

HOUSTON LIVESTOCK SHOW AND RODEO

August 1997-Vol. V, No. 3

# MAGAZINE



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The Cover:  
A collection of  
photographs depicting  
the Show's glorious past.

Photos obtained from  
Show Archives.

## Houston Livestock Show and Rodeo

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#### DESIGN/LAYOUT

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#### HLSR STAFF • H MAGAZINE MANAGEMENT COORDINATORS

Leroy Shafer  
Suzy Brown

#### PRODUCTION EDITOR Johnnie Westerhaus

#### STAFF COORDINATOR/EDITOR Samantha Fewox



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A M E S S A G E F R O M T H E  
**P R E S I D E N T**

This is always an exciting issue of the magazine — we get a chance to see the bottom-line results of all of our hard work as volunteers and as members of this community. It's obvious once again that nothing can stop the people in this city from supporting a good time and a great cause.

The financial results from the 1997 Show are impressive and the Houston Livestock Show and Rodeo once again had record revenues. (See Pages 2 and 3.)

However, there are some numbers I'd also like to share with you that aren't in the annual financial report. This year, from February to July, the Show awarded 385 **new** scholarships. That statistic, in human terms, means that in a couple of weeks, 385 young men and women will be walking across Texas college campuses as freshmen because of our Show.

There also are many opportunities and challenges represented by these numbers. Every year, this event draws more than 300,000 people just to the rodeo that have never been to our Show before, or attended so long ago that it's a totally new event. We have to keep enticing and entertaining new audiences without losing our longtime supporters. We also have to keep working to diversify our audience to even better represent the ethnic and cultural make-up of our community. We need to retain our rural roots but keep our Show entertaining for our urban audience. It is an exciting time to be a volunteer for this organization.

And our volunteers comprise one of the most impressive numbers of all — there are nearly 12,000 committee members that help make all these accomplishments possible. The record revenues are a direct reflection of tireless effort and hard work year round by the greatest volunteer organization in the world.

Of course, we also owe much of our success to the fans who purchased tickets, our sponsors and our many supporters in the community.

As we look back on 1997, I want to say a special thanks to all our volunteers, many of whom are already working on the 1998 event. Thank you for giving me the opportunity to represent all of you as president of the Show. My first year was a tremendous learning experience and I look forward to the challenges and opportunities of the 1998 Houston Livestock Show and Rodeo.

*Jim Bloodworth*

Jim Bloodworth  
President





## FINANCIAL HIGHLIGHTS

(For The Year Ending April 30)

	1996	1997
Revenues	\$ 40,877,998	\$ 41,987,976
Expenses	24,026,972	25,103,925
<b>Revenue Over Expenses</b>	<b>*\$ 16,851,026</b>	<b>*\$ 16,884,051</b>

\* Before contributions and distributions to junior show exhibitors.



## CONTRIBUTIONS

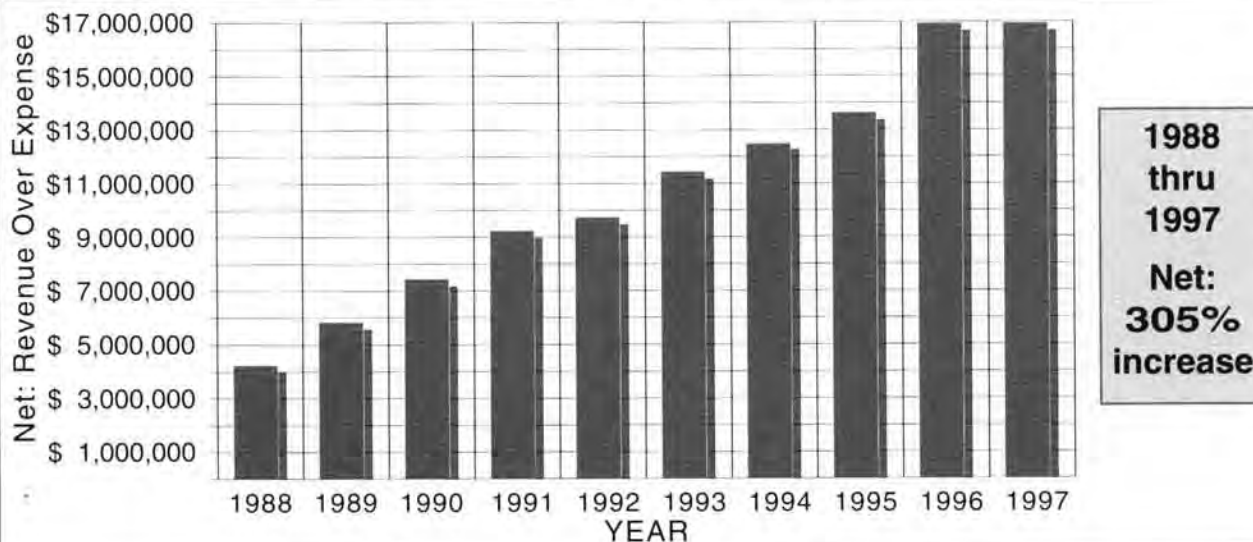
(For The Year Ending April 30)

	1996	1997
Junior Show Distributions <sup>*2</sup>	\$ 3,843,172	\$ 3,990,503
Scholarships and graduate assistantships	3,135,600	3,251,065
Endowments to colleges and universities	420,000	275,000
Research and other agricultural programs	525,116	960,692
<b>Total Contributions &amp; Distributions <sup>*3</sup></b>	<b>\$ 7,923,888</b>	<b>\$ 8,477,260</b>

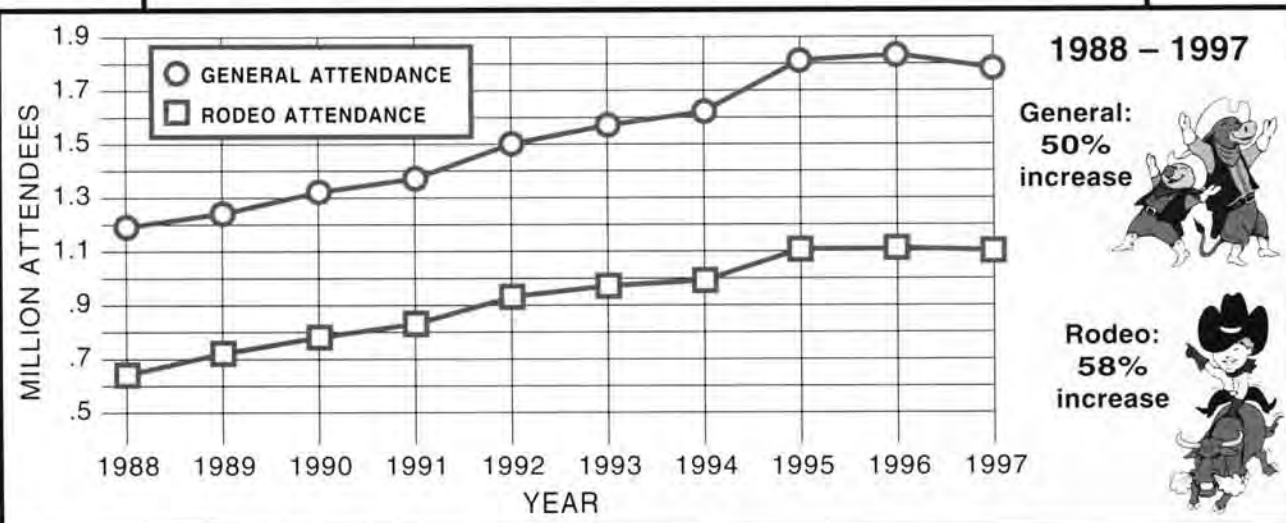
<sup>\*2</sup> Includes guaranteed and additional premiums, and calf scramble and school art awards.

<sup>\*3</sup> Except for junior show distributions, this amount represents educational and agricultural program support provided from the previous year's Show's revenue over expenses.

