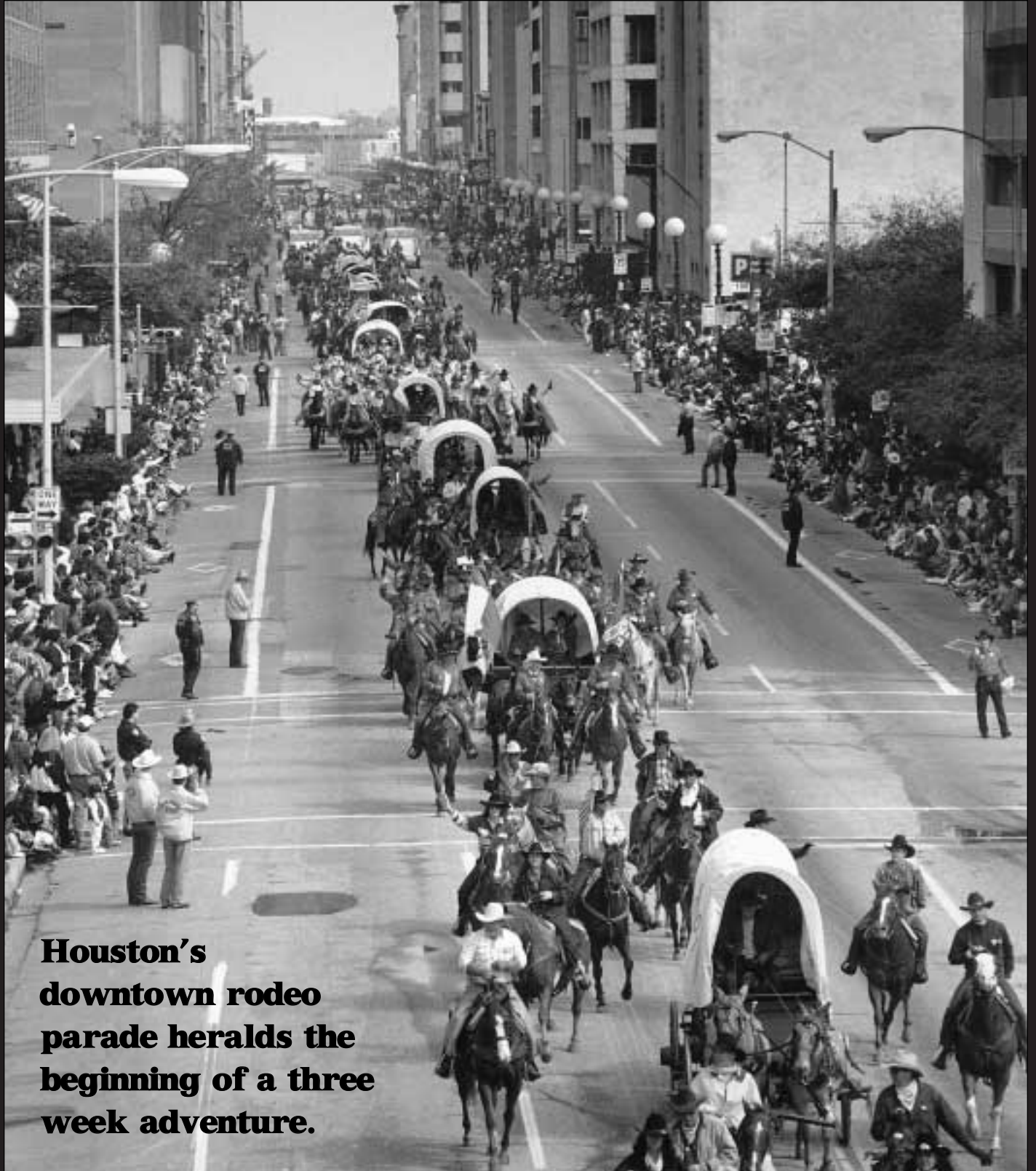


February 1997 - Vol. V, No. 1

# H MAGAZINE



**Houston's  
downtown rodeo  
parade heralds the  
beginning of a three  
week adventure.**

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**The cover:**

The Show's  
Downtown Parade

*Photo by Sam Pierson*

## Houston Livestock Show and Rodeo

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# A MESSAGE FROM THE PRESIDENT



he Houston Livestock Show and Rodeo. Which part of that title really describes this organization? This is the largest livestock show in the world. And, yes, we've got the richest regular season rodeo in the world. But the most telling part? "Houston!"

The Houston Livestock Show and Rodeo is a magical part of its hometown. From the trail rides winding through Texas heading for the skyscraper-lined streets of downtown Houston to astronauts talking to Dome crowds from the space shuttle, the Show paints a unique picture of the city at which the rest of the world can only marvel.

The Show encompasses all that is Houston. We have cowboys in business suits and bankers in cowboy boots. This is Texas in all its glory, from its glittering urban grandeur to its dusty Western roots. Little boys and girls of every ethnicity and from all backgrounds gaze in awe at the huge bulls, baby goats, feathered chickens and furry llamas that cover the Astrohalla and Astroarena during the Show.

Houstonians flock to the Dome to cheer on cowboys and cowgirls from all over the United States and Canada, making these visiting

athletes feel like the heroes they try to be. One cowboy said that he just stood at the bottom of the east ramp going into the Dome with his mouth open and wondered how he would ever be able to ride in this monstrous place. His entire Wyoming hometown would fit in a small section of seats! He knew, however, as soon as the crowd started yelling for him during his ride, that he'd found a great place to compete.

Our hometown folks also welcome and reward the young boys and girls of FFA and 4-H who come here from the smallest towns in Texas to show their livestock. Where else in the world can youngsters from anywhere in Texas even dream of receiving the financial rewards they get at a typical Houston junior auction?

The men, women and children of Houston give a lot to the Show, its visitors, its

exhibitors and its entertainers. More than one Houston Rodeo performer has literally cried at the enthusiastic response from the 60,000 fans cheering in the Astrodome.

The Houston Livestock Show and Rodeo, in turn, rewards and thanks Houstonians with more than one-quarter of its total \$4 million-plus scholarship and educational commitment going back to students from this city; with buildings fully constructed and paid for by the Show that have become exhibition halls and sales tools for convention boosters; and with an enthusiasm and excitement that really can't be found anywhere else in the world.

Olympics, Super Bowls, World Series—they're all great for a city, but they come and go.

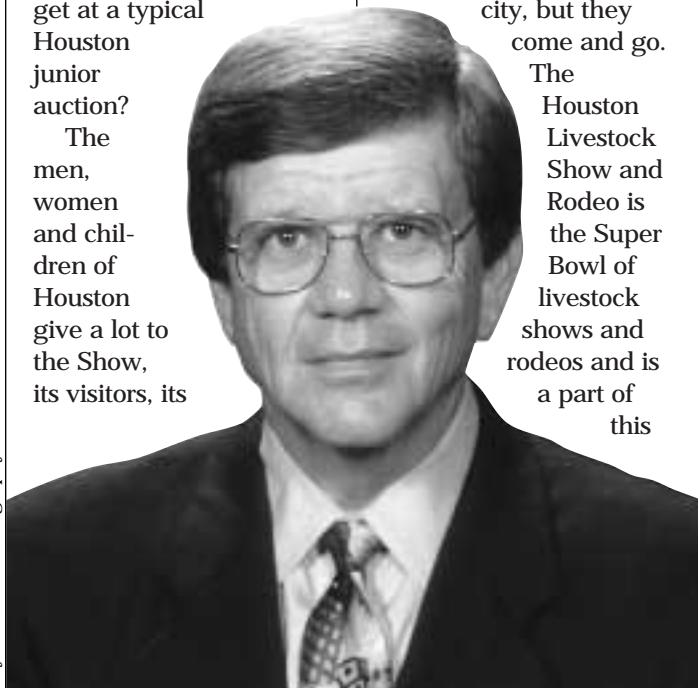
The Houston Livestock Show and Rodeo is the Super Bowl of livestock shows and rodeos and is a part of this

community all year long. Nearly 12,000 volunteers — 95 percent from the Houston area — work the entire year to make the Show a success in February. During the summer, Show officials hand out more than \$1 million in scholarships to students from every non-alternative public school in the area.

The Show gives Houstonians something to look forward to during the sometimes dreary month of February each year. It gives "city folk" a reason to dress up like cowboys and cowgirls for a couple of weeks each year, and to remember their Western heritage. It also gives us all a chance to make the world a better place, and to have some fun doing it.

Statistics say that you're probably not a native Houstonian. You're just as likely to be from Round Rock or Mexia, Ohio or Minnesota, Canada or Vietnam. But when it's Go Texan time on the calendar, we're all part of this big-hearted community.

Kaye Marvins Photography



*Jim Bloodworth*  
JIM BLOODWORTH  
President

# SOLD!

## Lights, Camera, Auction

Story by Amy Glass



portion of  
President

John F. Kennedy's estate was auctioned last year and everyone in the world turned their collective attention to the event. Houston enjoys its own brand of attention-getting auctions, very different in substance, but no less impressive in proceeds. In the five junior auctions that took place during the 1996 Show, \$4,679,950 was spent on livestock and artwork. The numbers are staggering. Nevertheless, the wildly-successful auctions of the Houston Livestock Show and Rodeo could never take place without the generosity of the bidders, the hard work of Show volunteers, the skill of the auctioneer and foremost, the young exhibitors who raise the animals and motivate the entire organization.

There are five junior auctions during the Show: Poultry (Broilers and Turkey), Swine, Lamb, Steer and School Art. Pre-sales of livestock and art continue throughout the year for these auction committees. In fact, more than 50 percent of funds raised annually by these

committees is due to sales made prior to the auctions. As soon as awards are presented for a year's achievements in sales, the past year is forgotten, new goals are set and the challenge ahead begins.

