



HOUSTON LIVESTOCK SHOW AND RODEO

August 1998-Vol. VI, No.3

MAGAZINE

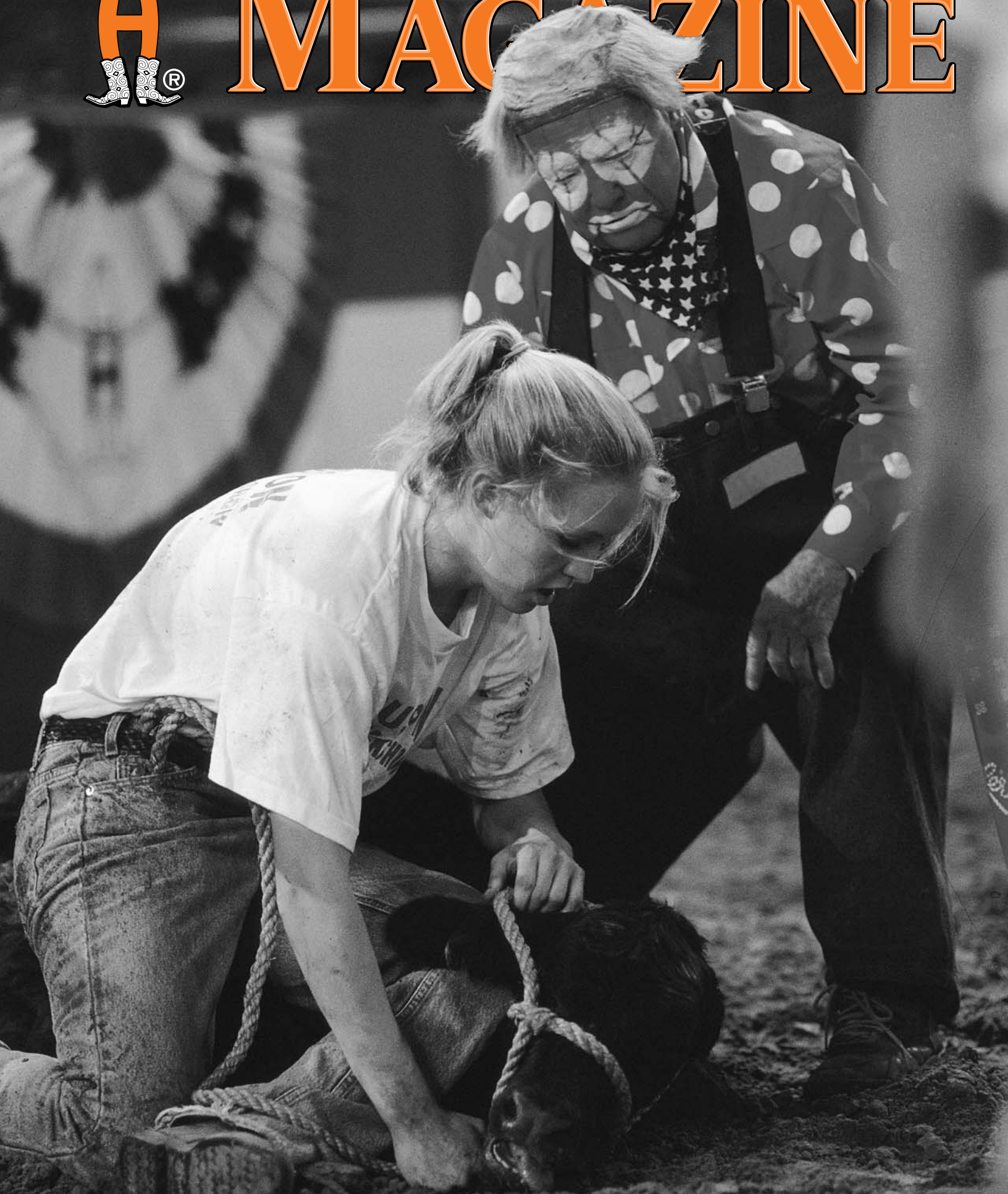


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The Cover: Rodeo clown Quail Dobbs lends encouragement to a calf scramble participant.
Photo by Frank Martin

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

Thanks!

That's the simple message I've been asked to pass on to all of the volunteers, members and other supporters of the Houston Livestock Show and Rodeo. It's the collective heartfelt feeling from more than 400 young men and women getting ready to start school as college freshmen this fall. Each of these talented Texans are proud recipients of a new scholarship awarded by the Show.

You'll get to read a couple of incredible stories about our scholarship recipients in this issue, but each of the 414 winners has a special story to tell.

We began the presentation of scholarships this year in February by awarding more than \$300,000 to 61 outstanding students representing the different counties participating in Go Texan events.

In May, we presented 129 four-year, \$10,000 scholarships at the Million Dollar Scholarship Banquet. These awards were given to deserving Houston-area students who will be attending a Texas college or university this fall. We followed that up with 100 two-year, \$3,000 scholarships given to Hispanic students as part of our Go Tejano efforts.

Sixty 4-H members were awarded four-year, \$10,000 scholarships at the annual 4-H Roundup in College Station, Texas, in June, and that total was matched in July at the annual FFA Convention in Fort Worth, Texas. In all, more than \$5 million has been committed by the Show to scholarships and other educational programs for the 1998-99 school year.

I walked away from each one of these presentations with an unbelievable feeling of pride — these kids were phenomenal! Many never thought they would have an opportunity to attend college. Some overcame seemingly insurmountable obstacles in their lives and still thought a college education was just a dream.

Your efforts and commitment to our Show helped turn those dreams into reality for many of our recipients. Some may think it's a cliché, but hard work and persistence really do pay off.

There is no doubt that the Houston Livestock Show and Rodeo is helping to build the future of our fine city and this great state. Whether it's by awarding scholarships, participating in the planning of a potential new stadium or creating new educational programs to benefit our youth, we are constantly striving to improve the Show and the programs we provide.

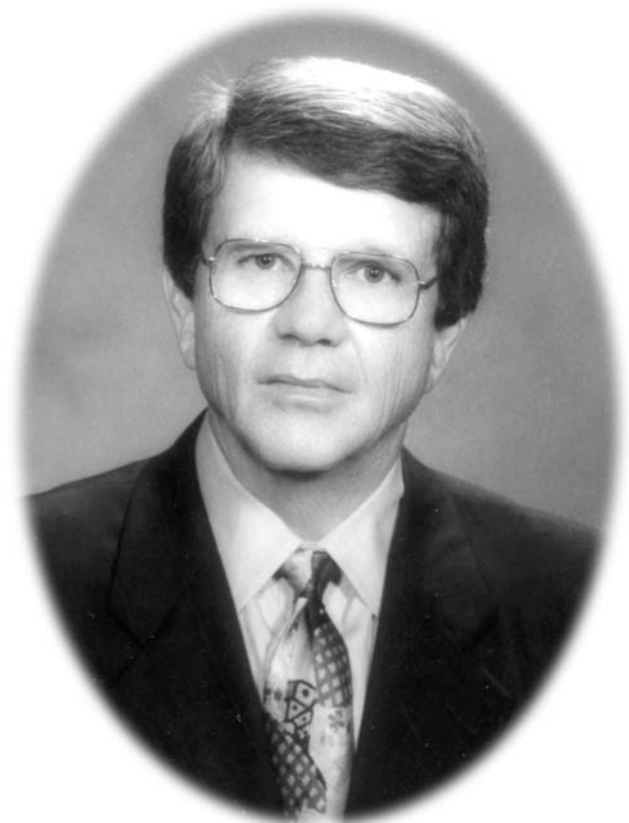
We "broke ground" on our RITE program last year, a three-year, multimillion dollar pilot program designed to help at-risk students with their reading skills. We're teaching teachers to be better at reading instruction, which allows students to understand every subject better. You'd be amazed at the first-, second- and third-graders that have developed a love for reading, a new confidence in themselves and a drive to be their best because of this program. These children are reading with enthusiasm and joy, and the teachers seem energized as well.

Ten years from now, with our help, maybe these youngsters will be the leaders who walk across the stage with pride to accept a scholarship from the Houston Livestock Show and Rodeo.

As we all get ready for another school year, be proud of your accomplishments as a volunteer, or your support of the Show as a member. You're making a difference at the most basic level of our society — you're helping to educate our young people.

Good luck to all of the new committee chairmen, directors and officers. As I begin my final year as president of the Houston Livestock Show and Rodeo, I challenge you to make this year our finest yet!