## 10-YEAR FINANCIAL HISTORY



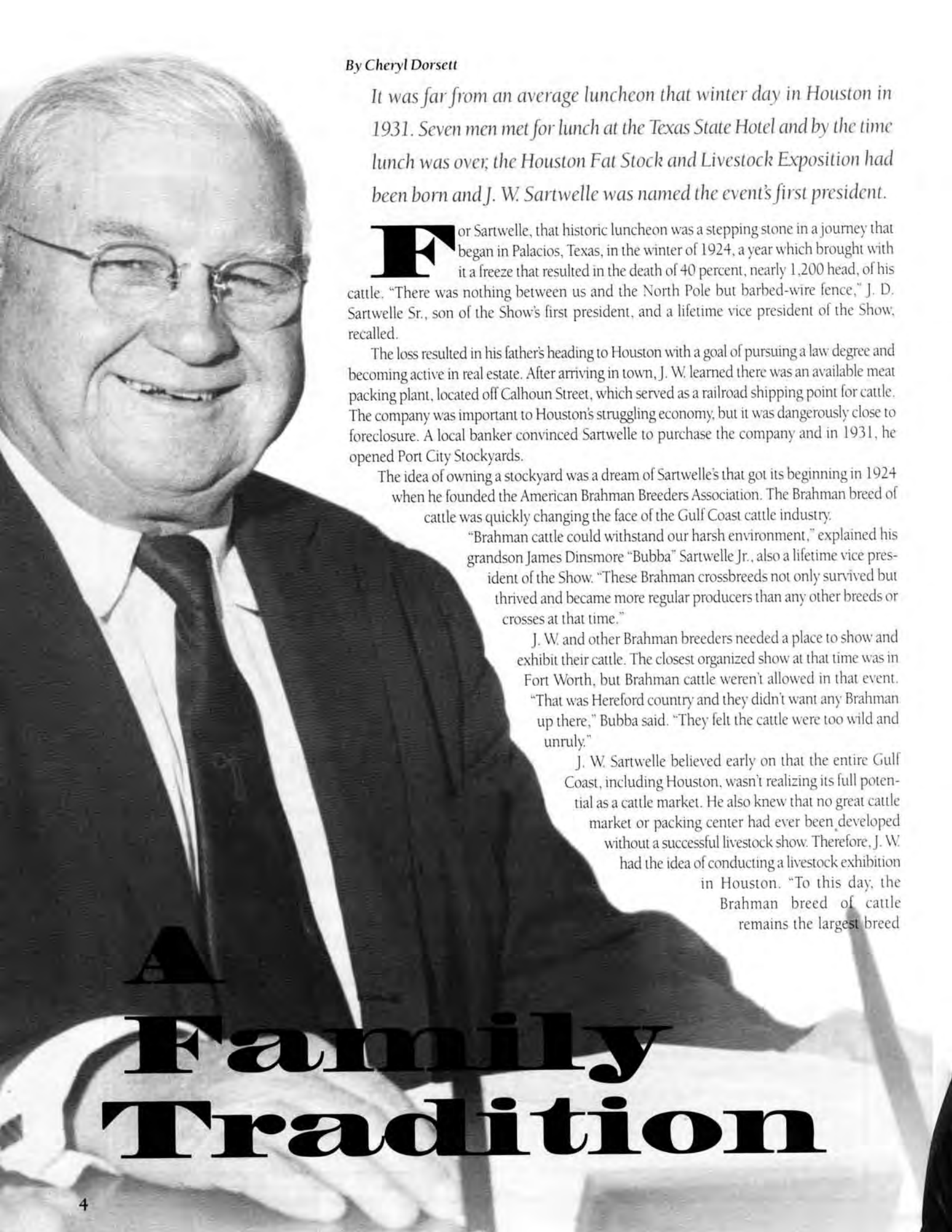
## 10-YEAR ATTENDANCE HISTORY



## HOUSTON LIVESTOCK SHOW & RODEO EDUCATIONAL COMMITMENTS FOR THE 1997-98 SCHOOL YEAR

(as of June 30, 1997)

FFA SCHOLARSHIPS – 50 four-year, \$10,000 each	\$ 500,000
4-H SCHOLARSHIPS – 50 four-year, \$10,000 each	\$ 500,000
METROPOLITAN SCHOLARSHIPS – 120 four-year, \$10,000 each	\$ 1,200,000
AREA GO TEXAN SCHOLARSHIPS	
17 one-year, \$ 2,500 each	\$ 42,500
36 two-year, \$ 5,000 each	\$ 180,000
8 four-year, \$10,000 each	\$ 80,000
GO TEJANO HISPANIC SCHOLARSHIPS – 100 two-year, \$3,000 each	\$ 300,000
RODEO INSTITUTE FOR TEACHER EXCELLENCE (RITE)	\$ 880,000
RESEARCH GRANTS TO TEXAS COLLEGES AND UNIVERSITIES	\$ 150,000
GRADUATE ASSISTANTSHIPS	\$ 360,000
SCHOOL ART CONTEST SCHOLARSHIPS	\$ 70,000
<b>TOTAL EDUCATIONAL SUPPORT</b>	<b>\$ 4,262,500</b>



By Cheryl Dorsett

*It was far from an average luncheon that winter day in Houston in 1931. Seven men met for lunch at the Texas State Hotel and by the time lunch was over, the Houston Fat Stock and Livestock Exposition had been born and J. W. Sartwelle was named the event's first president.*

**F**or Sartwelle, that historic luncheon was a stepping stone in a journey that began in Palacios, Texas, in the winter of 1924, a year which brought with it a freeze that resulted in the death of 40 percent, nearly 1,200 head, of his cattle. "There was nothing between us and the North Pole but barbed-wire fence," J. D. Sartwelle Sr., son of the Show's first president, and a lifetime vice president of the Show, recalled.

The loss resulted in his father's heading to Houston with a goal of pursuing a law degree and becoming active in real estate. After arriving in town, J. W. learned there was an available meat packing plant, located off Calhoun Street, which served as a railroad shipping point for cattle. The company was important to Houston's struggling economy, but it was dangerously close to foreclosure. A local banker convinced Sartwelle to purchase the company and in 1931, he opened Port City Stockyards.

The idea of owning a stockyard was a dream of Sartwelle's that got its beginning in 1924 when he founded the American Brahman Breeders Association. The Brahman breed of cattle was quickly changing the face of the Gulf Coast cattle industry.

"Brahman cattle could withstand our harsh environment," explained his grandson James Dinsmore "Bubba" Sartwelle Jr., also a lifetime vice president of the Show. "These Brahman crossbreeds not only survived but thrived and became more regular producers than any other breeds or crosses at that time."

J. W. and other Brahman breeders needed a place to show and exhibit their cattle. The closest organized show at that time was in Fort Worth, but Brahman cattle weren't allowed in that event. "That was Hereford country and they didn't want any Brahman up there," Bubba said. "They felt the cattle were too wild and unruly."

J. W. Sartwelle believed early on that the entire Gulf Coast, including Houston, wasn't realizing its full potential as a cattle market. He also knew that no great cattle market or packing center had ever been developed without a successful livestock show. Therefore, J. W.

had the idea of conducting a livestock exhibition in Houston. "To this day, the Brahman breed of cattle remains the largest breed

# **A Family Tradition**



showing at the Houston Show," Bubba said.

The involvement of local 4-H and FFA students in the Show was seen as a way to improve the quality and value of all livestock. In order to get the cattle producers to improve the quality of their cattle, Sartwelle realized he needed to start close to home. His idea was to start a little friendly competition between the cattlemen and their children through 4-H and FFA. "It worked," said J. D. Sr. "They thought, 'now wait a minute, if my son or daughter can do that, then I can do that.'"

That first Show, held in 1932, couldn't have begun at a shakier time. The country was in the middle of the Great Depression, and still fresh on everyone's mind was the stock market crash of 1929. Not only were business and industry feeling the pinch, but to say the least, the cattle industry had fallen on hard times. J. D. Sr. recalled that people thought his father was crazy to make such an investment and at the same time pursue the fat stock show. "He had more vision and dogged determination than a thousand people," said J. D. Sr. "He was a tough cat."

Sartwelle was tough, as he battled with health problems throughout this eventful period of his life. During the 1940s he had a heart attack. His son recalled his father taking off about six hours, a far cry from the six months the doctor suggested. In the early '50s, he had a skin disorder that caused him tremendous pain. On top of that, he was diagnosed as a diabetic.

What pulled the Show through then is what still pulls it through today — volunteers. Bubba said a great deal of the Show's early success was due to their dedication. J. W. Sartwelle enlisted the help of his 11-year-old son who as a volunteer could often be found pitching hay or standing on the street corner selling tickets.

