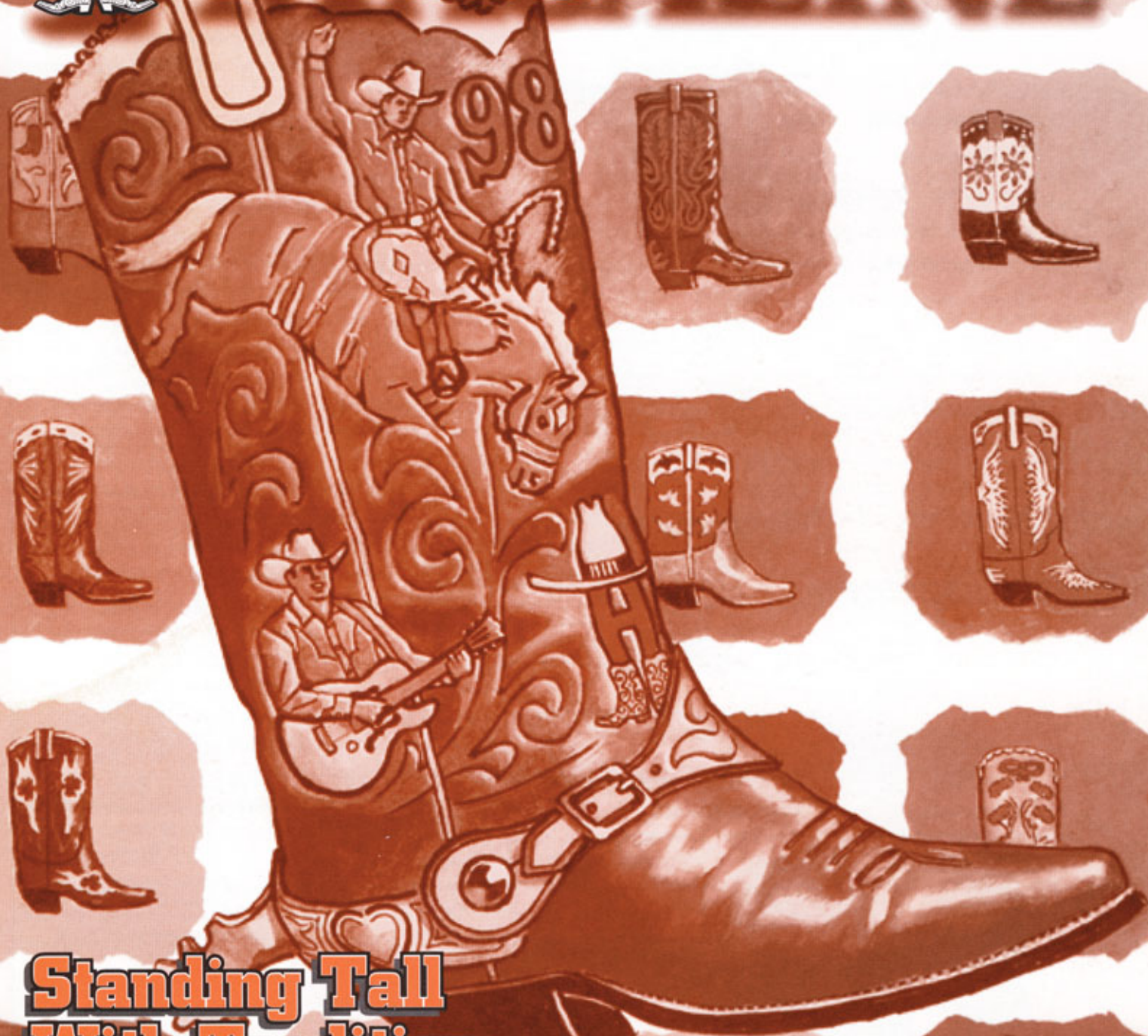


HOUSTON LIVESTOCK SHOW AND RODEO

November 1997-Vol. V, No. 4



MAGAZINE



**Standing Tall
With Tradition,
Stepping Proudly
Toward the Future**

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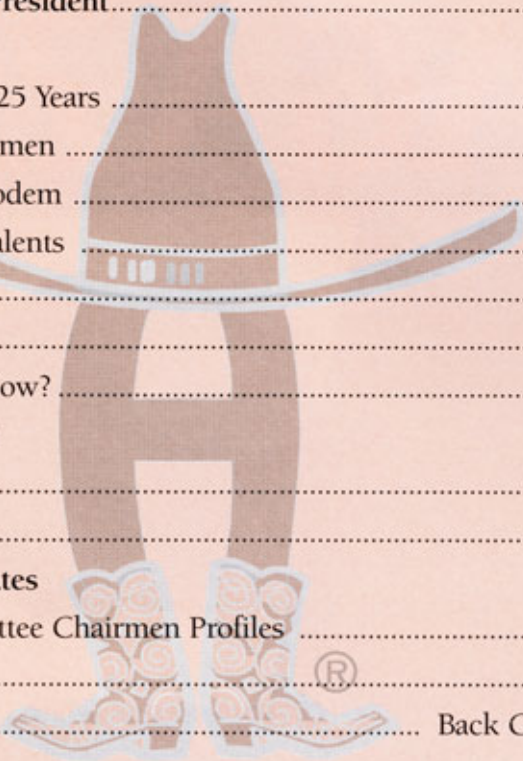
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From the website to the
souvenir program cover,
Mark Storm's artwork for
1998 represents the Show's
commitment to tradition
and Western fun!

Houston Livestock Show and Rodeo

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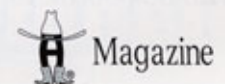
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A MESSAGE FROM THE PRESIDENT

One thing has become quite clear to me as I begin my second year as president of this wonderful organization — the Houston Livestock Show and Rodeo is Houston's best kept secret!

As I continue to meet with community leaders and elected officials, it is apparent to me that many people do not realize the scope of our Show and the overall economic impact it has on our city.

Most people know that more than 1 million people attended the 1997 rodeo performances last year and that overall attendance for the Houston Livestock Show and Rodeo surpassed 1.7 million. And these are impressive figures of which we can all be proud.

The success of our rodeo has been well documented — the richest regular season rodeo in the world regularly draws crowds in excess of 50,000 per performance. But how many people are aware that the Show relies heavily on a volunteer staff of nearly 12,000 dedicated people? That's a larger population base than some towns. How many people know that the livestock and horse shows feature more than 30,000 exhibitors each year, making it the largest show of its kind in the world?

Most people know that the Houston Livestock Show and Rodeo provides scholarships to deserving young men and women. But do they know that we have given more than \$49 million in scholarships and educational aid since 1957? Do they know that we are currently contributing more than \$4 million annually to the youth of Texas?

How many people know that after building and paying for the Astrohalls and Astroarena, the Houston Livestock Show and Rodeo donated the facilities to the citizens of Harris County? These two buildings alone have helped attract nearly 30 million people to various sporting events, trade shows, expositions and hundreds of other activities since the Astrohalls were built in 1966. The cost to replace these buildings today would be more than \$100 million.

We are in an era of drastic change in the sports industry. Cities and taxpayers across the country are being asked by professional teams to build and fund new stadiums. Certainly the sports landscape in the city of Houston has changed dramatically with the loss of the Oilers. It appears that a new stadium (or totally-renovated Astrodome) will be necessary to attract a new NFL team to Houston, a process that could take many years.

One thing is certain — the Houston Livestock Show and Rodeo has deep roots, tradition and is here to stay. As we look to the future, we would welcome a new football team to our city and the potential to play host to a Super Bowl. That event

alone generates an economic impact of nearly \$200 million. But there are no promises and no guarantees.

In the meantime, we would like for you to consider our Show as Houston's "annual Super Bowl." A marketing survey revealed that more than one-quarter of a billion dollars is generated throughout the world annually by the Houston Livestock Show and Rodeo. In the Houston area alone, direct expenditures are nearly \$70 million, computing to an economic impact of more than \$200 million when economic multipliers are used.

These are very impressive numbers for a nonprofit organization. More important are the thousands of young people that we have helped over the years in their pursuit of an education. No economist in the world can place a monetary value on that contribution to our society.

What do we do now? It's up to each one of us affiliated with the Show — from staff and committee members to season ticket holders and those who just love the rodeo — to get busy and tell our story. Don't assume that everyone knows about the Houston Livestock Show and Rodeo.

Our Speakers Committee does a fabulous job each year making thousands of presentations, but even they can't reach everyone. This is a challenge that will take true teamwork, but I know that our organization can accomplish great things when we work together.

Houston's best kept secret? Not for long.

Jim Bloodworth

Jim Bloodworth
President



Still Cookin' After 25 Years

By John Crapitto and Sue Cruver



As the World's Championship Bar-B-Que Committee prepares for the Silver Anniversary of the contest, it is time to look back and reflect on how it all began and what makes it so special.

In 1973, it started as a friendly competition in the driveway between the south end of the Astrodome and Loop 610 — just a small gathering of Show volunteers with their pickup trucks and trailers, some coolers and a few backyard barbecue pits. In 25 years, it has grown into the largest charitable barbecue event in the world and has become a large component of the Houston Livestock Show and Rodeo.

Participants of that very first gathering decided that a cook-off event would be a perfect way to kick off and promote Go Texan days for the Houston Livestock Show and Rodeo. Bill Bailey, a Show lifetime vice president, initiated the idea, and as chairman

of the Area Go Texan Committee, he submitted the idea to then Show president and current Executive Committee member Tommie Vaughn, who loved the concept and quickly responded with a "let's do it."

"One of the first things we did was come up with a list of rules," recalled Bailey. "Most of those rules are still in effect today, although the list has grown quite a bit since then."

Each team, for example, must submit 10 pounds of meat for judging in one of three categories — brisket, chicken or ribs. The entry that receives the highest number of points from the judges in the final round of blind judging is the Grand Champion. Judging is based on appearance, aroma, tenderness and taste. Today there are also awards for most unique pit, most colorful team, most colorful Go Texan team, best team skit, best team recycler, cleanest team area and best Go Texan barbecue. Judges

A recent "bird's-eye view" of the barbecue cook-off area on the Astrodome parking lot is indicative of the growth this popular event has enjoyed over the past 25 years.

include elected officials, rodeo officials and celebrities. One of the most famous judges was the late actor Ben Johnson, who attended the first official cook-off.

