innovative training builds camaraderie and spirit to those who participate. The Corral Club is a shining example of how effective training enhances our Show and benefits our volunteers as well.



Dr. Shirley Peddy reveals a few "secrets of the jungle" to members of the Show's Corral Club Committee.

Sam Pierson

Story by Nancy Burch



# From Scholars to Volunteers

**T**here was never any doubt in Bill Carraway's mind that — no matter where he went — he was always a Texan! He recalled that part of that conviction was instilled from his relationship with the Houston Livestock Show and Rodeo.



**BILL CARRAWAY**

Through Show endowment funds at Texas Tech University, Carraway received scholarship assistance, and in 1983, began his studies in agricultural economics.

"I'll never forget the debt of gratitude I owe this organization," he said. "That scholarship made it easier for me to attend college in Texas, where my roots are," added the native of Spur, a West Texas hamlet about 70 miles southeast of Lubbock.

After graduation,

Each year a select group of young Texans is awarded scholarships by the Houston Livestock Show and Rodeo. These grants are instrumental in making it possible for students to attend the Texas college of their choice and to take advantage of now unlimited fields of study. Not surprisingly, many scholarship recipients choose to give back to the organization which helped them in life by becoming Show volunteers themselves.

Carraway remained at Texas Tech to work as a special assistant to the vice president for financial affairs before heading east to law school at Washington & Lee University. In 1991, he came to Houston to join the law firm of Baker & Botts in its civil law division. This past June, he joined the firm of Helm, Pletcher, Bowen and Saunders.

Carraway became a Show volunteer in 1992 as a member of the Breeders Greeters Committee. "One of the first things I did after I got settled in Houston was to look for a way to repay what had been given to me," he said. "I want to ensure that the opportunity I was given will always be there for others. It made such a powerful difference in my life and the lives of many young

people, and I want that to continue."

**A** new player in the "volunteer ball game," Sherri Dotson just completed her first year as a member of the Speakers Committee. Not surprisingly, the personable Conroe, Texas, veterinarian was named "co-rookie of the year," amassing enough points to earn the Big Mouth award, she proudly proclaimed. "I'm aiming for Mega Mouth award this year," she said.



**SHERRI DOTSON**

In 1991, Sherri was awarded a graduate scholarship, one presented annually to a senior at the Texas A&M University College of Veterinary Medicine.

After completing her undergraduate studies, also at Texas A&M, she spent one year studying equine exercise physiology, or as she described it, "physical education for horses," before entering vet school.

"This program focuses on making horses as fit as possible for their respective duties," she explained. "They may be racers or cutting horses — each with different physiological demands on their bodies."

Her veterinary practice today, however, is a mixed one. "We see them all, big and small," she said, "horses, cows, pigs, cats, dogs, birds and even snakes."

Dotson credited Richard Hergert, the father of one of her classmates, with bringing her onto the Speakers Committee. Her speeches are aimed at school children and offer a very special added attraction, a dog.

Her canine partner Alcyone accompanies her and takes an active role in the presentation. "Alcyone is a blue heeler, an Australian cattle dog," explained Sherri. The term is French for halcyon, a kingfisher bird which is the symbol for peace and prosperity. "See what you can learn from an Aggie," she added.

Alcyone sometimes stands in for the bull when Sherri demonstrates to her audience how all the gear is designed so as not to harm the animal during riding events. Already in the works for this season is her sure-to-be-a-hit clown speech, describing the roles of the rodeo clowns and bullfighters in protecting the cowboys. And, yes, she and Alcyone both will be in costume.

Growing up in Greenville, Texas, just north of Dallas, Dotson remembered that to her, "Houston was *the* livestock show, pure and simple. I was active in both 4-H and FFA, showing cattle and horses. Going to Houston to exhibit was the highlight of our year. Now, I have the opportunity to share my experiences with today's young people and to tell them how much the Show has meant to me."

**F**or Amy Frere, growing up around animals and taking care of them teaches not only responsibility, but how to be a good winner as well as a good loser.

