



HOUSTON LIVESTOCK SHOW AND RODEO

May 1997 - Vol. V, No. 2

MAGAZINE



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The cover:
The 1997 School Art Grand Champion, "Humorous Hero"
Photo by:
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Volume V, No. 2, is published by the
Houston Livestock Show and Rodeo,
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to: Marketing Department, Houston Livestock Show
and Rodeo, P. O. Box 20070, Houston,
Texas 77225-0070

A MESSAGE FROM THE PRESIDENT

This was a great year for the Houston Livestock Show and Rodeo. We sold more tickets than ever before—only 3,112 rodeo tickets out of 1,163,440 (.003 percent) were left after the last performance. More than 1 million people attended the rodeo for the third consecutive year, and our general attendance topped 1.7 million.

Weather did affect our attendance, however, causing more “no-shows” than usual. We continue to encourage people who buy rodeo tickets and don’t attend to turn their tickets back to us for re-sale. No-shows are definitely a subject for discussion this summer.

You can read the numbers and statistics later in this issue of the magazine, and we’ll talk about the bottom line in the next issue, but the reasons I’m so excited about the 1997 Houston Livestock Show and Rodeo are not measured in numerical terms.

We hosted some of the most exciting rodeo action you’ll ever see. It’s as if we were watching a preview of the National Finals Rodeo (still nearly a year away)—the very best cowboys and cowgirls in the country. It wasn’t uncommon to see scores in the eighties in bull riding, and times in the steer wrestling, calf roping, team roping and barrel racing that neared Dome records. We saw J. W. Hart’s score of 89 break six-time World Champion All-Around Cowboy Ty Murray’s Astrodome record of 88 in bull riding—a record that has remained unbroken since 1994!

We were privileged to watch 10-time Houston Rodeo champion Charmayne James on her PRCA Hall of Fame horse, Scamper. She only rides him in the top eight or nine rodeos each year. We also were thrilled to see another lady who represents the future of professional rodeo—14-year-old Fallon Taylor, this year’s Houston Rodeo barrel racing champion. This extremely articulate and poised young athlete represents her sport well and helps spread the excitement of barrel racing and professional rodeo.

It’s not the luck of the draw that the Houston Rodeo brings these great rodeo athletes to this event. This is an “invitation-only” rodeo—a cowboy or cowgirl has to be one of the top 64 in his or her event to even have a chance to compete for the richest purse in professional regular-season rodeo. It’s well known that there are some people who only come to see our musical stars, but they are missing one of the most exciting sporting events in the world.

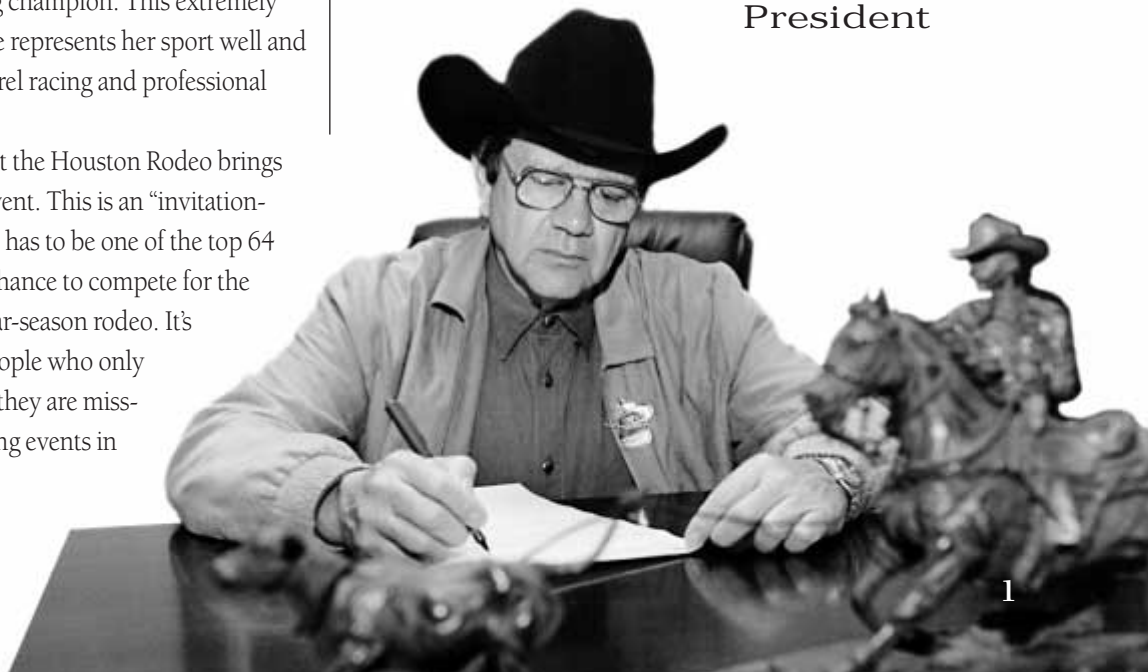
Of course, it’s difficult to blame those folks who get excited about our singing cowboys and cowgirls! I heard all year that country music might be on a downturn, but you only had to be at the opening night performance and hear LeAnn Rimes or see the Clay Walker performance to believe in the future again. Of course, Reba, George and all of our other great entertainers did a pretty good job, too!

This Show did its best at entertaining while educating, too. The new Destination: AGventure area was fun and it taught kids and adults alike about production agriculture. All over the Astrohalla and Astroarena, visitors to the Houston Livestock Show saw the very best horses, cattle, rabbits, goats, sheep, pigs, chickens and turkeys. Our exhibitors knew when they walked out of our show ring with a blue ribbon or a trophy, it was truly earned against some of the finest competition in the nation.

Yes, 1997 was a year to remember. We didn’t want to see gray skies day after day, but our crowds were enthusiastic and large, our committee volunteers worked as hard as always, regardless of the weather, and it never rained in the Astrohalla, Astroarena or Astrodome.

Thanks to all of you—volunteers, ticket buyers, corporate supporters and competitors—who made my first year as president an incredible experience. In the next three months, there will be hundreds of youngsters from all over Texas who will receive Houston Livestock Show and Rodeo scholarships and they’ll be thanking you, too.

Jim Bloodworth
Jim Bloodworth
President



An **A** to **Z** Account

The 1997 Show was full of new and interesting exhibits, records, events and personalities. Here's an A to Z account of everything that made this year's Show memorable.

Attendance

This year's event recorded a total draw of 1,788,437 for general attendance. Overall rodeo attendance exceeded 1 million spectators at the Astrodome for the third consecutive year, with 1,013,100 recorded for 20 performances. Two rodeo performance attendance records were set—56,511 turned out on Valentine's Day to set an opening night record and a Go Tejano Day crowd of 61,969 set a record for a Sunday performance.

Big Business

More than one-quarter of a billion dollars is generated throughout the world annually by the Houston Livestock Show and Rodeo. This figure (\$250,479,933), which is computed with economic multipliers from direct expenditures of \$84 million, stresses the tremendous financial strength and impact of this event. In the Houston marketing area alone, the direct expenditures are nearly \$70 million each year yielding an economic impact of \$206,778,000 when economic multipliers are used.

Cowboys and Cowgirls

Houston's world championship rodeo competition drew 501 contestants competing in the Astrodome for a share of \$709,739 in prize money.

The All-Around Cowboy title was awarded to Joe Beaver of Huntsville, Texas.



The Houston Rodeo All-Around Cowboy champion Joe Beaver showcases some of his awards with his son Brody.

He earned a Houston Rodeo paycheck of \$27,810.68, which included \$25,000 in bonus money, after competing in calf roping and team roping.

Destination: AGventure

The newest educational attraction to the Houston Livestock Show and Rodeo became a favorite for children and adults. Constant crowds gathered to see the actual hatching of chicks and nursing pigs, and to feel virgin wool and mohair before the weaving process takes place.

Elvis Is Now in the Building

Elvis Presley and Charley Pride were the 1997 inductees to the Houston Livestock Show and Rodeo Star Trail, an

area dedicated to honoring premier entertainers who have made a significant impact on the Show. Presley made eight appearances at the Rodeo in the 1970s, setting attendance records that stood for more than eight years. Pride, who last performed at the Houston Rodeo in 1991, played before 1.2 million fans during 36 performances.

Four World Records

The junior market auctions were exciting places to be this year. The enthusiastic crowds set four world records: the Reserve Grand Champion Steer sold for \$195,000; the Grand Champion Lamb went for \$130,000; the Reserve Grand Champion Lamb for \$63,000; and the Grand Champion Barrow brought in \$85,000.

George and George

Gov. George W. Bush and former President George Bush made appearances at the Show this year. On Feb. 27 Gov. Bush and a group of Texas legislators listened to student representatives from 4-H and FFA tell how the Houston Livestock Show and Rodeo had affected their lives through the Show's Educational Fund.

The guests at Sunday's March 2 Rodeo performance received a surprise when former President Bush joined Show President Jim Bloodworth on the floor of the Astrodome. Both men drew hearty applause as they welcomed the crowd to the last performance of the 1997 season.

Horses Galore

For 19 consecutive days, the 6,000-seat Astroarena hosted prestigious equine competition in seven breeds. Entries from across the globe competed for a share in prize money topping \$250,000.

The National Cutting Horse Association held its finals in the Astroarena Feb. 13 - 16, and was considered the best pure cutting horse show of the year. This prestigious contest is a by-invitation-only event limited to the top 15 open and non-professional money earners of the previous year.

The sixth annual Premier Horse Sale posted sales of \$293,500.

International

The Houston Livestock Show and Rodeo is a household name in Texas, but its international reach continues to grow each year. In 1997, 2,656 guests from 71 countries attended the Show.