Jim Bloodworth
Jim Bloodworth
President



PARTNERS IN SUCCESS

By Sue Cruver

The Houston Livestock Show and Rodeo is fortunate to have a vast number of companies involved as major corporate sponsors. Why do so many companies embrace the Show? They do so because it makes good marketing sense and promotes corporate visibility. They do so because it gets their employees involved and benefits something everyone believes in — the education and future of young people. Major corporate sponsors give for many of the same reasons other supporters of the Houston Livestock Show and Rodeo give, but they do so at higher levels.



Bullfighter Rick Chatman dons a headgear with the PrimeCo Cam attached to give spectators a unique view of the action during the bull riding event. Photo by Frank Martin

The Kroger Company has been a Show sponsor for 11 years. It is one of those corporate partners that has broadened its support over the years, involving itself in a number of areas — from auction animals to chuck wagons to becoming the official sponsor of the RODEOHOUSTON pay-per-view cable series.

The 1998 Show marked the eighth year for Kroger to sponsor a chuck wagon and the sixth year to donate a calf in every rodeo calf scramble. The company also underwrote a lamb auction scholarship, supported the rabbit exhibit, sold discounted carnival tickets in its stores, and co-sponsored the three petting zoos and the national anthem salute at each rodeo performance.

When the concept of pay-per-view evolved at the Show, Kroger stepped forward as an initial sponsor. Company officials were attracted to the program because of its high quality and the fact that it also would reach thousands of people who couldn't come to the rodeo. It was an effective way "to get the

Kroger name out there," said Gary Huddleston, manager of consumer affairs. For Kroger, the Show fits well with its company philosophy. "It stands for family values," said Huddleston, "and the neighborhood grocery is part of that family."

Another longtime corporate sponsor is Conoco, which has sponsored the Conoco 10K Rodeo Run since 1988. The run started as an employee race prior to the annual Rodeo Parade and is now part of the Parade Committee's activities. It generates thousands of dollars each year for the Educational Fund and, in 1998, involved more than 800 Conoco employees and family members. To date, Conoco has contributed \$772,000 to the Show's Educational Fund.

"Conoco has a very big volunteer ethic," said Sue Collier, director of community affairs and a Parade Committee vice chairman. She added that the run is Conoco's largest annual employee volunteer project anywhere in the world. "Our sponsorship pays for the cost of the run. We do this so that 100 percent of the proceeds can go for scholarships." Funds are generated through entry fees.

"We have a very successful partnership with the Show," continued Collier. The benefit to her company is not only the satisfaction of helping students, but also the leadership development and spirit-raising opportunity it affords Conoco employees.

Other corporate sponsors tell of similar reasons for their involvement. Diamond Shamrock has been buying steers in partnership with its vendor sponsors for a number of years. In 1998, the company became a day sponsor for the rodeo finals performance featuring John Michael Montgomery.

"This was our biggest level of participation," said Gary Kramer, Diamond Shamrock's Houston merchandising manager and a Corral Club Committee captain. "It was great exposure for us, and it was good to help kids." He went on to explain that, with his company's buying the Stop N Go convenience stores in the city, the sponsorship provided some good advertising and promotional opportunities. Working with local radio stations, Diamond Shamrock gave away rodeo tickets and a truck to listeners. Employees also were able to pass out 50,000 promotional giveaways at entrance gates on their sponsor day.

The Show also attracts support from outside the state of Texas. DIRECTV, headquartered in El Segundo, Calif., made its first on-site appearance at the Show with a booth in 1997 and, in 1998, was the sponsor of AGVENTURE Plaza. "The Houston Livestock Show and Rodeo was attractive to us," said Steven

Condon, director of marketing. "We carried the pay-per-view and were very impressed." He recognized the opportunity to leverage his company's services through sponsorship.

"Cable has a historic involvement in the local community," Condon explained. "We are a national broadcaster. It is difficult for us to get involved directly." He went on to say that this year's participation allowed DIRECTV to show, rather than tell, what it does and to interact personally with the public. Many of the activities in the AGVENTURE Plaza were in alliance with some of the company's channel partners, such as Outdoor Life, Comedy Central and Disney. Condon said the experience resulted in "lots of synergy."

PrimeCo Personal Communications is another example of a company partnering with the Show in a way that promotes what the company does — communications. Both in 1997 and 1998, PrimeCo, along with KHOU-TV Channel 11, sponsored the Rodeo Information Network. With television monitors set up throughout the Astrodome complex, the audio/video service provided visitors with the latest news, directions to key attractions and event information, as well as music and educational videos. In 1998, PrimeCo also sponsored the PrimeCo Cam, the helmet camera worn by rodeo clowns to give rodeo spectators a close-up view of the action.

With Houston being one of PrimeCo's major markets, Cynthia Ciangio, director of marketing, said, "We feel we got a good return for our sponsorship in terms of sales and visibility during the Show." She also pointed to the fact that her company found the Show attractive because of its benefit to youth and the fact that the people of Houston hold such ownership in it. "It is in the very fabric of the community."

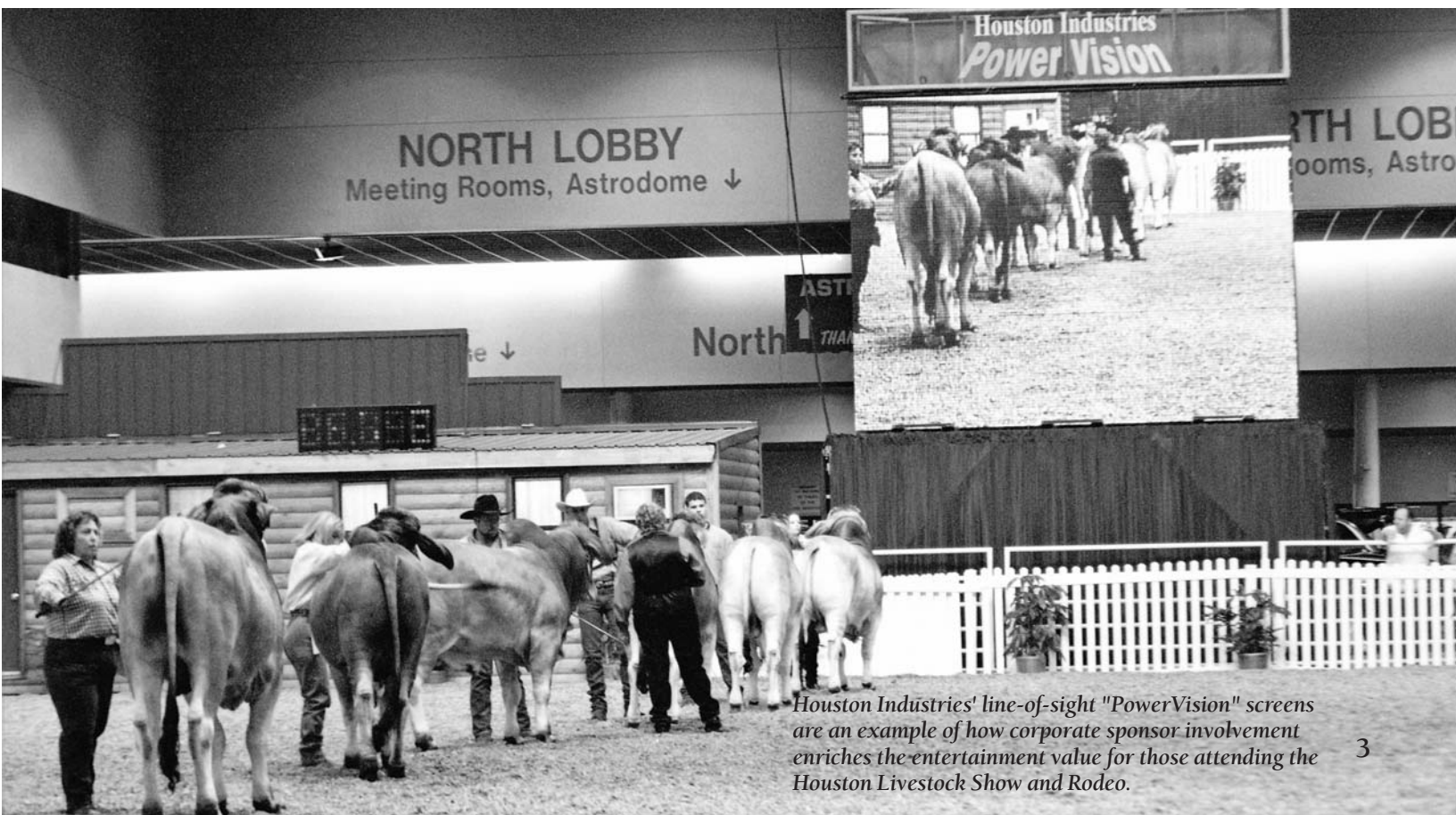
Fiesta, a Houston-owned company, has been the proud sponsor of the Go Tejano Mariachi Invitational since it began 10 years ago, as well as a float underwriter in the Rodeo Parade.