After she graduated from high school in the Edgewood Independent School District, about 60 miles east of Dallas, Frere was awarded a Houston Livestock Show and Rodeo four-year, \$8,000



**AMY FRERE**

scholarship in 1980, based on her leadership roles in local and district FFA activities. At that time, scholarship recipients were required to pursue a course of study in the field of agriculture. She attended Texas A&M University in the fall of 1980 to study agricultural engineering and broadened her scope with additional courses in other areas. She now works for General Electric in industrial sales, utilizing her experience and construction engineering skills.

Frere joined the Breeders Greeters Committee in 1990 and enjoys her role in welcoming the youth and commercial livestock exhibitors to the Show each year. "We help unload the livestock and generally keep the traffic flowing as smoothly as possible," she explained.

To accommodate Frere's three horses and her love of life in the country, she and her family now live in Tomball, Texas, where son Alex—not yet 2 years

old—already is a veteran on horseback. Amy is a regular participant in Quarter Horse shows.

"The wonderful friendships I've made over the years that I've been involved with animals, agriculture and this organization have given me great joy, and now I want to give some of that back as a volunteer," she said.

**M**ike Jackson won a Show scholarship in 1962, only five years after the scholarship program was established. He remembered that three scholarships were given that year, the first time for multiple awards. Mike was a senior at Austin High School in Houston where he was active in FFA, holding the highest statewide degree in that organization — Lone Star Farmer. At the Show, he exhibited rabbits



**MIKE JACKSON**

although he also raised cattle, swine and sheep.

Just what exactly did winning the scholarship mean to him?

"It enabled me to go to Texas A&M without having to work my way through," Jackson said. "The money paid half of my total expenses and my ROTC scholarship covered the rest." He

graduated with a degree in agricultural education and, like many of his classmates during that era, went straight to Vietnam as an army officer. His distinguished military career spanned 30 years of active and reserve duty, and he holds the Legion of Merit award.

After completing his active military service, Jackson returned to Texas and first worked in marketing for an agricultural conglomerate, buying and selling commodities. Since 1973 he has worked for Xerox Corporation where he handles major accounts, primarily NASA's Johnson Space Center.

He became a Show member in 1976, initially as a volunteer on the Livestock Committee working with Assistant General Manager Don Jobes branding steers. Three years later, he became an announcer at the cattle shows and today serves as an assistant arena director. Two years ago, he joined the Speakers Committee.

Jackson and his family have a home in the country near Hallettsville, Texas, where he raises pecans and hemp. However, he said, "I always wanted to be involved with the livestock part of the Show, in particular, with the cattle shows. It's a great way to give back some of what I received."

**...Different stories from different eras, but they all share a common theme. The Show made a difference in the lives of these individuals, one they'll never forget. Now they are continuing the cycle. After all, this is what it's all about.**

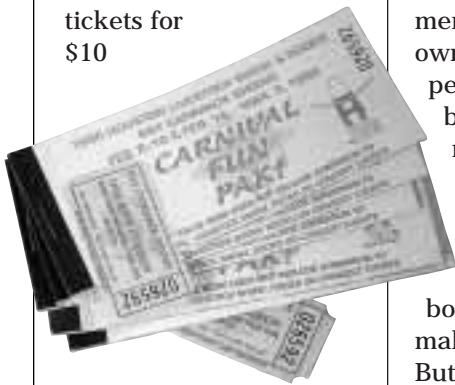
# CARNIVAL TICKET SALES

Story by Charlotte Howard

How can a group of rookie salespeople manage to introduce a new product to the Houston Livestock Show and Rodeo, and within three years, increase revenue for that product by more than 240 percent?

They did it by enthusiastically pulling together toward a common goal and then, having fun!

That's according to the Carnival Ticket Sales Committee Chairman Joe "Bubba" Butera, who is in his third year as chairman of this 3-year-old committee. The committee's job is to sell \$20 bargain books of carnival tickets for \$10



each in the four months before the Show begins, ending its duties the first day of the World's Championship Bar-B-Que Contest in February.