As part of the Show's continuing involvement in the global market, the International Livestock Congress hosted seminars on preventing and managing crises in the beef and horse industries. Speakers were brought in from Canada, England, Mexico and the United States to address this important issue.

Junior Market Auctions and Sales

The junior market auctions sales totaled \$4,636,124, a slight increase over last year's sales. The junior market auctions were comprised of the following: steer (\$2,400,050), swine (\$784,075), lamb (\$709,725) and poultry (\$510,800). The junior commercial steer sale raised \$231,474.

Total auction sales (including the Premier Horse Sale and the School Art Auction) tallied in at \$7,382,934, a 3.53 percent increase over last year's total of \$7,122,435.

Kids

Kids, kids and more kids. This year's livestock show had a total of 19,234 youth entries from all over Texas. This number included the participants of the junior livestock show, eight judging contests and the Agricultural Mechanics Project Show.

FFA and 4-H students, and Directions and Assistance Committee members gave tours to 11,887 students ranging in age from kindergarten through fifth grade. To help children who were financially unable to attend the show, the Carnival Ticket Sales Committee and the Group Ticket Sales Committee raised

\$83,316 toward the purchase of livestock show and carnival tickets.

Legislators

Gov. Bush and 26 Texas legislators spent the day at the Show as part of a program called "Shared Visions." This program was designed by the Greater Houston Partnership and other organizations and institutions in Houston to educate legislative leaders about the significant relationship that exists between Houston and the rest of the state of Texas. Legislators visited with 4-H and FFA scholarship recipients, junior exhibitors and Show officials to better understand the Show's impact across the state.

Marine Corps Mounted Color Guard

This is the second year that the Marine Corps Mounted Color Guard has performed at the Houston Livestock Show and Rodeo during the national anthem festivities at each rodeo performance. Based in Barstow, Calif., the riders are all volunteers and perform during their off time. The four horses used are former wild mustangs, captured in northern Nevada and then tamed and trained for at least one year.

Nasty Weather

Nasty weather may have slowed the momentum of the 1997 Show, but the good news is that despite virtually continuous bad weather conditions, Rodeo attendance topped 1 million and junior auction prices broke records. The 1997 Houston Livestock Show and Rodeo World's Championship Bar-B-Que contest resulted in large and enthusiastic crowds, attendance of 145,973 was still the second highest ever behind the all-time high of 176,184 set in 1996.

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Children (and plenty of adults too!) found this year's hatchery to be a fascinating exhibit at the new Destination: AGventure.



Workin' the Late *Sift!*

Story by Gordon Richardson II

Entries in the junior market poultry show are pre-judged or "sifted" at the Fort Bend County Fairgrounds prior to competition at the Houston Livestock Show.



For the past five years, the Fort Bend County Fairgrounds has played host to the largest lamb and poultry sift in the world. In 1992, after the success of the swine sift in Brenham, Texas, Houston Livestock Show and Rodeo officials decided, because of traffic problems, congestion and overcrowding, to move the lambs, turkeys and broilers to the Fort Bend County Fairgrounds for three days to sift them to smaller groups that would then go to Houston for the final judging.

This means that more than 8,000 students, parents, agricultural science teachers and county extension agents descend on Fort Bend County every year, bringing with them more than 3,000 entries for the Houston junior livestock show.

This year's arrival included 1,450 lambs, 960 pens of broilers and 580 turkeys, whose exhibitors all had the same goal—get to Houston, just a short drive up Highway 59. The line of pickup trucks and trailers began forming on Saturday afternoon outside the fairgrounds. All through Saturday night

the contestants, along with teachers and parents, waited in line until around 7 o'clock on Sunday morning when the gates opened with hundreds of committee volunteers from the Show there to greet them. Regardless of the type of animals one was showing, the first order of business was to get them off the truck. After that, the lambs, chickens and turkeys all went separate ways to different parts of the fairgrounds.

Incoming lamb exhibitors were assisted in registration and pen assignments, and distributed packets by members of the Lamb Committee. Once the lamb was in the pen, the day was done. The next order of business was the weigh-in on Monday. On Tuesday, the actual sift took place. On Wednesday, 300 lambs and their excited owners made the trip to Houston.

For poultry exhibitors, however, things happened quickly. As soon as the broilers and turkeys arrived, usually in boxes or homemade crates, they were lined up underneath the pavilion and began their journey into the judging barn. There, they went through their first round of judging and some actually were sifted in this first round. For the unfortunate ones, it was a short stay at Fort Bend County. Turkey judge John Manning, from Texas A&M University, judged for four straight hours before lunch and was ready for more. "I love judging for the Houston Show," said Manning. "Everything is so well run and the quality of poultry is very high."

More than 120 members of the Breeders Greeters Committee assisted the exhibitors in everything from parking to tag numbers. George Cox, committee vice chairman in charge of the sift, said, "The Fort Bend County Fairgrounds is an excellent facility for the sift. There are several barns and pavilions that we utilize, so even in the event of rain everyone can stay fairly dry and the sifting can move along without a hitch."

Scott Sullivan, a member of the Breeders Greeters Committee, said, "I love coming out and helping these kids who have worked so hard getting their animals ready. Even if they have been up all night, you can see the excitement on their faces."

The real story of the sift is the students, parents and teachers who come from hundreds of miles away just to get the chance to exhibit in the largest livestock show in the world. They come from as far as Alpine and Amarillo and from small towns like Wortham and Whitharral.

Typically, poultry exhibitors hail from closer to Houston than lamb exhibitors. For instance the Berger family from nearby Washington County brought one pen of broilers, representing the Salem 4-H Club. Their goal was to make it in the top 500 pens so they could move to the next round on Monday. The same went for Lauren and Heather Aycock. They left McKinney, Texas, the night before the sift with their two

pens of broilers, and even though they had not yet been to bed, they were waiting in line, dodging the rain and hoping for a good outcome.

Exhibiting lambs is truly a statewide affair. Dean Kirby, the assistant agricultural science teacher from Dimmitt, Texas, left at 7:30 Saturday morning with nine lambs in tow. He has been coming to Houston since 1982 and really enjoys the sift. "These fairgrounds give us a lot more room to work," said Kirby. "Before, it was fun being in Houston, but it was very cramped."

The efficiency of the Houston Livestock Show and Rodeo is readily apparent when you talk to men such as Kermit Woolley and Robert Herrington. Both are agricultural science teachers—Woolley in Spur, Texas, and Herrington in Patton Springs, Texas. They have been coming to Houston for more than nine years and look forward to the annual 500-mile drive. They travel together from Dickens County and this year brought 11 lambs. "At first we did not like the sift idea," said Woolley. "But once we got used to it, it's a lot better. Not as much traffic, very organized, a smoother operation and a lot more room."

"We really appreciate what the Houston Livestock Show does," said Herrington. "It gives these kids an opportunity to get out of their small town to see more of their state, to meet some good folks and most importantly, to spend time with their families. This is kind of a family-oriented sport," he explained. "We will have parents and kids coming in all day, and tomorrow they will be ready for the weigh-in."

Bill Knesek, head of economic development for the city of Rosenberg, has similar feelings. "The people who come out for the sift are high caliber, quality families—the kind of people that you want visiting your community." The sift has a substantial economic impact on Fort Bend County and the cities of Richmond and Rosenberg. Knesek teams up with Mitch Thames, a director of the Fort Bend County Fair Association, to provide welcome bags for all participants. "This year we passed out more than 3,000 welcome bags," said Thames. These bags contained brochures, coupons, pins and most importantly, a map to promote the county and the two cities.

The Fort Bend County Fair Association also set up a video game and pool area for the exhibitors, and hosted a hospitality room where officials, judges, teachers and parents could get a hot cup of coffee, doughnuts or a little something to eat. "We really appreciate the opportunity to work with the Houston Livestock Show and Rodeo. It is a great economic boon for the county," said Thames.

The sift, which began as a way to solve overcrowding, has become a great experience for Texas youngsters and a bonus for the economy of Fort Bend County.

Sight through Sound

Dressed in dark blue jeans, a blue shirt, a black protective vest and a hat, the veteran cowboy cautiously slides down into the chute and eases onto the back of the restless, 1,500-pound brown bull. The bullrider stares intently as he tugs at the rigging that is wrapped, but not tied, around the bull's torso. The bullrider carefully wraps the leather strap around his gloved hand and pounds it to tighten his grip—for that leather rigging will soon be his only lifeline. He sets his spurs, and goes through his usual pre-ride ritual; he takes a deep breath, clenches his teeth and, using his free hand, pushes his hat down further on his head. He nods and the gate is thrown open. In a flash, the bull begins to unleash his fury, bolting out of the gate to the left and throwing his back feet into the air, he turns quickly to the right and goes into a spin...

Story by Melissa Manning

LImagine for a moment that you couldn't see the Houston Rodeo or its annual downtown parade. Instead, you had to rely on other senses, such as your hearing, to decipher the many sounds and the whirlwind of activity that surrounds you. For the visually impaired visitors to the Houston Livestock Show and Rodeo, this is a reality. And, until three years ago, in order to understand the rodeo events as they unfolded, they had to ask sighted friends or family members to describe the action.

During six Houston Rodeo performances, two special "broadcasters" are stationed on a platform on the Astrodome floor, to the right of the blue chutes near the field box section, aisle 251. With so much activity on and above the Dome floor, it's easy to overlook these two individuals.

However, for the visually impaired visitors, these specially-trained volunteer describers are never lost in the crowd. In fact, their voices rise above the other sounds emanating throughout the arena. These announcers, with their trained eyes, provide a vital service — they help the blind to "see" and fully experience the rodeo through commentary broadcast received by special headsets worn by the visually impaired adults and children.