In 1998, Fiesta also co-sponsored the indoor fireworks display in the Astrodome. "We take pride in what we do and how we support the theme of the Show," said David Newcomb, grocery buyer for all 32 Fiesta stores and a Show director. Support included bringing Tejano music stars into the Fiesta markets, advertising on Spanish-language radio and giving away rodeo tickets in a drawing. Newcomb also takes pride in the fact that the 1998 Go Tejano Day set an all-time Show grounds attendance record, influenced quite possibly by Fiesta's activities.

Houston Industries, Inc., like other corporations, sponsors many events in the city of Houston. The Houston Livestock Show and Rodeo is one that the company has supported "for a very long time," said Dan Bulla, general manager of external affairs. "We do so because it is a worthwhile event, a fun thing and is big for the city."

He added, "This year [1998] brought an unprecedented level of participation and visibility for us." That visibility came through the sponsorship of the Show's eight gigantic, high-resolution PowerVision video screens and the multimedia spectacular, "Stepping Proudly Toward the Future."

In many ways, Houston Industries' philosophy of support reflects that of all corporate Show sponsors. "It reaches a very broad base of diverse people — family-oriented people that we want to reach," said Bulla. "It also raises a lot of money for kids of diverse backgrounds." With that said, what better reasons could a company have to become a sponsor of an event dedicated to benefiting youth and supporting education.



Houston Industries' line-of-sight "PowerVision" screens are an example of how corporate sponsor involvement enriches the entertainment value for those attending the Houston Livestock Show and Rodeo.

Voices of the Houston Rodeo

By Show Staff

Twenty intense performances in 17 very long days — how do those golden-throated announcers at the Houston Rodeo keep up their enthusiasm day after day?

“We’re dealing with human beings, and they’re part of my family. You don’t get tired of doing things out of love for your family,” explained Bill Bailey, grand entry and calf scramble announcer. Bailey knows the Show from the inside out — he’s a lifetime vice president and a Steer Auction Committee member. He’s been a Show member for 38 years and a fan for a lot longer.

“When I was a little boy in elementary school, Mrs. L.C. Beech, a classmate’s mother, took a bunch of us downtown to the rodeo. I was ruined right there — I was smitten!”

Bill Bailey, Bob Tallman, Boyd Polhamus and Sharon Camarillo comprise an outstanding announcing team whose talent and expertise enhance the rodeo experience for everyone in attendance.

Photo by Frank Martin



Bailey is involved with the Show all year and considers announcing at the rodeo just an extension of his participation. What about the other three who travel all over the country announcing rodeos and other events year-round?

“There are times when I’d rather take a whipping than leave home,” said Boyd Polhamus, Houston Rodeo play-by-play announcer. “Then I turn on the mike and start selling the Show, and I’m ready.”

Bob Tallman, the lead rodeo announcer and a 17-year veteran of the Houston Rodeo, seems to stay ready. He’s always in motion, talking to the audience, yelling greetings to friends, tossing friendly insults to cowboys getting ready to compete or giving Polhamus pointers and information. Tallman began as sort of an experiment for the Show, adding color from his announcing position on horseback while the late Chuck Parkison handled the play-by-play. “Yeah, I’ve been doing this a long time, but it never gets old, because we do something different every year. The technology is what sets this rodeo apart from, and above, the others,” he said.

And Tallman knows his way around rodeo. He’s announced every major event, including the National Finals Rodeo in Las Vegas, Nev. He has been named the Professional Rodeo Cowboys Association Announcer of the Year three times, most recently in 1997.

“I thought Bob Tallman walked on water,” said Polhamus. “My biggest thrill in rodeo was being selected to work the National Finals Rodeo and sit next to Bob. That’s where our friendship really began, as well.” Polhamus also achieved a major personal goal that year: In 1991, at the age of 26, he became the youngest announcer ever to work the NFR. He was invited back in 1994 and 1997.

He just finished his sixth year at the Houston Rodeo, and considers it one of his highest honors and biggest challenges. “Our fans know who Tuff [Hedeman] and Ty [Murray] are, but they’re not really familiar with Kurt Goulding, the guy who won the steer wrestling in Houston. We need to build our fan base for rodeo.”

Polhamus sees the future of rodeo following the Houston format of limiting entries to only the best contestants, paying a bigger purse and televising the events. Sharon Camarillo, color commentator for the Houston Show, agreed. “I love Houston. They’re willing to take chances — willing to take rodeo into the future. I love that progressive thinking.”

Both have specific ideas for that future. Polhamus said, “You’ve got to have the big names at every performance. If the Chicago Bulls had a different team playing every week, and Michael Jordan wasn’t there for every game, you’d have a lot of disappointed fans.”

Camarillo and Tallman hope for the re-institution of professional tours in rodeo, with tournaments featuring the top competitors in each event. “We had that in the ‘80s, and it really helped build a fan base for the sport. It also took the top-seeded players out of the general circuit competition, so that the hobbyist, or guy who could just ride on the weekends, could compete at his local rodeo and have a chance of winning,” Camarillo explained.

Senior tours and intercollegiate programs are other areas of potential growth, according to Camarillo. “We should pull in the strengths of the other sports,” she said. “Use the best parts of NASCAR, the NFL, the PGA, to make our event grow.”

All four believe that technology and innovation put the Houston Rodeo above the rest, but Polhamus jokingly added, “I get lazy. You have replays, and you have Bob and sometimes Ty [Murray] to add their opinions. The first rodeo I do after Houston is the hardest one I do all year — no replays, no Bob.”

Both Polhamus and Tallman, natives of Wisconsin and Nevada, respectively, started as rodeo contestants but realized

that their real skills and longevity in the sport were in announcing.

Wisconsin? “People need to study their geography,” said Polhamus. “Wisconsin is a very agricultural state with lots of dairy cows. And where there’s cows, there’s cowboys.” He competed in six rodeo events in high school and went to college on a rodeo scholarship where he started announcing “pretend” rodeos while the other guys were practicing. “I’d make up things like, ‘If old so-and-so holds on to this bull like he held on to that girl at the bar last night, he’ll score a 95!’ The coaches heard me and asked me to announce for real. I guess they wanted to get something for their scholarship money!”

Tallman participated in calf roping and team roping. He even tried saddle bronc riding by accident one time, when his horse was “spooked” by a windblown paper plate in the arena at a rodeo he was announcing from horseback. He landed badly and ended up in a wheelchair, from which he announced a miniature version of the Houston Rodeo for the World Economic Summit of Industrialized Nations. In great physical pain, he had to be lifted hydraulically — wheelchair and all — up to the announcer’s stand, adding credence to his enthusiastic profession, “I wouldn’t have missed that opportunity for anything!”

Camarillo probably could explain Tallman’s mental toughness and enthusiasm quite well. When not describing barrel racing to Houston Rodeo fans and interviewing winning cowboys, she teaches motivational skills and sports psychology to barrel racing hopefuls all around the country. Her barrel racing commentary is based on years of experience as a collegiate and professional barrel racing champion, and as a teacher.

She keeps her enthusiasm during the grueling 20 performances at Houston and her busy schedule on the road during the rest of the year by pumping up herself and everyone around her. “We’re all professionals, and we’re a team. Houston gives us a chance to really showcase our sport. We get a chance to let people know that these athletes are personalities with families and feelings.

“It’s also exciting to set an example for the women who will follow me in this relatively new field,” she said. “There weren’t any female mentors in announcing for me.”

“Each of the four announcers brings a unique perspective to what they do,” said Dan Gattis, Houston Livestock Show and Rodeo general manager. “The crowd and the contestants benefit from the diversity and the teamwork of our announcing team.”

One thing is for sure — the tremendous heart behind the booming voices sets the Houston Rodeo apart from all the others. These four announcers have shown incredible dedication and love for rodeo beyond the call of duty.