There was also the involvement of the Houston Chamber of Commerce. "The chamber's agriculture committee took the Show under its wings and it has never, in all our history, been given enough credit," J. D. Sr. said. "That's probably where the volunteer spirit that makes the Show so successful got its early start."

The Show thrived and so did Port City Stockyards. At one time, the stockyard included four meat packing plants, a dog food manufacturing plant, a soap manufacturing plant, a hide handling facility and even a cafe.

It's not hard to see why the stockyard had a reputation of being a city within the city.

The facility moved out of downtown Houston in 1968, and today has offices in Sealy and Brenham, and works as an agent for the Show. The company makes sure all consignments, which include steers, lambs and hogs, are properly distributed to the various packers and processors throughout the area.

There is no doubt that J. W. Sartwelle, founding member and first Show president, would be proud of his family's continued involvement. From his son J. D. Sr., grandsons Bubba and Bill, directors of the Show, to great-grandchildren Elise, a captain on the Lamb Auction Committee and Jimmy, a member of the Range Bull and Heifer Committee, the Sartwelles continue their dedication to the Show.

"Being involved with the Show is about being involved with family," said Elise, who works as an assistant to attorney Richard "Racehorse" Haynes. "Dealing with people's problems everyday in my work, it's refreshing to be a part of the Show and see the brighter side of life — our youth and our future. It's an opportunity to help others who otherwise might not get help any other way."

J. W. Sartwelle, who served as president of the Show for its first 17 years, was a one-of-a-kind leader who was astute enough to see where he could make a substantial difference. The Sartwelle name will forever be a part of the heritage of the Houston Livestock Show and Rodeo — yesterday, today and tomorrow. It's a four-generation-strong family tradition that, without a doubt, will continue far into the future.



*Surrounding the official portrait of J.W. Sartwelle, the Show's first president, are, grandson Bill, son J. D. Sr., grandson J. D. "Bubba" Jr., great-grandson Jimmy and great-granddaughter Elise, all of whom are involved with the Show.*



**J**ust imagine what your life would be like if you had never learned to read. Where would you be today if you lacked that one basic skill? The inability to read is the single most significant academic deficiency. A child who cannot read cannot possibly succeed.

In the Houston Independent School District, the fifth largest district in the United States and the largest in the state of Texas, the fact that you cannot read could mean that you are one of 93,667 students (51 percent of the students in the district) who is classified “at risk” — potentially headed for failure and dropping out of school. In all of Harris County, that number grows to a staggering one-quarter of a million students.

In a significant move to turn these numbers around, Houston Livestock Show and Rodeo officials have taken the bull by the horns and recently created the **Rodeo Institute for Teacher Excellence**. This action is considered by many to be one of the most significant steps in the Show’s history of ongoing commitment to youth and education. **RITE** is an innovative three-year pilot

program that will focus on training elementary school teachers how to use a highly successful phonics-based reading program and classroom management training to teach students in pre-kindergarten through third grade how to read. The Show has committed \$4.4 million to be invested in instructor salaries, participant stipends, curriculum materials and administrative expenses.

According to P. Michael Wells, a lifetime member of the Show’s Executive Committee, “A deficiency in reading is where the problem is coming from. It is not the only factor, but if a child goes past third grade and cannot read, he or she has only a 20 percent chance for academic success and is likely to drop out.” He went on to say that this is

why RITE is focused on a program of early intervention.

The training program to be used is one based on the highly successful Acres Home Charter School program initiated by Dr. Thaddeus Lott at HISD’s Wesley Elementary. In 1996, using the SRA Reading Mastery program published by McGraw-Hill, along with improved classroom management skills, 100 percent of Wesley’s third grade students passed the reading and math portions of the Texas Assessment of Academic Skills tests. HISD’s overall results for this same period were 75 percent in reading and 65 percent in math. Because of early intervention and highly qualified instruction, the Wesley students consistently outperform pupils at more affluent schools. As a result, Lott’s program is cited nationally as a model.

According to the findings of the Show’s task force on at-risk students, chaired by Wells, many of HISD’s problems during the past five years have resulted from a shortage of experienced teachers and the addition of new teachers who are not adequately trained to meet the special needs of at-risk students, not to mention the lack of teaching materials and funding resources. The RITE program is designed to change all that.

# The RITE Stuff

By Sue Cruver



In its first year, the Institute will train 75 teachers, who have been selected from six HISD elementary schools with a high at-risk enrollment. Those six schools participating in the RITE program are Foerster, Fondren, Gordon, Sugar Grove, Sutton and Windsor Village.

By the end of the three-year program, other schools will have participated and a total of 225 teachers will have been trained. Each elementary school teacher will study intensively for two weeks in the summer with master teachers who also will serve as mentors and advisors throughout the next school year. Ongoing evaluation will be conducted during this time and for two years afterward to assess the impact of the RITE program.

At the heart of the RITE program is the belief that teachers are the key to a student's academic success. By training teachers to do their jobs more effectively, chances for these students to succeed are greatly increased. The investment is measured not only by the number of students that a teacher may instruct today, but by those taught throughout a career. It is estimated that as many as 10,000 students will directly benefit from the RITE program during the course of the next three years. Add to that a career multiplier and the numbers will increase significantly.

As in any pilot project, an effective evaluation process is important and one will be put in place to track the success of the RITE program. With measurable results, Show officials will be better able to determine what steps to take once the pilot phase is completed. It is anticipated that the program will be highly successful and that in all probability, it will continue and expand in the future, hopefully attracting corporations and other entities as funding partners.

The Rodeo Institute for Teacher Excellence is a 501(c)(3) corporation with its own board of directors, who also are members of the Houston Livestock Show and Rodeo Executive Committee. Board members include Chairman Wells, Don Buckalew, Dick Graves, John O. Smith and Jim Windham. An advisory board consisting of eight to 10 members has been established to provide the Institute with educational expertise. The program



*Dr. Thaddeus Lott, of Wesley Elementary, and P. Michael Wells, lifetime member of the Executive Committee and chairman of the Show's At-Risk Task Force, review the series guide manuals for the RITE program.*

will be coordinated by former Wesley Elementary magnet program coordinator Diane Morris and Show staff member Sharon Woodfin.

According to Show President Jim Bloodworth, "RITE in many ways is a departure from the traditional scholarship program, but it in no way distracts or takes away from the Houston Livestock Show and Rodeo's overall educational programs, scholarships and mission to serve youth. RITE will be teaching teachers how to teach children how to read. We believe that if you help a teacher, you will be helping a child."

It is conceivable that one day the program will come full circle — with a Show scholarship being awarded to a student who was once considered at-risk, but had been taught to read by a teacher trained by the Rodeo Institute for Teacher Excellence. RITE on!

*For more information about the RITE program, contact Sharon Woodfin at 281/549-3822.*





By Bill R. Blutworth

**G**razing on a peaceful piece of green pasture land just south of the Astrodome are several hundred head of what appear to be typically docile bulls and horses you might see while driving down a road anywhere in Texas. This pasture land is referred to by some as the “Bow Legged H” Ranch, the unofficial name for the Houston Livestock Show and Rodeo’s Highway 288 property, consisting of approximately 318 acres.

These animals are not typical and they are not always so docile. They are the bovine and equine stars of the Show’s rough stock events. They are one-half to one ton hunks of exploding

fury whose backs provide a workplace — not OSHA approved — for those daring bull and bronc riders.

The pasture is the “commissary” and the “stars’ dressing room” for the rodeo’s other half. The bulls are each fed 10 to 15 pounds of grain a day and all the hay and grass they can eat. The horses are fed five to 10 pounds of grain, in addition to hay and grass. During a typical two-week stay at the Show, these animals will consume 2,500 bales of alfalfa and 26 tons of grain. “It is important that the hay be clean, dry and high in protein,” said Kenny Carpenter, an employee of Cervi Cattle Co., the Show’s rodeo stock contractor. “We cannot afford to have the stock get sick on old, moldy hay. Not only does it make them ill, it significantly decreases their performance energy.”

Horses are allowed to graze together while bulls of different stock subcontractors are kept separated. "Horses have a society of their own," said Carpenter, "and they are not as aggressive as the bulls. Each group of bulls has its own pecking order; and, if you threw all of these bulls together, they would spend the day fighting each other which might cause injury and saps their energy."