The idea to offer descriptive services at the Show events was first suggested in 1994 by Edwin "Ed" Rumsey, a native Houstonian who has attended the Show since he was a boy. Born partially blind, Rumsey had lost all of his vision by 1974. He

asked Show officials and Taping for the Blind, Inc. to consider describing the event because, he said, "so many visually impaired kids and adults have never had a chance to truly experience the rodeo — which is such an exciting event. This service helps make you independent — you can enjoy the rodeo as equally as everyone else without having to ask people next to you what is happening."

Rumsey, who is employed by the Harris County Juvenile Probation Department, where he provides placement for troubled youth, is proud that he played a part in making the rodeo more enjoyable for the visually impaired. However, he's quick to credit the describers and rodeo volunteers who make the event possible. "I'm just glad that it has turned out to be such a positive experience — this is just another outstanding rodeo contribution that gets bigger each year," he said. "The commentators paint pictures so beautifully. Description is an art form. It takes skill to know what to describe, when to describe it and how to blend it in with everything else."

According to Beth O'Callaghan, executive vice president of Taping for the Blind, Inc. and a rodeo describer, depicting an event such as the Houston Livestock Show and Rodeo is an exciting challenge for her and her fellow commentators — Ted Pfister, John Borrowman and Bill White. "We are trained to pick up detail and describe the essence of the colors and the pageantry,



Volunteers Ted Pfister and Bill White from Taping for the Blind, Inc. give detailed descriptions and analyses of rodeo events to visually impaired patrons during each of six rodeo performances.

sounds, movement, location, the sizes and markings of the animals, event rules and scores, features of the competitors and what they are wearing — all things the sighted public tends to take for granted,” she said.

A team of two commentators begin their broadcast describing the grand entry, and continue through the entire rodeo until the concert begins. Their approach is very similar to the “play-by-play” type of fast-action commentary that you may hear while listening to sporting events on the radio.

Pfister, a retired attorney turned aspiring actor and describer, says the biggest challenge for him is deciding what to describe and what to leave out. “The rodeo is a fantastically active visual experience,” he said. “I can’t cover everything, so I have to set parameters.

“We always start our broadcast with information to help listeners orient themselves to the arena. It is important to offer details about the arena’s configuration and where we are located, so listeners can visualize where the action is taking place and in what direction the action is moving.”

The downtown rodeo parade is also an important part of this program. Gill Cheesman, vice chairman of the Parade Committee, and 35 members of the senior citizen and special guest subcommittee, are responsible for arranging reserved parking and seating for approximately 50 visually impaired and

1,200 physically challenged people in addition to 500 senior citizens who attend the parade. According to Cheesman, committee members begin their work about three months prior to the start of the parade.

Working with agencies such as Taping for the Blind, Inc. and The Lighthouse of Houston, they distribute parking passes and information. They secure donations of bleachers, food, trucking services and convenient reserved parking. On the day of the parade, the volunteers escort the VIP guests to their seats, which are adjacent to the parade route at the corner of Travis and Bell Streets. The guests also are served refreshments and lunch.

The subcommittee also provides a power source to help broadcast the parade description to visually impaired guests through special headsets, as well as to listeners throughout the city via simulcast on Houston Taping for the Blind, Inc. Radio.

Cheesman and his committee look forward to helping these special guests enjoy the parade festivities each year, and, he said, the rewards are numerous. “We get many thank you letters, and when these guests arrive for the parade, we get to see their faces — they are just beaming. It is a joyous occasion, and it makes us feel good to be involved. We have great committee members who just love what they are doing — you couldn’t make them quit for anything,” he said.

*The lights are low. The stage is set.
Entertainers are warming up.
Programs are in hand, and the ushers
are ready for another sold-out
performance sponsored by the
Houston Livestock Show and Rodeo.
However, this show is not for the usual
crowd. It is for 30,000 area fifth-
graders from eight school districts who
will enjoy a Houston Symphony
concert performance, free of charge,
at Jones Hall.*

B e a u t i f u l **MUSIC**

Story by Constance White Loyd



The Houston Symphony Discovery Outreach Concert Series is a highly successful feature of Music Matters!, the education program of the world-renowned Houston Symphony. For the past three years, the Show has maintained a partnership with the Symphony. For the last two years it also has provided a \$50,000 challenge grant, expected to be matched by other funding sources, to expand the reach of the concert series.

Since its inception in 1992, the Symphony's Discovery Outreach Series has continued to introduce musical education to elementary school children throughout Houston and surrounding areas. As public schools reduce or eliminate the number of music education programs available to these children, the Houston Symphony has increased its commitment to introduce children to classical music. It is the only program in the region that brings students to an established venue to experience a specially programmed concert that is conducted and performed by professional artists and full-time orchestra members. Fifth-graders are selected to attend the free concerts because this age group has the option of taking band, choir or orchestra upon reaching middle school. For most of the students, attending the concert is their introduction to the world of symphonic music. As a result of this opportunity, they may choose to take music, enhancing their self esteem and improving learning skills while becoming involved in a wholesome extracurricular activity.

Houston Symphony Conductor-in-Residence, Stephen Stein, attended his first symphony concert as a sixth-grader at the Young People's Concert in St. Louis. "I've never forgotten it and it changed my life forever," said Stein. "The concerts are designed to inform, enrich, entertain and to turn the kids on to the beauty, depth and importance that is great music."

Stein and Houston Symphony's Director of Education, Ginny Garrett, work closely to design educational and entertaining programs for the audiences. The main focus of the concerts is to re-energize, revitalize and redirect the projects the symphony offers for education. Garrett strongly believes these programs are valuable to the young people. "Our name, 'Music Matters!,' says what we believe to be true—that a fine arts experience for children can make a difference. The start



or continuation of these experiences for some students might be this very event—the Houston Symphony Discovery Concert.”

The 1997 concert series titled “Soundwords - An Exploration of the Language of Music and the Music of Language” has been designed to reinforce and enrich the fifth-grade language arts curriculum. Just as sentences in the English language have structure, students learn that musical notes, bars and compositions are the components of which great symphonies are structured. In addition, the students are shown slides to visually demonstrate the meaning of the concert.

The concerts feature excerpts from literary works and characters that have been translated into music such as “Romeo and Juliet” and “Billy the Kid.” The students are introduced to the music of such composers as Adolphus Hailstork, a contemporary African-American composer known for his harmonic practices; Wolfgang Amadeus Mozart, perhaps the best-known composer of all time; Silvestre Revueltas, the Mexican composer whose vibrant works are intensely associated with his native land; Alan Menken, an American composer who won an Oscar for the film score “Pocahontas”; and Aaron Copland, a Russian immigrant, who composed truly American music. The students hear Copland’s music from the ballet “Billy the Kid” written in 1938, featuring the piece “Celebration Dance.” The ballet score also includes many well known cowboy tunes such as “Git Along Little Dogie” and “O’ Bury Me Not on the Lone Prairie.”

To prepare the students for the concerts—and an integral part of the program’s success—the teachers and students are provided a musical guidebook and a cassette tape of the music to be performed. The books are thorough in preparing the class for its field trip to Jones Hall. They tell the youngsters about concert manners and rules, followed by educational information regarding the history of the orchestra and the role of the conductor. They also include a glossary of terms. Stein personally visits several classrooms during the year to assess the success of this educational endeavor.

The following thank you letter from 10-year-old Alexis exemplifies how the symphony concert experience made a lasting impression on her:

As part of its support of Texas youth, the Houston Livestock Show and Rodeo underwrites Houston Symphony concerts, enabling fifth-grade students to enjoy music.

“Dear Rodeo,

Thank you very much for funding the Houston Symphony’s concert. It was very generous and especially thoughtful. I really enjoyed it and harmony was ringing in my ears. Along with the touching pieces there were lessons starting from the pilgrims to today. The conductor was forbearing and was an official pro at conducting. Just think, seeing all those happy faces and joyful countenances from your doing. I will always remember that you were the people who made the fantastic concert happen and made everybody come together that day. Thank you very much HOUSTON RODEO!!”

The Houston Symphony Discovery Concert Series funding proposal was introduced to the Show by former chairman of the board and Executive Committee member, Hal Hillman, and Dr. Dan Lehane, a Show vice president and Houston Symphony board member. “Even though the Show’s main thrust is to promote agriculture and scholarships, we have spread exposure to the arts for so many inner city and at-risk kids by reaching kids who we don’t reach through the Rodeo,” commented Hillman.

The Show is very proud of its involvement with the Houston Symphony according to Lehane. “The funding from the Show provides important ties with other significant Houston area cultural and educational institutions, and in so doing, it enhances the image and role the Show plays in the community. For a top 10 orchestra in the world to provide this educational service is unprecedented,” said Lehane.

Show officials are encouraged to attend one of the 10 concerts during the spring. James M. Windham Jr., a member of the Show’s Executive Committee, who attended a concert with the fifth-graders, said, “Funding of the Houston Symphony Discovery Outreach Concert Series is consistent with the mission of the Show. No doubt it enhances the quality of life for the Houston metropolitan area. Like our scholarship programs with a proven history, we’ll be as pleased with the results of this program, enhancing the quality of youth.”

The unlikely duet of the Houston Livestock Show and Rodeo, and the Houston Symphony have orchestrated beautiful music together—a harmony which will enrich the minds of our youth for a lifetime.



This Little **Doggie** *Is For* **L***we*

Story by Beverly Rosenbaum

The first sheep dog trials at the Houston Livestock Show and Rodeo attracted overflow crowds in the Astrohall main arena.