The 1996 Show welcomed a new committee to the auction block, School Art. This committee, established in the mid-1960s, had a fantastic and inspiring first auction, bringing in \$40,000 for the Grand Champion piece of artwork and \$26,000 for the Reserve Grand Champion. School Art Committee Chairman Melinda Ruman said, "We couldn't have had the success we did without the other committees pitching in and showing us how it's done."

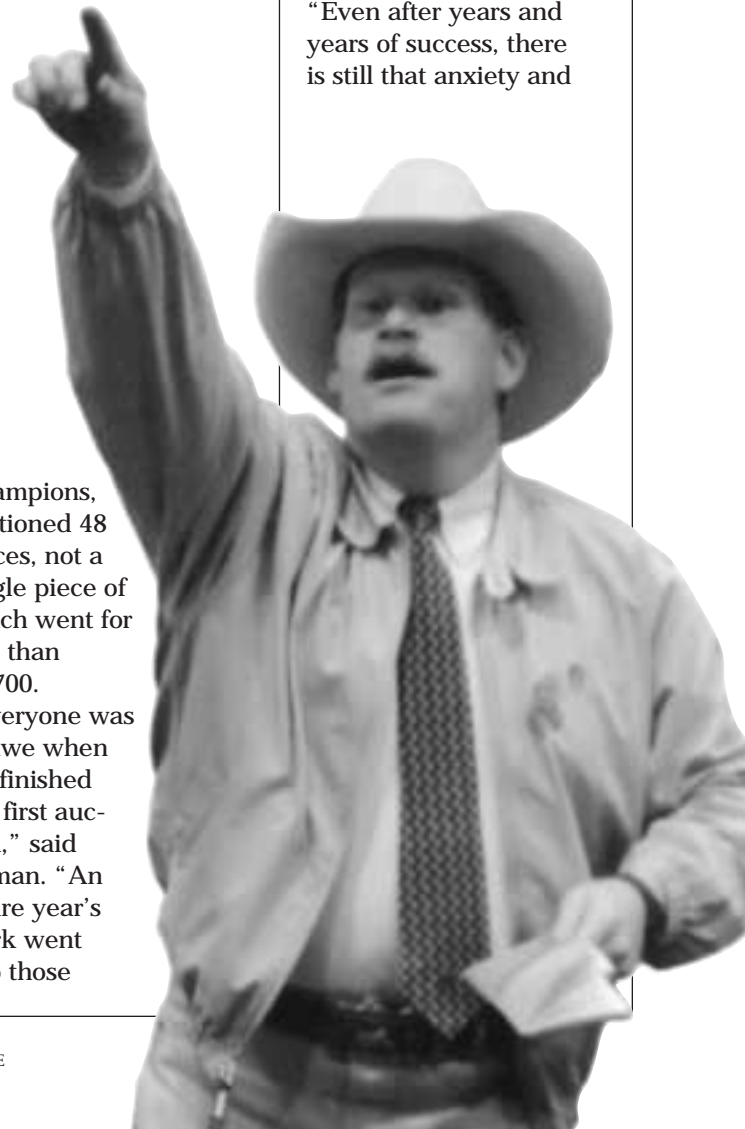
Working the inaugural School Art Auction was "an honor and privilege" for Show auctioneer Randolph Holford. "I'll never get to do a first steer auction or turkey auction, but I got to do this one, and I will never forget it," he said. "You can't ever predict how the first one will go, but we were very fortunate and had a generous and energetic group of bidders."

The auctioneer's personality, rapport with the bidders and command of the entire room dictate the mood of the crowd and the pace of the bidding. Bidders often are "whipped into a frenzy" — even after the champions have been sold. The School Art Committee, after selling its Grand and Reserve Grand

few hours, and the results exceeded our wildest expectations."

The energy and excitement start very early the morning of each auction and last throughout the day. "A chairman's biggest fear is that nobody is going to show up," recalled Brady Carruth, chairman of the Lamb Auction Committee. "Even after years and years of success, there is still that anxiety and

Champions, auctioned 48 pieces, not a single piece of which went for less than \$1,700. "Everyone was in awe when we finished our first auction," said Ruman. "An entire year's work went into those



anticipation — but it always works out.”

While the charged atmosphere is at its peak during the auctions, major preparation takes place weeks before. The actual judging of art projects begins more than one month before the Show. The world’s largest “Pig Sift,” held at the Washington County Fairgrounds, in Brenham, Texas, during late February, is the preliminary judging for the Junior Market Barrow Show, leading to the Junior Market Swine Auction. It is the largest non-tourist gathering in the county and the Washington County Chamber of Commerce classifies it as a “convention.”

“This is where the committee members get to know the kids. The excitement mounts from there, and doesn’t wane until the last pig is out of the auction area,” said Willie Phillips, Swine Auction Committee chairman.

Last year, after hundreds of pigs had been sold and the final entry of the Swine Auction went up on the block, two friends and well-known contributors to the Show got into a heated competition. When bidding escalated to more than \$10,000, the entire room buzzed with excitement. Each new bid brought cheers and encouragement from the crowd. Finally, as the bidding reached \$17,000, the dueling bidders called

a truce and split the price of the hog between them.

The folks who purchase items toward the end of an auction are every bit as important as those who purchase the big-ticket lots at the beginning. These people, however, are often given less time in the spotlight. “The people who come in at the tail end of the auction share their generosity with a larger number of kids,” said Carruth. “They know it is important for all these kids to be recognized.”

Ken Caldwell, current officer in charge of the Steer Auction Committee, was chairman of the committee when the 1995 Grand Champion Steer was purchased for a record-breaking price of \$500,000. “Within minutes we had blown past the previous record. When

the bidding finally stopped, all I could do was stand there shaking my head and grinning at my wife,” remembered Caldwell. “Having the McIngvailes bidding against the Melchers and the Steeles made the event magical. It took on a life of its own.” That bidding was won by the Melchers and the Steeles who had decided to collaborate just minutes before the auction began.

The Poultry Auction Committee is the only committee that experiences the thrill of auctioning two Grand Champions — the broilers and the turkey entries. Committee Chairman Al Farrack said, “Early discussions with past champion buyers have given us a good indication that the 1997 poultry auction will be a record setter.”

It is a tradition for the Swine Auction Committee rookies to join forces to purchase a pig. One of the exhibitors had survived a flood that destroyed most of her family’s small farm. The rookies pitched in and purchased her pig for \$1,700. “My group of rookies was standing together when this little girl with tear-filled eyes came up to me to say ‘thank you’ for buying her pig,” recalled Mark White, vice chairman of sales of the Swine Auction Committee. “Then she threw her arms around me and gave me the tightest hug. The world was a pretty good place at that moment. I saw a dream come true for that little girl — and I, along with everyone else there, was reminded what the Houston Livestock Show and Rodeo is all about.”



*The Show’s various auctions draw huge crowds who keep track of the bidding by way of video monitors, showing animals and lot numbers to the buyers.*

# These Boots were made for...

Story by Pam Malone

**T**oday you can walk into any boot or Western clothing store and choose from hundreds of styles of boots...ropers, lace-ups or more traditional styles. Among the seemingly endless rows of footwear, you'll find all kinds of materials — cowhide, calfskin, pigskin, lizard, shark, buffalo, snake, ostrich, alligator, kangaroo or even anteater. And if that doesn't make your head spin, you can choose from rounded toes, pointed toes, low heels, high heels, short barrels and long barrels. And, we haven't even touched colors, stitching or designs!

But it wasn't like that years ago when "cowboys," or cattle drivers as they were called back then, depended on these

boots for their livelihood. Unlike footwear of today, boots were more functional than decorative, made for riding instead of walking and constantly evolving as boot makers, usually of European ancestry, made their way west where a growing market awaited them. Boots, in some form or fashion, have been around for thousands of years; but, the origin of the actual "cowboy" boot is not a simple matter of pointing to one style or one period of time. Instead, it can be determined that the boot is a mixture as strong as the people who made their way west.

Some say that the first cowboy boots were castoff uniform boots from the Civil War. These boots reached just under

the knee in back and arched over the knee in front with a slightly fuller leg. Although these were the preferred style, cowboys wore whatever was available at that time. Boot makers were few and far between. Because they were done by hand, boots took months to make and usually cost between \$7 and \$15.

By the 1870s, boot makers began setting up shops along the great cattle trails running from Texas to small towns in Kansas and Missouri. Cowboys would ride through these small towns on their way north, order their boots and pick them up on their return trip. Later, as progress made its way west in the 1880s, cowboys could purchase ready-made boots in

shops or order them through catalogues.

What is considered the true cowboy boot began with the Coffeyville pattern developed in the late 1860s. It was made in Coffeyville, Kan., and was a combination of the American Cavalry and the British Wellington boot. The boots were a matter of function rather than fashion. They were typically tall so they could protect the rider's legs from thorny brush or limbs.

Boots also were designed to fit tight to help the rider maintain his balance while in the saddle. Chances were that if a cowboy were thrown from his horse and had to walk home, he'd take off his boots to do the walking.

Every part of the boot served a purpose. Tall boots were difficult to pull on or take off, so they frequently had long straps called mule ears sewn on so that cowboys had something to grip. And to keep the long barrels from flopping over or bunching up, patterns of stitching were sewn into the upper leather of the boot to stiffen them. The stitching on the toe of the boot kept the lining of the boot tight against the leather so the lining did not bunch up and



become uncomfortable. As chaps became more popular, boots became shorter, and the stitching became more decorative than functional.

One of the things the cowboy feared most was being thrown from his horse, getting one of his boots hung up in a stirrup and being dragged to death. The extreme underslung or “slanted” heel gave him the best chance of shaking loose from the stirrup in an emergency.