Also kept at the property are the bulldogging steers, the roping calves and the team roping steers. Many of the animals are kept in pens in a large roofed area with open sides. (Calf scramble calves are housed at the Dome.) The stock contractor and his subcontractors pay particular attention to ensure that the "doggin" steers are all near the same size and weight. The same care is given to the size and weight of the roping calves. This is, of course, to give the ropers and doggers as close to an equal shot as possible.

"The main benefit of this property to the Show is its proximity to the Dome. It is only a four or five mile trip compared to the 60 mile trip to the Port City Stockyards in Sealy where the stock was kept before the Show acquired the 288 property," said Tom Quarles, Show assistant general manager.

During the Show, the parking lot of the ranch is lined with Cervi's big rigs from Sterling, Colo., and the trucks and trailers from the needed subcontractors: Guidry Rodeo Co. out of Madisonville, Texas; Andrews Rodeo & Cattle Co. of Addielou, Texas; Kesler Rodeo Stock from Alberta, Canada; and Terry Walls of Stephenville, Texas.

The drivers and hands agreed that rodeo stock is probably some of the healthiest stock around. A well-traveled bunch of animals can make 30 rodeos a year, with brand inspections, equine infectious anemia checks and rodeo veterinarian inspections at each stop along the way. The main health problems they encounter with these animals are stone bruises, fence scrapes and leg-weariness from long stints in cattle trailers between shows.

"Seven to eight hundred miles is about all you would want to haul the stock without stopping to unload and let them graze, drink and move around. Their digestive systems tend to quit working on a long trailer ride," said Carpenter. "This can sometimes be disastrous for these animal athletes."

Carpenter said that bulls normally live 12 to 13 years and that they are in their prime from their fourth to seventh years. "Horses, on the

other hand, can start as early as three years old and buck until they are 20," said John Johns, a driver for Walls. "We even have a couple of 30-year-olds who get ridden occasionally."

Johns said, "It doesn't really matter whether the horses are mares, geldings or stallions. They can all be good bucking stock. The qualities of a good bucking horse are genetic and not something you train them to have. They either have it or they don't." Both Johns and Carpenter agreed that the flank strap does not make the animals buck, it only enhances their kicks.

Rodeo stock even has its own hall of fame. Each year the professional rodeo cowboys select the outstanding horses and bulls, which are then featured along with their human counterparts, in the Professional Rodeo Cowboys Association Hall of Fame in Colorado Springs, Colo.

The National Finals Rodeo strives to get the "biggest and baddest" stock they can for that 10-day event. The stock selection committee interviews the top riders to get their input on which bulls and horses are the top performers.

After all is said and done and these great athletes are retired, some of the champions are pastured at special places like the one rodeo champion cowboy Ty Murray has in Stephenville, Texas. He is host there to several retired world champion bucking horses. He even has a special site set aside as a graveyard for when these rodeo stars move on to the great pasture in the sky.

One thing is for sure, our animal performers are afforded first-class accommodations at the Bow Legged H Ranch's Green Carpet Inn.



*Calves are waiting at the Dome to take their turn in the spotlight after spending a relaxing day at the Bow Legged H Ranch.*



# Real Top Hands

By Pat Scherrieb

## The Recipe:

Take a dedicated committee with enthusiastic leadership and a dream. Combine tenacity with attention to details. Include the expertise and organizational power of the Show's fine-tuned horse shows.

Blend in the knowledge and experience of local horse show legends. Mix with large quantities of "early start" and "an extra work-day" for Horse Show Equipment, Horspitality, Outhouse Gang, Safety and Speakers committees.

Add the skill of the Show's Buildings and Grounds Department, and you have most of the ingredients needed for the Special Children's Committee to present the first Top Hands Horse Show.

Special Children's Committee Vice Chairman Sharon Oliver championed the idea for the Top Hands Horse Show, but is quick to acknowledge that the preparation for this event took a whole lot of cooks stirring the pot. "Getting the 'dirt-time' in the Astroarena was the biggest obstacle. When Show General Manager Dan Gattis was able to find a time and place for us, we were on our way. From then on we enjoyed the complete cooperation of everyone involved," said Oliver.

An already-crowded Show schedule and a maximized physical plant yielded Saturday, Feb. 8, a day jammed with the World's Championship Bar-B-Que Contest, the downtown Parade and Rodeo Run, and an Astroarena and Dome filled with Go Texan competitions. The two warm-up areas in the Astroarena were near-perfect. The larger area offered spectator bleachers, easy access for competitors, close proximity to stalls and a judge's stand. The smaller area was ideal for mounting, warming-up and staging for the classes.

To rustle up a batch of donors was just the start of another phase of preparation. In typical Show fashion, the response was quick and generous. Underwriters for major expenditures like specially built mounting ramps and blocks, as well as hiring a judge, were secured. Additionally, 18 class presenters joined in to provide the awards.

The next step was gathering the most important part of any horse show, the participants. Riders came from Hope Therapy, Kaufman County Special Olympic Riding Club, Rainbow Spring Stables, Richmond State School Equestrian Team,



S.I.R.E. (Self Improvement through Riding Education) and Special Friends. Along with the 49 riders were a generous mix of 110 coaches and assistants, 34 horses, countless moms, dads, siblings, grandparents, friends, Show supporters and dozens of Show committee volunteers.

The six organizations and their riders invited to participate in this inaugural horse

**“Hippo-what?”**

***Hippotherapy (from the Greek “hippo” meaning “horse”), or therapeutic riding, is and has been an important tool in both the rehabilitation and the recreation of individuals with a variety of physical, mental and emotional challenges. Riding therapy can help strengthen muscles and improve balance. It also can improve concentration, build self-confidence and provide new freedom. One of the most obvious benefits to the riders is an ability to be mobile and in control while on a horse. A physically challenged person is often dependent on others, but once astride a horse, the positive interaction and sensory stimulation brings to life the expression “There is nothing so good for the inside of a man as the outside of a horse.” Frequently, a disabled person becomes an able rider.***

certified Special Olympics equestrian coach and a lover of horses and horse shows who would welcome the opportunity to bring the Houston Livestock Show and Rodeo into the lives of some very special-needs riders. Debbie Grider of Como, Texas, not only fit that profile, but according to Special Children’s Committee chairman Nano Kelley Scherrieb, “Debbie brought a level of expertise and capability that set the tone for a first-class event.”

Riders ranged in age from 8 to 62. They led, rode and were assisted on a colorful array of horses. For some, their clothes were price-tag new. In contrast to some anxious volunteers, these competitors seemed surprisingly calm, even while waiting. Though excited by the opportunity to participate in the Houston Livestock Show and Rodeo, they did not appear distracted by the surroundings. There was a peacefulness in their dedication to the competition. The riders wore smiles that radiated from deep inside. Whenever possible, a triumphant arm was raised as if to lead the already cheering audience to mirror the rider’s joy. There were boys and girls as well as men and women whose hours of practice and minutes of competition kept the crowd shouting for more.

First-place belt buckles were awarded in 18 classes of the five events: showmanship at halter, English and Western equitation, pole bending and

barrel racing. Trophies were presented to winners from second to sixth place. Honorable mention rosette ribbons were earned by all other competitors.

There were few dry eyes when the day’s riders, coaches and volunteers gathered in the warm-up arena with the Show’s committee members for a final photograph and some well-deserved acknowledgments. The Richmond State School Equestrian Team and S.I.R.E. were awarded Top Club and Reserve Top Club honors, respectively, for their “best example of sportsmanship, club presentation, enthusiasm, preparedness and team spirit.”



On ranches and cattle drives, a “top hand” is considered to be a cowboy who is superior, especially as a rider and horse-breaker. It is fitting that the Special Children’s

Committee should choose top hand to describe the riders in this horse show. These riders are superior — not for their skill at breaking wild horses — but for breaking barriers in their lives and for their enthusiastic exhibition of courage and pride.

Scherrieb summed up the day, “So many people worked hard to make this a successful event, but it was the riders who made the day so unique. To see the joy on their faces made all the months of work well worth it.”