This year, nearly 50 canine competitors and their masters from four states participated in four classes of timed events.

Much like the sport of rodeo, sheep dog trials started as a result of friendly banter about whose animal could perform certain feats better than anyone else's. The first trial took place in Bala, Wales, more than 100 years ago, and competition continues there today. Sheep farming in the United Kingdom is an important agricultural industry and exists in unbelievably rugged terrain inaccessible to vehicles or horses. Because of this, in the border country of England and Scotland, a breed of dog was developed which excelled in herding abilities — intelligence, loyalty, speed and obedience. The Border Collie then came to the United States with immigrants, perhaps as a companion, only to find a need existed for its abilities in handling livestock here.

Basic training only takes three to six months because the Border Collie has a great desire to please its owner and is bred for its "stock sense," or natural instinct to work animals. The fine tuning necessary to perform successfully at field trials takes more finesse and skill, which comes from experience. Verbal commands are universal: for example, "away" directs the dog counterclockwise, and "come by" sends it in a clock-

wise movement. While one long shrill whistle blast always signifies "stop," other whistle commands may differ from handler to handler. Some handlers use different whistle signals for each dog, so that they can control a "brace," which is two dogs working together.

Superintendent of the event was Lifetime Executive Committee member P. Michael Wells, who was instrumental in bringing the sheep dog trials to Houston. E. B. and Frances Raley of Crawford, Texas, who are president and secretary-treasurer, respectively, of the Texas Sheep Dog Association, organized and conducted the contest. The Association, founded in 1963, has grown to a membership of 200 people. Sheep dog trialing is a sport which is increasing in popularity, as growing numbers of participants and spectators alike attend the frequent weekend events. "The Border Collie comes in all sizes, colors and shapes," said E. B. Raley, "because they are bred and judged only on their working ability."

While dogs are judged on skill and precision within a time limit in the larger outdoor field trials, the arena trials held at livestock shows are strictly timed events and only test the working dogs' speed. The nursery class (for dogs 3 years old and under) and the beginners' ranch class require only that the dog drive a group of three sheep into a pen within three minutes. The handler may hold the gate rope and give direction to the dog.

In the intermediate open ranch and more advanced open classes, participants have five minutes to complete a more difficult course. The handler remains within 5 or 6 feet of a designated "handler's post" or "handler's mound" as the dog runs out to get the sheep and drives them around two barrels in a figure-

eight pattern. This portion of the contest demonstrates the training and obedience of the dog, because it is required to take the sheep away from the handler in order to complete the task. This goes against its natural instinct as a “fetching” dog, which would normally bring the sheep toward the handler.

Voice and whistle commands are used to guide the dog from a distance. The handler may leave his post for the remainder of the course, directing the dog to drive each of the sheep through a chute and then into a pen. These tasks demonstrate the patience of the dog as it completes the course without rushing or unduly disturbing the sheep. The dog circles around, directing the sheep and keeping them together, with quiet firm control. The dog moves livestock by “moral persuasion”; it hunkers down and glowers at them. The glare is called the “eye,” according to Dennis McCaig, author and expert on Border Collies.

Jo Woodbury of Millsap, Texas, brought three winning dogs to the Houston Livestock Show and Rodeo contest, taking first place in the experienced open class and both first and second places in the nursery class. She has raised Border Collies

for 12 years, along with cutting horses and cattle, but has only shown the dogs for the past three years. “The sheep dog trials are an inexpensive sport, and those people who enjoy cutting and team penning find the sports have similarity,” she said. “I don’t know how people move stock from one place to another without

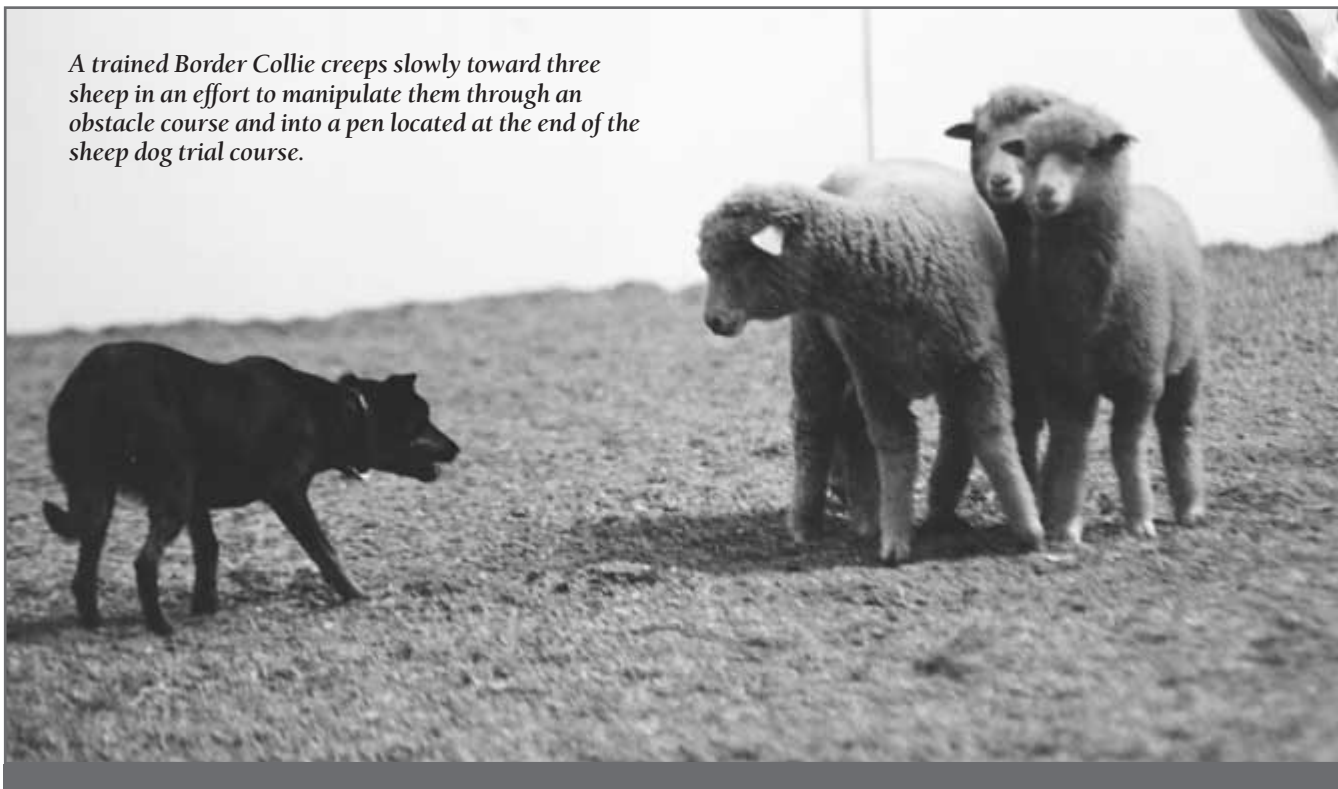
dogs — the same animal can work with both sheep and cattle. I think the use of dogs in modern ranching is more prevalent today because people are seeing the value of a good dog and are interested in making things more economically efficient. There are no wages or insurance, and the dogs are a joy to have around,” she added. “They’re a good friend and they work hard.”

Rodney Cotton, a retired school teacher from Pineville, La., began training his dogs about a year ago, and won first and third places in the beginners’ ranch class. “We have about 75 sheep, and our dogs are our hobby as well as a working asset on the farm,” he said. “I’m looking forward to this event next year. The Houston trials were well organized, in a nice facility, with good sheep.”

John Bellamy of Red Oak, Texas, a kennel owner for the past nine years, took first place in the intermediate open ranch class. He believes that the Border Collie “has the highest IQ of any dog in the world — the practical, teachable, trainability of a 5- to 7- year-old child.” He begins training when a dog is 1 year old, and finds that males mature more slowly than females. “This dog has an innate aura or presence that brings the sheep under authority,” he explained, “and this ability to take control absolutely cannot be learned. All training builds on the dog’s natural fetching ability.”

Another participant, Dennis Funderburgh, uses his dogs along with horses to herd sheep and goats on his Del Rio, Texas, ranch. Many ranchers agree that a well-trained dog can

A trained Border Collie creeps slowly toward three sheep in an effort to manipulate them through an obstacle course and into a pen located at the end of the sheep dog trial course.



replace one to three people on horseback to work yearling cattle. The ratio of livestock to herding dogs is lower for cows and calves, and much higher for sheep, goats, pigs or turkeys.

Whether competing in trials for fun or working to herd livestock, this popular four-legged ranch hand more than earns its keep and pleases its master—which were both obvious at this year’s trials.