Boot heels went from being the width of the boot and relatively flat to 2 inches in height, what some consider a high heel. The high heel also had a benefit—the cowboy could slide his foot through the stirrup until the heel came to rest against it. This allowed him to put his weight on the arch of the foot, rather than the ball, which was more comfortable for long spells in the saddle. Over time, as the cowboy depended less on his horse and more on his feet, the heel evolved in height and slope.

Toes were another important issue. They were first seen as wide and square (duck-billed) or rounded. As fashion became more important, toes became more pointed which not only contributed to a more flattering, smaller look but also made it easier for the cowboy to slide his foot through the stirrup.

The cattle drive era that created the lore of the cowboy lasted less

than 20 years. But it was long enough for the screen stars of the 1920s and ‘30s to take the image of that nomadic man and create a legend larger than life. Actors Tom Mix and Will S. Hart contributed greatly to that romanticized cowboy image and can be credited with taking Western wear from sturdy dungarees and homespun shirts to the wildly designed, and often gaudy, frilly shirts, elaborately-styled boots and wide brimmed hats. Boots became fashion statements. Elaborate designs,

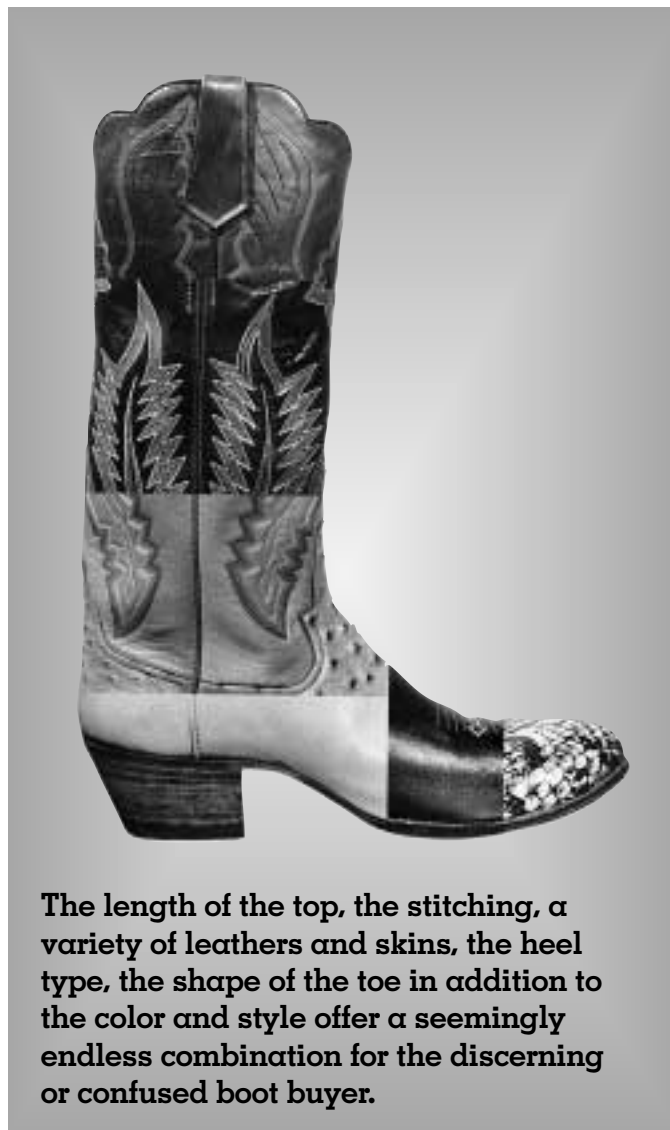
colorful stitching and looks, rather than functionality, became the norm.

The Depression of the 1930s converted many working ranches to dude ranches which attracted visitors from many different areas. Soon, Western wear became the style all across the country. In 1934, Justin Boot Company created the first boot made especially for women—the Western Gypsy. Prior to this, women had to have their boots custom made or wear men’s smaller sizes.

During the 1950s, boot art reached its pinnacle; but, it wasn’t until the 1980s, when the movie industry released “Urban Cowboy,” that the rest of the world decided Western wear and boots were “cool.” Boot factories worked around the clock to fill the demand that was sweeping the country.

Today, thanks to the resurgence of country music and the art of music television, cowboy boots are a natural part of everyday life. No longer do new boot wearers have to stand in a trough of water and allow the leather to dry to their feet to get a perfect fit. Greenhorns can now walk into any boot store and find a style and fit that will automatically transform them into that mythical legend we now call the cowboy.

Nancy Sinatra was right when she immortalized those words, “These boots were made for walking.” You couldn’t have said that 100 years ago.



**The length of the top, the stitching, a variety of leathers and skins, the heel type, the shape of the toe in addition to the color and style offer a seemingly endless combination for the discerning or confused boot buyer.**

**Information for this article was obtained from the following sources: *Ranch Dressing: The Story of Western Wear* by Jean Greenlaw; *The Cowboy Boot Book* and *100 Years of Western Wear* by Tyler Beard; *Early American Costumes* by Estelle Ansley Worrell; *20th Century Fashion: The Complete Sourcebook* by John Peacock; and Kirby Hidy of the M.L. Leddy Boot Company.**

# BUY 'EM UP, TURN 'EM BACK



Story by Beverly Rosenbaum

**W**

hen is a bargain not a bargain?

It's when the public pays a scalped price for a Houston Rodeo ticket.

The Houston Livestock Show and Rodeo takes great pride in providing

Scalping of Houston Rodeo tickets, while not specifically prohibited by state law, undermines all of these efforts. Scalping is defined as the sale/resale of tickets for an amount greater than

Also, board members in violation of the Show's ticket resale policy will be removed from the board of directors.

Show President Jim Bloodworth believes that one way to alleviate the scalping problem is increasing the emphasis on the Show's ticket turnback program. When season ticket holders turn in their unused tickets to the Show's ticket window in the Astrohall up to 2 hours before each performance, they will receive a receipt for their donation.

Bloodworth thinks that this will produce a three-fold benefit: "First, a walk-up buyer will have the opportunity to purchase a great seat; second, seats that would otherwise remain empty will be filled; and third, extra revenue accrues to the Show."

A prime seat is a terrible thing to waste for a variety of reasons.

The Show needs to present full seats to the pay-per-view audience, as well as the upper reserve audience. Many people sitting in the upper levels looking down on empty seats do not understand that those seats have been sold and are held by season ticket holders. They then call complaining that those "empty seats" are not available to them. The turnback program has the added benefit of filling empty seats that have been previously sold. Consequently,



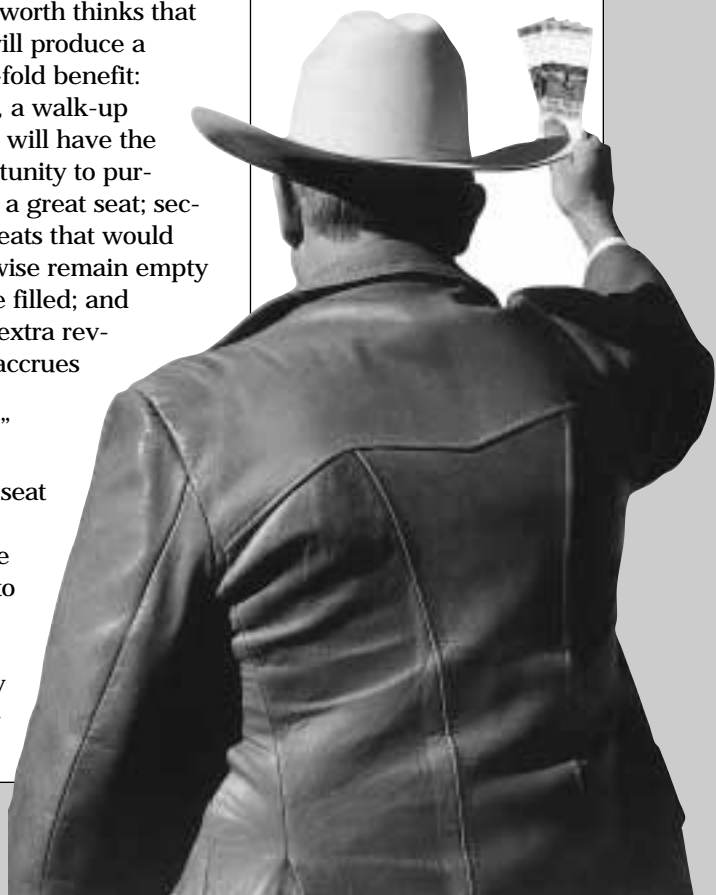
Show Assistant Manager Carol Wyman, along with assistant ticket director Paula Urban, research and cross reference season tickets buyers to keep known ticket scalpers off the list.

the general public with affordable family entertainment, suitable for all ages to enjoy together.

Thousands of volunteers expend great effort and numerous corporate sponsors generously underwrite performances and events to keep the range of ticket prices within reach of most families.

the stated face value of each ticket.

Until scalping is made illegal in the state, the Show's only recourse is to revoke ticket purchase privileges for season ticket buyers who knowingly scalp tickets as well as to remove Show volunteers from committees if they are found to have scalped tickets.