When asked about the future of the Top Hands Horse Show, vice president and officer in charge Jerry Johnston Andrew said, “The success of a horse show can not be measured by its size, but rather by its specialness. I would hope that Top Hands will remain a vital and important part of the Houston Livestock Show and Rodeo through the Special Children’s Committee. We want to preserve the atmosphere of intimacy and caring that was enjoyed by both the participants and the spectators. Something as simple as being able to cheer for the riders and congratulate each winner was the best part. Everyone who was there felt involved.”

show are involved in established hippotherapy programs affiliated with the North American Riding for the Handicapped Association and/or the Special Olympics. Their volunteers are trained to assist with mounting and dismounting, leading a horse and rider, and acting as a side-walker.

The “getting things cooking” phase involved securing a veteran judge with experience teaching both the physically and mentally challenged, a



*Boots and hats, trucks and tractors, cinnamon rolls and turkey legs — whatever you're looking for, you'll probably find it, among numerous entertaining displays, at one of the 333 commercial exhibits open during the Show.*

# Merchants and Memories

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By Freeman Gregory



One Friday morning during the '97 Show, a woman walked up to the M. L. Leddy booth where Beverly Franklin-Allen was standing and introduced herself, "Hi, I grew up in San Angelo, and I was the floor manager of your moccasin shop when I was in the 10th grade." In no time, the two were exchanging stories about the company, which produces hand-made boots and leather goods in San Angelo and saddles in Fort Worth. Franklin-Allen is the granddaughter of the business' founder, M. L. Leddy, and the daughter of Jim Franklin who first decided to exhibit the company's wares at the Houston Livestock Show and Rodeo 46 years ago.

"We get so much business in Houston every year," Franklin-Allen said, "that people are always asking us why we don't put in a store here. The answer is 'bigger isn't always better.'"

"So many of the Show's commercial exhibitors have been returning year after year and people really look forward to seeing them," explained J. Grover Kelley, officer in charge of the Commercial Exhibits Committee. "The rodeo patron really does expect to see certain people and for there to be certain types of merchandise available."

"Large numbers of people visit commercial booths," said Duane Miller, president of the M. P. & K. D. Horn and Leather Shop, another long-standing exhibitor. "I see between 30,000 to 40,000 people each day file past and through my location in the north lobby. Few businesses have access to that many potential customers in a single day, much less for more than 20 consecutive days."

Started by Miller's grandfather, M. P. Autry, the horn shop is based in Fort Worth and sells mounted steer horns, leather products, watches, jewelry, belt buckles, hatbands and hats. This is the 36th consecutive year that the company has set up shop at the Show. Its participation, like M. L. Leddy's, goes all the way back to the event's Coliseum days. "It's the best show of the entire year," according to Miller. "It's top-notch. We go to approximately 25 shows each year, and as far as I'm concerned, this is the best one."

A cornerstone of Houston's Western tack and apparel market is Stelzig's Saddlery Company. Beginning with the early years of the Show in the Coliseum, Leo Stelzig brought his tack, saddles and associated supplies to sell to the rodeo patrons. Later, when the Show moved to the Astrodome and the "Urban Cowboy" craze was upon us, Stelzig's emphasis began changing to hats, belts, buckles and apparel. Francis Stelzig Butler, daughter of Leo, said, "Now, the merchandise we offer at the Show is exclusively wearing apparel and accessories — no saddles and tack. The present day rodeo crowd has a wider variety of interests. They are looking for entertainment of all sorts and are not just interested in the rodeo. We change with the times."

Adrian Paul is probably the best-known name in livestock scales in this part of the country. A big part of the reason for

such widespread recognition is his participation in the Show as a commercial exhibitor, he said. "We came to Houston in 1952 because a guy I know said it would be a good idea," Paul explained. "Well, we sold a scale to a man from Pear City, Ill., and you'd thought we'd won the lottery. I've been coming back ever since."

Paul provides scales for the Show and 28 other livestock events throughout the year, including the Brenham Barrow Sift. Because so many foreign visitors come to the Show every year, Paul does a great deal of export business as well.

Charles Harrell of C & C Trading in Albuquerque, N. M., has brought his unique jewelry to the Show for 20 years. He credits John Cook, Show lifetime vice president, with encouraging him to become an exhibitor. Harrell exhibits at only one show a year — Houston. He said, "It's the best and every year we see so many longtime friends, it's like a family reunion."

When the Astroarena first opened in 1975, two well-known local artists, Mark Storm and Clay Dahlberg, moved from the Astrohalla and shared one of the first commercial exhibit booths in the new facility. Although Storm no longer exhibits, Dahlberg continues in his prominent booth just inside the doors from the Astrohalla to exhibit his classic Western sculptures. Dahlberg said, "The stock show is almost like family." He has, in addition to selling his art, also worked the horse sale, judged school art and was a member of the first Horspitality Committee.

The list of present day commercial exhibitors is long — 333 — particularly when compared to 30 years ago when there were only 125. "Getting the opportunity to display commercial goods at the Show is difficult these days for two reasons. First, there is no space to put any more commercial exhibits. We've been maxed out for years," Kelley said. "Second, the Show's standards are very high."

Each year, exhibitors in good standing with the Show are invited back and the only opportunity for a new vendor to participate is for someone else not to return. "Recent years have seen the quality of the commercial exhibits rise significantly as a result of conscientiously enforced guidelines. This year there was only an 8 percent turnover," said Janice Spencer, director of exhibit sales and trademark licensing for the Show.

In the early years, the majority of the exhibitors were suppliers and manufacturers of agricultural equipment, supplies and services. Now, the spectrum runs from horses to hot tubs, barns to bangles, feed to furs, and many, many other goods and services with clothing and accessories leading the pack in total booth space, and food services following closely behind.

While only a few of the Show's longtime commercial exhibitors have been mentioned, all 333 exhibitors contributed more than \$1.7 million this year to the Show's overall success.

# Meet the Show's New



**MIKE  
BLASINGAME**

In the mid-1980s, Mike Blasingame attended a GoTexan dance and cook-off in Deer Park. "I liked what I saw," he said. After a few phone calls and meetings with Show General Manager Dan Gattis, Jacinto City became the 11th subcommittee of the Harris County Go Texan Committee. Thus began Blasingame's involvement in the Houston Livestock Show and Rodeo. It is fitting that Blasingame will serve as officer in charge of the Houston General Go Texan and Metro Go Texan Committees. Blasingame will also oversee the Junior Commercial Steer Feeding & Management Contest, Range Bull and Commercial Heifer, Safety and Special Attractions committees.

Blasingame was in charge of the Jacinto City cook-off for two years. He then became chairman of the Jacinto City subcommittee and went on to serve as an area vice chairman over the Pasadena, Deer Park and Baytown subcommittees. Two years later, Blasingame served as chairman of the entire Go Texan committee. "The committee's function is to promote the Show on a grass-roots basis," he said. The following year, five counties were combined and the name was changed to the Houston Metro Go Texan Committee. Blasingame became that committee's first chairman.

He was elected to the Show's board of directors in 1993. "When I began volunteering, I never dreamed that someday I would be a director, much less a vice president," he said. "Being involved in the Show is one of the biggest highlights of my life."

Blasingame heads up the coatings logistics operation for the Bayer Corporation. He is the proud father of two girls. Leslie, his oldest, is a senior at Texas Tech University and Natalie will be a freshman at Alvin Community College this fall.

In addition to his duties at the Houston Livestock Show and Rodeo, Blasingame is also a vice president of the Pasadena Livestock Show and Rodeo, a past director of the North Channel Chamber of Commerce and a past director of Crime Stoppers. When he can find the time, he is either riding one of his roping horses or playing golf.

"I was certainly not expecting this," said Blasingame. "I can't take all of the credit though — I couldn't have come this far without the help of the Show staff and all of the volunteers. We all have one common goal and work very hard to make it happen."



**JOHN L.  
EBELING**

John L. Ebeling is one busy man these days and getting busier. Somehow though, he finds the time to be a deputy commissioner of the Village Police Department while holding a seat on the Piney Point City Council. Ebeling also spends a great amount of time on his boat on Clear Lake.

Ebeling grew up in St. Louis, Mo. and attended the University of Missouri. In 1965, he began working for Enterprise Leasing/Rent-A-Car and moved to Houston in 1973 to start a local Enterprise division. Recently, Ebeling retired as president of the company. "Thirty-two years was enough," said Ebeling, but added, that he would probably be busier now than before his retirement.