SAFETY FIRST

Story by Charlotte Howard

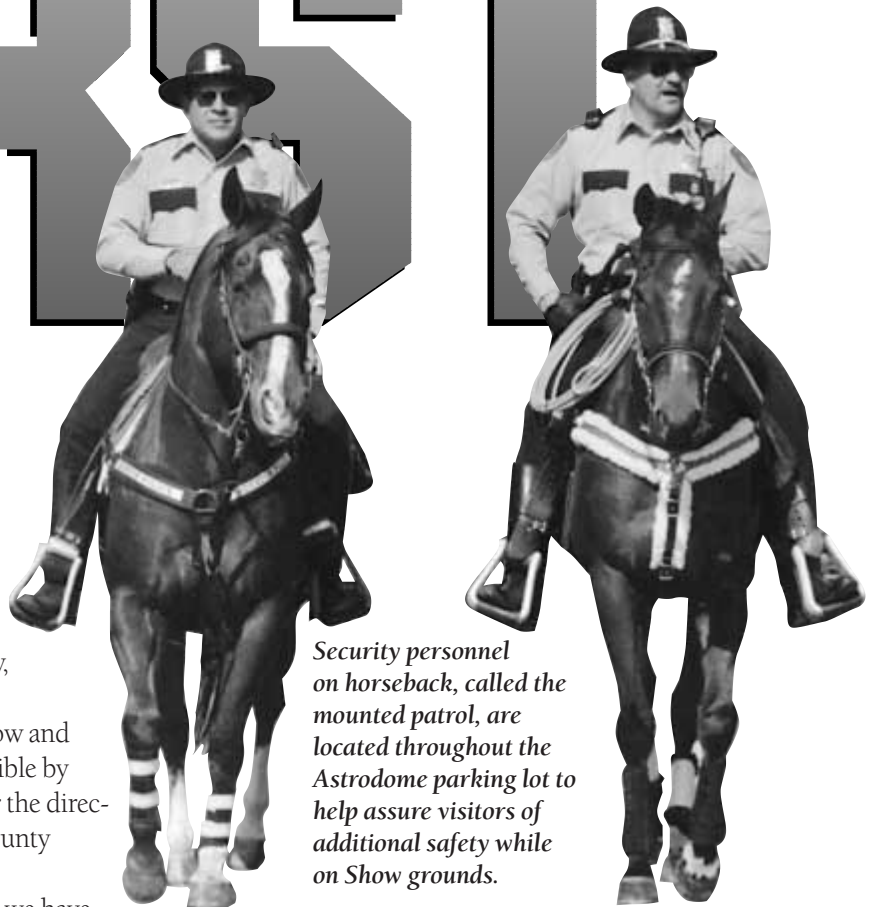
What would you think of a city with more than 1 million people that only had a few arrests every day for theft, an occasional resident who got disorderly, and had not had a car theft for several years? You'd probably say, "Wow, how'd they do it?"

This describes the Houston Livestock Show and Rodeo's safety and security record made possible by the unfailing efforts of its security staff, under the direction of Juan Jorge, a major with the Harris County Sheriff's Department.

"It's amazing the low number of incidents we have out here during the Show," said Tom Quarles, assistant general manager of logistics and service support. "That's because our number one priority at the Show is safety, and security is a major part of that."

The Show's security staff is made up of more than 450 professional peace officers, a majority of whom work for either the Houston Police Department or the Harris County Sheriff's Department. Each of the officers works any number of eight-hour shifts during the three week event, most taking their vacation time from work to do it. Each of these positions is paid.

"With this number of officers, the Show's security staff is equivalent in size to a large city police department," Jorge said. "And with the exception of an investigative section, we function almost entirely like a major city police department."



Security personnel on horseback, called the mounted patrol, are located throughout the Astrodome parking lot to help assure visitors of additional safety while on Show grounds.

These 450 officers ensure security within 46 different areas—everything from the World's Championship Bar-B-Que Contest, Corral Clubs and special events to the rodeo chutes, shuttle bus parking lots and off-site rodeo stock pens and barn. Each of the 46 areas has a supervisor who works with the officers in an assigned area.

Approximately three months before the Show's start, Jorge works with Quarles to determine what positions will be required. That decision is based on reviews done at the end of the previous year's Show. Once the positions have been set, the security staff starts lining up personnel to work the hundreds of shifts that need to be covered. Many of these positions are manned 24 hours a day.

Some of the most visible areas that must be worked are the many traffic entrances to the Astrodome parking lot, such as the livestock and commercial exhibitors' gate, the Naomi St. gate and the committeemen's parking lot. In these cases, the officers are required to ensure that only those with proper credentials enter, that vehicular and pedestrian traffic flow safely and securely and that during peak hours, constant attention is paid to prevent theft and property loss. Other officers patrol specific parking areas to ensure safety for patrons and their vehicles.

In addition to traffic and parking, the Show's security officers might work in such areas as the barbecue cook-off and Corral Clubs, where they make sure that applicable laws are enforced and provide proper crowd control, or at the carnival, where security and crowd control are equally important. They also work specific areas within the Show, such as the walkway between the Astrohalls and the Astroarena, or at the main arena and the commercial exhibit areas.

"Most people don't realize it, but just the mere presence of a police officer will deter most of the crime that could take place," Jorge said. "But when it doesn't, we respond to calls just like your regular police force does."

Each officer carries radio equipment and is able to call back to a communications officer, whose job is to manage all communications between officers and supervisors. After officers respond to a call, a report is taken and input into a computer in the Show's security office and then transferred to the Houston Police Department for record-keeping. In the event of an arrest, the lawbreaker is held at the security office until the offender can be picked up for transportation to jail by the Houston Police Department.

"Most of our arrests are for disorderly conduct, but we don't get a lot of those because the crowds are better behaved here than at most similar events," Jorge said. "I

believe that's because this is such a family atmosphere."

In addition to providing general security for all major areas, the security officers work to meet the special needs of certain Show committees. For example, International Committee members might have a large number of guests being brought in on buses and needing assistance with crowd control. The Breeders Greeters Committee often needs security presence for checking permits and for assisting animal health professionals with processing the animals' paperwork.

"Show officers know that when they have special needs, they just go to Tom Quarles for approval, and then come to us for help," Jorge said.

One group that works closely with security is the Roving Mechanics. Even though these folks carry their own radios, they work side by side with security's Mounted Patrol. In the event a tow truck is needed, the Roving Mechanics contact security, which in turn contacts the contracted towing service. In the absence of the Roving Mechanics, security's Mounted Patrol can assist with automobile lock-outs and similar problems.

Traffic and parking lot security may be the most visible, but the security officers also work behind the scenes in an effort to prevent ticket scalping on the grounds.

The security officers also work hand in hand with the Safety Committee, whose members respond to all medical needs and emergencies. The security officers are often at the scene of a medical emergency first and are there to maintain crowd control and traffic order for ambulances.

"It takes a lot of teamwork when an incident occurs; but, because of their preparation and experience, our security officers do an outstanding job," Quarles said. "I'm very proud of their efforts and the results speak for themselves."

Harris County Sheriff's Department officer Tracy Shipley and Houston Police Department officer D. A. Jones confer during the 1997 Houston Livestock Show and Rodeo.



Outgoing Vice Presidents'

P R O F I L E S

By Leslie Worsham

The term “outgoing” is used strictly as a metaphor as these four vice presidents end their tenure. Even though they have nearly 100 combined years of service with the Show, their enthusiasm is unmatched by even the most gung-ho, first-year volunteers. Even further, they’re not about to quit! Congratulations to all for three years of dedicated service and a job well done.

JOHN T. COOK

John Cook's service with Houston's premier civic event began almost 25 years ago.

“Being a native Houstonian, my family has attended the Rodeo since its days at the Coliseum,” Cook said. “My son participated in the livestock show through his involvement with his 4-H club. I was so impressed with the way the committee handled the kids at the Show that I wanted to be a volunteer.”

Cook became a member of the Show in 1971 and soon joined the International Committee. Three years later, he became involved on the Speakers

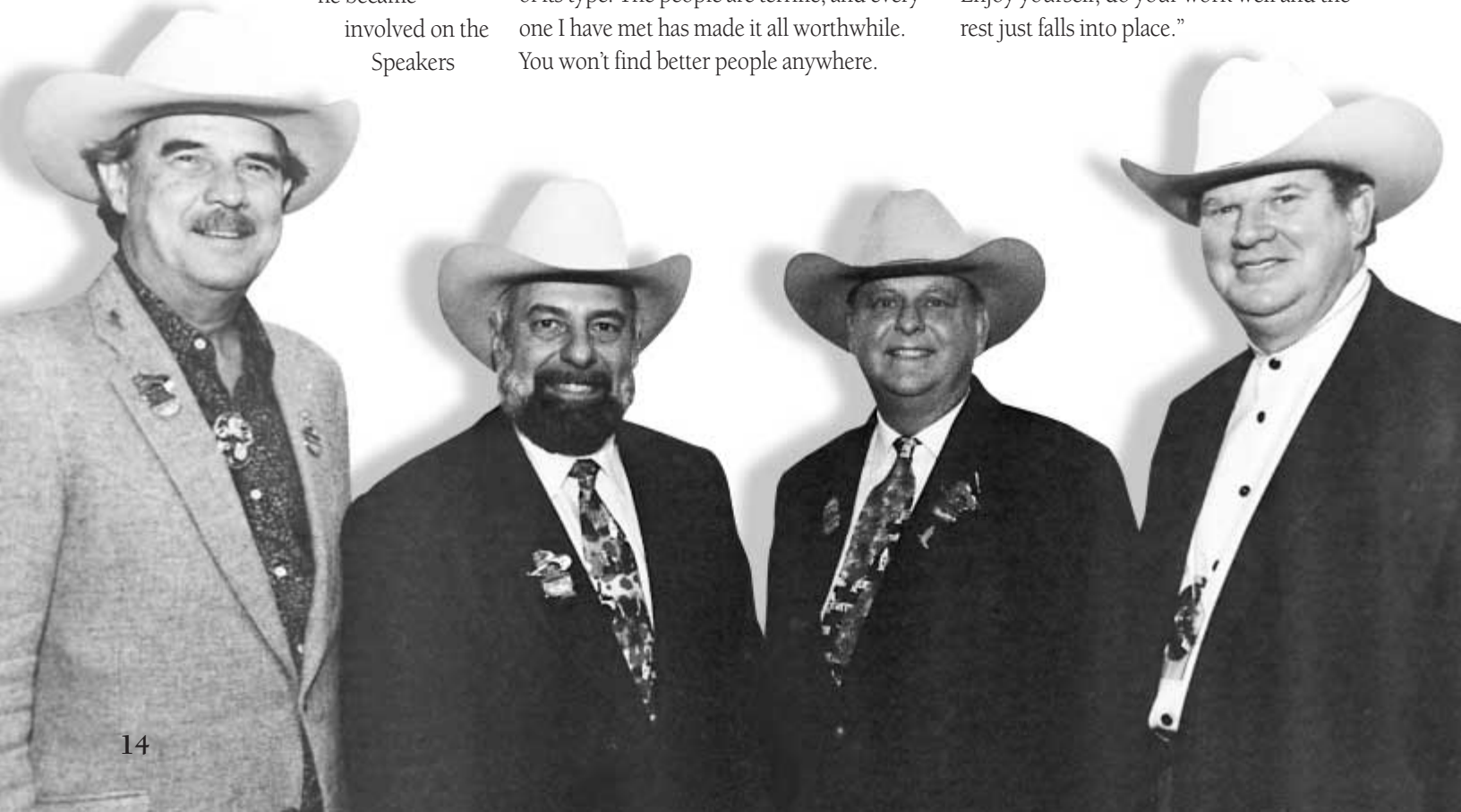
Committee, ultimately serving as the group's chairman from 1981 to 1983. He spearheaded the quality control program for the Speakers Committee — a program designed to ensure that the message of the Show was being conveyed accurately by committee members. He became a member of the board of directors in 1987 and also is involved in the Show's risk management program.