<p>members of the public wanting to buy tickets have another opportunity to purchase them at an affordable price, rather than resorting to buying from scalpers.</p> <p>“We do not knowingly sell tickets to anyone in the ticket resale business,” said Tom Quarles, Show assistant general manager of logistics and support, “because we feel that it is not in the best interest of the organization.”</p>	<p>The Show’s revenue is not increased by inflated ticket prices which cause many complaints.</p> <p>“Our phone number is printed on the back of the ticket, inviting buyers to call and report any instances of ticket sales above face value,” said Carol Wyman, assistant manager of ticket sales. “Many buyers do not realize that these ticket resellers do not represent the Show. The only official public</p>	<p>ticket outlet other than the Astrodome Box Office is Ticketmaster, who adds a \$2 convenience fee for each ticket purchased at their outlets throughout the greater Houston metroplex area.” Quarles said that “the Show feels this provides a true service to many working people who simply could not come to the Astrodome ticket office during the day.”</p> <p>A greater awareness and utilization of the</p>	<p>Show’s ticket turnback program will benefit the season ticket holder, the public and the Show. But more importantly, by making sure every ticket is available at face value for people to attend the rodeo, the leverage of those scalpers will be reduced. Hopefully, this will benefit the ticket-buying public which the Houston Livestock Show and Rodeo tries so hard to accommodate in a fair and equitable manner.</p>
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## *The Houston Livestock Show and Rodeo’s Official Ticket Resale Policy*

**OBJECTIVE:** To re-establish policy relative to the sale/resale of Houston Livestock Show and Rodeo tickets for an amount in excess of the stated face value.

**STATEMENT:** The sale/resale of Houston Livestock Show and Rodeo tickets for an amount greater than the stated face value of each ticket shall be strictly prohibited. All owners or holders of Houston Livestock Show and Rodeo tickets shall be bound by the conditions stated on the ticket. The Show shall make every effort to refrain from selling tickets to anyone who allegedly resells tickets for an amount greater than the stated face value. Owners of Skybox and Executive Suite tickets may add surcharge to those tickets in order to recover cost of food and beverage service. Any member found in violation of this policy shall be subject to expulsion from Houston Livestock Show and Rodeo membership. A committee member found in violation of this policy shall be removed from any committee on which he serves. Board members found in violation of this policy shall be subject to removal from the board of directors, pursuant to the procedure outlined in the bylaws of the Houston Livestock Show and Rodeo.

**PROCEDURE:** Upon written recommendation to the president, any committee member found to be involved in the resale of tickets for an amount in excess of the stated face value shall be removed from committee participation. The recommendation may be submitted by the appropriate committee chairman, officer in charge, or management or staff coordinator. In all cases, the president shall have the authority to enforce this policy. If a decision is rendered in support of the recommendation for expulsion, the member shall be notified. Any member, committee member or board member who has received notification of expulsion shall have the right to an appeal. An appeal must be submitted, in writing, to the president, within 20 days of notification of expulsion. All written appeals shall be considered by the Executive Committee whose decision shall be final.





## YEARS RUNNING

Story by Syndy Arnold Davis

Each year more than 600 volunteers—all employees, retirees and family members of Conoco, and their “extended family,” which includes DuPont and on-site Marriott employees, put on their running shoes to get ready for the Conoco 10K Rodeo Run. The Rodeo Run, Houston’s only point-to-point road race, celebrates its 10th year as the lead-in to the annual Houston Livestock Show and Rodeo downtown parade.

Due to this Texas-size employee-volunteer effort, Conoco is able to donate 100 percent of the race entry fees to the Houston Livestock Show

and Rodeo Educational Fund, raising \$578,000 in the past nine years.

The race has continued to grow each year, from 3,000 entrants in 1988 to 5,000 runners expected this year.

Conoco has two goals for the race: to raise money for scholarships and to host a first-class event of which both its volunteers and all the Houston Livestock Show and Rodeo members can be proud.

Plans for the first race started back in 1987 when several Conoco employees, some of them runners and fitness gurus, decided to do something positive for

the community, possibly coordinating a running event. A few Show enthusiasts at Conoco, including George McAteer, currently chairman of the Show’s Parade Committee, suggested the Houston Livestock Show and Rodeo and its scholarship fund as a worthy cause. The two ideas came together to form the Conoco 10K Rodeo Run.

“We didn’t know what we were getting into when we started planning the first Rodeo Run,” said Cyndi Tucker, who served on the first steering committee. “We were fortunate to have a big supporter

in Colin Lee, who was an executive vice president at Conoco at the time, and an avid runner. He saw to it that the new project received management support.” Lee died in a company plane crash in 1991. His efforts were a major factor in the race’s creation and are much appreciated by the volunteers today.

Because the Rodeo Run was created by Conoco employees, is organized by them each year strictly on a volunteer basis, and as all proceeds are donated to the Show Educational Fund, it is totally a company effort. As a member of this year’s



steering committee said, "Our employees feel like they are a part of the Rodeo and what the Rodeo is doing. We will continue to do this as long as the employees will get involved."

Fun, camaraderie and the chance to serve the community are three important reasons many Conoco employees volunteer. Come rain or shine — and there's been plenty of both — volunteers will line the course from the downtown starting point to the Astrodome finish line.

The race takes off just minutes before the parade starts. Coordination of the race and the parade from the same starting point takes incredible organization. When the runners leave the start line, volunteers must be in place to take down the start line setup and remove all traces of the nearly 5,000 runners who leave just before the parade begins.

"In a race where the finish line is more than six miles away from the starting point, organization becomes even more important. How do we transport the runners and their belongings from one location to another in a timely manner? Every runner gets a bag to hold their personal items and then we have a system in place to get everyone's stuff to the finish line before the runners get there. I am proud to say over the years we have only lost two bags," said Mike Haugsness, the race day operations coordinator.

Getting ready for race day is no easy task. Not long after the huge finish line marker for the 1996 run was safely stored away, planning for this year's event began. Volunteering requires a year-round commitment from many of Conoco's dedicated employees, and that commitment is one of the reasons

Volunteers are needed for numerous tasks prior to and on race day, including: registration; preparation and stuffing of runners' packets; coordination of race course equipment and water stations; runner transportation; coordination of time keeping and official scoring; and much, much more.

about 10:30 a.m., we're busy, busy, busy as hordes of thirsty runners line up for water. Many of the volunteers choose the same activity each year and bring their families."

Last year more than 100 volunteers finished their duties prior to race day and suited up to run in the race. As one Rodeo Run veteran put it, "I'm not a runner, but because of the excitement surrounding the race, I'm in training. This year I'm not only going to volunteer, but I'm also going to run."

The Rodeo Run reaches many individuals who might not otherwise take part in the Show's festivities. Participants from across our state, and from all over the world, run each year. The 9:45 a.m. start time allows some runners enough time to drive in from out of town on race day to participate.

Most runners comment positively on the volunteer staff, with some calling the race the most organized event they have seen. "I don't think most runners realize the time and effort put into this race," said Justin Chaston, a previous winner of the Rodeo Run. "They just know things are going smoothly."

Conoco employees have worked hard to make the Rodeo Run what it is today. The race has grown to be more successful than any of its original creators could have imagined, and is now an integral part of the Houston Livestock Show and Rodeo.



"Runner's World" magazine has ranked the Conoco 10K Rodeo Run as one of the top 100 road races in the United States for the past two years.

A great part of the race's success is owed to the volunteers, who make the run better each year. "Not only do we want volunteers, but we want them to understand why they are volunteering — education of our children through college scholarships makes our community and the world a better place," said Mayra Simon, a longtime volunteer and member of the race day operations team.

With all this work to be done, race coordinators and team captains start recruiting company-wide in early November. "Our goal is to have at least 500 volunteers in place by Dec. 15 each year," said Juanita Garner, volunteer coordinator for this year's race. Even with such a lofty task, employees don't need much encouragement to get involved.

Volunteers such as Mike Wilt look forward to staffing the water station at the Astrodome along with his wife and daughter and the families of other long-standing volunteers. "It's a reunion, of sorts," Wilt said. "After



Friday, Feb. 14, 7 p.m. .... Alan Jackson & LeAnn Rimes  
 Saturday, Feb. 15, 11 a.m. .... Neal McCoy &  
 ..... Bryan White  
 Saturday, Feb. 15, 7 p.m. .... Collin Raye,  
 ..... Trace Adkins & Gary Allan  
 Sunday, Feb. 16, 4 p.m. .... Tim McGraw & Chris LeDoux  
 Monday, Feb. 17, 7 p.m. .... George Strait  
 Tuesday, Feb. 18, 7 p.m. .... George Strait  
 Wednesday, Feb. 19, 7 p.m. .... Brooks and Dunn  
 Thursday, Feb. 20, 7 p.m. .... Brooks and Dunn  
 Friday, Feb. 21, 7 p.m. .... Mary Chapin Carpenter,  
 ..... Patty Loveless & Kathy Mattea  
 Saturday, Feb. 22, 11 a.m. .... Earth, Wind and Fire

Saturday, Feb. 22, 7 p.m. .... Tracy Lawrence & Rick Trevino  
 Sunday, Feb. 23, 4 p.m. .... Emilio & Grupo Limite  
 Monday, Feb. 24, 7 p.m. .... Clay Walker  
 Tuesday, Feb. 25, 7 p.m. .... Reba McEntire  
 Wednesday, Feb. 26, 7 p.m. .... Reba McEntire  
 Thursday, Feb. 27, 7 p.m. .... Wynonna  
 Friday, Feb. 28, 7 p.m. .... Hank Williams Jr.,  
 ..... Charlie Daniels,  
 ..... The Marshall Tucker Band  
 ..... & Bo Diddley  
 Saturday, March 1, 11 a.m. .... John Michael Montgomery  
 Saturday, March 1, 7 p.m. .... Mark Chesnutt & Terri Clark  
 Sunday, March 2, 4 p.m. .... Vince Gill

## 1997 ATTRACTIONS & EVENTS

### CARNIVAL

Astrodome parking lot  
 Fri., Feb. 14, 21 & 28: 4 p.m. - 1 a.m.  
 Sat., Feb. 15 & 22 & March 1: 10 a.m. - 1 a.m.  
 Sun., Feb. 16 & 23: 10 a.m. - midnight  
 Final Sun., March 2: 10 a.m. - 10 p.m.  
 Mon.-Thurs., Feb. 18-20 & 24-27: 4 p.m. - midnight  
 President's Day, Mon., Feb. 17: Noon - midnight

### COWBOY CHURCH

Sundays, 10 a.m. • Feb. 16 & 23:  
 Arena Rooms 1 & 2 • March 2: Sales Pavilion

### DAILY SHOW PARADE

Begins at the Astrohalls South Entrance  
 Weekdays: 5:30 p.m., Saturdays & Sundays: 3 p.m.