A life member of the Show for 12 years, he has contributed greatly as an annual steer buyer. In the mid-1980s, he was asked to join the Steer Auction Committee and quickly rose to the rank of vice chairman. He assumed the responsibility of organizing the Hide Party, the annual gala to honor the previous year's champion steer buyers. Three years ago he was elected to the Show's board of directors. Ebeling takes great pride in the fact that, for the past seven years, he has been a member of the exclusive sales group known as "The Big Boys," which requires a minimum pre-sale of \$35,000.

Among his other accomplishments, Ebeling serves on the board of Goodwill Industries and is a past president of the Texas Car Rental and Leasing Association. "I am involved in other charities but my real passion is for the Show," said Ebeling. "It is where most of my efforts are concentrated."

Ebeling and his wife, Barbara, have two children, Michael and Laura. Michael is currently attending Blinn College and Laura attends the University of Texas.

"I was both surprised and honored when Jim Bloodworth called and asked me to serve," said Ebeling. "This organization does more for the youth of Texas than any other and I am proud to be a part of it. I don't think you could work for a better organization." As a vice president, Ebeling will serve as officer in charge of Agricultural Mechanics, Area Go Texan, Equipment Acquisition, Go Texan Contests and Swine Auction committees.

# Vice Presidents

By John Crapitto



**CAROLYN  
FAULK**

Carolyn Faulk attended her first Houston Fat Stock Show at the Sam Houston Coliseum with her father, Marvin Chipman. "He would take me and all of the neighborhood kids. We had the best time," said Faulk.

Faulk's serious interest in the Show began in the 1970s when her father was on the Steer Auction Committee. She began buying pigs at the auction and soon joined the Swine Auction Committee. Quickly rising through the ranks, in 1984 Faulk was appointed one of the first female vice chairmen of a junior auction sales committee. Three years later, she co-chaired the committee and in 1989, was elected to the Show's board of directors.

Faulk said, "It is quite an honor to be recognized by your peers and I am overwhelmed by the support I have received." As a vice president of the Show, she will serve as officer in charge of the Corporate Development, Livestock, Membership and Poultry Auction committees.

After graduating from Sam Houston State University in 1970, Faulk began teaching at Jones High School in Houston. In 1973, she founded A & C Plastics, a wholesale distributing company. The Houston Post named her as one of the top 10 Women on the Move in 1988. In 1995, she was named Houston's Entrepreneur of the Year by Ernst and Young, LLP, Merrill Lynch and *Inc.* magazine.

In her spare time, Faulk rides cutting horses. She competed in the 1996 Houston Livestock Show and Rodeo cutting competition where she advanced to the finals in the limited amateur division. She is also a veteran of 14 Salt Grass Trail rides in which she participates as an owner and member of the Magnificent 7 Wagon. Faulk has two children, Katie and Brian. Katie, who showed a champion pig at the 1994 Show, is a junior at Texas A&M University, and Brian is a freshman at Texas Tech University.

Faulk's enthusiasm for her new position as vice president was evident when she received the call from Show President Jim Bloodworth and replied, "Don't worry about the mules, just load the wagon!"



**HAP  
HUNNICUTT**

J. P. "Hap" Hunnicutt III began his career with the Show immediately after attending the University of Texas. The Parade Committee was his first stop followed the next year by a lengthy stint as a member of the Breeders Greeters Committee. Hunnicutt ascended through the rank and file, serving concurrently as a vice chairman of both committees.

In 1988, Hunnicutt was elected to the board of directors of the Show. He was appointed chairman of the Parade Committee in 1993 and under his leadership, significant changes were made. The committee began to distribute close to 100,000 American flags to children and adults to wave on parade day. A subcommittee was also formed to sell the enormous balloons that float down the street during the parade.

Hunnicutt also brought to life the "Bow-Legged H" logo named "Howdy," which became the unofficial animated mascot of the Show. Of particular note, during Hunnicutt's chairmanship, the Parade Committee's special children and seniors subcommittee increased the number of invited guests from 350 to almost 2,000.

In addition to his Show involvement, Hunnicutt currently serves as the president of Equity Development, a family-held real estate business that specializes in property management. Hunnicutt is the immediate past president of the National Apartment Association and is currently president of its Education Foundation. He is also a past president of the Texas Apartment Association and serves as a member of its executive committee. Hunnicutt also serves on the advisory board for the Houston Museum of Fine Arts.

When he can find the time, Hunnicutt heads to the family ranch in Weimer, Texas. "I love to spend time just driving around and looking at our cows," he said. As to his new role as vice president, Hunnicutt proudly exclaimed, "I am both honored and humbled to serve as an officer and I sincerely appreciate the opportunity to work one on one with the Show staff and volunteers again." As a vice president, Hunnicutt will serve as officer in charge of the Intercollegiate Meat Judging Contest, Llama, Outhouse Gang, Rodeo Express and Veterinarian committees.





## Ladies' Season Box Committee

By Syndy Arnold Davis



*Cheryl Thompson-Draper, chairman, and officer in charge Jerry Johnston Andrew (both seated) are surrounded by vice chairmen Kathy Somerville, Betty Stolarski and Linda Lyons Brown as they review the renewal list for season box seats to the rodeo.*

**I**t's not just season boxes any more! Although the Ladies' Season Box Committee was created to sell season boxes for the Houston Livestock Show and Rodeo, it was so successful the committee was willing to take on additional responsibilities. Now, its duties have expanded and include everything from putting on the annual Season Box Gala to selling season box seats for the National Cutting Horse Association's competition held in the Astroarena each year just before the rodeo kicks off.

Cheryl Thompson-Draper, chairman of the committee, said, "We are here to do whatever the president and Executive Committee need us to do. Last year, the Show's president, Jim Bloodworth, asked us to help host the FFA national convention, a special event for the Show and our city, and we did it." Along with their many other duties that vary from year to year, this committee also hosts the newly organized Star Trails reception, an annual event honoring the most popular rodeo entertainers of the past and present. The 1997 inductees were Charley Pride and Elvis Presley.

The Ladies' Season Box Committee, originally formed as the Rabbit Auction Committee, is currently made up of 100 hard-working women, 20 of whom are charter members. When the Rabbit Auction was discontinued in 1970, the president and Executive Committee recognized that the talent pool available in this group was still strong and assigned it the duty of selling season box tickets. The women soon excelled at their new job, and there is now a wait of several years for a season box, with more than 3,700 people on the waiting list. Jerry Johnston Andrew,

officer in charge, said, "The primary function of this committee is to sell 1,948 season boxes and renew those sales each year, a job that generates over \$1.9 million for scholarships annually." When asked about the work of the committee, Andrew commented, "They are truly dedicated sales people. My hat is off to them all."

The success of this committee has not slowed them down. The Houston Livestock Show and Rodeo Season Box Gala, held in mid-January each year, is another time-consuming project. This black-tie event, attended by 600 people in 1997, is a party to honor season box holders. The work on this event starts with an initial planning meeting in May. Members choose the theme and entertainment, select the space and send out invitations, as well as host the event. Although invitations go to season box holders first, the gala is open to the public which adds to the challenge of making the party bigger and better every year.

"We have monthly meetings scheduled October through January with a follow-up meeting in April. December and January are our busy months getting ready for the gala and making sure we have covered every detail," said Thompson-Draper. The Ladies' Season Box Committee works virtually year-round to accomplish its ever increasing duties.



# Special Children's Committee

By Gina Covell



*Participants in the Exceptional Rodeo, along with cowboys, cowgirls, clowns, committee volunteers and special guests, are on the Dome floor where the action is. Everyone leaves this rodeo a winner!*

**E**very volunteer involved in the Show is special, but the members of the Special Children's Committee are unique. This committee was formed to ensure that 6,000 mentally and physically challenged children and adults can experience the Show like other attendees.

From September to November, every member personally interviews representatives of social service agencies, schools and support groups, to make sure that the \$60,000 worth of tickets donated by the Show each year are distributed in the most equitable manner possible. In January, committee members deliver tickets to the agencies and review arrival procedures with them.

During each of the three special children nights, committee members act as hosts to 2,000 guests and their chaperones. A portion of the parking lot is flagged off and the East gate entrance is set aside to receive these guests. Hosting includes assisting the guests in unloading from cars, vans and buses; seating them together as groups; serving refreshments; and escorting the excited group members safely back to their vehicles after a very memorable evening.