“When I began volunteering, I never dreamed I would someday be a director, much less a vice president. It is a rare privilege and an honor. The Houston Livestock Show and Rodeo is the greatest organization of its type. The people are terrific, and everyone I have met has made it all worthwhile. You won't find better people anywhere.

“I can't believe the time commitment volunteering at the Show requires. I am fortunate that my job allows me to take off the time needed to fulfill my responsibilities. I am also very lucky to have a wife that fully supports me. The Houston Livestock Show and Rodeo has been a family endeavor,” said Cook.

Will he continue his involvement with the Show?

“You betcha! I love every second of every day in my work out here. I couldn't give it up. Anyone who is thinking of volunteering with the Rodeo should know that you couldn't work for a better organization. Enjoy yourself, do your work well and the rest just falls into place.”



JOHN J. MONTALBANO

The year 1973 marked the beginning of a very successful Houston Livestock Show and Rodeo career for vice president John Montalbano.

"I saw a need to get involved in a worthwhile organization and use my agricultural background at the same time. The mission statement of the Houston Livestock Show and Rodeo seemed to fit my needs."

The Show and Montalbano have fit each other like a cowboy and his hat. He served 10 years on the Corral Club Committee and three years on the Calf Scramble Greeters Committee. His efforts then went to the Agricultural Mechanics Committee of which he was vice chairman, chairman and officer in charge.

"Working as a volunteer has been most rewarding, knowing I have helped give students a chance to succeed in life. I know of no other organization that allows you to meet so many young people throughout the entire state," said Montalbano.

"As a vice president, I have had the opportunity to work with one of the best staffs any corporation could have. It has also been great serving with my fellow officers. We have been very supportive of each other. There has been a very strong commitment to each other during the Show to make everyone's experience rewarding as well as successful. The first-year officers have made the same commitment to continue this philosophy."

Montalbano's advice to upcoming officers is to diversify in committee work and realize that the time commitment in

being an officer is intense. He noted that advance planning is a must.

"The last three years have been most rewarding and has been an educational experience I will never forget. To quote one of the most famous fictional Texas Rangers, Augustus McCrae, 'It's been quite a party.'"

Soon-to-be lifetime vice presidents are, left to right, David E. Mouton, M. D., John J. Montalbano, John T. Cook and Paul G. Somerville

DAVID E. MOUTON, M. D.

Dr. David Mouton, head of nuclear medicine at Kelsey Seybold Clinic, started his "second career" as a volunteer 25 years ago.

"I started volunteering with the Houston Livestock Show and Rodeo because I knew it was a good community effort and a worthwhile charity in which to be involved," said Mouton.

He has served as a member of the Parade, Poultry Auction, Steer Auction and World's Championship Bar-B-Que committees, as well as vice chairman of the Skybox Committee. More recently, he was chairman of the Health Committee. He also has been the color commentator for the parade broadcast for KTRK-TV and KRIV-TV.

Mouton's major focus has been with the Health Committee. As the group's officer in charge, he also has been instrumental in upgrading the Safety Committee to a state-recognized Rapid Response Team.

"The times I felt the greatest sense of accomplishment was when I visited the 4-H and FFA conventions. The fruits of the efforts of all committee volunteers is realized when the scholarships are given. The end result is most important.

"Everyone recognizes that the Show is a great way to have fun. Let's not lose sight of the fact that an accumulation of funds for the education of the youth of Texas is the reason it is all done," said Mouton.

Mouton has enjoyed the past three years that he has served as vice president and looks forward to his continued participation.

Mouton added that the time commitment is substantial. "The time away from work is part of the contribution every committeeman makes. The value of this contribution is inestimable. Supporting the education of youth as well as the Houston Livestock Show and Rodeo does make all the time and work invested worthwhile."

PAUL G. SOMERVILLE

During the almost 20 years of his Houston Livestock Show and Rodeo career, Paul Somerville has served as vice chairman and chairman of the International Committee, vice chairman of the Skybox Committee, member of the board of directors, Show treasurer and a member of the Audit/Budget Committee.

While on the International Committee he was instrumental in starting "The International Times," the committee's newsletter; The International Texas AgriSummit in conjunction with the George Ranch; the "Grub Gang," which provides food for the international visitors; and the "Diplomats," which recognizes the committee's long-standing members for their commitment to volunteer service.

"The most rewarding aspect of being a part of the Houston Livestock Show and Rodeo is having had the opportunity to meet the youngsters that benefit from our efforts," said Somerville. "Even the ones who aren't grand prize winners are winners to me because they have developed a skill and learned to accept responsibility in preparing to be a participant at the Show or in qualifying for a scholarship.

"Our whole society benefits from this as the students become productive and responsible citizens. I have met enough good young people through the Show to know that the future is bright with them developing as the next leaders of our communities, businesses and government.

"I consider it to be a tremendous honor for my family and myself to have had the privilege of serving as a vice president. As a lifetime vice president, I plan to continue my service with the Show and will make myself available for any assignments I may be asked to work on with my fellow committee members.

"This was the fastest three years of my life, and working with the great committee members, I now know how the pyramids were built."



Black Go Texan Committee

Story by Pat Scherrieb

The Houston Livestock Show and Rodeo makes every effort to involve the entire community and increase levels of participation and support of people of all ethnicities, cultures and heritages. The Show continues to build on the strength of one of Houston's greatest attributes—that of ethnic diversity. The Black Go Texan Committee is a special group which enhances the Show's policy of inclusion, while telling the marvelous story of the African-American in the formation of Western heritage.

"The committee was organized in 1993 to further broaden the support of the Houston Livestock Show and Rodeo throughout the community," said Ernie Collins, committee chairman. "We want the Show to be perceived as an event for all of Houston. We want greater participation and to ensure that our guests enjoy a positive experience."

Hosting a major gala in January and supporting a black heritage day at the rodeo a month later are two monumental jobs for the Black Go Texan Committee members. Nearly 1,600 enthusiastic guests gathered on a Saturday night at the fourth annual "Tribute to Bill Pickett" gala. This year's five honorees exemplify the contributions of the black community to Western heritage. Those honored were rodeo promoter and cowboy mentor Melvin Glover, inaugural Black Go Texan Committee chairman Howard Middleton, former Harris County extension agent Ernest Shaw, rancher Mollie Taylor Stevenson Sr. and three-time world champion calf roper Fred Whitfield. "Through education we hope to develop a new appreciation within the African-American community for its contributions to Western heritage," said Collins. The gala helps to generate funding for many of the committee's education-related programs.

The committee was responsible for several additions to the '97 Black Heritage Day celebration including a pre-rodeo gospel music program and expanded Black Heritage exhibits in Destination: AGventure. New exhibits included the 4-H Club and Texas Southern and Prairie View A&M universities, and an exhibit showcasing African-Americans in law enforcement. Additional displays provided information on trail

rides and spotlighted the contributions of black families all across Texas who have owned and worked their land for more than 100 years.

"This year we supported 1,800 student visitors to Black Heritage Day festivities which included lunch and the rodeo performance," beamed Collins.

The committee hopes to provide and distribute even more tickets as a reward for student achievement and to motivate "at risk" students to succeed in Houston classrooms.

"Our goal has expanded to include becoming extremely visible to the youth of our communities," Collins said. Working with the North Forest School District and a 165-acre-tract of land, the Black Go Texan Committee has committed to raise funds to build community barns for students' livestock on the property. In a joint effort with Texas A&M University and a number of trail ride associations, the Black Go Texan Committee plans to bring more 4-H clubs to Houston's inner city. The current success of the 4-H program at M. C. Williams Middle School has prompted a tremendous committee response, and the lofty goal of establishing more than a dozen inner city chapters before the next Show.

"For a committee of only 50 volunteers to have successfully carried out such significant events is a tribute to the enthusiasm and dedication of its members and their supporters within the community," declared Ken Caldwell, officer in charge. "I have no doubt that the committee will be equally successful in implementing its plans to increase involvement of inner city youth in 4-H and FFA programs."

With the accomplishments achieved thus far, and the goals they have set for the future, there is no doubt the Black Go Texan Committee will continue to make a significant contribution to the Houston Livestock Show and Rodeo.