"As long as I've worked with the Show, I have never seen a committee with as much enthusiasm as this one," said Ken

Moursund, officer in charge. "I think it's because they understand the Show expects big things from them as one of the new ways to generate revenue."

The 125 committee members start their job in October, developing their own sales plans that include direct sales to established customers, sales events in office buildings, booths at community events or even selling ticket books at their local grocery stores. And committee members take turns selling tickets near the committee rooms during meetings. While each committee member has his or her own territory, the competition is still tough, because each committee member's badge requirement is \$2,500 in sales.

"And you have to sell a lot of \$10 books of tickets to make \$2,500," said Butera. "Despite the volume required to sell, with this great product, it's easy for committee members to meet or exceed their quotas. We're selling \$20 worth of carnival tickets for only \$10!"

Butera credits the Show's staff with helping to make this committee successful. "They have put in a great effort with the

carnival operator to make it a nice family event," he said. "This makes our coupon books easier to sell."

Four years ago, the committee was a division of the Group Ticket Sales Committee, where sales were about \$12,000 annually. Once the committee became official, sales shot up to \$199,000 in the first year, and then to \$299,000 in year two.

"Unlike the rodeo tickets, we will never run out of our product," Butera said. "We can sell as many tickets as people can buy. Plus, the revenues are there even if the carnival has a rainy day or two."

One way the committee spreads around the benefits of carnival tickets is to find corporate and individual buyers to purchase tickets for underprivileged chil-

dren. Last year, the committee gave \$60,000 worth of donated tickets to, among others, the Harris County Children's Protective Services for children who were in foster homes.

Even though committee members don't compete for customers, they are divided into four teams to compete for incentive prizes. The vice chairmen coordinate these prizes that can be anything from bottles of wine to leather jackets and color televisions. The 1996 top seller won a trip to Cancun, Mexico.

"No matter what prizes the committee members win, our main incentive is the camaraderie and fun we have together bringing in revenues for the Show and the kids who benefit," Butera concluded.



Sam Pierson

The Carnival Ticket Sales Committee helps the Show draw huge crowds of all ages, making the carnival one of the favorite family activities at the annual event.

Story by Cheryl Dorsett

# EQUIPMENT ACQUISITION

**J**ust as important as the star actors and actresses in a Broadway play are the hundreds of backstage crew members responsible for “behind-the-scenes” logistics and production, such as props, scenery and equipment. Without them, the play could not exist.

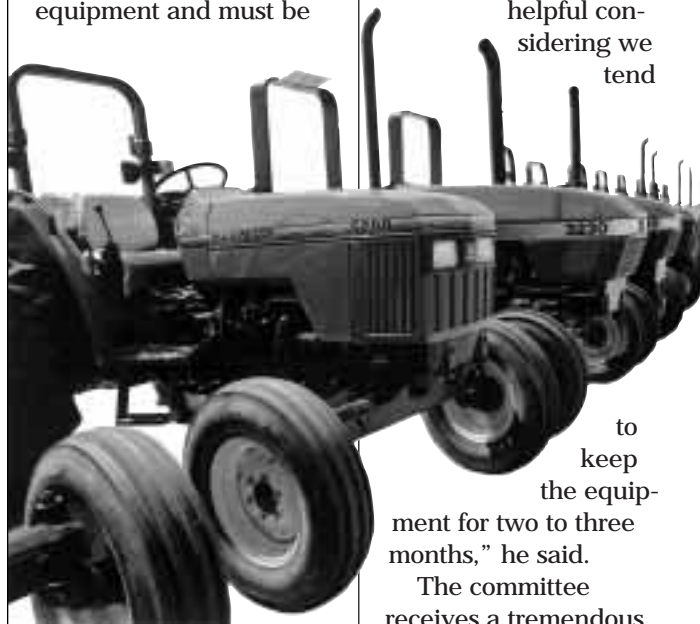
The Show’s Equipment Acquisition Committee plays a similarly vital role in the overall operation of the Houston Livestock Show and Rodeo.