Announcers Tallman, Polhamus, Camarillo and Bailey pre-tape an opening segment of pay-per-view before a rodeo performance. Photo by Frank Martin

A Bit of Knowledge Goes a Long Way

By Bill R. Bludworth

“A mark of a true cowboy is the ability to train and ride velvet-mouthed horses with a light hand.” — Casey Beard, noted author on horsemanship

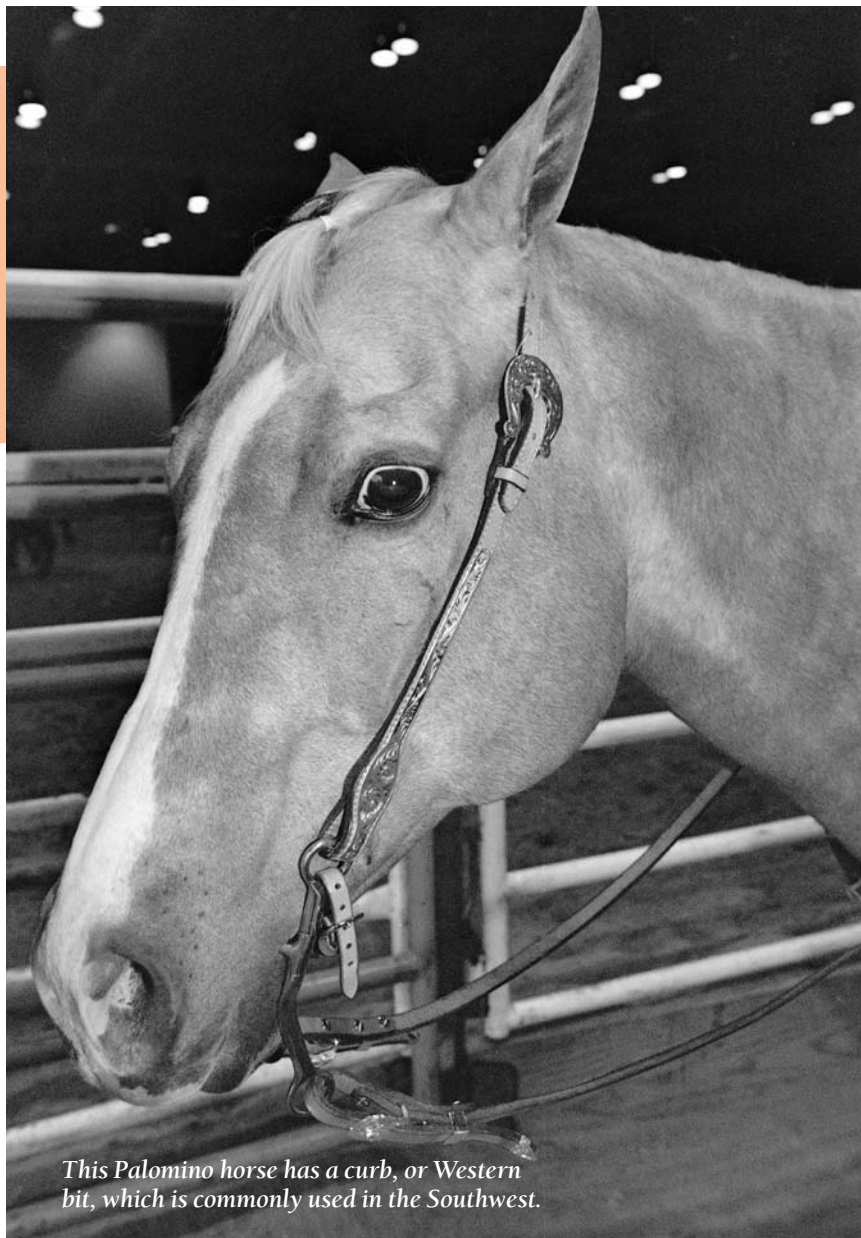
Since the beginning of time, man has attempted to understand and communicate with animals, and in limited situations has been successful. “Whoa!” is universally understood — even by horses — but there are other ways to let a horse know what a rider wants. One of them is through the use of a bit.

The bit is one of four principal means by which a rider communicates with a horse; voice, weight shifting and leg pressure are the other three. Bits are made from several materials and come in many designs. They work on various parts of a horse’s head, including the corners of the mouth, lips, bars, tongue, nose and chin groove. The bars are the toothless areas of a horse’s gums between the incisors in front and the molars in the back of the jaw. This is where the bit’s mouthpiece rests. Some bitless bridles such as hackamores and bosals exert pressure on the sensitive tissue and cartilage above the nose and also on the sides of the mouth.

There are several kinds of bits, most of which were originated by the Greeks more than 2,000 years ago. The most commonly used today are the snaffle and the curb, with variations of each. Between the two, the consensus of horse trainers is that the snaffle should be used to train a young horse and hopefully will continue to be used as the horse matures. The more severe curb bit is normally used by less experienced riders, and on headstrong horses and those that are not as well trained.

The snaffle bit has the reins attached directly to the mouthpiece so that there is a one-to-one relationship between the force exerted on the reins and the force that is exerted on an animal’s mouth. A snaffle may have either a solid mouthpiece, called a bar snaffle, or a hinged or jointed mouthpiece, called a broken snaffle. Attached to each end of the mouthpiece are O- or D-rings into which are fastened the headstall and reins.

The bar snaffle principally works on the corners of the mouth and is considered a relatively mild bit. The jointed, or broken, snaffle is only slightly more severe and works on the



This Palomino horse has a curb, or Western bit, which is commonly used in the Southwest.

bars, tongue and corners of the mouth with a scissor-like effect.

The curb bit, or Western bit as it is commonly called, is H-shaped and consists of a mouthpiece, which can be hinged or solid, shanks of varying length to which the reins are attached and a chin/curb strap, which can be a metal curb chain or a leather or cloth curb strap. The longer the shank, the more leverage can be exerted, and the more severe the bit becomes. For example, with proper positioning of the curb strap and sufficiently long shanks, 10 pounds of pull on the reins can translate into 40 to 50 pounds of pressure on a horse’s mouth.

Some curb bits have ports, which are upward curves in the middle of a bar-type mouthpiece. The higher the port, the more severe a bit becomes. The extreme example of a ported bit is called a spade bit, which has a spoon-shaped piece of metal attached to the port that can impact and put pressure on the roof of a horse’s mouth. Spade-type curb bits are popular on the West Coast but are considered too severe by most horsemen east of the Rockies.

A curb bit used by the U.S. Cavalry in the 1860s had an S-shaped shank which made a sharp curve to the rear immediately below a horse's mouth. The purpose of this shape was to move the shank far enough back to prevent a horse from reaching out sideways with its tongue and dislodging the bit. A grazing bit is a curb bit with shanks that are swept back to allow a horse to graze with the bit in place.

Bits can be made of blue or black steel, aluminum, copper or brass. They can be chromed or silver-plated, as well as intricately decorated. The most important metal is what goes into a horse's mouth. It is generally accepted that some sort of "sweet" steel makes the best mouthpiece. It promotes saliva production, which keeps the mouth, gums and lips moist and soft. This also prevents pinching and tearing. Aluminum bits are not well received, because they have a tendency to dry a horse's mouth.

Often, bits will have rollers, or "crickets," on the mouthpiece. These are sometimes made of copper, which also promotes saliva production. Crickets also are thought of as pacifiers, because a horse will play with them with its tongue resulting in a clicking noise like a cricket.

Another factor that affects the severity of a bit is the size of the mouthpiece. The larger the diameter, the larger the area over which the pressure is spread. Conversely, the smaller the diameter, the more cutting the mouthpiece becomes. An analogy is the edge of a knife blade versus a round pencil pressed across your palm.

After selecting the type of bit and the material of which it is made, it is also important to choose a properly sized bit. It should be wide enough that the mouthpiece extends one-quarter inch outside a horse's lips on each side before the ring or shank attaches. If the bit is too narrow, it pinches the corners of the mouth. If it is too wide, it creates a nutcracker action from side to side and might become dislodged, causing injury to a horse's mouth.

The bit should fit in a horse's mouth and lay on the bars of the lower jaw. The head stall should be adjusted so that the corners of the mouth wrinkle slightly. Two fingers should fit between the curb strap and a horse's chin on a curb bit when the reins are loose.

If a horse reacts adversely to a properly fitted and adjusted bit, there could be several causes. Aside from lack of training, there could be torn or bruised gums, lips or tongue. Also, loose teeth or teeth that need to be floated may be the cause. Floating is the process of filing the sharp points on a horse's teeth that are created over time by a horse's normal jaw motion while eating. Occasionally, random, extra teeth called "wolf teeth" will appear in the bars area and will be a source of irritation. These should be extracted by a veterinarian.

Many factors influence bit selection — the age and training of a horse, the ability of a rider and the type of riding or performance expected of a horse. Remember, no matter what bit is used, the hands behind the bit make it severe or gentle. There is no substitute for good, old-fashioned training and time spent with a horse.