### DESTINATION: AGVENTURE

This area (formerly Astrohalls Plaza) is located outside the west entrance to the Astrohalls. It will be an entertaining area that centers around animal-related exhibits, events and attractions. It will host three brand new agricultural educational exhibits for the 1997 Show including poultry, swine and sheep and goat. Also in this area will be the new AGVENTURE HIDEOUT, a boot-scootin', music-playin' place to hang your hat. Come join us at Destination AGVENTURE and listen to some great entertainment, visit an exhibit, catch a race or ride a pony!

### AGVENTURE HIDEOUT

Sunday - Thursday: 7 p.m. to midnight  
 Friday & Saturday: 7 p.m. to 1 a.m.

COUNTRY MUSIC PAVILION  
 9 a.m. - 9 p.m. • Live shows daily

GREYHOUND RACES  
 Daily: 10:30 & 11:30 a.m. & 12:30,  
 2:30, 3:30, 4:30, 5:30 & 6:30 p.m.

PETTING ZOOS  
 2 locations • 9 a.m. - 9 p.m. daily

PIG RACES  
 Daily: 10 a.m., noon & 2, 4, 5, 6, 7 & 8 p.m.

PONY RIDES  
 9 a.m. - 9 p.m. daily

RODEO UNIVERSITY  
 9 a.m. - 9 p.m. • Live shows daily

WORLD OF CATTLE  
 9 a.m. - 9 p.m. daily

### DOUBLE E PLAZA

The new Double E (Eats & Entertainment) Plaza is located between the Astrohalls and Astroarena and is home to lots of good food, the Clydesdale horses, exhibit booths and a petting zoo.

### EXCEPTIONAL RODEO

Mon., Feb. 17 - Wed., Feb. 19: 6 p.m.; Astrodome

## GO TEXAN WEEKEND

### WORLD'S CHAMPIONSHIP BAR-B-Q CONTEST

Thurs., Feb. 6: 4 p.m. - midnight • Fri., Feb. 7:

Noon - midnight • Sat., Feb. 8: 9 a.m. - midnight

Astrodome parking lot

### RODEO RUN

Sat., Feb. 8, 9:45 a.m., downtown Houston to Astrodome

### PARADE

Sat., Feb. 8, 10 a.m., downtown Houston

### GO TEXAN CONTESTS

DOMINOES, HAY HAULING, HORSESHOE &  
WASHER PITCHING CONTESTS

Sat., Feb. 8, Astrodome Complex

### QUILT & PHOTOGRAPHY CONTEST

### WINNERS DISPLAY

Sat., Feb. 8 - Sun., March 2; Western Heritage Gallery

### TEAM PENNING CONTEST

Sunday, Feb. 9, 10 a.m., Astroarena

## MILKING PARLOR

Fri., Feb. 14: 3 - 8 p.m. • Sat., Feb. 15, 22,

March 1: 10 a.m. - noon & 3 - 8 p.m.

Sun., Feb. 16, 23 & March 2: 1 - 3:30 p.m.

& 5:30 - 8 p.m. • Mon. - Fri., Feb. 17-21 &

Feb. 24-28: 9:30 a.m. - 12:30 p.m. & 3:30 - 8:30 p.m.

Astrohall - demonstrations every half hour

## WILD WEST SHOW

Astroarena: Tues., Feb. 18 - Fri., Feb. 21 &

Mon., Feb. 24 - Fri., Feb. 28: 5:30 p.m. nightly

## AUCTIONS & SALES

All auctions and sales are held in the Sales Pavilion.

Commercial Heifers: Sun., Feb. 16: Noon

Jr. Commercial Steers: Tues., Feb. 25: 5 p.m.

Jr. Lambs: Fri., Feb. 28: Noon

Jr. Poultry: Wed., Feb. 26: Noon

Jr. Steers: Sat., March 1: 10 a.m.

Jr. Swine: Thurs., Feb. 27: Noon

Premier Horse Sale: Sat., Feb. 22: 7 p.m.

Registered Range Bull Sale: Wed., Feb. 19: Noon

School Art: Sun., March 2: 1 p.m.

## HORSE, DONKEY & MULE SHOWS

All equine events are held in the Astroarena unless otherwise noted.

Appaloosa: Wed., Feb. 26 - Thurs., Feb. 27

Arabian/Half Arabian: Mon., Feb. 24 - Tues., Feb. 25

Cutting Horse Contests: Wed., Feb. 12 - Sun., Feb. 16

Donkey & Mule Shows: Sat., March 1 - Sun., March 2

Miniature: Sat., March 1 - Sun., March 2;

Astrohall Main Arena

NCHA Finals: Thurs., Feb. 13 - Sun., Feb. 16

Paint: Thurs., Feb. 27 - Fri., Feb. 28

Palomino: Thurs., Feb. 20 - Fri., Feb. 21

Quarter Horse: Mon., Feb. 17 - Sun., Feb. 23

Top Hands: Sat., Feb. 8

## OPEN LIVESTOCK SHOWS

All open livestock competitions are held in the Astrohall.

Angora Goats: Sat., Feb. 22; East Arena

Beef Cattle: Fri., Feb. 14 - Fri., Feb. 21; Main Arena

Boer Goats: Mon., Feb. 17; East Arena

Breeding Poultry: Fri., Feb. 14 - Sun., Feb. 16;

East Wing

Breeding Rabbits: Tues., Feb. 18 - Wed., Feb. 19;

East Wing

Breeding Sheep: Thurs., Feb. 20 - Fri., Feb. 21;

East Arena

Breeding Swine: Thurs., Feb. 20; West Arena

Cavies: Tues., Feb. 18; East Wing

Dairy Cattle: Sun., March 2; Main Arena

Dairy Goats: Fri., Feb. 14 - Sat., Feb. 15; East Arena

Llamas: Fri., Feb. 14 - Sun., Feb. 16; West Arena

Sheep Dog Trials: Sun., Feb. 16 - Mon., Feb. 17;

Main Arena

## JUNIOR LIVESTOCK SHOWS

All junior livestock competitions are held in the Astrohall unless otherwise noted.

Agricultural Mechanics Project: Fri., Feb. 28; Astroarena

North Annex

Angora Goats: Sat., Feb. 22; East Arena

Beef Scramble and 4-H/FFA

Livestock Judging Contest Heifers: Sat., Feb. 22;

Main Arena

Breeding Beef Heifers: Sat., Feb. 22 - Mon., Feb. 24;

Main Arena

Breeding Rabbits: Fri., Feb. 21 - Sat., Feb. 22;

East Wing

Breeding Sheep: Thurs., Feb. 20 - Fri., Feb. 21;

East Arena

Dairy Cattle: Fri., Feb. 28; West Arena

Dairy Goats: Sat., Feb. 15; East Arena

Dairy Scramble & 4-H/FFA

Dairy Judging Contest Heifers: Fri., Feb. 28;

West Arena

4-H/FFA Dairy Judging Contests: Sat., March 1;

Main Arena

4-H/FFA Livestock Judging Contest: Mon., Feb. 24;

Astrodome

Horse Judging Contest: Tues., Feb. 18; Astrodome

Llamas: Fri., Feb. 14 - Sat., Feb. 15; West Arena

Market Barrows: Tues., Feb. 25 - Wed., Feb. 26;

West Arena

Market Goats: Mon., Feb. 17; East Arena

Market Lambs: Thurs., Feb. 27; East Arena

Market Poultry: Mon., Feb. 24 - Tues., Feb. 25;

Fort Bend County Fairgrounds

Market Steers: Thurs., Feb. 27 - Fri., Feb. 28;

Main Arena

Rabbit Judging: Sat., Feb. 22; East Wing

State FFA Tractor Mechanics Contest: Tues., Feb. 25;

Main Arena

Weigh & Grade Commercial Steers: Mon., Feb. 24;

Sales Pavilion

# Longhorns and Spaceships

NO PLACE BUT HOUSTON

Story by Carol Herrington

A new "agri-hi-tech" educational program, The Longhorn Project, is underway at the Johnson Space Center (JSC) at Clear Lake and the Houston Livestock Show and Rodeo is involved in a big way. Through the efforts of the NASA/Clear Creek/Friendswood Metro Go Texan Subcommittee, JSC, the Clear Creek Independent School District (CCISD), the Texas Department of Agriculture and the Texas Longhorn Breeders, a herd of longhorn cattle will roam the space center and be viewed by over one million visitors each year. The longhorns are just a part of a multi-faceted educational program which includes research being performed by JSC engineers on hybrid grass and other plant studies. "Through agri-

cultural education, students learn science, mathematics and technology skills that are the cornerstone of expertise needed to run the space program in the future." said George W. S. Abbey, JSC director.

The Longhorn Project is the brainchild of JSC director Abbey and John E. Wilson, Ph.D., CCISD superintendent. Abbey, a Texana enthusiast, credits a 1960s-era photo-

graph of cattle grazing on what used to be the West Ranch, with sparking his desire to have Texas Longhorns as the focal point of the project. Of the 30,000 acre ranch once owned by Humble Oil & Refining Co. co-founder and chairman James Marion West Sr., 1600 acres is now the home of JSC. Abbey and Wilson met in August 1996, exchanged ideas about the need of agricultural education, and the rest is history.