Formed in 1990, this unique committee is responsible for securing much of the large equipment needed for the Show. Everything from forklifts, tractors, golf carts and large trucks are needed to set up for the massive extravaganza. In addition to these commonly-recognized pieces of equipment, the committee also secures cherry pickers (a special crane), bulldozers, free-standing light towers, generators, front-end loaders and trailers. These committee volunteers arrange for the equipment to be donated or rented, negotiate lease agreements and monitor equipment delivery and return.

“This group is definitely a behind-the-scenes committee,” said James Fleniken, com-

mittee chairman. “It works more with other committees than with the general public. We are basically a service committee,” he added. “We’re here to help the Show’s staff and volunteers.”

Each of the volunteers on this 19-member committee must possess knowledge of heavy equipment and must be



Sam Pierson

able to work throughout the Show both day and night.

John Montalbano, officer in charge of the committee, said many of the committee’s members are in sales or rental industries, or actually use the type of equipment that is utilized by the Show.

“Last year, the Show required 360 pieces of equipment,” said Montalbano. “From golf

carts to 35-ton haul trucks — we have provided it.”

A majority of the equipment used during the Show is donated, confirmed Fleniken. “Last year we had a list of about 40 to 50 donors. Some of these companies rent to the Show at a reduced rate or discounted price which is helpful considering we tend

to keep the equipment for two to three months,” he said.

The committee receives a tremendous response from industry. The value of the rentals donated for last year’s Show totaled in excess of \$300,000, while the value of all the various equipment used by the Show each year exceeds \$4 million.

Montalbano pointed out that the committee not only works to make sure the Show gets the equipment it needs at the lowest possible price, they also help other committees review their

equipment needs and make sure they are being as productive as possible. “We will review their equipment usage and needs and possibly help them choose better equipment to accomplish their tasks more efficiently,” Montalbano said.

The committee is divided into several duties. One group is responsible for getting the various equipment, settling contracts and making sure the Show receives the best possible deals.

Another group works to log in all the various equipment as it arrives, conducts safety checks, makes sure the equipment is operating properly and disperses the equipment to the respective committees that requisitioned it.

The committee has a member available at all times during the Show’s operations should a problem arise with a piece of equipment. “We’re there from the very start until the last load of dirt leaves the Dome,” said Montalbano.

**(Inset Photo) Committee volunteers inventory donated tractors for the Tractor Mechanics Contest and for every day Show use, such as dragging arenas.**



# SHEEP & GOAT

Story by Mark Jones

**M**ore than 30 years ago, then-Show director Cliff Hawthorne wanted to honor some junior livestock exhibitors who weren't in the running for prestigious awards or big auction bucks. So he organized and hosted the first banquet for exhibitors in the breeding sheep and goat show.

For several years, Hawthorne funded the banquet, and eventually a formal group was



Sam Pierson

**The Angora Goat Show is an important part of the Houston Livestock Show, since Texas is the nation's largest producer of mohair.**

established and became a subcommittee of the Livestock Committee. The sheep and goat division became a stand-alone committee in 1993.

The 40-member Sheep and Goat Committee functions as a host committee to greet and assist breeding sheep, Angora goat and dairy goat exhibitors. Volunteers are stationed at the "Sheep Shack," a small building located in the Astrohall which serves as the committee's headquarters.

The committee has many opportunities to enhance exhibitors' experiences while at the Show. For example, they assist exhibitors with moving in and moving out. This committee realizes that bringing animals to the world's largest livestock exhibition is a lot of work. The committee presents first-time exhibitors with a cap and a belt buckle sporting the group's logo — it's their special way of saying "We're glad you're here!"

In addition, members assist exhibitors in several ways during the sheep and goat competition. After the individual contests are completed, exhibitors who win championships

in each breed are awarded a gift certificate from the committee to be used for the purchase of a champion jacket. The committee also raises funds to hold an awards banquet and reception for the exhibitors and their families, where trophies are presented to the Grand Champion and Reserve Grand Champion exhibitors.