In 1974, the World's Championship Bar-B-Que Contest officially began. It was created initially as a Go Texan subcommittee and was only a two-day event — one day to set up and one day to judge. It was a time when every one knew each other, so participation was by invitation only. That first year, of the 16 contestants that were recruited, a total of 13 showed up. Of those 13, Go Texan teams represented seven Houston-area counties.

The 1997 Show hosted teams from 67 Texas counties. In the past, they have come from as far away as Australia. Only one team has cooked every year since 1974 — Jim Haneline's Amigos del Campo, which means "Friends of the Camp."

In 1975, the contest was moved from the driveway and set up in a circle in the southwest corner of the Astrodome parking lot. As it grew, it moved a few more times, but it was not until 1983 that the event ended up in the northwest corner of the parking lot where it remains.

During those first two years, while the event was part of the Go Texan Committee, Jim Archer chaired the contest. Joe Polichino Jr. became the first official chairman in 1976 when the contest became a separate Houston Livestock Show and Rodeo committee. That same year, Mac McCarty of Liberty, Texas, arrived with the first flatbed trailer complete with a mounted barbecue pit and built-in counters. Polichino remembered the 20-foot pit as an "outlandish monstrosity." The trailer, along with McCarty's motor home, would set the stage for years to come. Today some of the teams' mounted cooking rigs are computerized, costing upwards of \$100,000, and almost every team has a recreational vehicle.

The number of entries in 1976 reached 70, and it was the first year that the new committee made a contribution to the Show's general fund. "It wasn't much," recalled Polichino. "We didn't charge the public to get into the contest area in those days."

All that changed as the contest continued to grow, with the exception of a couple of years in the mid-1980s. Richard E. Bean, who served as committee chairman from 1986 to 1988, cited that when the oil crunch hit, it hurt the contest. "So many of our teams were sponsored by oil and oil-related companies, that when the bottom fell out, so did some of our contestants. We have rebounded quite nicely since then," he added.

Under Bean's leadership in 1988, food service to the public began. A few years later, Spindletop International became involved, and the public was given a full meal — brisket, beans and cole slaw. Each team at that time was required to donate 10 pounds of brisket for the public. In 1995, the required amount was increased to 60 pounds per team.

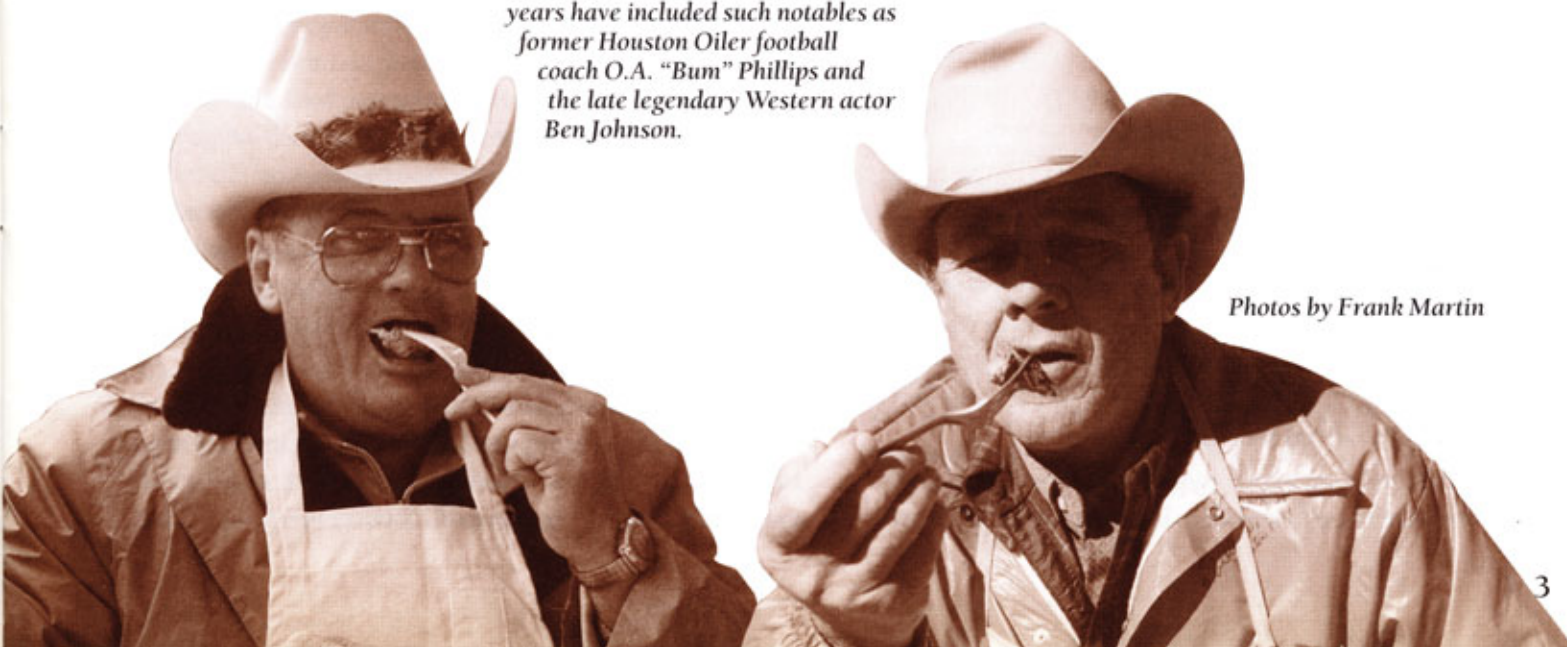
In 1997, the committee served more than 9 tons of brisket donated by the contestants, which enabled it to serve up to 35,000 people. More than 25,000 pounds of ice were used, and an incredible 18,000 cases of beer were sold!

It was also during Bean's first year as chairman in 1986 that recycling began. On the Sunday of that year's breakdown day, he noticed several men in the parking lot picking up aluminum cans and thought that the committee was losing a lot of money by not recycling. The following year, with the help of Browning-Ferris Industries, the committee did it themselves. In 1997, it collected a total of 14,280 pounds of aluminum, resulting in almost \$9,000 in additional revenue for the Show's bottom line.

Since those early years, a lot has changed and a lot has remained the same with the World's Championship Bar-B-Que Contest. The event has grown from two days to three days, not counting setup and breakdown time, and now covers more

Celebrity judges over the past 25 years have included such notables as former Houston Oiler football coach O.A. "Bum" Phillips and the late legendary Western actor Ben Johnson.

Continued on Page 19



Photos by Frank Martin

THE NEW FRONTIERSMEN

By Constance White

Frontier: *the farthestmost limits of knowledge or achievement with respect to a particular subject; a new field that offers scope for exploitative or developmental activity*

The frontier of science is an evolutionary process with each generation at the forefront of great breakthroughs and discoveries. This frontier is forever moving forward with such past achievements as the cure for yellow fever, the development of electricity, the first flight of aircraft, the polio vaccine, rocket power and space travel. The Houston Livestock Show and Rodeo, in its own way, will contribute to this process with a program focused on scientific education.

Since the early 1990s, the Houston Livestock Show and Rodeo and the Houston Advanced Research Center have worked together as a partnership to ensure scientific leadership for future generations. HARC's Junior Laureate Program was created in 1991 and has been underwritten by the Show's Educational Fund, with financial support exceeding \$105,000 during 1996 and 1997.

HARC is a private, nonprofit institution where a tightly focused group of scientists and researchers is working in collaboration with partners in industry, academia and government to meet the challenge of generating and converting research into economically viable technology that can be used in the community. More than 10 patents have been earned, and HARC has generated in excess of \$100 million worth of research over the past decade. HARC is linked to an intellectual network of nine collaborative institutions including Rice University, Texas A&M University, University of Houston and The University of Texas. Its work is targeted primarily in four areas: energy, environment, global policy and information/medical technologies.

The Junior Laureate Program, considered to be one of the state's premier summer internship programs, is located on the 100-acre campus of HARC in The Woodlands, Texas. Fifteen Houston-area students who have completed one year at the Texas Academy of Mathematics and Science — a two-year residential, early-admission university program for gifted and talented Texas high school students at the University of North Texas in Denton — are selected to attend the eight-week program.

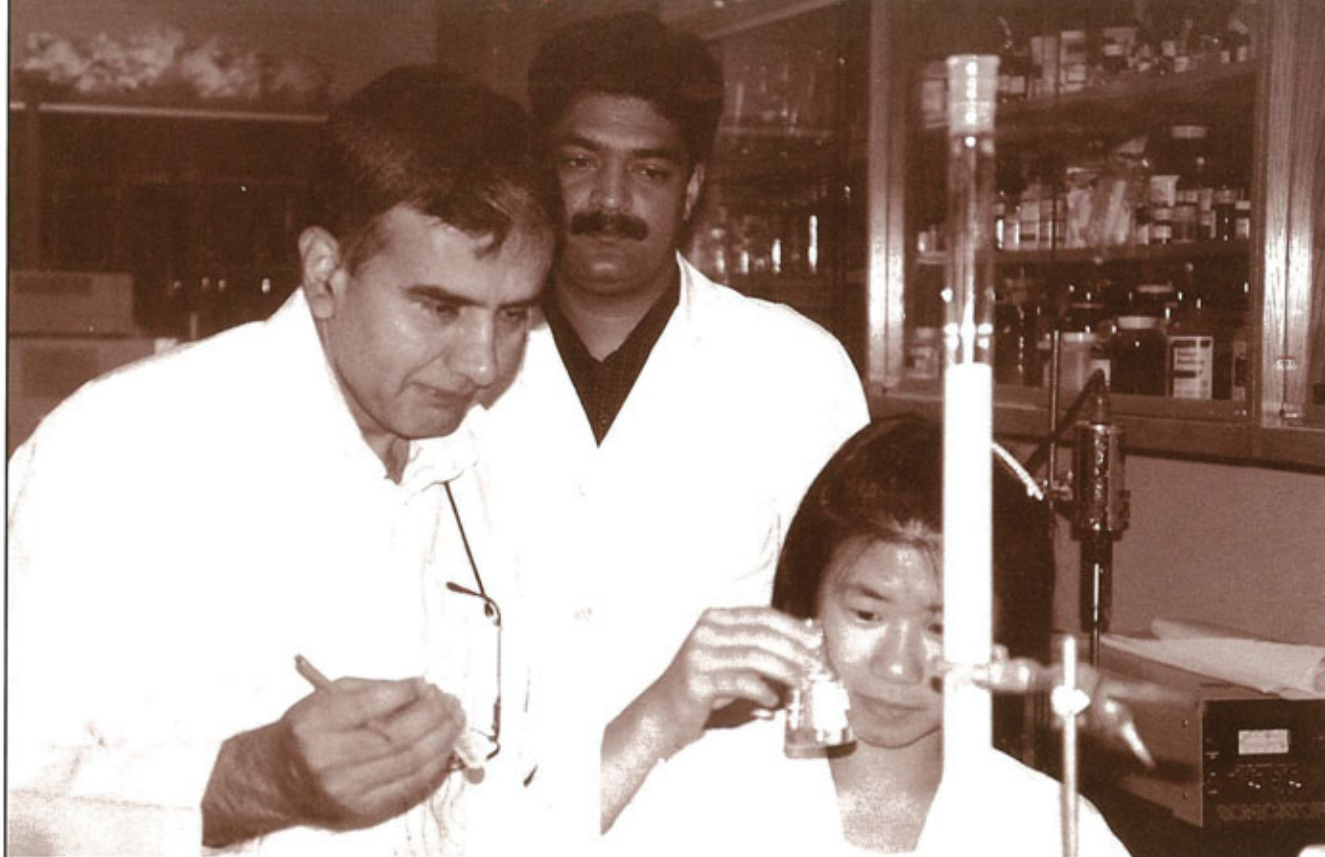
Working under the supervision of top scientists and engineers, the students, also known as laureates, spend 40 hours a