The project's 60 acres includes a 10 acre wildlife habitat pond, 7 acres of freshwater ponds available for aquaculture, an orchard and a garden, and 43 acres set aside for the cattle. "It will be a tremendous opportunity for students and industry to work closely together to further education in the field of agriculture while utilizing the state-of-the-art facility at JSC," Wilson said. The project is being implemented in phases, beginning with fencing eight acres dedicated to the Texas Longhorn cattle. The initial phase also involves constructing buildings, water troughs and a barn. An additional 35 acres will be developed as Phase II. Some of the labor and materials will be donated and JSC engineers will be helping in the design of the project. In addition, "Several aerospace



employee groups have offered assistance with a variety of tasks," said Don Holick, project manager for JSC.

Abbey and Rick Perry, Texas Department of Agriculture Commissioner, would like to see the project continue to grow and to serve as a model for other community-based programs. According to Abbey, neighboring school districts from Pasadena, Pearland, Deer Park and Friendswood have called seeking information about the project. "This is a great collaboration between the state and federal governments, private entities, the school district and commercial enterprises," said Wilson. "The only limitations to the project are the limitations of our imaginations."

Wilson and Perry agreed that The Longhorn Project could not have occurred at a better time. Sixteen percent of Texas youth, ages 5 to 19, are involved in 4-H programs, and more than 100,000 high school students attend FFA classes. This project may help boost those figures since Clear Lake High School students, under the supervision of their agri-science teachers, will maintain the cattle. It is expected that the other CCISD high schools will become involved as well.

"The long-term goal is to provide a location where history meets

technology and where students can discover unlimited opportunities available in agriculture. Students will work with plants and animals at a hands-on agricultural educational facility," said Keith Steffek, a Show director and Houston Metro Go Texan Committee chairman.

Texas Longhorns, known as "Texas Gold" in the 1800s, once outnumbered people in Texas. Their near-demise was hastened by the extensive cattle drives occurring after the Civil War to meet the demand for beef. An influx of European-bred shorthorn cattle, packing plenty of fat, caused ranchers to raise these animals rather than the rangy longhorns. With their numbers diminished, gene pool reduced, and no coordinated breeding program, longhorns fended for themselves until the early 1900s. In 1927, a small herd of longhorn breeding stock was collected, saving the longhorns from probable extinction. "The Texas Longhorn is experiencing a resurgence, due in part to advanced technology and the longhorn's genetic traits, such as the lean beef characteristics," said Perry.

The Show's participation in the project will be in acquiring equipment, cattle and other donations. The longhorns are being

provided by various Texas Longhorn breeders. Funds for fencing and bricks for the viewing pavilion are being raised by Houston Livestock Show and Rodeo volunteers spearheaded by the NASA/Clear Creek/Friendswood Go Texan Subcommittee, chaired by Melba Eveler. The viewing pavilion will give JSC visitors a brief history of the project in addition to the opportunity to view the longhorns. The fence enclosing the eight acres adjacent to the pavilion will cost approximately \$15,000.

Traditional barbed wire will be used on the remaining 35 acres and should be less expensive. "To raise funds, we are selling bricks," said Eveler. "The bricks are \$25 for donor-name only, while a \$50 brick will contain the donor's name, and a logo or brand." Additional items such as a windmill, water tanks and a greenhouse are still needed in order to meet the March 1997 completion schedule.

"This project is yet another program that will benefit our area youth," said John Cook, officer in charge of the Houston Metro Go Texan Committee. "This is a great platform for the Houston Livestock Show and Rodeo to demonstrate its commitment to youth and education."

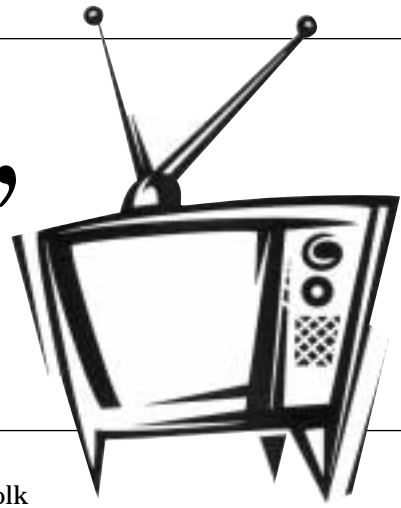


*J. B. Ragnar is the first trophy steer to be donated to The Longhorn Project. The steer has a 75-inch tip-to-tip horn span.*

There is little doubt that former President Lyndon B. Johnson, a Texan, a rancher and a teacher, would be proud to see our state's signature longhorns roaming the space center that bears his name. The Longhorn Project, like the Houston Livestock Show and Rodeo, will preserve a unique culture, educate our youth and encourage all of them to reach for the stars.

# TURN ON, TUNE IN, ROCK OUT

Prepared by Show Staff



**C**an't get tickets because it's sold out? Got caught out of town on a business or pleasure trip? Want to invite friends and neighbors over and have your own party? Tired from a hard week at the office? Couldn't find a baby-sitter for the kids? Just want to sit back and enjoy the Show in the intimacy of your own home? Well, whatever the reason, RODEOHOUSTON is the right answer for you!

Seven incredible stars, three action-packed nights of rodeo—the Houston Livestock Show and Rodeo is once again pulling out all the stops for a three-event pay-per-view series RODEOHOUSTON. And, for the first time ever, RODEOHOUSTON will be available on cable and satellite in every part of the United States and Canada.

**GIRLS'  
NIGHT OUT**  
Mary Chapin  
Carpenter, Patty  
Loveless and  
Kathy Mattea—  
all on one

stage? It's a dream come true for music fans of all types. The first performance, 8 p.m.(CST), Friday, Feb. 21, will be a real "girls' night out," with these three entertainers. Carpenter is one of the freshest voices in country music with five Grammy awards and two Country Music Association awards to her credit.

Loveless sings of heartbreak and hope, making her listeners believe every word of her songs. With numerous hits to her credit, she sings about both heartache and getting over it with equal feeling and enthusiasm.

With roots in bluegrass and folk music, Mattea adds a new dimension to traditional country music. Her heartfelt lyrics tell great stories and she's been honored as the CMA's Female Vocalist of the Year on two occasions.

This extraordinary night of live music follows highlights from the first go-round of the Houston Rodeo in the Astrodome.

**THESE BOYS WERE  
BORN TO BOOGIE**  
Country, country-rock,  
rock 'n' roll—music  
lovers will relish this  
second RODEOHOUSTON  
performance. The

Astrodome will be rocking Friday night, Feb. 28, 8 p.m. (CST), when Hank Williams Jr., Charlie Daniels, The Marshall Tucker Band and rock 'n' roll legend Bo Diddley take the stage. Williams crosses all music genres and has Academy of Country Music, CMA and Grammy awards, in addition to being the only country music artist to have won an Emmy, to prove it.

Charlie Daniels is one of the most diverse entertainers in music today and has received awards from the CMA, ACM and the Gospel







Music Association. This Grammy award winner is widely recognized for the numerous charities with which he is involved.

Call its style Dixie rock or Southern country — it doesn't

Rock and Roll Hall of Fame.

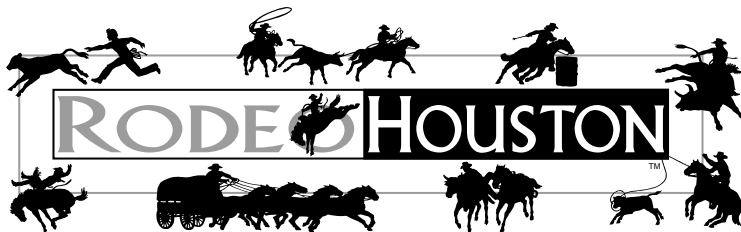
All of these great entertainers will take their turn on stage in a live concert after the highlights of the second go-round of the Houston Rodeo.

steer wrestling, bareback riding, team roping, barrel racing and bull riding. A typical performance features several world champions, and the best livestock in the sport. The professional athletes are roping and

cable pay-per-view throughout the United States and on satellite networks including, AlphaStar, DIRECTV, DISH Network, PRIMESTAR and TVN Satellite Theaters. RODEOHOUSTON will be available in Canada on cable and satellite from Allarcom.

The Kroger Company, the official sponsor of RODEO HOUSTON, is offering a \$5 off coupon in the Houston area, available in February.

The suggested pay-per-view price is \$14.95 for each of the concert/rodeo combinations, and \$9.95 for the Houston Rodeo finals. "That's not only a bargain for country music fans and rodeo fans," said Jim Bloodworth, president of the Houston Livestock Show and Rodeo, "but it's a good way to let the rest of the country know what a great event we've got here in Houston."



matter. The Marshall Tucker Band is one of the great touring bands of the last 20 years, and has earned six gold and two platinum albums.

"Legend" is an overused word, but it definitely applies to guitar-great Bo Diddley. Starting his music career in the 1940s, Diddley has toured with everyone from the Shirelles and the Everly Brothers to the Rolling Stones and The Clash, and is a member of the

IT'S THAT THING CALLED R-O-D-E-O The stars of professional rodeo also appear at the Houston Rodeo—the world's richest regular-season rodeo. Only the top 64 cowboys and cowgirls in each event are invited to compete in Houston, providing some of the most exciting rodeo action in the world.

The Houston Rodeo encompasses seven professional rodeo events: calf roping, saddle bronc riding,

riding for nearly three-quarters of a million dollars in prize money in front of close to 60,000 fans in the Dome.

RODEOHOUSTON culminates with the breath-taking finals of the Houston Rodeo, live from the Astrodome, Sunday, March 2, 4 p.m. (CST). More information is available on the web at: [www.rodeohouston.com](http://www.rodeohouston.com).