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A broken snaffle bit and curb bits with ports are most commonly used in Texas. The S-shank bit, right, is similar to that used by the U.S. Cavalry.

CLOWNING Glory

By Gordon B. Richardson II

Always wearing a big smile — whether painted or real — Quail Dobbs has entertained, comforted, protected and cajoled rodeo participants, spectators, promoters and children alike for more than three decades.

After 34 years as a professional rodeo clown, Quail Dobbs is retiring. He spent 24 years at the Houston Rodeo as a bullfighter, rodeo clown, barrelman and ambassador of good will.

His story began in West Texas, where ranching and cowboying are a way of life. Dobbs grew up in Colorado City, Texas, where, during high school, he developed an interest in rodeo. His hometown did not have a rodeo, but there were several nearby in towns like Sweetwater and Snyder. He competed in junior, high school and amateur rodeos throughout West Texas.

In addition to rodeoing during high school, he also played football. It was his football teammates who tagged him with the name “Quail.” When asked why, Dobbs’ response was that he wasn’t sure, but thought it was because he was “a little flighty and always game.”

In 1960, Dobbs enrolled in Jack Buschbom’s Bareback Riding School in South Dakota. While there, he rode bareback horses and soaked up all the knowledge he could about rodeo life. He then began rodeoing in the Midwest, because he thought there might not be as many veteran cowboys competing there, and experience could come quickly. Two years later, he went to work for a rodeo producer, taking care of horses and tack, and setting up portable chutes for rodeos around the Midwest while competing in those rodeos as well.

One day there was no barrelman for the rodeo, and officials asked if any of the cowboys would like to try his hand at it. Dobbs said, “Heck, let me get into that thing. I have been a clown all my life — at least that is what my high school teachers said.” The bullfighter, George Doak, had an old pickle barrel with some padding in it, and he helped Dobbs with his make-up. After that first experience in the barrel, Dobbs wanted to clown every chance he got. He still rode bulls and bareback

horses but eventually decided that the clowning side of rodeo was more his nature.

Doak showed Dobbs how to fight bulls, and Dobbs also watched and learned from other clowns. In 1963, he worked all the rodeos he could as a clown and earned his professional rodeo card. He decided to quit riding and concentrate on clowning. Because he was one of the few rodeo clowns who was handy at both bullfighting and being a barrelman, he was called upon in 1974 to replace retiring rodeo great Buck LaGrand at the Houston Rodeo. Here, he worked with D.J. “Cajun Kid” Gaudin and Wilbur Plaugher. “This was the highlight of my career — to get the call from Houston that they wanted me to work their rodeo. It was definitely exciting,” said Dobbs.

During his career, Dobbs has thrilled and entertained rodeo fans all over the country and particularly in Houston. He has won countless awards, including Professional Rodeo Cowboys Association Rodeo Clown of the Year, Coors “Man in the Can” and International Rodeo Fans Rodeo Man of the Year. His enthusiasm and dedication to work are second to none. Rick Chatman, a past world champion bullfighter who works the Houston Rodeo, said, “The thing that sets Quail apart from my peers is that he has lasted through three generations, or three eras, that have seen our sport change drastically. For him to keep on the edge throughout his career is phenomenal.”

Houston Livestock Show and Rodeo General Manager Dan Gattis said, “Quail Dobbs has been as good a representative for the Houston Livestock Show and Rodeo and the sport of pro rodeo as anyone I have ever known. He has always had time for everyone. He took his job very seriously, whether it was late nights or early mornings.”

For all his ability and aptitude for entertaining a rodeo audience, one of the most noted things about Dobbs is that he is a “solid citizen.” When not working the bull riding events, Dobbs didn’t just cool his heels in his dressing room with his lipstick, grease paint and eyebrow pencils. He took time to talk to spectators. He made public appearances and promoted rodeos all



Quail Dobbs, stationed in his familiar barrel, is surrounded by fellow bullfighters Miles Hare, Rick Chatman and Donnie Landis for a salute to the crowd just before the start of the bull riding event.
Photo by Frank Martin

over the country, spending 100 days in a typical year traveling from his hometown to perform his profession's two fundamental duties: entertaining rodeo audiences and protecting cowboys during bull riding competitions.

He was an active participant in many other parts of the Houston Show. "Dobbs clowned around playing with the kids who were nervously lining up getting ready to load the fire trucks for the Show's grand entry," said Larry Carroll, Show lifetime vice president and chairman of the Grand Entry Committee. After the 1998 Show, the people on the arena crew who drove the fire trucks and buggies in the grand entry gave Dobbs a Houston Livestock Show and Rodeo commemorative buckle in appreciation of his dedicated service.

"Kids were his main interest; being a barrelman was second," said Bill Bailey, a lifetime vice president of the Show and announcer who worked with Dobbs on each performance's calf scramble, which can be an exhausting and sometimes heart-breaking event for the kids. "Dobbs was always in tune with the kids," stated Bailey. "He's a kid's kind of guy."

Perhaps where he shined the most, other than during the bull riding events, was during the Special Children's Committee's Exceptional Rodeo. Past Committee Chairman Nano Scherrieb related an incident when a young cowgirl par-

ticipant was staring apprehensively at Dobbs. With a gentle touch, he wiped some of his red nose paint from his nose and smeared it on to hers. "There was instant rapport between them," said Scherrieb.

"He helped guide the exceptional cowboys and cowgirls through their events. He was always there, hand in hand, with one or another of the cowboys or cowgirls. He even brought autographed photos of himself to put in the children's 'bags of treasures' to take home with them," Scherrieb fondly recalled.

When asked about Dobbs, Houston Rodeo announcer Bob Tallman said, "In 30 years of my life with him on the road, he is the largest inspiration of my career for a human object under six feet. I have known 10,000 men who have wanted to be Quail Dobbs. He is dedicated, unduplicatable, trustworthy and one of the most naturally talented, self-made comedians that I have ever known."

On Jan. 1, 1999, Dobbs will become a full-time public servant, taking office as the justice of the peace in Coahoma, Howard County, Texas. "Judge" Dobbs will be greatly missed, not only by just the bull riders, but by everyone else who had the chance to see him perform or had the opportunity to meet him during his 24 years of dedicated service at the Houston Livestock Show and Rodeo.

INCREDIBLE ODDS, INCREDIBLE PEOPLE

Two Remarkable Scholarship Winners

By Nancy Burch

Although one suspects Kyle Bennett and Katie Hamilton are definitely country music fans now, hearing about these remarkable scholarship recipients brings two “easy listening” songs to mind — “You Gotta Have Heart” and “Fly Me to the Moon.”

As a senior at Sam Houston High School in 1994, Kyle was awarded one of the Houston Livestock Show and Rodeo’s Metropolitan scholarships, worth \$2,500 per year for four years at the Texas college of his choice. For him, the financial support meant he could concentrate full time on his studies at the University of Houston. Named valedictorian of his graduating class, it appeared he was on his way to continued academic success.

Kyle was born with a congenital heart defect known as dextracardia, the transposition of the heart valves. “What that means,” he explained, “is that the heart is turned backwards.” At the ripe old age of 8 days, he was fitted with a pacemaker, the first of five he would receive over the next 18 years. Those devices enabled him to live an otherwise normal life during that time.

Just one week past his 18th birthday, however, Kyle was hospitalized with sudden and serious complications. His doctors at Texas Children’s Hospital determined that his heart was no longer pumping efficiently and that the damage was not repairable. That summer he was put on the transplant list to await a donor heart, and his college plans had to be shelved. Kyle promptly notified Mike Nathanson, the Show’s director of educational programs, that he needed to defer his scholarship temporarily while he dealt with his medical problems.

In the fall, while his friends went off to school, he remained in the hospital waiting and wondering. Meanwhile, the Souvenir Program Committee rookies found out about Kyle and made contact with him and his family. “They supported the Bennett family in a number of ways, emotionally and spiritually,” said Nathanson. “Food, prayers — you name it, and they were there.”

It wasn’t until New Year’s Eve that a donor match was found. Kyle, in a sense, was reborn on Jan. 1, 1995. As soon as he was able, he came to speak to his new friends at the Show to express his gratitude for their support. “There wasn’t a dry eye in the room when he finished,” reported Nathanson.

Just six months after his surgery, Kyle began summer school at the University of Houston, and in May of 1998, he graduated *summa cum laude* with a double degree in mathematics and data analysis. He’s already hard at work pursuing his goal of a career in actuarial science. In his spare time, he is an eloquent spokesperson for organ donation.