week actively participating in specific research projects in a laboratory setting. The laureates are introduced to challenging problem-solving experiences by their mentors and are encouraged to develop self-discipline, reasoning ability, curiosity and creative-thinking skills while acquiring work experience. Of the 15 participants in 1997, eight were placed at HARC centers; four went to the Baylor College of Medicine; and one each went to the Chemistry Department of Rice University, Molecular Structure Corporation, and Aronex Pharmaceuticals, Inc.

At the conclusion of the eight weeks, each laureate is responsible for writing a synopsis of his or her experience. These are presented complete with a slide presentation at a closing ceremony attended by the students' families, fellow laureates, mentors, HARC staff and representatives from the Show.

Sri Nair, a laureate in the DNA Technology Lab under the supervision of his mentor, Dr. Dat Dao, was able to further enhance his knowledge about the research field. The majority of his time was spent investigating mutation in the K-ras gene, which is implicated in pancreatic and colon cancer. The ultimate goal of this project was to develop a DNA chip which can be used in clinical settings to determine if a patient has potentially hazardous mutations. In this lab, they hope to create quick, cost-effective methods that will enable clinics to analyze patient DNA samples for specific K-ras mutations.

Sri believes his experience in the Junior Laureate Program was beneficial. "I have learned that one must have patience when working in a lab such as this. After working here, my interest toward medicine and its related fields has grown greatly. It has



Working under the supervision of top scientists, students involved in the HARC Junior Laureate Program acquire "hands-on" experience in significant research projects.

Photo furnished by HARC

opened my eyes to vast capabilities of today's technology and what we can do to further our understanding of our genome through this technology."

Monica Shah was given the opportunity to work at Rice University with Dr. John Margrave, head of HARC's Material Science Research Center. Through her summer experience, she learned that science is really study by trial and error. "There is no sure way of knowing what will happen between two compounds unless you try it. Every scientist must have imagination and intuition. No discovery has come from facts alone."

Kevin Chiu, who worked as a laureate at Baylor College of Medicine, said, "I definitely feel that I made a significant contribution to my mentor's research and possibly to the ongoing fight against cancer. I am thoroughly appreciative of the opportunity and for the funding by the Houston Livestock Show and Rodeo. The various seminars I attended and individual work I carried out helped to stimulate my interest in science and develop my self responsibility and motivation."

Sri, Monica, Kevin and the other laureates are presently attending their second year at the Texas Academy of Mathematics and Science, where they are completing high school concurrently with their first two years of college. Richard Sinclair, director of the 200-student academy, said of the Junior Laureate Program, "It is an invaluable experience for these students. It introduces them to a world of science and helps them to decide their future path. They can't get the same experience

on a university campus. Each will have a great credential on his or her résumé because of a summer spent at HARC."

Dr. Arthur Porter, president of HARC, said, "The Houston Livestock Show and Rodeo couldn't invest in a better program for students interested in math and science. These are the top-notch students from Texas and it is important that they know that they have advocates who support their skills and dreams."

Mike Nathanson, the Show's director of educational programs, has worked very closely with the Junior Laureate Program. "Anytime one comes in contact with these students and sees what they are doing, one cannot help but be encouraged about the brightness of our future that they will make possible," she said.

Jim Windham, a member of the Show's Executive Committee, who attended the closing ceremonies in 1996 said, "We have an obligation and sense of commitment to help the best and the brightest students in our state and community."

HARC recently began a follow-up on the laureates who have completed their undergraduate studies. Although it is not specifically known where all the laureate alumni have continued their careers, it is known that 70 percent of the students have remained in Texas. These students are the new frontiersmen, and the possibilities of their discoveries and contributions have no boundaries.

SADDLE UP YOUR MODEM

By Beverly Rosenbaum

These days, it isn't over when it's over. When the last ride is finished, the dust in the arena settles and the smoke from the indoor fireworks display clears, the Houston Rodeo now lives in cyberspace at www.hlsr.com.

The 1997 Show marked the debut of two new websites. With a little more than a month's work, T-1 Design of Houston put the pay-per-view site www.rodeohouston.com online in late January and the primary website www.hlsr.com in early February. Neosoft, an Internet service provider, donated Internet access and service fees. During the run of the Show, the two sites attracted more than 1.3 million "hits," or visits, from all over the world.

"The history of the Houston Livestock Show is to always lead and never follow," said Leroy Shafer, assistant general manager of marketing, information and presentations. "A natural progression for the rodeo is to develop and utilize leading-edge technology. Our goal is to enhance the entertainment experience and, if possible, offer something new and different each year to expand the audience, both interstate and internationally. Cable, pay-per-view and the Internet all provide that capability," he explained.

"If you look at traditional media outlets — television, newspaper, direct mail and radio — you realize that they all compete for people's attention in a very short time span," said Patrick Griggs, webmaster of the sites and owner of T-1 Design. "It is difficult to get the essence of the rodeo experience there." Griggs asserts that the website is another, more effective channel to reach people. "People come to the website on their own time and with their own interests, to see what the Show has to offer," he added, "and it provides an expanded way to communicate the message and experience of the Show through text, pictures, video and audio clips."

The top rides from each event and the high flyin' hard luck rides were very popular, as 83 percent of those visiting the website searched the 30-second movie clips and specialized graphics.

The initial hlsr.com came online with 194 pages of content, but quickly swelled to more than 1,000 pages by the end of the Show as rodeo, livestock show and horse show results, news releases and clips of daily events were added. Shafer noted that the purpose of this site is fourfold.

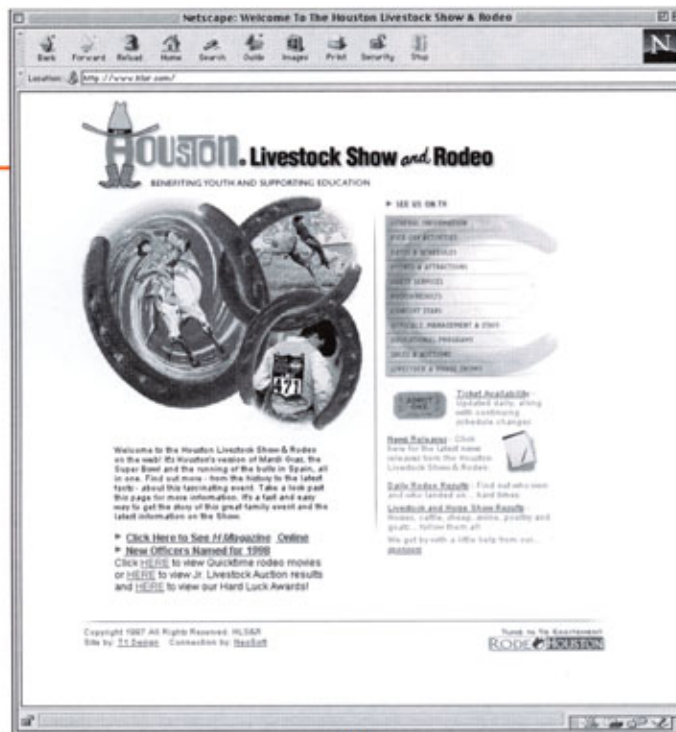
First, it is designed to be informative — every piece of information, from every press kit and many publications, is easily accessible. All major elements of the site can be accessed from the opening page. Each section of the site contains subsections with both brief outlines and in-depth information.

The second purpose is to provide specific information about daily event schedules. Griggs has designed the underlying databases so that any changes are immediately updated to allow prospective visitors to the Show grounds to easily make plans to attend the events of their choice.

Third, any question about any event can be answered — including everything from the explanation of terms, scoring, judges and history of the organization to the educational programs sponsored throughout the state.

Fourth, there is current ticket availability and accurate shuttle bus information. Rodeo results are posted by performance, go-round and total standing. "All press releases are available to the news media within 20 to 30 minutes after the event," said Shafer. "In the past, these results were distributed by broadcast fax. With our web server, the sporting media are able to download the exact details they want as an ASCII or

www.hlsr.com



unformatted text [files] directly at their own convenience."

A recent addition to the site is the Show's quarterly **H** Magazine. The May 1997 issue was the first, and past issues are expected to be added later. Another new area, devoted to the Best of School Art 1997, has three purposes. It is designed first to entertain, by displaying high-definition color pictures of the art entries; second, to provide rules, regulations and entry forms for the many teachers whose students will be participating; and third, to serve as a teaching tool, by demonstrating for other budding young artists examples produced by their peers. Color pictures of the art are available for viewing or downloading.