Another function of the committee is to provide education. There is a variety of ways in which people benefit from the sheep and goat industry, through such resources as wool, meat and dairy products. The committee provides a booth where educational packets are provided with information about the different sheep and goat breeds, as well as information about wool and the wool industry. Organizations like the American Wool Council, the Mohair Council of America and the American Dairy Goat Association also provide materials for the booth.

Contemporary Handweavers of Houston brings 40 volunteers to the Show to conduct wool-spinning demonstrations. They also educate the public about the uses of wool. "It is fun to watch, and

the public really enjoys the demonstrations," said Donna Herrick, committee chairman.

The committee also is involved with the Wool to Wardrobe Contest, a competition in which exhibitors model garments made from wool as they lead a sheep around the show ring. This unique competition is judged by local celebrities, and awards and trophies are presented to the winners.

Volunteers on the committee also are responsible for assisting contest superintendents with the intercollegiate wool and mohair judging contest, which has judging team entries from junior and senior colleges. The committee provides some travel stipends to judging teams to assist them with travel expenses.

To provide an opportunity for the youth exhibitors to meet each other, the Sheep and Goat Committee also hosts an ice cream social. "The kids love it, and so do we!" Herrick said.

"The enthusiasm and dedication of this committee is fantastic," said Red Griffin, officer in charge. "The Sheep and Goat Committee is an extremely close-knit group; it will be an honor for me to serve as its officer in charge."



continued from page 11

middle of your forehead. The width of the brim should be proportional to the width of your shoulders, though the flat, uncurled portion of brim should be as wide as your face.

Finding the right hat size is easy, but fitting the shape of the hat, with crown creases and brim flair, to your own personality is the challenge. Let the style of your hat reflect your personality. To some extent, even regional or occupational preferences can be seen in the shape of a cowboy hat. Have some fun in meeting the challenge of selecting a hat shape.

### CARE

Now that you have a cowboy hat, treat it with kindness. Always pick it up and adjust it using the brim. This will keep the crown clean and straight. Hang the hat on a hook or specially designed hat rack that supports the brim, or set the hat on a clean flat surface, upside down, on its crown rather than the brim. Not only will the shape of the brim be saved, but according to tradition, your luck won't spill out.

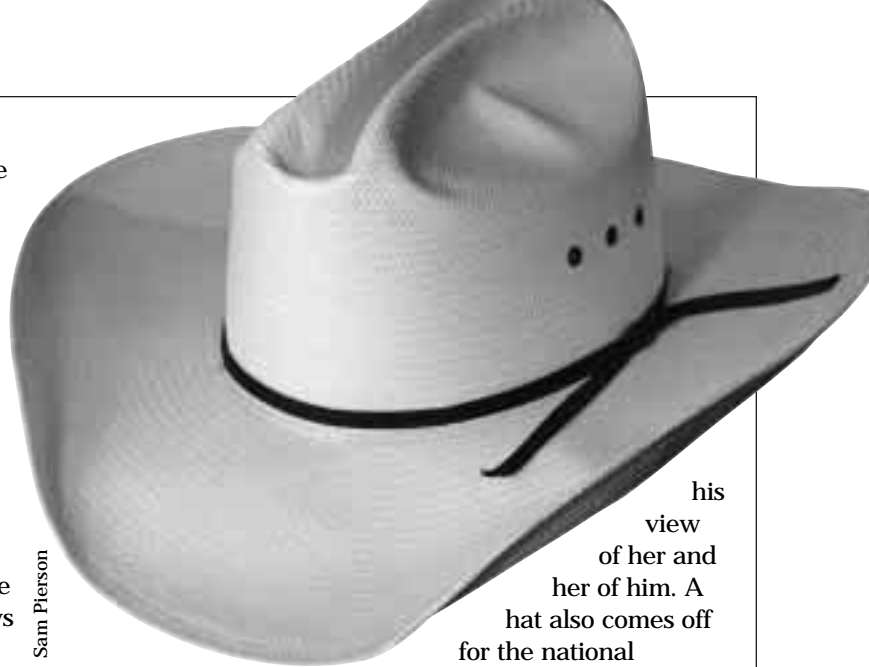
It does matter where a cowboy hat rests when it is not being worn. Two of the worst places to keep a hat are in the closet or inside its cardboard box. A warm, dry, dark place is great for mushrooms, but not a cowboy hat. A hat will shrink and lose its shape.