Bill T. Teague, a lifetime vice president of the Show and past officer in charge of the Souvenir Program Committee, was struck by Kyle’s compassion for others in the midst of his own struggles. “He ministered to those who were trying to help him,” said Teague. “He is an unbelievably determined individual. Virtually nothing deters him once he has set his sights on a goal, and I think that trait really helped him deal with his medical condition. He’s been an inspiration to us all.”

Show President Jim Bloodworth concurred. “No pun intended, but Kyle’s story is truly heartwarming,” he said. “This young man overcame such great adversity, and he has taken the time to thank all the Show volunteers and committee members for their support.”

Katie Hamilton’s story is a very different one, but equally exciting. When she’s referred to as a space cadet, it’s as an astronaut, not a scatterbrained teenager. Katie’s goal in life is to become an astronaut, and the senior at the University of Houston-Clear Lake is well on her way. Since graduating from Baytown’s Lee High School in 1995, she has worked



Kyle Bennett takes the podium at a meeting of the Souvenir Program Committee to express his appreciation for all the support given to him and his family during his medical crisis. Photo by Ted Trigg



as a student intern for Lockheed Martin at the NASA's Johnson Space Center in mission science management while attending college full time. She has already been promised one of the coveted positions in that office once she completes her degree in biology and computer science.

"I owe so much to the Houston Livestock Show and Rodeo," said Katie. "Winning that scholarship made it possible for me to go to college. It would have been a real struggle without that money." She spent her first two years at Lee College in her hometown and then transferred to UHCL.

While still at Lee College, she was contacted by Nathanson and asked to give a talk to the Houston Metro Go Texan Committee in Clear Lake. "It was the first time I had ever given a speech," she said, "so I asked one of my professors to help me. There were about 500 people there, and the response was just incredible. Many of them had never met a scholarship recipient before."

One of those who heard about Katie's speech was Precinct 8 Constable Bill Bailey, a lifetime vice president of the Show. "I mentioned her to President Bloodworth, and he asked her to

Her inspirational speech and an introduction to NASA Administrator Dan Goldin led to a memorable trip to Washington, D.C., for Show scholarship recipient Katie Hamilton.

give her speech at the 1998 Go Texan kick-off luncheon at the Wortham Center," explained Bailey. "In the audience were Mayor Lee Brown, County Judge Robert Eckels and other elected officials. Katie spoke about her aspirations and what the Show has meant to her."

When Bloodworth heard Katie say that she had never attended a performance of the Houston Rodeo, he immediately invited her to be his guest. By coincidence, his invitation was for an evening performance when NASA Administrator Dan Goldin and Johnson Space Center chief George Abbey were present at the Show. Once again, she was asked to tell her story, which impressed Goldin so much that he invited her to visit the NASA offices in Washington, D.C., as his special guest.

For a 21-year-old whose first trip outside Texas was just last spring, this was an indescribable thrill. In early June of 1998, Katie joined Abbey on a NASA plane for a whirlwind, two-day trip to the nation's capital. "I can't say enough about how much everyone associated with the Show has done for me," she marveled. "Mike [Nathanson] has been great, answering all my questions, acting as the go-between to make sure all the financial obligations were taken care of and just offering general advice and support. And Constable Bailey was instrumental in setting up all these exciting opportunities."

Speaking about Katie, Bloodworth said, "She is one of the great success stories of our scholarship program. Here is a young person who seized the opportunity and built on it. As Katie will tell you herself, she fit into the 'need' category for financial aid, and she was also very well-qualified academically. She is the perfect example of how the Show can make a big difference in someone's life."

Kyle and Katie shared one more special thrill as scholarship recipients. Each was extended an invitation from Ruby Bloodworth to ride in the red Cadillac with her in the Show's grand entry — Kyle, on University of Houston night, and Katie, on the evening she received the coveted invitation from Dan Goldin.

Kyle Bennett and Katie Hamilton are two special people with many differences, yet many similarities. They are both Houston Livestock Show and Rodeo scholarship recipients who have taken full advantage of the opportunities presented to them. They share one other thing in common — both plan to give back to the Show by becoming committee volunteers sometime in the not-too-distant future.

Eight Seconds to Judgment

By Freeman Gregory

From the arena floor, the Astrodome appears cavernous — a great space defined by steel and seat cushions. And by extraordinary human endeavor.

In about one hour, the floor will be ringed by thousands of people eager to view the spectacle of skill and courage that is rodeo. But for now, the arena is a place for preparation. Cowboys — some afoot and others on horseback — move from here to there, readying themselves for their performances. Show officials and representatives of the stock contractor do the same.

The place is anything but still, except for three men standing near the east-end chutes. They've been here for several hours, examining the fitness of roughstock and assigning animals and order to the evening's competitors in the timed events. Buddy Lytle, Larry Davis and Steve Knowles are the men sent by the Professional Rodeo Cowboys Association to judge the Houston Rodeo.

Lytle and Davis are full-time PRCA employees who spend more than 150 days each year judging rodeo events. Knowles, a former bullrider, is a contract judge who divides his time between the arena and his family's ranch in St. Cloud, Fla. Contractors like Knowles work with the PRCA's seven full-time officials to cover the country's rodeos by applying for the assignments they want. "We're not lucky like Steve," Davis joked. "We don't get to pick and choose."

Their easy laughter makes it clear they have spent a great deal of time together and that being in each other's company is something they enjoy. "Steve judges enough rodeos that he's considered nearly full time," said Lytle, as if to set the record straight.

Lytle is the senior member of the group, having judged his first rodeo in 1966. "I was contesting there, and one of the judges didn't show up," he said. "I was forced into it. I didn't really want to do it, because I hadn't done it before. I had this guy who'd been around a lot, and he kind of took me under his wing."

His first attempt must have turned out all right, because Lytle competed in and judged 10 to 12 rodeos each year for the next 14 seasons. He was still doing it in 1982 when the PRCA decided to field a staff of full-time professional judges. Two years later, Lytle joined that staff.

Like Knowles, Davis spent his competitive career riding bulls, and he got started as a judge in the 1970s when one of the big animals put him on the sidelines for a while. "Then I just got too old to rodeo. It's a young man's sport," he said. Davis joined the PRCA judging staff in 1983.

There are baseball and football athletes who acquire detailed knowledge of their sports as "students of the game," and Davis fits that description very well. In fact, he credits his interest in all areas of rodeo competition as the foundation of his judging career. "I watched every event and got familiar with all the events," said Davis.

Knowing the events backward and forward is essential, because a rodeo judge has just eight seconds to take it all in and evaluate the performance. "It's a massive job done by some outstanding people," said Jack Hannum, PRCA's supervisor of professional rodeo officials. "Consistency is so important to being a good judge — that and understanding the concept of 'competitive opportunity.'"

Competitive opportunity is the idea that different animals present different levels of challenge to a rodeo cowboy. Factoring in a critical variable like competitive opportunity to a bareback bronc ride or a steer wrestling takedown takes a great deal



Photo by Frank Martin

of skill, knowledge and presence of mind. And doing it consistently over the course of a long rodeo — like the Houston Rodeo's 20 performances — requires significant discipline.

“Being a rodeo judge is not like working a football or basketball game,” Davis explained. “Those guys go to a game, work for a couple of hours, and then they're done. We have to keep our minds on the competition for the entire rodeo. In Houston's case, that's two weeks.”

Being “on” all the time can lead to a drop in judging effectiveness. That's what the PRCA discovered about 10 years ago, according to Lytle. “I was doing between 40 to 50 more performances a year than I am now,” he said. “The everyday mental stress just turned us into zombies. You go to doubting yourself on some calls. You try to stay sharp for so long. You just don't get the opportunity to mentally let down.” Now the judges' schedules are a little more forgiving, usually allowing them about five days at home on the ranch with family every two weeks before returning to the road and rodeo.

Once the judges are in the ring, relaxing days on the ranch are but distant thoughts. They get down to business.

The mechanics of judging require two judges in the arena for each event. Lytle, Davis and Knowles divide duties so that each of them calls the same number of events.

Each of the two judges has a score card that contains two columns — one for the cowboys and one for the animals. After every individual performance, both judges transmit by radio their scores to the scorekeeper. However, scores do not become official until both judges consult, combine their subtotals and hand their score cards to the scorekeeper. That is extremely important, because judges have the latitude of making adjustments to individual scores.