James Douglas, president of Texas Southern University, along with his wife Keryl, is presented a \$25,000 check from Show President Jim Bloodworth.





Magazine Committee

Story by Bill Booher



Small but talented, young but experienced, innovative, knowledgeable, hard working and flexible with a good sense of timing — all characteristics of a highly-recruited blue chip athlete? Well perhaps, but they certainly represent those of the Magazine Committee.

Lifetime vice president Roy Elledge recognized the need for a recurring publication for the Show and suggested such an idea in 1992 to then-president Dick Graves. After approval by the Executive Committee, Vol.I, No.1 rolled off the press in May 1993, with Elledge as chairman and Suzanne Epps serving as officer in charge.

“The intent of *H Magazine* is to communicate and inform the committee volunteers, members and supporters of the Show,” said J. Grover Kelley, officer in charge. “And we try to do that in both an interesting and entertaining way.”

The 32-member committee consists of an editorial board and a band of reporters along with a copy editor and photographer. The reporters are assigned specific stories to write in advance of a publication deadline. Once the articles are submitted, the editorial board is responsible for editing, selecting all photographs and coordinating layout, all of which takes about three months to complete. After laser proofs and approval of a final blueline copy, the magazine is printed and mailed to about 25,000 members, supporters and organizations which share an affiliation with the Show.

“By the time a member receives a current issue in the mail, we’re already busy on the next one,” said committee chairman Pete Ruman. “It’s like putting on the downtown parade or the barbecue cook-off or a Go Texan dance, except we do it every three months.”

The magazine is published in February, May, August and November. Each 24-page issue is unique but also contains standard articles such as the president’s message and the committee

Members of the Magazine Committee's editorial board review material for publication. Pictured standing left to right are Bill Bludworth, C. F. Kendall and Bill Booher (vice chairman). Seated left to right are Pete Ruman (chairman), and J. Grover Kelley (officer in charge).

spotlights. Each quarterly edition contains certain articles, such as February’s pre-Show overview and the annual financial report in August.

H Magazine would not be the quality publication it is without the support of the Show’s staff. “I think you see the talents of the Marketing and Presentations Department shine through the magazine,” said Kelley. “Leroy Shafer and Suzy Brown are very supportive of the committee and Johnnie Westerhaus, along with our staff coordinator Samantha Fewox, assist the editorial board in making it a top-notch publication.”

The magazine continually evolves and improves, and starting with this issue will be included on the Show’s website on the Internet. As soon as possible, past issues will be archived there as well. What else is in store in the future? Chairman Ruman said, “I hope someday it will be economically feasible to produce a color publication. The cost difference between black and white versus color is rapidly diminishing and we hope to progress to color without any significant financial impact on the Show.”

“We take our task very seriously,” said Bill Booher, the committee’s vice chairman. “We work extremely hard, but we have fun doing it. We all realize the magazine represents the Show and are aware of the impression it can have on the volunteers, members, staff and supporters of the Show. Our motto is ‘when you’re in black and white, you’ve got to be right.’ That can be an enormous burden, but with the talent of the committee members and the support of the Show’s staff, we accept and meet that challenge — issue after issue after issue.”



Range Bull & Commercial Heifer Committee

by Carol Herrington



In 1967, then-Show President Louis M. Pearce Jr. had an idea about involving more commercial cattle raisers in the expanding Houston Livestock Show and Rodeo. He approached J. D. Sartwelle Sr., son of one of the Show's founding fathers and a lifetime vice president of the Show, and Show Assistant General Manager Don Jobes about his goals for promoting top-quality cattle for the commercial cattle industry. Thus, the All Breeds Sales Committee was established.

Although the committee began with a “few good men,” today the Range Bull and Commercial Heifer Committee, as it is now named, boasts 67 talented men and women among its ranks. The purpose of this committee is to offer for sale superior breeding cattle.

“A selection committee drives thousands of miles to view potential animals for the sales, selecting only the best,” said committee chairman Phil Sandlin. Thirteen to 16 breeds of bulls and several heifer crosses are screened for inclusion in the sale. Prevailing market conditions dictate which breeds are selected as well as the quantity of bulls and heifers selected. In the last several years, as many as 700 heifers and 140 bulls were run through the ring.

Most of the range bulls go to area cow herds for commercial cattle production. Heifers are “generally accepted maternal-cross females that are demanded in this area by commercial cattle raisers,” said J. D. Sartwelle Jr., also a lifetime vice president of the Show and president of Port City Stockyards.

“Range bulls come from purebred seed-stock animals,” Sandlin explained. A unique aspect of the bull sale involves the grading of the animals by 20 commercial cattle judges who examine the bulls and rate their qualities and their anticipated usefulness in the pasture.

“This is not a sale of cattle that includes everything and any-

The Show's commitment to the cattle industry is exhibited in its world-class commercial heifer sale.

thing, but a sale providing premium cattle which discriminating cattle raisers want to buy,” said Sartwelle Jr. “What we do in these two sales sets the tone for the pricing of bulls and replacement heifers out in the country. This is a very important aspect of these sales.”

Committee members work hard, often rolling up sleeves and dirtying jeans and boots to get the job done. Toiling behind the Sales Pavilion, volunteers load, unload, feed and account for the hundreds of animals. The hospitality exhibited by this committee's members is well known among the consignors and buyers. They are provided meals and awarded premiums and prizes donated by “pardners,” who are industry leaders affiliated with the committee. An additional testimonial to this committee's efforts was this year's prices—558 heifers brought an average of \$1,010 per head, while 123 bulls averaged \$2,097 per head.

This year, on the Committee's 30th anniversary, the men credited with starting the committee were honored — Pearce, Sartwelle Sr., Jobes and Rayford Smith, who is an ex-officio board member of the Show. Also honored were John T. Cook, the committee's outgoing officer in charge; and Jim Theeck, owner of Rafter T Land & Cattle Company of Brenham. The fact that Theeck has returned 29 years to consign cattle for the committee's sales speaks volumes for the quality of the range bull and commercial heifer sale.

“This is a very important committee to the Houston Livestock Show and Rodeo,” said Cook. “The Range Bull and Commercial Heifer Committee is one of those committees that really underscores the word ‘livestock’ in the Houston Livestock Show and Rodeo.”

Story by Ann Jacobs

JIM CLEPPER



Jim Clepper's enthusiasm and tireless determination typify the unique energy brought to the Show by one of the newest Executive Committee members. For Clepper, the Show combines two of his most intense interests — his desire to give back to his community and his love of ranching and livestock.

Clepper joined the Show in 1960 and became a member of the Lamb Auction Committee in 1973. Then a resident of the 1960 area, Clepper soon joined the Tomball/Northwest Go Texan subcommittee. His participation on that committee led him to the positions of subcommittee chairman of the Tomball Go Texan group and then chairman of the Metro Go Texan Committee, the coordinating committee for all of the Houston area Go Texan subcommittees. He also served as co-chairman of the Lamb Auction Committee.

Clepper was surprised and delighted when, one night in June 1978, on a business trip in faraway Amsterdam, he received a telegram that he had been named a member of the Show's board of directors. As a director, Clepper continued to be highly active on the Go Texan committees, and he and

his wife Vicki also became involved with the International Committee. In 1988, Clepper received an "unbelievable honor and obligation" when he was elected a vice president of the Show, a position in which he served for the next three years as officer in charge of the Poultry Auction, Communications Editorial, Communications Broadcast, Souvenir Program, Safety and Agricultural Tour Guide committees. After serving as a vice president and as a member of the Lifetime Vice Presidents Committee, Clepper remained active on the International Committee and served on the Executive Committee's Audit/Budget Committee. In 1996, Clepper was elected as a member of the Executive Committee, a position which he considers one of his life's greatest honors.

Clepper's community

involvement is not limited to the Show. He also serves on the board of directors of Boys and Girls Harbor and the 100 Club of Houston, and he is extremely involved in his high school alma mater, St. Pius X, for which he has served as president of the board of the school and currently serves as president of the St. Pius X Foundation.

It is a testament to his seemingly limitless energy that Clepper makes such substantial contributions to others while managing and enlarging his own active business. He is president of Southwest Solvents & Chemicals, a distributor of industrial chemical products. The company started as a small vendor of dry cleaning solvents and developed into the leading independent chemical distributor in the Southwest, headquartered in Houston, with facilities in four other Texas cities and in Southern California.

Clepper also makes time to work on his ranch in Chappell Hill, Texas, where he breeds, raises and trains cutting horses and runs a herd of Beefmaster cattle. He describes the ranch as a wonderful place for family time and states that most weekends there include not only his wife but his son, who is a recent graduate of Texas A&M University, and his mother.

Clepper's own enthusiasm and dedication to his community are reflected in his description of the Show's spirit, which he states is the result of people being motivated to work hard to further the goals of the Show and the values it sets — all while having a wonderful time. Clepper speaks with reverence about the Show's founders and the subsequent strong leaders who brought the Show to its current prominence. He also recognizes the continuing need for capable people to lead the Show into the future. Neither Clepper nor any member of the Show should have such a concern. The answer is embodied in the Show's exceptional volunteer membership that produces leaders such as Jim Clepper.

An **A**to**Z** Account

continued from p.3

Outer Space

Even the Johnson Space Center takes time off to enjoy the festivities of the Houston Livestock Show and Rodeo. Show President Jim Bloodworth introduced George Abbey, Director of the Johnson Space Center in Houston, and Vladimir Utkin, who represented the Russian Space Delegation, during opening ceremonies at the Rodeo on Feb. 20. Abbey and Utkin presented special commemorative plaques and flags that were carried in the recent shuttle mission and on the Russian space station Mir.