Wear a cowboy hat

and it gets dusty and dirty. That's life. A little attention and cleaning will go a long way for how long the hat will last and of course, how you look underneath it. Brush or whisk the surface dust off your hat every time you put it on. There are special dry-sponges and whisk brooms designed for this, or use a clean, dry rag. Always use a light, counterclockwise rotation to preserve the natural nap of the felt. Also, use different sponges/brooms for light- and dark-colored felts to avoid transfer of colors. For soiled hats, sometimes a do-it-yourself effort with a damp rag (use a counterclockwise motion) will clean things right up.

Consider the value of steam cleaning and shaping or blocking your hat about once a year. Whether it's been trampled on by a stampee or stained with sweat, call on the services of a professional hatter. Not only will the felt be cleaned, and the hat refitted and shaped to your head, but the hat band, sweatband and lining will all be given the once-over twice.

If need be, all of these can be repaired or replaced for the fraction of the price for a new hat. In fact, for about \$100, as compared to a replacement cost of \$400 or more, a high quality felt hat (20X) can be fully renovated to like-new condition — a bargain to keep an old friend.



Sam Pierson

And like an old friend, don't leave it in a hot car or truck, where it will sag and lose its shape. Nothing looks sadder than a cowboy hat with a brim drooping over ears and eyes after baking in an automotive oven.

### ETIQUETTE

Once your hat is on your head, when and where do you wear it?

A cowboy hat, felt or straw, may be worn wherever hats are worn, though a bit of common sense, local custom and your own desire may be used to temper this attitude. Certainly a work hat is as out of place at a wedding as that 100 percent beaver hat is at a cattle branding.

According to *The Cowboy Hat Book*, by William Reynolds and Ritch Rand, when a gentleman first meets a lady, he removes his hat. In subsequent meetings, he may merely tip his hat. Not only is this a respectful gesture, but it keeps the brim from blocking

his view of her and her of him. A hat also comes off for the national anthem and the pledge of allegiance, in prayer or when in a house (yours or anyone else's).

At one time, when a cowboy hat and its wearer came inside a building, the hat came off. Since accommodations for hats of any type are few, some of the old rules are changing. It is no longer considered, by some, to be necessary to remove your hat in a restaurant. Neither placing a hat on an empty chair, making it a target for spilled soup, nor leaving it in an unattended area saying "take me" are desirable ends for your costly hat. With properly attended hat check rooms nearly nonexistent and convenient hat hooks at a table rare, the safest place for a hat is atop one's head.

Cowboys hats are fun, but beware, you may find that, like peanuts or potato chips, you can't just stop at one. There's the hat for the Show and dress occasions, another for everyday wear, winter felt and summer felt, and a straw and a....

Story by Ann Jacobs

# PROFILE

## DON A. BUCKALEW

Sam Pierson



“Benefiting Youth and Supporting Education” is the Show’s motto and the core of its existence, but a leader like Don Buckalew, who takes that concept into multiple endeavors of his life and describes his hobby as his civic service commitment, is indeed unique.

Buckalew’s first and longstanding involvement with the Show was with the Area Go Texan Committee, which he joined in 1968. He served as a vice chairman of that committee in 1987 and later served as its chairman.