Scores are sometimes changed, according to Lytle, because situations occur that may prevent a judge from seeing a performance well enough to be certain of a score. Unlike their counterparts in professional football and basketball, rodeo judges consult after each event, or when there is a break in the action, to produce as fair an appraisal of the rides as possible.

“You know, sometimes when you're judging, that animal might just come out and turn,” Davis explained. “And all you

get to see is kind of the rear view of the animal, so you're just guessing when you write down a score.”

“I put a little asterisk by that ride,” Lytle said, “and then I go to Larry and say, ‘You got a better look at that horse.’ If I'm off base a little, I might raise that horse and rider a point or two. I don't want to give anything away, but I don't want to take anything away either.”

It's the tough calls that make or break a rodeo official. “Like a guy who has the best horse and misses him out of the gate,” Lytle said. “You have to throw your flag and disqualify him. He may make a good enough ride to win the go-round, but you've got to make the tough call.

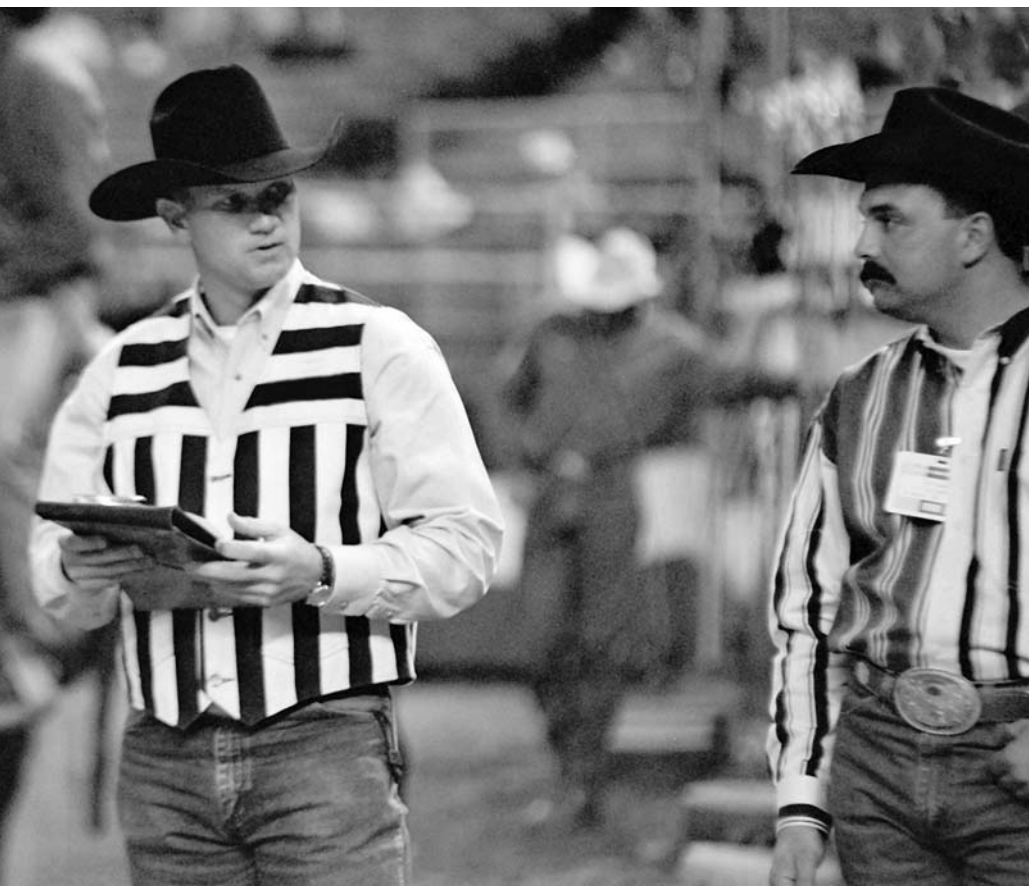
“It's like a football player who runs 75 yards and scores a touchdown, but he steps on the side marker way up field. It gets called back. They're tough calls, but if you make them firm and good, you earn respect. It's the wishy-washy judge who won't make tough calls — he never earns respect.”

They all agreed that relations with the people they judge remain good. And the fact that they hold the cowboys' livelihoods in their hands makes them even keener to make the right calls all the time. “This is serious,” Davis said. “These guys win or lose. They don't have a salary.”

It's not long before the performance begins now, and the men have started to shift their weight from one boot to the other more frequently — a sure sign that their thoughts are on the business at hand.

“I'm just as nervous as those guys are,” said Davis, pointing to a couple of cowboys over in the corner. “When I don't feel like this, it's time to quit.”

Rodeo judge Steve Knowles fills in his score card and conveys his mark to his radio man, so it can be relayed to the scorekeeper, flashed on the scoreboard and announced to the spectators, all of which occurs in a matter of seconds.



Meet the Show's New



Brady F. Carruth

In keeping with a family tradition of dedication to the Houston Livestock Show and Rodeo, Brady Carruth said being elected as one of the Show's vice presidents is among his highest honors. Carruth's father, the late Allen H. "Buddy" Carruth, was a Show president and chairman of the board. His mother, Ethel, is a past chairman and longtime, dedicated supporter of the School Art Committee.

Brady became a member of the Show in 1970. Following his graduation from The University of Texas in 1981, he joined the Lamb Auction Committee, and he most recently served as chairman. He was elected to the Show's board of directors in 1991.

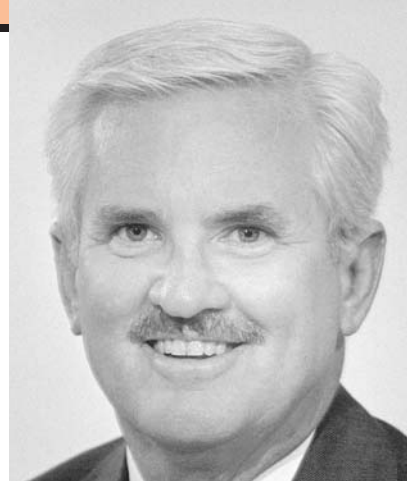
Carruth will serve as officer in charge of the Ladies' Go Texan, Ladies' Season Box, School Art, Special Children's and Western Art committees.

In addition to his Show involvement, Carruth currently serves on the board of directors of Buffalo Bayou Partnership, Houston Museum of Natural Science and Houston Parks Board. He also is a trustee of the Wortham Foundation.

Carruth is the owner and president of Greenpros, a commercial landscape company, and also is a partner and vice president of Carruth Doggett Industries, a Case equipment dealership.

Carruth and his wife, Elizabeth, live in Houston with their two children. When he can find time in his busy schedule, he enjoys spending time at his ranch with his family or playing golf.

"I am really looking forward to serving, and I am excited to learn more about the Show as a whole," he said. "There is no more important mission than the education of our youth," said Carruth. "While the enormity of the task can seem overwhelming, the results of our Show's efforts make the mission achievable. To be able to serve the Houston Livestock Show and Rodeo in such a significant role is certainly gratifying."



Robert C. "Bob" Hux

Bob Hux has been a member of the Houston Livestock Show and Rodeo for only six years, but he certainly jumped in with both feet. He has been a grand champion auction buyer at the Show for several years as well as a record-setting buyer for the last lamb in the auction for the past six years.

"Max and Tiny Butler convinced me a few years ago to join the Show," said Hux. "I owe them a lot, because they showed me one of the best charities around." Hux's first involvement with the Show was on the Lamb Auction Committee, where he was named "rookie of the year" in 1993. He has been a member of the Rams Club for outstanding sales performance every year since and served as a vice chairman for three years.

As if that wasn't enough, Hux also lent his energies to the Corporate Development Committee, where he also was named "rookie of the year." He has been a vice chairman on this committee for the past two years and received the award for top salesman this past year.

He was elected to the Show's board of directors in 1995. He also serves on the board of the 12th Man Foundation at Texas A&M University, from which he graduated in 1966, and is active with the March of Dimes, serving as the chairman of its 1998 golf tournament.

Hux has three children, and his wife, Gail, is a member of the Commercial Exhibits and International committees. He is the owner of RRAM Investments, a private investment firm.

Hux will serve as officer in charge of the Breeding Poultry, Carnival Ticket Sales, Communications - Broadcast, Communications - Editorial, Souvenir Program and World's Championship Bar-B-Que committees.

"There are not enough adjectives to describe how excited I am to serve as an officer of one of the greatest organizations on this earth," said Hux. "I will give it 110 percent, and I now know the true meaning of the word 'surprise!'"