The premium lists for livestock and horse events will be posted online when the published premium books are mailed out for the 1998 Show.

The site already has been recognized in the industry at a recent management conference held by the International Association of Fairs and Expositions. During a presentation on web design and utilization for 300 attending managers, the Houston Livestock Show and Rodeo site was lauded as an excellent example of how to do everything from marketing to informing to entertaining. "This is a great tribute to our organization and a testament to what an organization and great website design company can do in a short amount of time," said Shafer. "A lot of people put a lot of thought into it — there was a lot of planning. This shows what electronic communication can do today, and this is only the beginning."

Future plans for the site include posting of year-round Go Texan events, committee activities and meeting schedules,

and merchandising of RODEOHOUSTON and logo licensed items. After the 1998 Show, committee chairmen will be able to use the website to distribute information to

their committee members. By logging on to the site using their member number as a personal password, they will be linked with the appropriate information based on a database of committee rosters. A two-way mail system will be implemented in 1999, and members will be given the option of receiving official Show correspondence by conventional mail, e-mail only, or both. This system would help save the Show significant material and postage costs.

The 1997 rodeohouston.com site contained sound clips of the scheduled entertainers. This year the site will be expanded from a pay-per-view site, with specific information about the telecasts, to a year-round site informing visitors about the Show's various electronic distribution projects, such as upcoming home video releases.

Griggs sees the website fulfilling different needs for different people. It can be a tool for the public to savor the moment of where they have been, or to get a flavor of what it is really like if they have not attended before. It makes the thrill last a little longer for the junior winners by the display of the color photos of the auction animals and art pieces. It also can be used as an educational resource for teachers and certainly an invaluable tool for media professionals. "The hlsr.com website can educate the public that the Show is not just about animals," said Griggs. "It's about people helping other people, and people helping kids — people educating people."



Elizabeth Melton from Alvin ISD participated in the School Art Committee's Cowboy Artists of America Scholarship Program. Students are afforded the opportunity to create a "working model" in the sculpting portion of the workshop.

Sculpting Young Talents

By Whitney Horton

Imagine a summer break immersed in a favorite activity — no phones, e-mail or pagers to answer. Picture prepared meals, a comfortable place to sleep and no time stipulations. For the next three weeks, experts enthusiastically teach classes instructing, guiding and inspiring students toward excellence. Sound wonderful?

For nine years, this has described the School Art Committee's Cowboy Artists of America Scholarship Program, located at the Cowboy Artists of America Museum in Kerrville, Texas. The program allows eight young artists the opportunity to immerse themselves in an intensive three-week "Western Art Experience."

"The program is unique in the United States. It is something students can't get anywhere else. They are given room, board

and approximately \$600-\$700 in supplies — everything they need to work — seven or eight brushes, palette knives, tubes of paint, wire for sculpture, etc.," said Cindy Terry, the museum's education director.

Members of the Cowboy Artists of America approve the instructors involved, guaranteeing that students are exposed to dynamic, prosperous artists. "Painter Jay Hester and sculptor Jason Schull give 200 percent to the students during the workshop," said Melinda Ruman, School Art Committee chairman.

Like the instructors, the students are individually chosen for the program. Students eligible include those high school 11th- and 12th-graders who win Best of Show, Gold Medal or Special Merit honors in the Show's School Art program. The students are selected on the merits of applications highlighting their suc-

cesses in academic and extracurricular endeavors as well as the level of artistic talent exhibited by their portfolios, their placement in the School Art Grand Prix Judging and individual interviews with the instructors.

In 1997, instructors spent two days interviewing 180 applicants for the scholarships. "Each is handpicked for the program for leadership qualities, artistic abilities and other traits," said Hester.

"It really tests a kid and his ability for discipline and dedication," said Terrie Caskey, School Art Committee vice chairman.

"We look for kids who will work well together. There are so many wonderful, talented kids that it is heartbreaking that we are not able to send more," said Loy Abshier, School Art Committee vice chairman.

The workshop itself is broken into two parts. Students concentrate on oil painting for 10 days and sculpture for 10 days. During a break in the middle, they visit Hester's working studio in Boerne, Texas, asking questions and learning the business side of art.

"You start with a group of kids who have not had exposure, teach them sound principles and make them feel free to experiment within the 'Western Art Experience.' They are a bunch of sponges — creative, intuitive, and they have tremendous talent. It is an electric situation and there are great changes as a group and individually," said Schull.

During the oil painting workshop, artist model Pete Davis, a cowboy poet and hunting guide who makes his own authentic Western wear, entertains the students with stories while they paint him. Student Tony Cupito said, "The model [Davis] was my inspiration. I've never met someone like that before — he was interesting. It was more than I expected. I had never used oil paint before nor had I sculpted, and I surprised myself. We all did well."

"I was always scared to paint since I am colorblind. I remember the first day Jay told me 'you are going to paint on the canvas' — I said, 'I can't,' and he helped me realize that I didn't need a pencil to draw on the canvas," said Cesar Garza. "Now I use the color wheel to help me out. I want to paint more — to conquer painting. It's a challenge."

In the sculpting class, students create a working model that could lead to the production of a bronze. "It was a hands-on experience right then and there. I liked getting my hands on the clay — I did not want to let it go," said Cesar.

Student Tenille Fritsche pursues patrons to help turn her sculpture "Harvest" into a bronze. "My parents treat the sculpture like one of their children, inviting people to see it and guarding it," said Tenille.

Artist and 1990 workshop scholarship winner J. Payne Lara believes the experience helped him realize that art could be a career. Like most students, the workshop introduced Lara to sculpture. Today, his art focuses mainly on Northern Plains Indian and early Texas cowboy bronzes. Two galleries, one in Santa Fe, N.M., and one in Jackson Hole, Wyo., sell his work.

"The experience boosted my confidence — pursuing a career in art is a reachable goal," said student Kimmie Webster.

"I really appreciated the opportunity to be there and take advantage of everything the instructors had to teach and tell us and the opportunity to meet the people and to be able to do art all day," said Elizabeth Melton.

Upon completion of the workshop, students invite their parents, teachers and friends to a graduation reception and showing of their artwork. Members of the museum and the School Art Committee visit with the students and discuss their creations. Students reflect on the past three weeks, have a "crying good time" and walk away more confident, more mature and changed.

Amazed by the experience and motivation, in addition to the availability of art supplies, scholarship recipient James Andrus worked with mediums not available in his school district. He learned dedication and said he was able to learn from everyone else's talent.

"The workshop changed my work ethic — I work harder and longer and I focus more on my art," said Sherwin Ovid, winner of the Grand Champion piece of art at the 1997 Houston Livestock Show and Rodeo's School Art Contest. He now carries his art to work and paints whenever there is a spare moment.

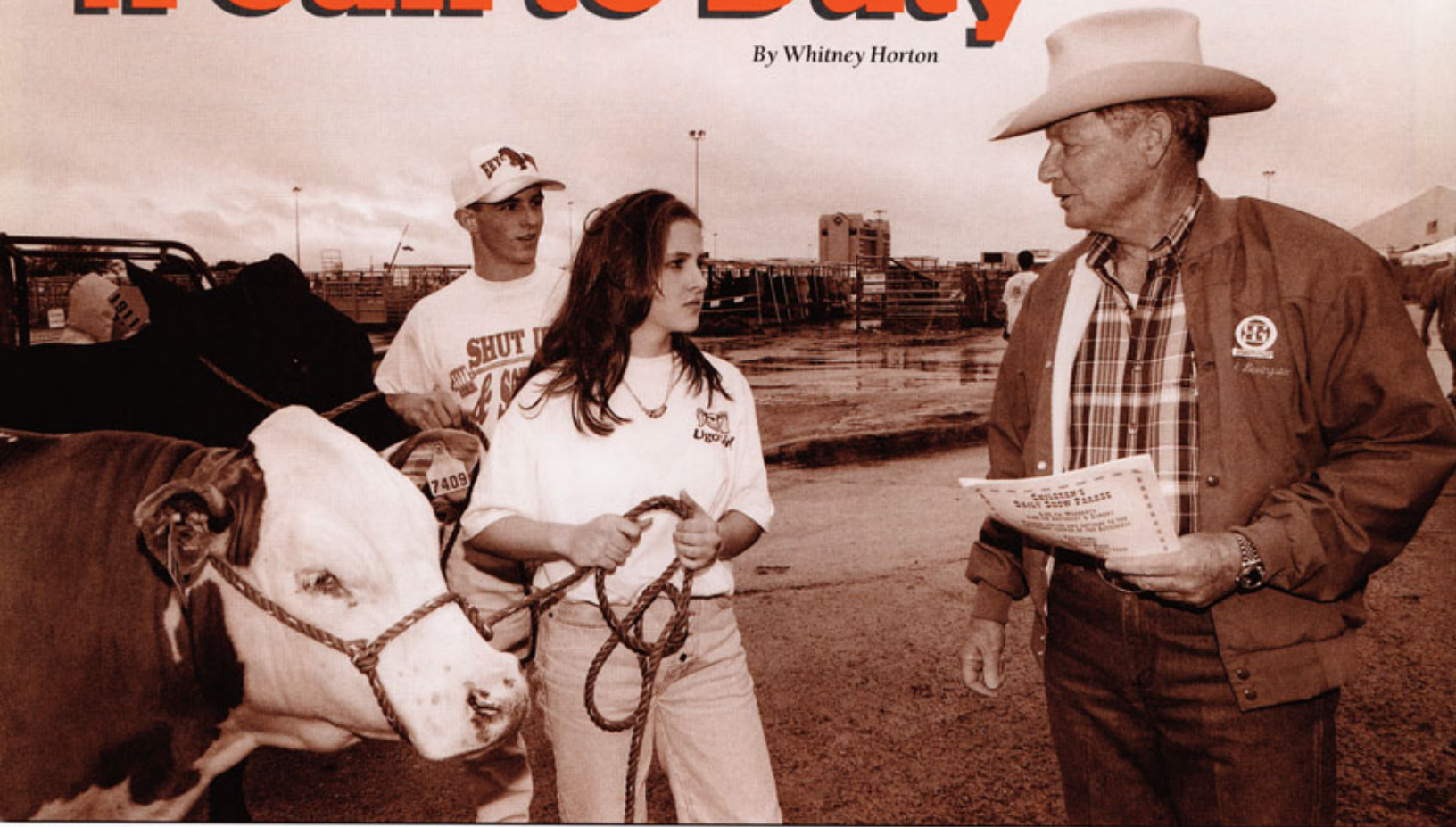
"The insight and knowledge that the students gain are invaluable. The intense three-week study enables them to glean more artistically. The camaraderie, viewing others' work and the abundance of material make it even more special for them," said Jerry Johnston Andrew, officer in charge of the School Art Committee.