ORDER UP - NOW!  
RODEOHOUSTON  
will be available on

# COMMUNICATIONS BROADCAST

Story by Whitney Horton

**P**ublicizing an event in today's competitive global market requires the time and talents of many people. Professional technical production and great voices prove essential. Fortunately, the Show's Communications Broadcast Committee provides the necessary skills and expertise to fulfill this need.

Historically, the Communications Committee was a single group responsible for such things as taking calf scramble photos, writing press releases for each calf scramble winner, voicing commercials and announcements, and conducting market surveys. However, as the Show expanded and evolved, so

did the committee. At one time the Communications Committee had two chairmen, independently leading the broadcast and editorial divisions of the committee.

Then in 1987, the committee separated into two distinct entities: the Communications Broadcast Committee and the Communications Editorial Committee. The broadcast group formed under the chairmanship of then-KPRC Radio operations manager Don Armstrong, with Ed Stone serving as the committee's officer in charge.

Now under the leadership of Danny Boze, the Communications Broadcast Committee busily works advertising the

Show, explaining events and announcing each day's activities. Media celebrities, like the production professionals behind the scenes, volunteer their time and talents to benefit youth and education. Through these volunteers, every type of consumer—from the country music faithful to the alternative music market—are targeted and accessible.

Volunteers also use their professional talents to provide the voices for television and radio commercials as well as the informational announcements played in the Astrohall and Astroarena, Show documentaries and the pay-per-view radio simulcast. Some put their technical expertise to work, producing and dubbing the audio for radio and television ads. Media professionals volunteer a great deal of talent, saving the Show thousands of dollars each year and providing a freshness and variety of voices that otherwise would be impossible to obtain.

One of the Communications Broadcast Committee's newest responsibilities is audio monitoring in the Astrodome. At each rodeo performance, committee members walk the different Dome levels

to ensure that the many sound speakers throughout the Dome work correctly and deliver the quality of sound necessary to meet Show standards.

"The Communications Broadcast Committee is typical of the progressive approach of the Houston Livestock Show and Rodeo," said officer in charge Bill Teague. "It started with talent, expanded and accepted increased responsibility. I am extremely impressed with the quality of talent and dedication that people choose to give to the Show. The time they spend is sacrificial."

The Communications Broadcast Committee is as ever-changing and innovative as the Show itself. Future committee duties may include conducting pay-per-view market surveys and providing on-air camera work. "Great things are happening now that will have an impact in the future," said Boze.

"We are there to help the Show as much as possible and are looking forward to more and more responsibilities," added Boze. "It is all about the kids and scholarships—we may be a small committee, but you'll certainly hear from us."

**H. F. Stone, who is employed at two of Houston's more popular radio stations, is representative of the talented professionals who are members of the Communications Broadcast Committee.**



# JUDGING CONTEST SCORING

Story by Bill Bludworth

**I**magine holding 13,000 scorecards, each containing information about a contestant, the class for which he is being judged, as well as a column listing the 24 possible combinations of the numbers 1,2,3 and 4. You anxiously wait to receive the last of the scorecards, knowing they must be sorted, tabulated, scored and triple-checked for the awards presentation ceremony scheduled to commence in two hours! This is the function of the Judging Contest Scoring Committee. While today's 30-member committee is computer-assisted, it has not always been that way.

Before the committee was formed in 1977, all this work was done by a group of non-badge-earning volunteers staffing a room full of calculators, doing all of the work by hand. The current committee chairman, Kathryn Bradley, was one of those early volunteers. She said, "The committee is one which is little-known and little-seen. It is a behind-the-scenes operation that performs a vital function for four significant contests. These contests teach young men and women how to make decisions. Success in these contests can be the beginning of

a career in meat and livestock buying and selling, as well as in auctioneering."

There are four judging contests whose results are tabulated by this committee — Junior Horse, 4-H and FFA Livestock, 4-H and FFA Dairy, and Junior and Senior Intercollegiate Livestock. These four contests generate a tremendous amount of paperwork. "The Junior Horse Judging Contest is the largest of its kind in the country," according to Don Jobes, Show assistant general manager.

Approximately 1,600 contestants are divided into junior and senior divisions. Each contestant judges eight different classes of horses — four halter and four performance. Each class contains a group of four horses which must be ranked in order of quality by each contestant. There is a separate

scorecard for each group of four horses — eight scorecards for each contestant.

As soon as the cards are turned in, the committee goes to work. The scorecards are gathered and sorted by the members who then input into a computer (some by scanner) the information they receive. The committee members then perform two manual checks and the computer performs a third internal check for accuracy and completeness of the information. After the computer digests all of this information and compares it to the "right answers" which have been provided by professional judges, it generates the results and prints out a ranking of the top individual and team finishers.

The two-day Junior and Senior Intercollegiate Livestock Judging Contest usually draws 700 to 800

contestants who compete on teams of five or six contestants in 12 classes. Dairy Judging has approximately 300 contestants judging six classes. Junior Livestock has 1,200 to 1,400 contestants judging seven classes. All these contests can generate as many as 34,000 scorecards.

The computer program used in this committee's work was created in 1976 through the joint effort of Richard W. Snyder and Bud Hilliard. Snyder continues to be an active worker on the committee. The program was created in response to a request for help from Doug Shores, Harris County extension agent, who is superintendent of the Junior Horse Judging Contest.

Ken Moursund, officer in charge of the committee, compliments the group: "This is an extremely well-organized and uniquely qualified committee that knows what to do and how to get it done."



*The Judging Contest Scoring Committee is important to the hundreds of serious youngsters who practice all year to compete in the Show's various judging contests.*

# LLAMA

Story by Melissa Manning

**S**ince llamas first hoofed their way into the Houston Livestock Show and Rodeo's livestock arena, visitors of all ages have been intrigued and fascinated by the curious, woolly animals.

According to Col. R. L. "Randy" Davis, chairman of the Llama Committee, the first llamas appeared in the Show's arenas in 1988, when Show officials decided to expand the animal exhibits.

"Originally, the llama activities were managed as a subcommittee of the Livestock Committee," Davis said. "Thanks to the persistence of several Show members and a few llama owners, the llamas returned in 1989, and later that year, the Llama Committee was formed." The committee's 15 founding members, some of whom were the first llama exhibitors at the Show, participated in their first committee activities during the 1990 Show.

According to Davis, his 50 dedicated committee volunteers work as a team to raise scholarship funds, which totaled \$50,000 in 1996, and to introduce children to llamas through the committee's "Lloan-a-Llama" program.

"Our enthusiastic volunteers eagerly promote the therapeutic value of llamas as pets through the Lloan-a-Llama program, and have made the llama show one of the more popular events," said Dr. David Mouton, officer in charge.

Some of the first participants in the program were children from the Boys/Girls Harbor in La Porte, Texas. Since then, children from Memorial Hall School and children with special needs from the Brookwood Community Center also have participated in this program.

During this competition, these children are each assigned a loaned llama and a team leader from the committee,

and are taught to lead their llamas through an obstacle course. First- and second-place trophies are awarded to top finishers, and all participants receive ribbons. Last year, 65 children participated in the Lloan-a-Llama competition.

Now held on the first Saturday of the Show, the llama show includes professional and youth shows for breeders, in addition to halter and showmanship classes. Breeders also can compete for champion and reserve champion recognition.

Llamas are members of the camelid (camel) family. One of the oldest domesticated animals in the world, the llama is an excellent pack animal and its wool is prized by spinners and weavers.

The average llama weighs

between 300 and 450 pounds, stands 40 to 45 inches at the shoulder and has an average life span of about 20 years.

Gentle and intelligent, llamas are easy to train—they can quickly learn and retain several skills such as accepting a halter, being led and pulling a cart, and at one golf course in New Mexico, they serve as golf caddies. Llamas are very social animals who are often kept as pets and as guard animals—sheep herders often use them to guard against coyotes. Do they really spit? Only when provoked, say llama breeders. They also hum when they're happy, much like a cat purring. Davis estimated that there are approximately 50,000 llamas in the United States.

During the year, committee members also take llamas to visit children's homes, schools and other groups. "The Llama Committee has been successful because of the great people who come together to make everything happen for these kids," Davis said. "While some members of the committee are llama ranchers, others are just ordinary people who are interested in llamas and supporting the Houston Livestock Show and Rodeo."



Story by Ann Jacobs

# JOHN H. CAUSEY

## PROFILE

You immediately know that this is a man whose contagious enthusiasm invites participation from others and whose friendliness and easy-going style evidence personal involvement and interest in everyone. John H. Causey embodies the special qualities of leadership that have helped the Show grow in prominence and have helped create its unique stature in the world.

A horseman "since birth," Causey was drawn to the Houston Livestock Show and Rodeo because of his lifelong love of horses. He became a member of the Horspitality Committee more than 20 years ago and served with that group continuously until he was appointed its vice chairman and then its chairman. Causey's involvement broadened when he became the General Horse Show chairman, gaining responsibility for all the horse show committees. He became a director of the Show in 1978 and was elected a vice president in 1991 and, not surprisingly, thereafter, he was



appointed the officer in charge of the 16 horse show committees. With only one year of rest following his three-year term as a vice president, Causey was elected to the Show's Executive Committee in May of 1996.

Causey is proud of each of the events that constitute the Houston Horse Show, which is recognized as one of the biggest and best in the country. He points out that for almost every breed shown, the show is one of the largest held anywhere.

A resident of Conroe, Texas, for the past 26 years, Causey owns and is president of Cinco Pipe and Supply, a supplier for the energy industry, which has offices in Houston, Dallas and New Orleans.

Causey has three sons, one of whom serves on the Horspitality Committee, one daughter and five grandchildren. His wife Babs is a member of both the Horse Sales and Breeders Greeters committees.