Pay-Per-View

RODEOHOUSTON once again delivered three action-packed performances featuring seven music superstars and the best cowboys and cowgirls in the rodeo world. For the 1997 year, shows were available on cable and satellite in every part of the United States, Canada and parts of Latin America.

QUILTS and More

The Western Heritage Gallery was filled to capacity with wonderfully creative winning quilt and photography contest entries and school art projects. Commercial art exhibits, all with a Western theme, were also quite popular with visitors.

Record Ticket Sales

The Show sold a record 1.1 million rodeo tickets.

Sheep Dog Trials

The Sheep Dog Trials were immensely popular as they entertained capacity crowds for two nights in the Astrodome's main arena

on Feb. 16 and 17. This was the first show of its kind at the Houston Livestock Show and Rodeo and from the enthusiastic response received, not the last.

Top Hands Horse Show

This year's Show had many firsts and among them was the Top Hands Horse Show. Six groups of physically-and mentally-challenged horse enthusiasts competed in 18 classes ranging from showmanship at halter to barrel racing. Coordinated by the Special Children's Committee, the show was an outstanding success due to the superior riders who continuously break barriers in their lives by exhibiting courage and pride in their accomplishments.

University

Another successful attraction this year was Rodeo University. Children and adults alike experienced the feel of being on the Astrodome floor during a rodeo and received "honorary" degrees after learning about the different aspects of the sport of rodeo.

Valor

Through a special agreement between the Houston Livestock Show and Rodeo and the Armed Forces Radio and Television Service, nearly 1 million men and women of the United States Armed Forces around the world were able to view the Rodeo finals broadcast by RODEOHOUSTON. It was the Show's way of saluting these men and women of valor.

Www.hlsr.com

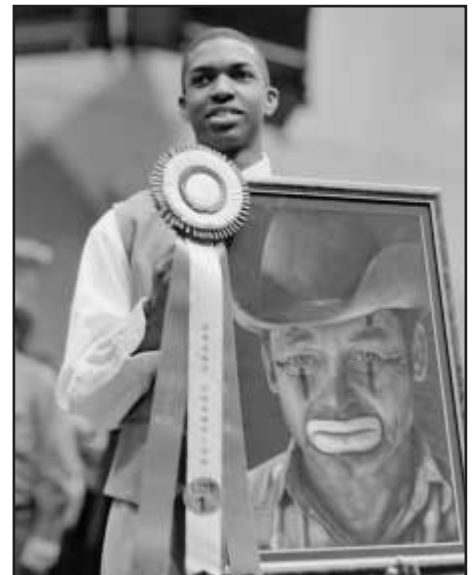
The Houston Livestock Show and Rodeo unveiled two Internet websites, www.hlsr.com and www.rodeohouston.com, during this year's Show. Through the last day of the Show, the two sites combined received more than 1.3 million "hits."

X Marks the Spot

Kiosks, signs, maps, color coding, the Show's visitors guide, information network video monitors and committee volunteers successfully directed this year's crowd around the various attractions and exhibits.

Youth Art

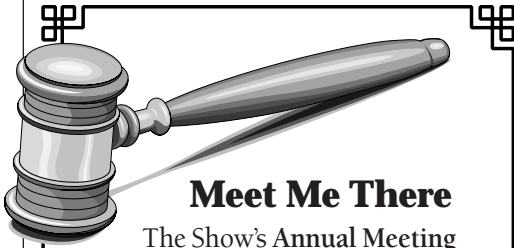
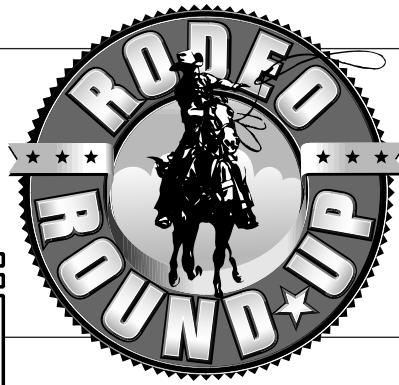
In only its second year, the school art auction shattered last year's record with \$460,400 in sales, an increase of 81 percent. The Grand Champion piece of artwork went for \$100,000 (\$40,000 last year) while the Reserve Grand Champion painting sold for \$50,000 (\$26,000 in 1996). Both of these set world records as well.



Grand Champion school art winner Sherwin Ovid, a 12th-grader from Robert E. Lee-Baytown, with his color drawing "Humorous Hero."

Zebus

Zebus were only one of the many cattle breeds entered in the Houston Livestock Show and Rodeo. This year's livestock show and horse show boasted 33,367 entries, an increase over last year's entries of 32,078.



Meet Me There

The Show's Annual Meeting will be held Tuesday, May 20, at 3 p.m. in the Astroarena Sales Pavilion. All Houston Livestock Show and Rodeo members are invited to attend. A recap of the 1997 Show will be presented, along with a brief summary from each officer regarding his or her committee's achievements and possible new projects.

Members of the board of directors and new lifetime directors also will be elected at the Annual Meeting.

THE GREATEST RODEO ON EARTH

is Now Available on Video

For the first time ever, the Houston Livestock Show and Rodeo, through a special agreement with Music Video Promotions, Inc., is offering the "1997 RODEOHOUSTON Commemorative Video." Two action-packed hours of all the 1997 highlights which include rodeo footage from rounds 1,2,3 and finals, astronaut Jerry Linenger's greeting from the Mir Space Station, bull rider J.W. Hart's record-breaking ride and many other memorable events.

The "1997 RODEOHOUSTON Commemorative Video" sells for \$29.95 including shipping. The first orders will be mailed on May 1 and be available for purchase through July 4. To order, have your credit card ready and call 1-800-526-5000. Place your order now while supplies last.

Welcome Aboard!!!

Can you tell what's different about this issue?

The answer is... the design! The Magazine Committee wishes to extend a warm welcome to the design firm of Clarke & McClure. We are excited and look forward to working and growing with this dynamic duo who have more than 30 years combined experience as designers.

Passing the Baton

Houston Livestock Show and Rodeo officials recently named John Sykes as the assistant general manager of the Agricultural Exhibits and Competition Department.

Prior to joining the Houston Livestock Show as the department's manager in 1996, Sykes was director of the Texas Agricultural Lifetime Leadership program and assistant to the director of the Texas Agricultural Extension Service.

"We appreciate John's experience in agriculture, but his leadership abilities are what will take this Show into the 21st century," said Dan Gattis, general manager of the Houston Livestock Show and Rodeo.

Sykes will replace Don Jobs Jr., who is taking on new duties as a consultant with the organization.

Congratulations !!!

On April 17, 1997, the *H Magazine* was named an Excellence in Journalism award winner for 1996 by the Press Club of Houston.

A first time entry in the public relations magazine category, independent judges viewed the *H Magazine* with publications produced by professional staffs of major corporations and other organizations.

The Magazine Committee graciously accepts this prestigious honor on behalf of all the volunteers, staff members and supporters of the Show.

THE "RITE" TRAIL

On May 1 the Houston Livestock Show and Rodeo announced the creation of an innovative teaching program that will improve the reading skills of students as young as pre-kindergarten age. The Rodeo Institute for Teacher Excellence will begin training teachers in just a few short weeks with specialized reading and classroom management skills primarily for students in pre-kindergarten classes through third grade.

This pilot program, with a \$3 million funding commitment from the Houston Livestock Show and Rodeo during the next three years, was launched by the Show after research and evaluation identified reading proficiency as a key element in influencing a child's potential for success in school and in later life.

Working with the Houston Independent School District, RITE will begin work this summer, initially involving at least 50 teachers. Teacher candidates will be drawn from HISD elementary schools with identified "at-risk" populations (students who are classified as having a high potential for dropping out of the educational system).

After training completion, monthly meetings will be held for all participants and the trainers to discuss problems, share experiences and update progress. Students of these institute participants will be tested before and after to measure their learning achievements during the year as a means of evaluating the program and its participants.

FYI A Big Thanks!

The 1997 Show was a great success, due in part to the time and effort of the Show's more than 11,750 committee members.

The Executive Committee, President Jim Bloodworth and all of the Show's officers thank these volunteers and honor their tireless contributions to the Show at the annual **Committeemen's Appreciation Bar-B-Que**, Saturday, June 28, beginning at 6 p.m. in the Astrohall. Come out for a night of delicious barbecue, live entertainment and fellowship with friends, and know that this year's Show would not have been a success without you!

CALENDAR OF EVENTS



MAY

JUNE

JULY

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

MAY EVENTS

- 3 Sabine County Cook-Off
- 9-10 Conroe/Willis Bar-B-Q Cook-Off and events
- 14 Million Dollar Scholarship Presentation
- 19 Katy Golf Tournament
- 20 Annual Meeting, 3 p.m.; Sales Pavilion
Go Tejano scholarship presentation
- 26 Show offices closed for Memorial Day
- 29 Board of Directors meeting, 5 p.m.; Show meeting rooms

JUNE EVENTS

- 3 4-H scholarship presentation; College Station
- 13-15 Brazoria Southwest Trail Ride, Bar-B-Q Cook-Off and events
- 16-18 Freestone County Cook-Off and contests
- 20 Alvin/Pearland Golf Tournament
- 21 Liberty County Cowboy Classic Golf Tournament
Galveston Mainland Teen Dance
- 28 Committeemen's Appreciation Bar-B-Que, 6 p.m.; Astrohall

JULY EVENTS

- 1 Final deadline to clear all outstanding debts with the Show
- 3-4 Show offices closed for Independence Day holiday
- 4 Limestone County Cook-Off and contests
- 9-10 FFA scholarship presentation; Amarillo
- 26 Lavaca County Go Texan events



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