"It is exciting for our committee to view the artwork these talented students have produced in such a short period of time, to hear about the fun they have had during their 'Western Art Experience' and to see the tremendous impact this workshop has had on these young students," said Ruman.

Currently, the students are struggling to obtain additional college scholarships. They work varied jobs and sell art, working toward dreams of a paid education. The experience leaves them with lifelong friends and powerful memories. Hester said, "The change that takes place in kids' minds; the impact it has on their lives — it is more than just art."

A Call to Duty

By Whitney Horton



Breeders Greeters Committee member Joel Levingston, from the Port Arthur/Port Neches area, gives directions to two young livestock exhibitors as he prepares to assist them in escorting their steers to the appropriate stall location.

Planning a vacation? Possibly sun-bathing in Bermuda, where the pink sand offsets the turquoise water — or did you want to travel north and hike the mountains of Colorado singing John Denver songs? How about working outside the Astrodome directing livestock trailers during a hail storm? Believe it or not, more than a few people choose the latter.

They come from such states as Pennsylvania, Arizona and Louisiana. They pack into minivans, pickups and trailers, drive through the night or fly back and forth. Some are on a first-name basis with the airline attendants. Many tote laundry bags and a large supply of quarters. They are Houston Livestock Show and Rodeo volunteers who reside out of town, all with the same vacation agenda: work, work and more work.

Guy Christen of Douglasville, Ga., leaves home at 5:30 p.m. and drives the 850 miles to Houston, arriving at 10:30 a.m. the next day. Since 1988, this BellSouth supervisor has spent his vacations working for the Corral Club At-Large Committee, helping to supply and restock products in the various clubs. "Texas is home and the Show has always been for the common good and has always made the largest [financial] contribution to education

in the area," said Christen. Joining the Show's volunteer effort in 1972, Christen chose to continue long-distance when job opportunities arose in Georgia. He and his wife, Brenda, enjoy coming home for fellowship with the people they've met throughout the years. "We've been able to keep in touch through the rodeo. I don't plan to be in Georgia forever," he added.

Parade Committee member Russell Judice comes out of the St. Martinville, La., sugar cane fields to volunteer before planting new crops in March. This year, Judice and other committee members distributed more than 100,000 American flags while directing people along the parade route. "The Show is a nice break after harvest. Everyone is one big family — friendly and hardworking. It takes everyone out there to be successful. The Show is one of the best things that has ever happened to me besides my family. Nothing compares to it," said Judice.

Another Louisianian, Joe Misuraco Jr., of Pearl River, has flown and driven back and forth from several states during his 17-year commitment to the Calf Scramble Committee. While growing up, Misuraco spent his summers in the country, where he raised quarter horses and was always interested in 4-H.

Through business associates who are now friends, he began doing his part for the rodeo. Misuraco, who is in the food business, is impressed with the participants and says he keeps coming back for the kids. He finds watching the youngsters compete rewarding and gains satisfaction from being able to help. "Kids in agriculture and agribusiness keep Americans eating correctly," said Misuraco.

For the past six years, Jan Brown, a supervisor for the Department of Public Safety in Austin, Texas, has devoted 20 vacation days a year to come to Houston, live out of a mobile home and volunteer for the Graphics and Signage Committee. Clocking more than 100 hours of work during the Show, Brown has fun and says she couldn't work with a better group of people. She said she enjoys seeing the youngsters' appreciative faces. "Instead of going on a cruise, I work and see friends once a year. It's like a reunion."

Another former Houstonian and a Breeders Greeters Committee volunteer, Grant Erwin mixes business with pleasure during the rodeo. As a Show volunteer and regional account manager for a Dallas telephone business, Erwin exemplifies smart time management. He flies into Houston on Friday after work, meets customers who may be arriving from New York, California or Illinois, and then entertains them at the Show Friday night. On Saturday, he works a Breeders Greeters Committee shift. He then returns to entertain more customers Saturday evening and makes it to Fort Bend for the 6:30 a.m. lamb sift the next day. Exhausted but rejuvenated, he boards his flight home to Dallas for a week's work and then returns for a repeat of these events later in the week. "The people are great, it is a great community endeavor and a great way to entertain customers," said Erwin.

Kathy Whitman, also of Dallas, has volunteered with the Corral Club - Press Club Committee for the past nine years. Whitman, who is in property management, organizes business meetings while in town during the Show. Working Saturday setup and every third Show, she hangs her hat in friends' homes or at hotels. "Having put two children through college, I believe in what the Show stands for. When in town, I try to work nonstop. We have a great group of people and the chairman is supportive. It is a great feeling to give back once a year," said Whitman.

As a former agricultural science teacher, Robert "Bobby Lee" Godeaux said he enjoys serving on the Calf Scramble Committee and being around the kids involved in the event. Currently a purchasing agent for Vidor Independent School District, he feels lucky to have a good staff, enabling him to take personal leave, and wonderful relatives to bunk with in Houston. "My wife comes in on the weekends. She brings the kids — it is a family

affair," said Godeaux. His experience with the calf scramble includes the perspectives of both a teacher and a volunteer. He knows firsthand the difference catching a calf can make in a student's life. "Recently, one of our kids was looking tired during the scramble; I shouted, 'Go get 'em, boy.' His face lit up and he took off. It was great," said Godeaux.

Funeral home owner and rancher Joel Levingston, from the Port Arthur/Port Neches area, relies on his wife to cover things like hiring extra people to work while he covers his Breeders Greeters Committee responsibilities during the Show. His children show quarter horses as well as ride and rope competitively. Levingston enjoys meeting and working with good people. "The kids make me get enthused," he said. Coming prepared is one of Levingston's trademarks. "One day I changed raincoats three times," he said. "I pack my truck with two or three coats and pairs of boots. You never know about the weather, and if you're not prepared, you could be looking at a miserable shift."

So, about that sun-bathing in Bermuda and hiking in Colorado, Corral Club - Skybox Committee member and Dallasite H.C. Wallace said of his volunteering vacation, "It is about commitment to community and youth, and about giving your time." He also laughingly said, "It's what we enjoy doing — maybe we're not real bright." One thing's for sure, the out of town volunteers' commitment and dedication to the Show is above and beyond the call to duty.



Dallasite Kathy Whitman reviews inventory sheets as part of her duties for the Corral Club - Press Club Committee.

Metal to Mettle

By Larry Levy

Mid-March winds blow the last bits of straw in angry swirls outside the Astroarena. Desolate parking lots are empty of the pickup trucks, cars and METRO buses full of rodeo spectators. Another case of "February Fever" has run its course until next year's outbreak. Still, the Astrodomain is not totally deserted.


Silent, standing sentinels guard the spirit of our Western heritage and the excitement of the Houston Livestock Show and Rodeo. "H. Stuart Lang Jr."

keeps watch over the entry to the Show's offices on the east. "Cookie" keeps a lookout to the west, poised to sound an alarm and give a shout. "Dreams and Memories" maintains a watch over the Star Trail and, nearby, "Team Ropers" and "Yes!" hold vigil at the Astrohalls north doors.

These sentinels are not volunteer committee members who missed the call of retreat at the Show's end. They are some of the bronze sculptures acquired by generous Show supporters and the Western Art Committee, brought to the Astrodome complex for the citizens of Harris County to enjoy.

Eight monument bronzes are located on the Astrodome property, of which seven are under the watchful eye of the Western Art Committee. The eighth, located near the west gate ticket office, is a bronze of Vivian L. Smith. Mrs. Smith was the wife of R.E. "Bob" Smith, who was instrumental in the development of the Astrodome. She was an avid baseball fan and a former minority owner of the Houston Astros. While not under the care of the committee, this bronze does have ties to the Show. The Smiths' daughter, Mimi, and her husband, Tom Dompier, have been ardent supporters of the Show for many years.

Our Western heritage is represented by three monuments. One piece is "Texas Legacy" by sculptor Robert Summers, depicting two vaqueros on horseback driving six head of longhorns. A gift from Mr. and Mrs. Paul Howell to the citizens of Harris County in 1987, it is located at the south entrance to the Astrohalls. Gracing the Astroarena entry, a bit of the Texas Hill Country is seen in the piece by Edd Hayes of Houston, Texas. Marking the 60th Anniversary of the Houston Livestock Show and Rodeo in 1992, Hayes created two hills where three mares, two colts and a stallion romp in "Wild and Free." And where would the cowboy be without that beautiful sight of a trail cook at the end of a long day driving cattle? Unveiled in February 1997, and donated to the Show by artist Eric Kaposta of Houston, "Cookie" stands clanging a triangle with his right hand while his left hand is cupped to his mouth. His shout of "Come an' get it" can almost be heard.



Dedicated at the 1997 barbecue cook-off and now located at the southeast corner of Westridge and Circle Drive, "Cookie" seems to be telling one and all to "Come an' get it."

From the Fat Stock Show days to present, people who have made and will make the Houston Livestock Show and Rodeo the most successful civic fundraising event in the Southwest also are symbolized by monumental bronzes. Standing tall at the entrance to the Show offices is Mark Storm's 1993, larger-than-life statue, "H. Stuart Lang Jr." Lang was Show president from 1963 to 1966, and is currently a member of the Executive Committee. In recognition of Lang's vision and spirit in the Show's relocation to the Astrodome complex, this bronze exemplifies leadership qualities of Show officials. Houstonian Lawrence M. Ludke's, "Yes!" offers tribute to the thousands of volunteers over the years. Outside the Astrohalls north entrance, the spirit of hope, joy, determination and success is seen in a victorious young exhibitor looking upward at a first-place ribbon held high in her right hand. "Yes!" was dedicated to Suzanne Epps, a lifetime vice president, who served as the Show's first female officer.