As one could imagine, it is difficult for 121 committee members to keep track of so many visitors. In order to safely keep tabs on these large groups, the committee provides wristbands and stickers with agency names and numbers for each guest to wear. Although the feat of hosting all these special guests in a three day period makes for some aching bodies and weary minds, the members involved have a simple request for repayment. The smiles, laughter and an occasional hug are all they need to keep going.

"Our committee is not looking for badges, ribbons or recognition," said Chairman Nano Scherrieb. "Knowing that we have made a difference in a child's life, by sharing such a unique experience, is what the Show is all about."

In addition to hosting their guests each night, the members of the Special Children's Committee also are responsible for overseeing two additional events, the Exceptional Rodeo, initiated in 1983, and the Top Hands Horse Show, which premiered during the 1997 Show.

The Exceptional Rodeo, sanctioned by the Professional Rodeo Cowboys Association, pairs real cowboys and cowgirls, along with clowns, with 30 special-needs children to experience modified rodeo events, such as barrel racing on stick horses, riding a stuffed bull, "steer dogging" and roping, and even riding a real horse. Each participant receives a hat, T-shirt, bandanna, trophy and belt buckle for demonstrating excellent rodeo skills. Held just prior to three select evening performances, the Exceptional Rodeo is a way for some special children to be in the spotlight and have fun.

The Top Hands Horse Show, the newest event for the committee, gives physically and mentally challenged individuals an opportunity to compete in riding events. Participants invited to this show are riders from established therapeutic riding programs affiliated with the North American Riding for the Handicapped Association and/or Special Olympics. "This event is so important because the riders gain a huge sense of accomplishment and pride in themselves," said Jerry Johnston Andrew, officer in charge.

She added, "The most rewarding part of the Special Children's Committee is the feeling of pride and respect that these three nights of activity give the kids we host. Hugs and smiles from enamored children make the hard work throughout the year more than worthwhile."



# Swine Auction Committee

By Todd J. Zucker



*Ashley Wellman, of Brenham, Texas has a grand champion grin and pep in her step as the 1997 Junior Market Swine Auction is just about to get underway.*

**T**o discover what the Swine Auction Committee is all about, look no further than the motto appearing on every Show membership sticker: Benefiting Youth and Supporting Education. Show Vice President Bill T. Teague, the committee's immediate past officer in charge, said, "the group's main purpose is consistent with this basic mission of the Show. Through its annual swine auction, the committee enables Texas youngsters to experience the economics of agriculture and the thrill of competition, while generating significant revenues for the Show's Educational Fund."

"The committee's success results from blending fun with work," according to third-year chairman Willie Phillips, who has served on the committee for 23 years. "The committee members enjoy what they do and like to think they have more fun than any other committee; but, more importantly, they get the job done." In 1997, the committee's 130 members raised more than \$900,000 in pre-sale contributions and, of that amount, \$122,000 went to the Show's Educational Fund.

The most important committee work occurs behind the scenes and starts well in advance of the Show. After their first official meeting in November, committee members begin to contact friends, associates and organizations with the goal of soliciting enough pre-sale contributions to guarantee that all auction participants receive the minimum floor price for their pigs. The floor price in 1997 was \$600. To earn a gold badge in 1997, each member was required to obtain at least \$4,500 in pre-sale commitments and/or contributions. The committee's fundraising efforts are annually assisted by the Swine Auction Boosters, as well as other individuals and organizations who make significant pre-sale commitments.

In February of each year, thousands of entrants (4,300 in

1997) bring their barrows (neutered male pigs) to the Washington County Fairgrounds to participate in the Brenham sift, a preliminary judging that takes place just before the live auction in Houston. A single expert rejects any barrow outside the 210-260 pound weight limits and judges the remainder in order to reduce the field. Those barrows that fail to qualify are sent "up the hill" to the processing plant. The judge selects 660 qualifiers which are sent "down the hill" to the Astrohall for further judging and the auction.

The Grand Champion and Reserve Grand Champion are chosen in front of 50,000-plus rodeo fans by way of closed-circuit television. At the next day's auction, the real excitement begins. The 1997 Grand Champion brought \$85,000, and the Reserve Grand Champion sold for \$60,000.

Under Show auction rules, the Grand Champion exhibitor may keep \$25,000, with the remainder of the auction price to be contributed to the Show's Educational Fund. To the young exhibitors, the potential financial rewards from the Swine Auction are significant. The dollars awarded allow the exhibitors to take advantage of career and educational opportunities, which otherwise might be impossible to achieve.

In addition to its financial contributions, the committee also enables participating youngsters to learn discipline and responsibility. "It takes a lot of hard work to raise an animal and bring it to the Brenham sift in a condition and weight that will have a chance to compete for the big money," said Teague. Through its efforts, the committee ensures that every participant, from contributor to exhibitor, ends up a winner.

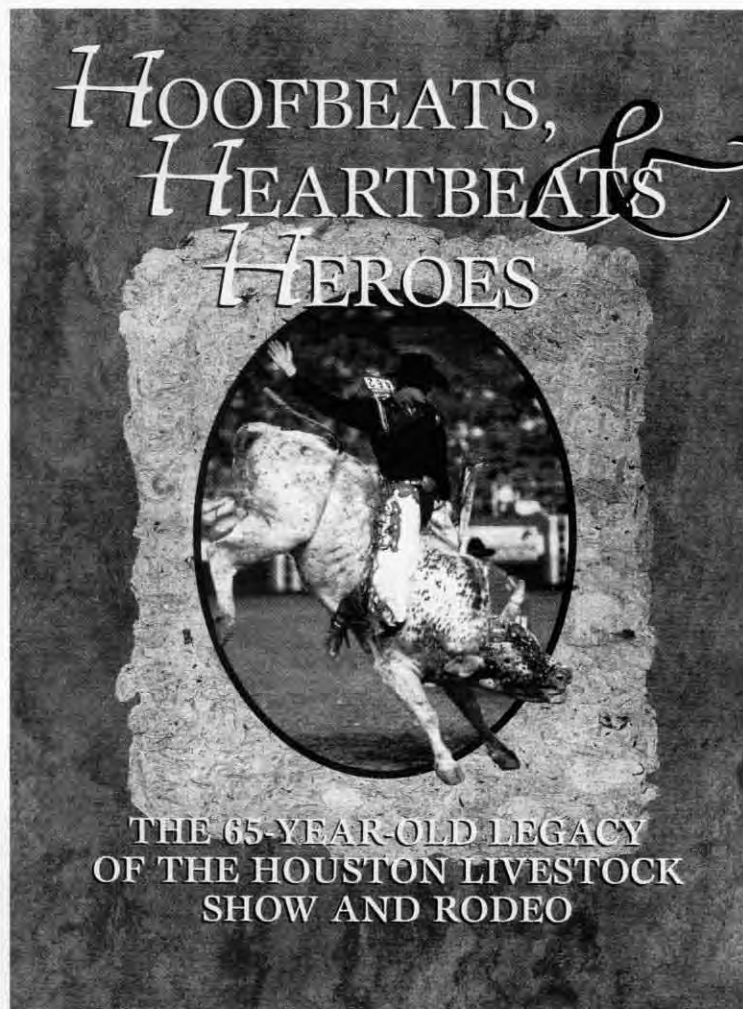


# Hoofbeats, Heartbeats & Heroes

Do you ever find yourself trying to describe the Show to someone who's never seen it and wishing you had a great collection of photographs to help you tell the story? Or maybe you just want a way to look back at a great year and a great event. You try to take your own pictures, but you can't be everywhere at once, and you may not have the time or the equipment to get the best shots. *Hoofbeats, Heartbeats & Heroes* is the perfect solution.

This great new publication from the Houston Livestock Show and Rodeo is 87 pages packed with full-color photographs showing every aspect of the Show from the trail rides and parade to the star entertainers, livestock show, rodeo, horse show and other attractions.

"It really tells our story in pictures," said Show President Jim Bloodworth. "Every member of the Show and every committee volunteer will be proud to add this book to their library. The photos in *Hoofbeats, Heartbeats & Heroes* take you places few are able to go — watering a horse at dawn on a trail ride, warming up muscles with a nervous cowboy behind the chutes at the rodeo, standing beside George Strait on a stage in



the Astrodome, lying in the dirt under a scramble calf or sitting astride a cutting horse in the Astroarena. It's a great memento for any Houston Livestock Show and Rodeo fan, and a wonderful gift for anyone."