Buckalew noted that the Area Go Texan Committee—which is comprised of Houston’s surrounding counties—truly exemplifies what this Show is about. “In addition to the many scholarship recipients from these areas, hundreds of 4-H and FFA youngsters also are from these counties—and it’s these young people who participate in our calf scramble and exhibit animals in the junior livestock show.” He also is proud that, during his involvement with the committee, the youth in the Area Go Texan counties began to receive two- and four-

year scholarships rather than only one-year scholarships.

Buckalew was elected to the Show’s board of directors in 1989 and was a vice president from 1992 to 1994. He served as the officer in charge of the Area Go Texan, Go Texan Contests, Grand Entry, Houston General Go Texan, Membership and Veterinary committees.

He said his involvement with the Grand Entry Committee was particularly interesting and enjoyable because that event “sets the impression of the Show for so many guests and reflects the excitement of the participants, many of whom begin their first rodeo experience with a ride in the Astrodome.”

Buckalew served on the Show’s Long-Range Planning Committee, a group designed to aid in

studying and preparing for Show growth; controlling expenses;

maintaining income; and increasing the organization’s ability to provide scholarships. The group completed its study in April, 1996. One month later, Buckalew was elected to the Show’s Executive Committee, and he currently chairs the Risk Management Committee.

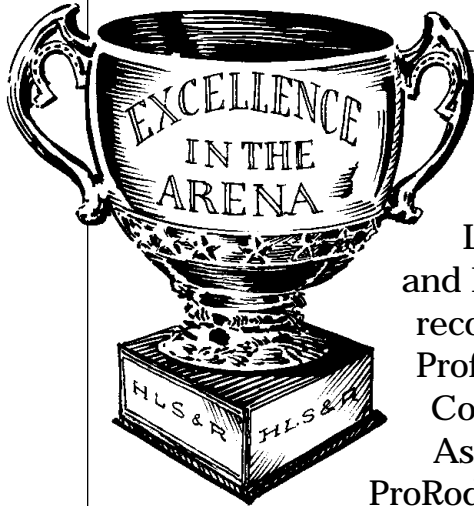
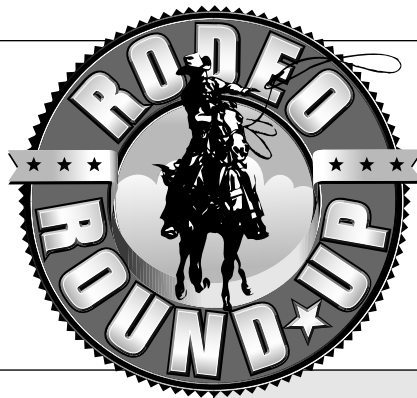
Born in Magnolia, Texas, Buckalew is a graduate of Baylor University and has lived all of his adult life in the Conroe area where he owns Buckalew Chevrolet, Inc. He and his wife Elaine have seven children, two of whom have followed in their father’s footsteps and are active on the Houston Metro Go Texan Conroe/Willis Subcommittee.

Buckalew has made a hobby of serving his

community with involvement in the Show and through other organizations. He was an international director of the International Association of Lions Clubs from 1974 to 1976, and was chairman of its Finance and Headquarters Operations Committee. He is a past president of the Montgomery County Fair Association and has been active with the fair for many years. He also is a past chairman of the board of the Texas Auto Dealers Association.

Buckalew has directly and positively affected the lives of thousands of children in an extremely significant way by serving for many years on the board of trustees of the Conroe Independent School District as well as its president from 1981 to 1983. The respect and gratitude of the school district for his efforts is evidenced by its announcement that an elementary school, which will open in 1998, will be named after him.

Buckalew is—in all respects—a man who lives the Show’s spirit and its commitment to make a difference in the lives of young people.



On August 10, the Houston Livestock Show and Rodeo was recognized at the Professional Rodeo Cowboys Association ProRodeo Hall of Fame

Induction Ceremony in Colorado Springs, Colo., for its pioneering efforts, continuing support and perpetuation of the sport of professional rodeo. Show President Jim Bloodworth accepted the honor as well as a commemorative plaque presented by the PRCA.

"It is our goal in Houston to give rodeo fans the very best that this sport has to offer," Bloodworth said.