With a thought to the future, two more pieces typify and tie what "was" with what "will be." The first art piece of this collection was dedicated in 1986 as a Texas Sesquicentennial gift from the Show to the people of Harris County. Offered in honor of past Show president and Executive Committee member Louis M. Pearce Jr., Western artist Jim Reno's work is aptly titled "Dreams and Memories" and is located at the Star Trail entrance to the Astrohalls. It displays a youngster, with a calf, looking up into the eyes of an experienced cattleman on horseback, symbolizing the knowledgeable reflection of the past and a youthful look toward the future.

Nearby, at the north entrance to the Astrohalls is "Team Ropers" by sculptor Veryl Goodnight of Santa Fe, N.M. It is the first bronze monument secured by the Western Art Committee

Tejas vaqueros drive several head of longhorn cattle in "Texas Legacy," a large sculpture by artist Robert Summers, located near the Astrohalls south entrance.

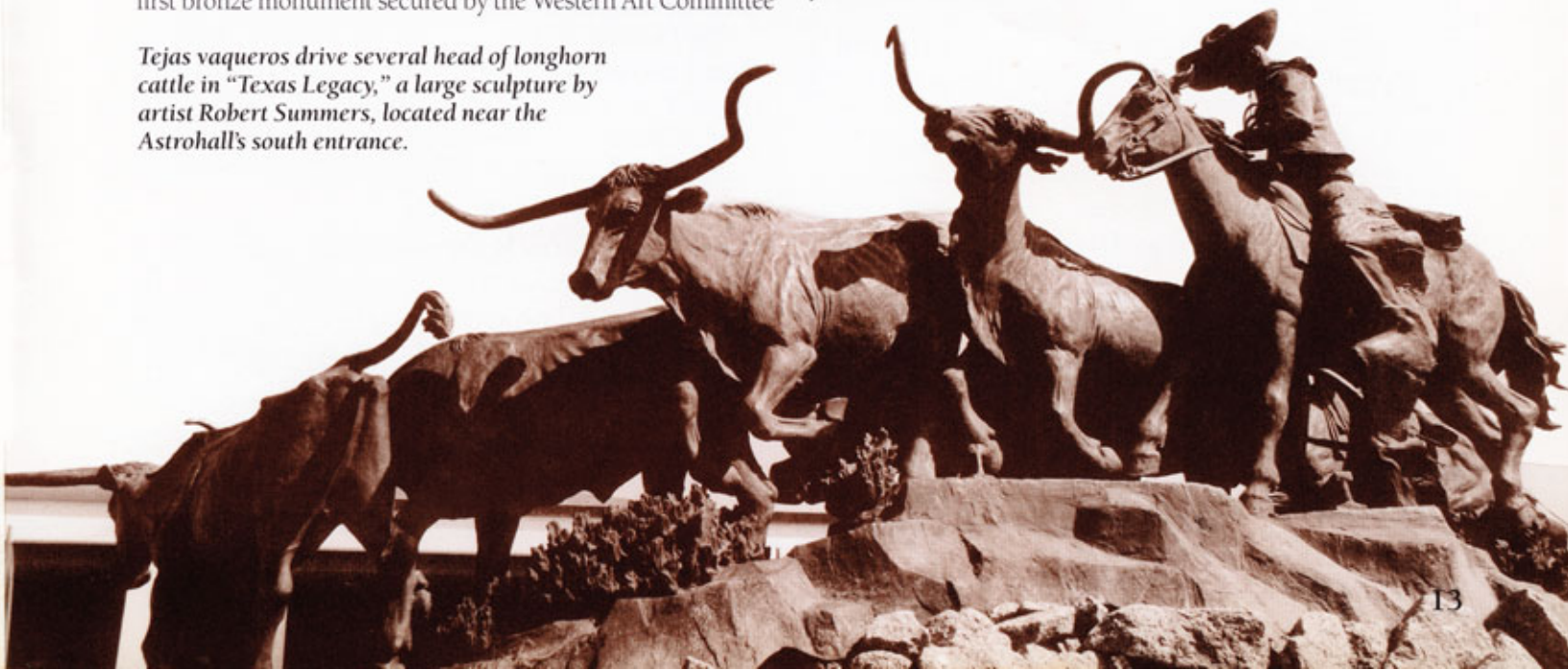
and is on permanent loan from Sue and William Keck II. Dedicated in 1991 by former Gov. John Connally and Harris County Judge Jon Lindsay, the future prospects of a Western heritage are acutely portrayed, depicted by a boy holding a rope held in the mouth of his dog.

Two additional bronze monuments are scheduled for unveiling during February 1998. During the horse show, a 42-inch tall "Wimpy P-1" will be unveiled on the second level of the Astroarena outside the Stockman's Club. Cast by George Phippen and originally part of the King Ranch collection, this piece was commissioned by Robert Kleberg to honor the first registered quarter horse, Wimpy P-1. The other is "Touch the Clouds," a 30-foot tall figure of a Native American by artist Dave McGary of Ruidoso, N.M.

On the cusp of a new century, the Western Art Committee has plans for a new series of bronzes — a set of seven pieces, each representing a different rodeo event featured at the Houston Livestock Show and Rodeo. Jerry Johnston Andrew, officer in charge, said of this long-range plan, "In one fell swoop — [the bronzes] seen from the highway — the Western mystique will attract visitors and generate interest to see the bronzes."

Jerry Coleman, committee chairman, said, "Not in the far distant future, the Houston Livestock Show and Rodeo will have the finest collection of monumental bronzes in the Southwest."

When the next outbreak of "February Fever" arrives, throngs of people will reconvene to the draw of rodeo and livestock show excitement. They will be reminded of our Western heritage and attitudes, thanks to the silent, yet mettlesome, works of art keeping watch.



WHERE ARE THEY NOW?

PAST SCHOLARSHIP WINNERS

By Gina Covell

With all the fun and excitement of superstar performances and rodeo activities, the primary reason for Houston's premier event sometimes can get lost. SCHOLARSHIPS are the reason for the rodeo. A scholarship can make a surprising difference to the future of a student. Following are some success stories of past Houston Livestock Show and Rodeo scholarship winners.



Photo furnished by University of Florida/Institute of Food and Agricultural Services

Former scholarship recipient Dr. Jerry Bennett, left, discusses agriculture issues with colleagues from the University of Florida.

Doctorate in Agronomy

Jerry Bennett, now a Florida resident, was recently at the Astrodome to see his son play baseball when he decided to cross the street to the Houston Livestock Show and Rodeo offices to thank the staff for the scholarship he was awarded in 1970.

"My father passed away when I was a freshman in high school in Anson, Texas," said Bennett. "For me to have gone to college would have been a huge struggle, if not an impossible feat."

He was encouraged to join FFA by Dennis Ellbracht, his high school agriculture teacher. "Mr. Ellbracht encouraged me to prepare myself in leadership and judging," stated Bennett. "I was the first person in Anson to receive a Show scholarship."

Bennett used the scholarship toward a bachelor of science degree in agronomy at Texas Tech University. He continued his studies and earned a master's degree in crop physiology and a

doctorate in agronomy from the University of Nebraska.

The University of Florida Institute of Food and Agricultural Science has been his workplace for 13 years. "The Houston Livestock Show and Rodeo scholarship is a very prestigious one and I am proud that I, from a town of 2,500 with a modest income, could achieve something that gave me such a good start on my satisfying career," Bennett said.

Gause Native Earns Master's in Agriculture and Doctorate in Education

Kelly Lee, now Kelly Cooper, from Gause, Texas, was awarded a Show scholarship in 1984 and went on to obtain a bachelor's degree in floriculture in 1988 and a master's of agriculture in floriculture in 1992, both from Texas A&M University.

She secured a position teaching horticulture at Oklahoma State University, and she earned a doctorate in education from OSU in 1994.



"Originally I had planned on attending a technical or trade school because my family could not have afforded for me to receive a bachelor's degree, much less a master's or doctorate degree from a major institution," said Cooper.

"For those students who truly need financial aid, the Houston Livestock Show and Rodeo scholarships make a huge impact on their future," she said. "There are five children in my family, and every little bit helps."

Although Cooper was involved in horticulture rather than livestock, she believes the entire livestock show experience of competition and 4-H involvement helps youngsters develop character.

"I have to credit my involvement with the Show for overcoming my shyness and helping me to develop many skills which help me in my career today, including my teaching and speaking abilities," said Cooper. "I would like to tell students to find their interest, whether it be livestock, home economics, leadership or horticulture, and to get involved with the Houston Livestock Show and Rodeo and 4-H. It is a lot of hard work, but it pays off."

Goodbye Rockdale, Hello Harvard!



When Alan McDaniel goes back to his hometown of Rockdale, Texas, everyone wants him to use his medical experience to doctor their animals. However, this former Rockdale High School valedictorian is not a veterinarian — he is a graduate of Harvard Medical School!

He received a Houston Livestock Show and Rodeo scholarship in 1986 after showing cattle, turkeys and hogs through 4-H and FFA programs. He graduated with a bachelor's degree in biochemistry from Texas A&M University in 1989.

"I found out about the scholarship my sophomore year in high school, and the chance of being selected as a candidate was a great motivator for me to make better grades and be involved in activities," said McDaniel. "Winning a scholarship takes a lot of pressure off your family and makes school a little easier for you."

Since his 1994 graduation from medical school, McDaniel has been working on his residency at Mallinckrodt Institute of Radiology in St. Louis, Mo., considered by many as the best radiology center in the world.

"In high school, I was active in 4-H and FFA, and in college, the student senate and collegiate FFA," said McDaniel. "Those organizations helped me tremendously, but it all begins with academics."

McDaniel still has some ties to livestock shows. He buys young calves in Missouri and sells them at a fair price to Texas

youngsters who raise and eventually show the steers.

"Many people in Missouri don't understand why I do this when they are not used for breeding or meat. I tell them that the reason I do this is for the same reason the Houston Livestock Show and Rodeo exists — to help the kids get to where they are going."

Not Your Average John Deere - Master's Degree in Agronomy



Matt Weinheimer, a farmer originally from Groom, Texas, population 736, now shares his farming techniques and the knowledge gained from his master's degree in agronomy with the world through his position in the Precision Farming Division of the John Deere Companies. He lives in Fort Worth, Texas, with his wife, Kristen, a physical therapist.