This beautiful book is available exclusively through the Show, and may be purchased at the Show offices for \$32.50.

All net proceeds from the sale of the book go to the Show's Educational Fund, so your purchase will help benefit youth and support education in Texas, as well as providing you with a significant keepsake from the greatest civic/charity event in the Southwest — the Houston Livestock Show and Rodeo.

**Special Offer - Purchase *Hoofbeats, Heartbeats & Heroes* and a *RODEOHOUSTON '97* video for only \$40 (a \$62.45 value). When ordering books and or package by mail, a \$4 shipping and handling charge for each book and or package is added to the total price. Call 713/791-9000 for more details or for an order form. Major credit cards are accepted.**

# Third-Year Committee Chairmen

P R O F I L E S

By Teresa Lippert

**Every volunteer who wears the gold badge contributes to the overall success of the Houston Livestock Show and Rodeo. Of the nearly 12,000 volunteers, a distinguished group of 95 individuals hold the position of committee chairman. This continuing series features these leaders who are serving their third and final year as chairman of their respective committees.**

## Larry L. Carroll - Grand Entry



A member of the Lifetime Vice Presidents Committee, Carroll joined the Show as a life member in 1982, and served as a vice chairman of the Speakers Committee and chairman of the Commercial Exhibits Committee. He was a vice president from 1991 to 1993, serving as officer in charge of the 16 Corral Club committees in addition to three other Show committees. Carroll owns EDC Environmental Services in Houston.

## Don McKoy - Corral Club/Committeemen's Room



McKoy has been a life member of the Show since 1978. Prior to becoming a club chairman, he served in the Main Club, the Directors Club and was assistant club chairman of the Arena Club during his 20 year tenure on the committee. He is also a member of Hold 'Em and Hit 'Em, an honorary organization comprised of Corral Club members. McKoy is CEO and president of CTT Environmental, Inc.

## Robert B. Higgs - Legal Advisory



Prior to his appointment as chairman, Higgs served as a vice chairman of the Legal Advisory Committee. He is a longtime member of the International Committee, serving as a captain, and previously served on the Poultry Auction Committee. He was elected to the Show's board of directors in 1997, and has been a life member of the Show since 1975. Higgs is general counsel for DDI, Inc.

## Edward B. Schulz - Breeders Greeters



Schulz joined the Show as a life member in 1972. A longtime volunteer on the Breeders Greeters Committee, he served as a captain from 1990 to 1992 and a vice chairman from 1993 to 1995. Schulz previously served on the Parade Committee and was elected to the Show's board of directors in 1995. He is the owner of Edward B. Schulz & Co., a real-estate appraisal company in Houston.

## George L. McAteer - Parade



Retired from Conoco after 37 years, McAteer has been a life member of the Show since 1988. He served as a vice chairman of the Parade Committee from 1993 to 1995 and was in charge of the Conoco Rodeo Run. McAteer was a charter member of the Outhouse Gang — a special cleaning service group established in 1994 and now a new official Show committee — and was elected to the Show's board of directors in 1996.

## R. H. "Steve" Stevens - Horse Show/General



After joining the Show in 1978 as a life member, Stevens was active on the Steer Auction and Calf Scramble committees. He served as a vice chairman of the Quarter Horse Committee and was assistant general chairman of all 15 horse show committees from 1993 to 1995. Stevens was elected to the Show's board of directors in 1992. He currently is a partner with Arthur Andersen & Co, LLP.





## MARK YOUR CALENDAR

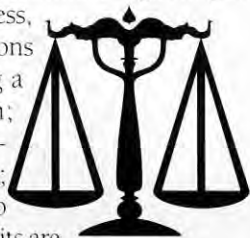


The 1998 Houston Livestock Show and Rodeo will start a little later in February and run later into March than usual. The dates for the '98 Show are:

- World's Championship Bar-B-Que Contest: ..... Feb. 12 - 14
- Go Texan Weekend: ..... Feb. 14 - 15
- Downtown Rodeo Parade: ..... Feb. 14
- Horse, Donkey and Mule Show: Feb. 18 - March 8
- Livestock Show and Rodeo: ..... Feb. 20 - March 8

## ATTENTION: LEGAL EAGLES

The annual **Legal Symposium** conducted by the Show's Legal Advisory Committee will be held on Thursday, Sept. 4, in the 100 series meeting rooms in the Astrohalla beginning at noon. In addition to the keynote address, the agenda consists of panel discussions on the following topics: Managing a Rodeo, Fair and/or Exhibition; Generating and Spending Money - Today, Tomorrow and in the Future; and Avoiding and Responding to Litigation. Continuing education credits are given to accountants, insurance professionals and lawyers. If you would like to attend or need additional information, contact Dena Trochesset at 713/791-9000.



## WELCOME ABOARD



The Show elected 13 new members to the board of directors at the annual meeting held May 20, 1997. Congratulations to new directors Bill Blutworth, Larry Byars, Ernie Collins, Howard Cordell, Robert Finger, Robert Higgs, Norman Hubbard Jr., C. F. Kendall, Allen Owen, James Parish, Jen Marie Rau, Charles "Butch" Robinson, Roy Vernon, and all other directors who were re-elected to the board. In addition, Bill Ragland, Fred Simon and R. D. "Duke" Snyder were elected to join the ranks of lifetime director at the meeting.

## Touchdown

The Houston Livestock Show and Rodeo will be honored by Rice University at the Texas vs. Rice football game on Saturday, Sept. 27, 11 a.m., at Rice Stadium. More details and ticket information to follow, but make your plans now to attend and let's show our support for the Owls and Longhorns at this nationally televised game.



## IT'S TRUE = 92 + 3 NEW

Show President Jim Bloodworth has announced that three former working groups have now been confirmed as official committees of the Houston Livestock Show and Rodeo. The three new committees are **Livery Team, Outhouse Gang and Special Attractions.**

The Livery Team Committee greets rodeo contestants and monitors the contestant gate, along with assisting the stalling of their animals and trailer parking. Vice President Lodie Stapleton will serve as the officer in charge. The Outhouse Gang is a special cleaning services group under the direction of new Vice President J. P. "Hap" Hunnicutt. The Special Attractions Committee assists the Show staff in the setup and operation of such events as the Pig Races and the Wild West Show, and will be under the supervision of its former chairman and now a new vice president, Mike Blasingame.

Congratulations to all members of these committees for their time and efforts in the past — it is good to have you as an official part of the Show's volunteer family.



## Hit the Road

The Houston Livestock Show and Rodeo hits the road! Beginning Sept. 1, a customized Show **license plate** will be available for purchase to members, friends, family and anyone in the state of Texas who wants to help spread the Show's message of benefiting youth and supporting education. The additional cost will be \$30 per license plate, and of that amount, \$20 goes toward the Show's Educational Fund. For more information on how you can obtain this special license plate, contact Skip Wagner or Kathlene Reeves at 713/791-9000.



## Breaking News

*It's official! The 1998 Houston Rodeo will have a new format.*

In order to get everyone home a little earlier, the format and start time of the rodeo have been changed. The evening shows will begin at 6:30 p.m. with calf roping and bareback bronc riding. After these two events, the grand entry will take place. The matinee and twilight shows will begin at the same time, 11 a.m. and 4 p.m. respectively, but the format will be the same as the evening shows.

Get the word out now so you and your friends don't miss a minute of the action!





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

### AUGUST EVENTS

- 6 New Caney/Splendor Golf Tournament
- 8 Channelview/Sheldon Midnight Madness Golf
- 16 Alief/Southwest Car Wash
- 22-24 Alvin/Pearland Bar-b-que Cook-Off

### SEPTEMBER EVENTS

- 1 Labor Day holiday - Show offices closed
- 4 Legal Symposium Astrohall, 100 Series Rooms
- 13 Galveston/Mainland Archery Contest
- Cy-Fair Old West Costume Ball
- 19 Nacogdoches County Do Dat Bar-b-que
- 27 Texas vs. Rice Rice Stadium
- 29 Humble/Kingwood 7th Annual Golf Classic

### OCTOBER EVENTS

- 1 Deadline for committee listing in souvenir program
- 2 Galveston/Mainland Dance & Auction
- 3 Humble/Kingwood Cook-Off
- 17-19 Galveston/Mainland Trail Ride



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