There's no question about how Causey spends his free time — on horseback. He is actively involved in team roping, owns three roping horses and devotes many weekends to traveling with his horses to local or regional team roping competitions. Causey's versatility is demonstrated by having had Six Pack, one of his well-trained horses, selected as Outstanding Trail Horse of the 1994 Tejas Vaqueros Trek.

In addition to family,

work and Houston Livestock Show and Rodeo, Causey spends his "spare" time working on Montgomery County activities including being on the executive committee of the Montgomery County Fair Association and serving as officer in charge of the Montgomery County Rodeo.

As if that were not enough, he is also beginning a three-year term as president of the Tejas Vaqueros. Once in a while he even gets to go out to his place in Camp Wood, Texas, where he finds time to relax and do a little hunting. He might even find a little time to help friends work cattle in South Texas.

Causey finds many aspects of the Show personally meaningful: the special camaraderie found nowhere else, developing new friendships and strengthening old ones. He best sums up the spirit of the organization and serves as an inspiration to others when he states how important and satisfying it is "to do good work."



**It's True, It's New, It's Reserved Just For You—  
DO THE  
COMMITTEEMEN'S  
TWO-STEP**

It's a park-n-ride lot just for you hardworking cowboys and cowgirls who devote so much time to the Houston Livestock Show and Rodeo!

**STEP 1:**

**PARK YOUR CAR!**

*Where?*

Rice University Stadium west parking lot at Greenbriar and Rice Boulevard

*How?*

A valid 1997 committee parking sticker or hang tag on your car or truck

**STEP 2:**

**GET ON THE BUS AND RIDE!**

*When?*

February 14-March 2

*How long?*

Monday-Friday, 2 p.m. until 2 a.m.  
Saturday and Sunday, 8 a.m. - 2 a.m.

*The Wait?*

The buses run every 20 to 30 minutes in both directions and the ride will take 15 to 30 minutes depending on the traffic (this is Houston, after all).

*Just me?*

Nope—it's for you and your guests that rode with you in your vehicle.

*How much?*

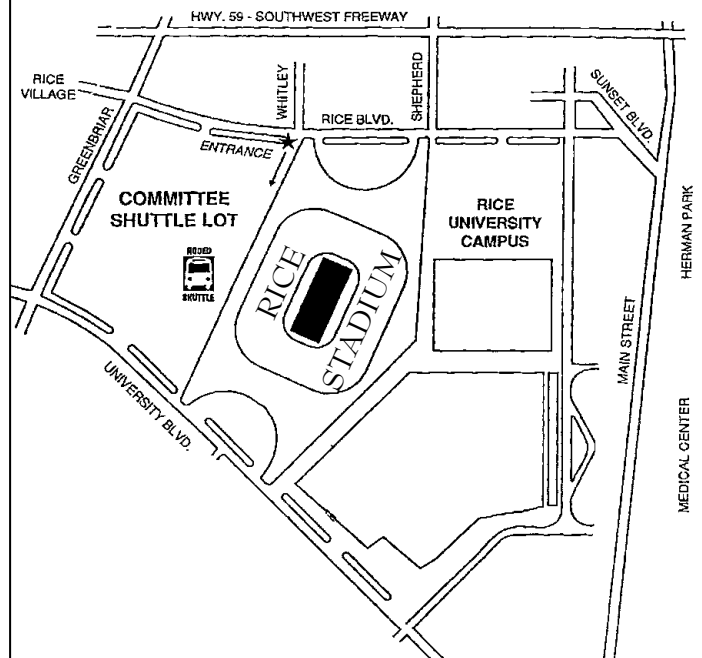
It's free—you've already paid your dues!

*Pick-up and drop-off?*

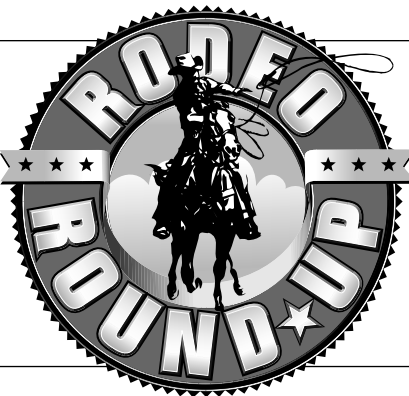
There's a special pick-up tent at Rice Stadium on the west side, and you'll be dropped off at the Rodeo Express Shuttle Bus tent located at Holly Hall and Circle Drive near the east ramp to the Dome.

*What if I need assistance?*

The lot will be monitored by the Rodeo Express Committee until 9 each night and Houston Livestock Show and Rodeo security from open to close.



If this sounds too easy, you can still try it the old-fashioned way: enter any Astrodome public gate and look for a parking spot in the committee reserved parking lot off Naomi or in any general parking area. You also may park and ride free with your gold badge (guests must pay the regular fare) from any other Rodeo Express park-n-ride location: Delmar Stadium, METRO park-n-ride at 7821 North Shepherd, Gulfgate Mall, 9009 West Loop South or the METRO park-n-ride at the West Loop. These shuttles run Monday through Friday, 5 p.m. to midnight, and Saturdays and Sundays from 9 a.m. to midnight.



### LIVESTOCK SHOW SEASON PASS

It's a \$20 ticket to a world of attractions—the 1997 Houston Livestock Show season pass. This pass includes admission to the world's largest livestock show, the horse show (excluding NCHA Finals), the carnival, commercial and educational exhibits, special attractions and the World's Championship Bar-B-Que contest. Passes can be purchased at the Astrodome Box Office and are valid Feb. 6 - March 2.

### SENIOR CITIZEN PROMOTION

For the third year in a row, the Show will honor senior citizens during the two weeks of the 1997 event, Tuesday through Friday, Feb. 18-21; and Feb. 25-28. During these days, from 9 a.m. to 2 p.m., free admittance to the livestock show and horse show will be given to senior citizens 60 years and older when proof of age is shown. Children ages 12 and younger accompanying senior citizens also will be admitted free of charge to the livestock and horse shows.

More information is available on the Web at [hlsr.com](http://hlsr.com).

## NEW ATTRACTIONS

### OPEN BREEDING BOER GOAT SHOW

The Houston Livestock Show will host its first ever Open Breeding Boer Goat Show, Monday, Feb. 17 beginning at 8 a.m. in the East Arena. These muscular goats are meat animals, imported originally from Africa.

### SHEEP DOG TRIALS

There's b-a-a-a-d competition scheduled the nights of Feb. 16 and Feb. 17 in the Show's main arena when the first sheep dog trials will be held. Trained dogs help shepherd a herd of sheep through an obstacle course to a pen located at the end of the course. One sheep is then separated from the herd by the dog, demonstrating further the dog's control of the sheep. The dog performing the feats in the fastest time wins the competition.

### TOP HAND HORSE SHOW

The Show's first Top Hand Horse Show will be held Saturday, Feb. 8 in the Astroarena, when physically and mentally challenged horse show enthusiasts showcase their horsemanship skills. Coordinated by the Special Children Committee, this event will begin at 9 a.m. and continue until 4 p.m. Assistance will be provided by members of the Horspitality, Horse Show Announcers and Horse Show Equipment committees.

## '97 STAR TRAIL INDUCTEES

In February 1996, the Show unveiled its Star Trail, an area dedicated to honoring premier entertainers who have made a significant impact on the Show. Brass silhouettes of the entertainers make up this tribute. Inductees planned for the 1997 Show are **Elvis Presley** and **Charley Pride**.

### MEMBERSHIP DANCE

It's a party for thousands—and it's on behalf of the thousands of hours annually put into this event. The Show's annual membership dance will be held Wednesday, Feb. 5 in the Astrohalla. The doors will open at 7 p.m. and entertainment will include Steve Wariner. Food may be brought to the dance and beverages may be purchased with Corral Club hospitality coupons. Join us as we celebrate the opening of our 65th anniversary event.



### COMMITTEE

#### BADGE OFFICE

The Show's membership office retains all committee badges once badge meetings have been held. Should you be unable to attend your badge meeting, the membership office currently is open Monday - Friday from 8:30 a.m. to 7 p.m. for badge pickup purposes. Beginning Friday, Feb. 14, the office hours are 10 a.m. to 7 p.m. daily through March 2. Also, remember, committee badges are non-transferable and are for the exclusive use of the individuals to whom they are issued.

# CALENDAR OF EVENTS



## FEBRUARY

## MARCH

## APRIL

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

**FEBRUARY**

1 Conroe/Willis Go Texan Parade

1 Lamar/Needville Boot Scootin' Ball

1 Grimes County Cook-Off and Contests

5 Membership Dance in Astrohall

6-8 World's Championship Bar-B-Que Contest, Astrodome parking lot

8 Downtown parade and rodeo run; Go Texan hay hauling competition and dominoes, horseshoe and washer pitching contests

9 Go Texan team penning competition

12 Horse show opens in Astroarena

14 Opening of livestock show and carnival; first rodeo performance at 7 p.m.; school art, photography and quilt entries on display

14 -23 International Days

15 Rodeo performances at 11 a.m. and 7 p.m.

16 Rodeo performance at 4 p.m.

17-21 Nightly rodeo performance at 7 p.m.

18-20 International Livestock Congress

22 Rodeo performances at 11 a.m. and 7 p.m.; FFA Day

23 Go Tejano Fiesta Charra

23 Rodeo performance at 4 p.m.

24-28 Nightly rodeo performance at 7 p.m.

**MARCH**

1 Rodeo performances at 11 a.m. and 7 p.m.; 4-H Day

2 Championship rodeo finals at 4 p.m.

14-15 Anderson County Cook-Off and Contests

22 Robertson County Cook-Off and Contests

28-31 Show offices closed

**APRIL**

No events currently scheduled

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



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