Weinheimer, 1989 valedictorian of Groom High School, earned a Houston Livestock Show and Rodeo scholarship for his academic performance, and FFA leadership and judging teams experience. He earned a bachelor's degree in agronomy from Texas Tech University and a master's in agronomy from Purdue University.

"Since I came from a family of seven boys, the scholarship enabled me to work less during college and therefore be involved in many leadership activities," said Weinheimer. "Those activities, such as student body president and president of the Ag Council, helped me to obtain the Fulbright Scholarship that enabled me to attend Purdue and spend a year in Turkey." While abroad, he worked on a project studying the drought tolerance of wheat species.

Weinheimer comes from a family of farmers as well as a family of Show scholarship winners, including two brothers who are past recipients and one who also has applied for a scholarship.

"The Show has helped my family tremendously, and we consider it a prestigious honor to be rewarded with scholarships from the largest supporter of agricultural scholarships in the world," said Weinheimer. "The prestige and family culture of the Houston Livestock Show and Rodeo promote strong family values and leadership skills that help students like me reach our goals."

Weinheimer enjoys his position at John Deere and is able to apply all of his background, including home life and education, to his work. He assesses U.S. and world agricultural markets to predict future product planning.

These former scholarship winners have made great use of the opportunities they were given. They are only a sampling of the tremendous people that have benefited from the Houston Livestock Show and Rodeo scholarships, who, in turn give back to society with their education and talents. The fun of the Show lasts only a few weeks each year, but the scholarships given by this organization last a lifetime.

Horse Show Committees

By Teresa Lippert



Jamie Ehrman, assistant general chairman; Judy Jordan, horse show director; Lodie Stapleton, officer in charge; and R.H. "Steve" Stevens, general chairman, discuss the logistics involved with the new barn layout.

With more than 9,600 entries annually, the Houston Livestock Show and Rodeo's horse show boasts a reputation as one of the most renowned equine events in the world. It's no wonder why it takes more than 1,100 of the Show's most dedicated and talented volunteers to organize and conduct all 19 days of the horse show.

"Many people have no idea how much work and how many people it takes to put on a horse show of this magnitude," said R.H. "Steve" Stevens, general chairman of the 16 horse show committees. "We have so many great volunteers who all take pride in making every aspect of our show a success."

Even weeks before palominos and appaloosas grace the floor of the Astroarena, committee members are on site setting up pens and stalls and unloading truckloads of dirt to prepare the arena.

Nearly half of the horse show committee members serve on the various breed committees: Appaloosa, Arabian/Half Arabian, Junior Quarter Horse, Miniature, Paint, Palomino and Quarter Horse. These individual breed committees are responsible for organizing and conducting their particular events.

Utilizing the rules and regulations set forth by their respective national associations, each breed committee supervises its show, also ensuring contestants' compliance with Show guidelines. From manning gates and the arena floor to tabulating scores and handing out trophies and awards, committee members are involved in every facet of the various shows.

Two individuals from each breed committee are represented on the Horse Show Awards Committee, the "dream team" for coordinating fund-raising activities to underwrite special awards and trophies for horse show winners. This group secures donors and seeks potential sponsors as well.

Houston also is home to the National Cutting Horse

Association World Finals. The Cutting Horse Committee works with NCHA officials on event coordination and also handles the Houston Livestock Show and Rodeo cutting competition.

In addition to the specific breed committees, several other committees contribute to the enormous scope and smooth execution of the horse show.

Opening the doors to younger exhibitors, the Junior Horse Judging Contest Committee handles this unique competition inside the Astrodome. Volunteers secure horses, handle the entries, and solicit and present awards. They also conduct the actual contest with more than 1,500 participants.

The Donkey and Mule Committee coordinates two days of competition, which features events such as the mule pull, coon hunters jumping and Western pleasure.

The Horse Show Equipment Committee, a vital link in the horse show "chain," works virtually around the clock during the entire run of the Show. In addition to setting up pens and stalls, members work with each breed committee on specific equipment and supplies needed to run its events — from hauling in an organ and plants for the Arabian show, to building special chutes for calf roping, to setting up fences and jumps for obstacle patterns.

Almost one-third of the horse show volunteers serve on the Horspitality Committee, acting as hosts for the thousands of equine exhibitors. Meeting and greeting contestants, handing out information packets, picking up exhibitors' saddles and tack and overseeing the trailer parking in the Astroarena's lot, this group works 24 hours a day until the last horse leaves the parking lot.

It takes lots of voices to tell spectators what's going on in the arena during the three weeks of competition, and members of

the Horse Show Announcers Committee do just that. In addition to announcing each event, they monitor the public address equipment during each performance.

The Show also hosts the annual Premier Horse Sale, and the Horse Sales Assistance Committee is charged with organizing and promoting the sale, at which approximately 70 of the top working and riding horses in Texas are sold. The 1997 event tallied \$229,600 in sales.

Finally, the Horse Show Advisory Committee is a special group comprised of longtime past members of various horse show committees. These seasoned volunteers provide advice and guidance on horse show activities.

In addition to the hundreds of volunteers, talented leadership is vital to the overall organization of these 16 diverse committees. Lodie Stapleton, a Show vice president and the officer in charge, cites the committees' structure and leadership as primary reasons for the group's success. "I work with a general and assistant general chairman — both of whom are experienced horse show volunteers — each day during the Show to ensure all activities in the arena run smoothly. We definitely work as a team, and at least one of us is in the arena almost 24 hours a day during the entire run of the Show," he said. "Having these two positions also ensures a smooth transition of leadership within the horse show."

Following the Show each year, committee chairmen submit reports on their respective events and committee activities as well as suggestions for enhancing the following year's events. The officer in charge, general chairman and assistant general chairman review all reports with Judy Jordan, horse show director; John Sykes, assistant general manager of agricultural exhibits and competition; and the Show's president.

"Each year we strive to enhance the horse show, and working with the individual chairmen and Show staff facilitates continual improvements and growth in the horse show," said Jamie Ehrman, assistant general chairman.

Although the horse show itself has grown tremendously in the last few years, the committees have undergone minimal growth. "That means a lot of responsibilities for these volunteers," added Ehrman.

The officer in charge and chairmen also work closely with Jordan year-round. Months prior to the start of the Show, Jordan handles all entries, forms and fees for all contestants. During the three weeks of competition, she processes all show results and handles the distribution of prize money.

"Judy's 20 years of experience and expertise contribute to a successful show every year," said Stapleton. "The horse show would not be able to run without her."

The 1998 show will mark the 61st year of Houston's horse show — the first one was held at the Houston Fat Stock Show in 1938. Although much has changed since that time, Houston's

prestigious equine event truly remains a testament to the excitement and excellence of the Houston Livestock Show and Rodeo.

Horse Show Leadership

Officer in Charge - Lodie Stapleton

General Chairman - R.H. "Steve" Stevens

Assistant General Chairman - Jamie Ehrman

Appaloosa - Dale Martin

Arabian/Half Arabian - Scott Van Meter

Cutting Horse - Butch Robinson

Donkey & Mule - Kenneth Bellew

Junior Horse - Clayton Stewart

Miniature - Steve Albritton

Paint - Mike Pillow

Palomino - Wanda Eckols

Quarter Horse - Charles Melton

Horse Sales Assistance - Mary Pennington

Horse Show Advisory - R.H. "Steve" Stevens

Horse Show Announcers - Mark Newton

Horse Show Awards - Chuck Caldwell

Horse Show Equipment - Floyd R. Mills Sr.

Horspitality - Buddy Anderson

Junior Horse Judging Contest - Ava Urbanovsky



Area Go Texan Committee

By Todd J. Zucker



Future Area Go Texan members show their Western enthusiasm at the Grimes County Go Texan Parade. Photo furnished by Navasota Examiner

To those unfamiliar with the Houston Livestock Show and Rodeo's charitable goals and numerous activities, the events taking place in and around the Dome may appear to be the most important part of the Show. The truth is that many of those events are part of a grass-roots effort starting in the many counties surrounding Houston.

The Area Go Texan Committee's activities are a perfect example of how far the Show's activities reach. The committee serves as a publicity liaison between the Show and surrounding counties, while its committee volunteers heighten awareness about the Show and its benefits in 60 participating counties.

Each county is represented by a subcommittee that promotes the Show by organizing local Go Texan events, distributing materials and securing local media coverage of the activities. The subcommittees also conduct local Go Texan contests, which include such events as horseshoe pitching, washer pitching, hay hauling, team penning, barbecue cook-offs, photography and quilting. The counties then select teams of superstars to compete for points at the main Go Texan contest which takes place on Go Texan weekend each February in Houston.

While the Show draws support from surrounding counties through the committee's activities, it also contributes back to those counties by providing each with a one-year, \$2,500 scholarship. County teams which perform well in the Go Texan contest have an opportunity to upgrade that award to a two-year, \$5,000 scholarship. The top-scoring counties in each of the eight districts receive four-year, \$10,000 scholarships.

Members serving on the Area Go Texan Committee assist in distributing scholarship applications and helping students submit the applications to the Show. Students who receive the

scholarship funds are selected by a designated committee independent of the Show.

The committee is comprised of more than 500 volunteers who begin working in August of each year. At that time, ambassadors — one from each county — meet at the Show's offices to determine the committee's goals and to coordinate the activities of the participating counties. To make the committee's composition manageable, the 60 participating counties are divided into eight districts. District meetings take place in centrally located counties, with one meeting per district taking place between September and November. The subcommittees working in each county then set about promoting the Show.

According to Frankie Joe Cernosek, committee chairman, the most enjoyable thing about the committee is its effect on the youth. Cernosek found satisfaction in "seeing those students walk across the stage to accept their scholarships with big smiles on their faces."

Cernosek's comments are echoed by this year's officer in charge and a Show vice president, John Ebeling, who said, "We're all in it for the same purpose — to help those kids. Many people don't understand the depth of the volunteerism, not only at the committee level, but in every aspect of the Show."

For many, the words "Go Texan!" conjure up images of cowboy hats, boots and nightly rodeo events. But for those who participate in the Area Go Texan Committee's activities in 60 counties surrounding the Houston area, those words signify opportunities for youth made possible by the Show's efforts. They also represent a fun forum for spreading the word about the Show and its positive contributions throughout Texas.