**The Houston Rodeo also has been honored as the PRCA Indoor Rodeo of the Year for six consecutive years.**

## GETTING TO KNOW YOU...

Are the needs of the Show's 90-plus committees being met? Are all the separate committees meshing in the best and most efficient way? Those are just a couple of the "big picture" questions the Lifetime Vice Presidents Committee and Show management staff will be researching for the next few months. All committee officers in charge and chairmen will work with this group to gain better knowledge of the intricate workings of the individual committees and the role that each plays in the success of the annual Houston Livestock Show and Rodeo. These folks look forward to attending your committee meetings and events to see all the great things you do and to help determine what will most benefit your committee and the Show in the future. Here's your chance to really show your stuff!

## <http://www.>

The Houston Livestock Show and Rodeo is designing a comprehensive Web site that will be in operation before our upcoming Show. Ultimately (by the 1998 Show season), the Web site will not only contain news release and ticket information, but will list committee meetings, Show news and events and functions. Beginning immediately, all "non-Show operated" sites that utilize the Show's logo or that present Show activities or information must be approved by the Show's marketing department. **The Show requests that all unauthorized Web sites be removed immediately. Name and logo copyrights on the Internet will be strictly enforced.**

# UNDER THE BIG TOP

A new area has been designed for this year's Show to host special events and functions for large groups (up to 600 people) prior to the start of each rodeo performance. Functions in the Special Events Tent) — located in **Destination AGventure** (formerly Astrohall Plaza) — will be fully catered and will host entertainment. A variety of menu items and entertainment opportunities are available. Reservations may be made through the Show's Special Events Office.

# CALENDAR OF EVENTS



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

## NOVEMBER

- 1 - Shelby County Go Texan Day
- 2 - Rusk County Team Penning Competition  
Bee County Go Texan Contests  
New Caney/Splendor Golf Tournament
- 9 - Rusk County Cook-off and Go Texan Contests
- 13 - Alief/Southwest Club Dance
- 14 - Spring Branch/Memorial Cowboy Dance
- 15 - Deadline for committee appointments and roster changes.
- 15-16 Lamar/Needville Cook-off
- 15-17 Spring Branch/Memorial Cook-off
- 16 - Bell County Cook-off and Go Texan Contests  
Cy Fair Go Texan Contests and Bake Sale  
Waller County Turkey Shoot  
Black Go Texan Fall Round-Up Dance

- Tyler County Cook-off and Go Texan Contests
- 19 - Board of directors' meeting
  - 21 - Aldine/Spring/Klein Dance
  - 23 - New Caney/Splendor Bake Sale
  - 28-29 Thanksgiving holiday - Show offices closed

## DECEMBER

- 5 - Rusk County Hay Hauling Contest
- 7-8 La Porte Go Texan Contests, Team Penning and Bull Riding
- 25-26 Christmas holiday - Show offices closed

## JANUARY

- 1 - New Year's holiday - Show offices closed
- 10-12 Cy Fair Go Texan Weekend  
Jacinto City/Galena Park Cook-off and Dance
- 11 - Matagorda County Cook-off and Go Texan Contests

- 11 - Spring Branch/Memorial Diamonds and Studs Gala
- 15 - Conroe/Willis Go Texan Dance
- 17 - LaPorte Go Texan Dance
- 18 - Tomball/Magnolia/Montgomery Golf Tournament  
Tomball Diamonds & Denim Casino Night  
Alief Southwest Dance  
Brazos County Cook-off and Go Texan Contests  
Fayette County Cook-off and Go Texan Contests  
Karnes County Cook-off and Go Texan Contests
- 25 - Tomball/Magnolia/Montgomery Dance  
Grimes County Team Penning Competition  
Go Texan Grand Champion Chili Cook-off
- 31 - Aldine/Spring/Klein Rock & Roll Rodeo Dance  
Panola County Go Texan Activities

*For more information on Go Texan events, contact the Go Texan Director at (713) 791-9000.*



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