Still Cookin' After 25 Years

Continued from page 3

than 45 acres of the Astrodome's parking lot. In addition to the cook-off competition and public involvement, participating corporations and business groups host private parties and use this event to entertain clients, friends and family.

In the early 1990s, the parking lot was repaved, and underground electricity, water and phone lines were installed to accommodate the contest. Today, supplemental electricity and water are used as well.

In 1995, Rodeo Express buses were added and resulted in a dramatic revenue increase as more people were able to attend the contest without encountering Astrodome parking problems.

In terms of revenue and attendance, the contest enjoyed its biggest year in 1996 with revenue of \$1.4 million and 176,000 attendees. Its second most profitable year was the 1997 contest, despite the inclement weather, with attendance of 146,000 and revenue of more than \$1 million.

The contest had 324 competing teams in 1997, and additional teams may be added in 1998. To allow for the expansion, plans call for the carnival to be moved from the hedgerow to Circle Drive. To provide more entertainment and activities for the public, the live music stage will be relocated and coupled with a new food court and commercial exhibits area.

As for other changes in 1998, a lot will depend upon a committee that now boasts 563 members and 12 subcommittees.

Executive Committee member Tommie Vaughn, far left, is pictured with several of the past chairmen of the World's Championship Bar-B-Que Committee: Steve Watson, Ken Middleton, Justin White, Richard Bean, Bob Hopson, Robert Paine and Bill Jones, along with new chairman, Jack Lyons.

One thing is for sure, this hard working group of volunteers who each donate an average of 68 hours of service each year will do what it takes to get the job done and have a lot of fun doing it.

For those who attend, come rain or come shine, there will be the familiar sights, sounds and smells of serious cook-off competition and mingling with old and new friends. It will be a gathering much like that held in an Astrohalla driveway 25 years ago; the only difference is, it will be just a little bit bigger. And in this case, bigger is definitely better!

Past Chairmen of the World's Championship Bar-B-Que Committee

Jim Archer 1974-75

Joe Polichino 1976-78

Steve Watson 1979-81

Ken Middleton 1982-84

Justin White 1985

Richard Bean 1986-88

Bob Hopson 1989-91

Frank Crapitto and Robert Paine 1992-94

Bill Jones 1995-97

Jack Lyons 1998



Third-Year Committee Chairmen

P R O F I L E S

By Teresa Lippert

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

Buddy Anderson - Horspitality



A life member of the Show for almost 20 years, Buddy Anderson has been involved with the Horspitality Committee, previously serving as an assistant captain, a captain and a vice chairman. As chairman since 1995, Anderson has made numerous improvements and enhancements to the committee's role within the horse show,

ensuring that all show exhibitors are accommodated in the best possible manner. Anderson is a real estate broker with Coldwell Banker United Realtors.

Danny Boatman - Corral Club/Division Chairman



A 20-year veteran of the Corral Club Committee, Danny Boatman has served as club chairman of both the Committeemen's Room and the Chute Club, and was a vice chairman of Corral Club Division III. He also is a member of the Committeemen's Bar-B-Que Committee, serving as a vice chairman in 1996 and 1997. Boatman has been a

life member of the Show since 1978. He is president of Boatman Floor Co.

Brady F. Carruth - Lamb Auction



A life member of the Show since 1974, Brady Carruth is a longtime volunteer on the Lamb Auction Committee. Since joining the committee 14 years ago, Carruth has earned a spot on the Rams Club roster (more than \$10,000 in sales) for 10 consecutive years. He served as a vice chairman from 1989 to

1995 before becoming chairman, and he was elected to the Show's board of directors in 1991. Carruth is the owner of GreenPros, a commercial landscaping company.

John Cotterell - Speakers



After giving 660 speeches to more than 150 organizations as a Show volunteer, John Cotterell knows virtually everything there is to know about this organization. He became a life member in 1986 and joined the Speakers Committee that same year. Cotterell

earned the Speakers Leadership Award in 1993 and served as the group's vice chairman of administration from 1993 to 1995. He also is a member of the Amigos Del Campo barbecue cooking team and the Silvertongues auction buyers group. Cotterell is the owner of John M. Cotterell, P. E., Inc., an engineering consulting firm.

Randy Davis - Llama



Randy Davis' service to the Show has been vast and varied since he joined as a life member in 1983. Davis has served on the Llama Committee for eight years, volunteers on the Calf Scramble Donors Committee and is a captain on the Swine Auction Committee. He also lends his voice as an auctioneer for various Show com-

mittees' activities and functions. Davis is director of marketing and business development for Leonard International Corporation.

Nano Kelley Scherrieb - Special Children's



Nano Scherrieb has been a life member of the Show for more than 15 years and has been actively involved with the Special Children's Committee right from the start. She served as a vice chairman of the committee from 1991 to 1993. Under her leadership as chairman, the committee has been instrumental in adding

the Top Hands Horse Show to the Show's diverse agenda of activities. Scherrieb is a law librarian with Andrews & Kurth, LLP.



STOCKING STUFFERS



Looking for that perfect Christmas present? No need to search any further. *Hoofbeats, Heartbeats and Heroes* and a **RODEO HOUSTON '97** video make a unique and exciting addition to any collection.

This new publication and video reveal every aspect of the Show from the trail rides and parade to the star entertainers, livestock show, rodeo highlights, horse show and other attractions.

For only \$40, you can purchase these two great pieces of memorabilia that will last a lifetime. They are available through the Membership Office Monday through Friday, 9 a.m. to 5 p.m., or call 713/791-9000 for more details or for an order form. Major credit cards are accepted.

THIS IS NO BULL



Steer lovers everywhere, take note. The Grand Champion and Reserve Grand Champion steer selection day and auction time are changing for the '98 Show. In order for more people to enjoy watching one of the most anticipated junior market animal selections of the Show, the location and day of this event have been changed to the Astrodome's main arena on Saturday, March 7, during the matinee performance. As in all the junior market animal selections, the Grand Champion and Reserve Grand Champion will be announced via video transmission to the Astrodome audience.

Since the selection won't take place until after 10 a.m., the auction time has been moved up to noon that same day. Buyers, observers and steer fans, make sure to write this down, so you won't be left out of this annual celebrated event.

CHAMPION CORRAL

A new exhibit designed to display the best of the best will be unveiled at the '98 Show. The Champion Corral will play host to the prize-winning animals of the junior market competitions.

After each sale is completed, a section in the south wing of the Astrodome will be reserved for the top placing 22 turkey toms, 22 turkey hens, 20 pens of broilers, 64 barrows, 24 lambs and 96 steers.

Make sure to stop by and see the results of all the hard work the junior exhibitors put into their projects. This unique gathering of greatness will show the world that the Houston Livestock Show and Rodeo truly is unparalleled.



IT'S A WRAP

Regular visitors to the 1998 Show will notice that a lot of attractions and exhibits aren't where they used to be. The footprint of the Show has been redesigned from wrapping around the Astrodome to wrapping around the Astrodome. This new formation will enable visitors to have quicker and easier access to all attractions.



MOVIN' ON UP

Congratulations to Johnnie Westerhaus on her promotion to assistant manager of the Marketing, Information & Presentations Department. Westerhaus began her career with the Show immediately upon graduation from Texas A&M University in 1980. She is currently responsible for producing the rodeo and all video and print graphics for the Show.



The Magazine Committee extends a special congratulations to Westerhaus, who has been an integral part of this publication since its inception.

Also on the rise is Denise McCoy, who has been with the Show since 1984. McCoy was promoted to assistant manager of the Accounting Department. For the past several years, she has served as accounts payable administrator, making her one of the most popular members of the staff!

HEAR YE, HERE YE

Need an interesting speaker for your professional association, company event or civic group meeting? The Speakers Committee has an exciting message and is ready, willing and able to share it with your group. These 200-plus dedicated volunteers have presentations geared for any audience and can customize a special presentation for any particular group.

A sample of topics range from the traditional and historical perspective of the Show and heart tugging stories about kids and their animals, to the high tech, computer oriented modern rodeo. Members of the Speakers Committee are available to talk to your organizations throughout the year. To book a speaker or for additional information, contact Melissa Hernlund at 713/791-9000.



CALENDAR OF EVENTS



NOVEMBER

DECEMBER

JANUARY

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

NOVEMBER

- 1 Bee County Western Week
Tyler County Cook-Off
- 7 Rusk County Cook-Off and
Syrup Festival
- 8 Jacinto City/Galena Park
Bowl-Off
- 13 Spring Branch/Memorial
Cowboy Dance
- 14-16 Spring Branch/Memorial
Cook-Off
- 15 Cy-Fair Go Texan Contests
& Bake Sale
Alief SW Style Show &
Luncheon
Waller County Turkey
Shoot
- 16 Alvin/Pearland Fashion
Show & Luncheon
- 18 Aldine/Spring/Klein Rodeo
Dance
- 22 LaPorte Team Penning,
Roping & Horseshoe
Contests

27-28 Thanksgiving Holiday -
Show offices closed

DECEMBER

24-26 Christmas Holiday -
Show offices closed

JANUARY

- 1 New Year's Holiday -
Show offices closed
- 9-11 Jacinto City/Galena Park
Cook-Off & Dance
Crosby/Huffman Bar-b-que
Cook-Off & Events
Cy-Fair 9th Annual Go
Texan Weekend
- 10 Crosby/Huffman Go Texan
Dance
McLennon County Go
Texan Events
Spring Branch/Memorial
Diamonds & Studs Gala
Williamson County Go
Texan Events
- 16 Fayette County Go Texan
Crawfish Boil

16-18 Galveston/Mainland Bar-b-
que Cook-Off & Events

- 17 Fayette County Go Texan
Events
Tomball/Magnolia/
Montgomery Diamonds &
Denim Casino Night &
Dance
Alief SW Dance
Liberty County Casino
Night
- 21 Alvin/Pearland Kick-Off
Dance
- 24 Ft. Bend/Stafford Dance
- 30-31 Go Texan Grand Champion
Chili Cook-Off
- 31 Katy Go Texan Dance,
Dinner & Auction
Brazoria Southwest Steak
Dinner & Dance



Houston Livestock Show and Rodeo
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