Vice Presidents

By John Crapitto



Edward B. Schulz

In the early 1970s, a friend suggested to Ed Schulz that he become a life member of the Houston Livestock Show and Rodeo. "He told me it was the best deal in town for the amount of fun you can have out there," said Schulz.

Although he took his friend's advice and joined the Show in 1973, Schulz did not become involved with a committee until 1987. While attending a social function, he met Hap Hunnicutt, now a Show vice president, who suggested that he join the Breeders Greeters Committee. "Hunnicutt opened my eyes," said Schulz, "and really introduced me to the Show." Schulz served as a captain and vice chairman, and was appointed chairman of the committee eight years after joining. He was elected a director of the Show in 1996.

Schulz is a native Houstonian and attended The University of Texas. In 1969, shortly after college, Schulz began a real estate career, and, today, he is president and owner of Edward B. Schulz and Company, a real estate appraisal firm. His wife, Janis, is a member of the Special Children's Committee. He has two daughters, Laura and Emily, who also are involved with the Show.

For relaxation, Schulz plays golf, enjoys the outdoors and is an avid Longhorn football fan. He remains active on an alumni basis with his college fraternity, Alpha Tau Omega.

"I honestly was a bit surprised when I got the call from the Show, and I'm really looking forward to learning more about other aspects of the organization," said Schulz. "It certainly is an honor, and it feels great to be selected. In addition to the great things we do for youth and education and the city of Houston, the relationships and friendships that I have made here at the Show are my 'payday.' I am so looking forward to opening new doors to more relationships. As an officer, I will be able to really see the end result."

As a vice president, Schulz will be the officer in charge of the Agricultural Education Tour Guide, Go Tejano, Group Ticket Sales, Judging Contest Scoring and Rabbit Show committees.



R.H. "Steve" Stevens

R.H. "Steve" Stevens has spent most of his life around horses, so it is certainly fitting that he will serve as officer in charge of all 16 Horse Show committees in addition to the Junior Horse Judging Contest and Livery Team committees.

Stevens started attending the Houston Livestock Show and Rodeo with his parents when he was a child. In 1975, he began his Show career with the Calf Scramble Committee and later had a short stint on the Steer Auction Committee. All the while, he has served on numerous Horse Show committees and just completed his third year as General Horse Show chairman. He was elected as a director of the Show in 1992.

"My children started showing horses out here at a very early age, and I am trying to give back anything I can," said Stevens. "Everything that the Show does for these kids makes it all worthwhile."

Stevens said no matter how busy he is, he always makes time for his family. The entire Stevens family is involved with the Houston Livestock Show and Rodeo. His wife, Kay, and their daughter Courtney are on the Junior Horse Show Committee. Their daughter Elizabeth is a vice chairman of the Junior Horse Judging Contest Committee.

In addition to his duties at the Houston Livestock Show and Rodeo, Stevens served as president of the 12th Man Foundation at Texas A&M University. He also is a past president of the Texas Quarter Horse Association and serves on the boards of the American Quarter Horse Association and the Childress Foundation. Stevens is a tax partner with Arthur Andersen LLP. To unwind from his busy schedule, he loves riding his cutting horses at his ranch in Snook, Texas, or playing golf with friends.

"I am very honored to serve and was not expecting this," said Stevens. "I did not achieve this by myself — I had a lot of help from a great bunch of volunteers and staff."



Houston General Go Texan Committee

By Gina Covell



Judging chili is serious business at the Go Texan Grand Champion Chili Cook-off, which is one of the Show's major events under the direction of the Houston General Go Texan Committee.

The Houston General Go Texan Committee members are cheerleaders, public relations representatives and community liaisons for the Show, all wrapped into one.

Formed solely to promote the Show and many of its related activities, this committee works to ensure that everyone in the Greater Houston area knows when and where Show activities are taking place.

This committee is probably best known now for its role in the Go Texan Grand Champion Chili Cook-off at Rice Stadium. Two weeks prior to the World's Championship Bar-B-Que Contest at the Astrodome, chili cookers get the chance to show their stuff.

"This event is growing by leaps and bounds," said Jay Patterson, committee chairman. "In our first year, we had 25 entries, and just four years later, we are already up to 138."

Categories of judging include "overall best chili" and "best beans." A "people's choice" winner is chosen by the spectators. In addition to food, this event offers live music, arts and crafts booths, and a petting zoo. All entry and admission fees go toward scholarships.

The main purpose of the Houston General Go Texan Committee since its inception decades ago, however, has been to blanket retail stores, restaurants, hotels, nightclubs, feed stores, Western wear stores and airports in the Houston area with promotional posters and brochures. The volunteers saturate the community to heighten public awareness of the Show.

"Our committee was formed to promote the rodeo and its corresponding activities to the city of Houston," said officer in charge Mike Blasingame. "There are 12,000 volunteers that

make the Show happen, and we like to think that we tell everyone about their hard work by promoting the events surrounding, and including, the Show."

Another event promoted by this committee is the hotel lobby decorating contest. Committee members hit the streets and encourage hotel managers to incorporate rodeo themes into their lobby decor to promote excitement about the Show and, of course, to win prizes. Each of the first- and second-place winners in the three categories is presented with a trophy and two tickets to a rodeo performance. They also are invited to ride in the grand entry.

The retail window and in-store display decorating contest, which includes 18 of Houston's shopping malls, is another major activity of this committee. Each mall has one winner and three honorable mentions. The winners are then entered in a citywide contest. First, second and third places, citywide, are awarded, and each winner receives a trophy, two tickets to a rodeo performance and a ride in the grand entry.

"These events get many businesses in the community involved with our organization, and they get everyone motivated about attending the Show," said Blasingame.

Last, but not least, the Houston General Go Texan Committee hosts the annual Membership Kick-off Dance. Thousands of Show members and guests gather at this giant party in the Astrohalla to celebrate the upcoming Show.

The Houston General Go Texan Committee works hard to see that the world's largest indoor rodeo gets the attention it deserves. It promotes the rich history and bright future of the city of Houston's greatest civic and entertainment extravaganza.



Poultry Auction Committee

By Kenneth C. Moursund Jr.



The annual skit performed by members of the Poultry Auction Committee gets spectators, exhibitors and auction buyers alike in a festive mood and helps set the tone for the auction that immediately follows.



The Houston Livestock Show and Rodeo's official description of the Poultry Auction Committee states that the committee is responsible for assisting with the Junior Market Poultry Auction and for pre-selling all broilers and turkeys at a floor price above the current market prices on the day of the sale. This official description accurately defines the mission of the committee but does not capture its true essence, which may be summed up in one word — fun.

Each year during the Show, roughly 200 pens of broilers and 100 turkeys are sold during the Junior Market Poultry Auction. To facilitate the sale of these animals and help fund the auction, Poultry Auction Committee members work throughout the year to solicit pre-sales and cash contributions from individuals and corporations. The members also encourage buyers to attend the auction.

Organizing the auction and helping sell the animals are not the only tasks the committee performs. The members also sell pens of six broilers or a single turkey for \$40. To earn a gold badge, a committee member must raise \$4,000 in any combination of pre-sales and cash contributions. The animals that do not make the auction are purchased at a price higher than market on the day of the sale with the money raised by these pre-sales orders. Any surplus dollars go to the Show's Educational Fund.

When asked how the committee is able to fulfill its responsibilities to the Show, Committee Chairman Greg Willbanks responded, "Because we have energetic committee members

who put in a lot of hard work, but who also have fun while doing it."

One of the things the committee does that most embodies this fun spirit is its annual skit. Since 1970, the Poultry Auction Committee has performed a skit to poke good-natured fun at Show officials and dignitaries. Originally, this skit was performed in the Main Corral Club, but because of its immense popularity, it is now held immediately before the auction in the Sales Pavilion. The skit entertains auction buyers, committee members and spectators alike. An emphasis of the skit is on buyer recognition. The committee wants to ensure that the buyers are part of the fun and have a good time at the auction.

The committee's year-round effort to create a fun environment and establish a good relationship with the buyers is working, and 1998 was a record year for the Poultry Auction Committee and the Junior Market Poultry Auction. According to Willbanks, "In 1998, the committee established new records for pre-sale totals, auction totals and totals contributed to the Educational Fund. In addition, the Grand and Reserve Grand Champion broilers and turkeys sold for record amounts. It was the first year our totals broke \$1 million."

When asked to explain the committee's success, officer in charge Carolyn Faulk said, "The committee members make it happen. There is such a great camaraderie among the members that it extends throughout the year. Plus, we have a lot of fun. I am proud to be associated with the Poultry Auction Committee."

The First Vice President

P R O F I L E



By Bill Booher

An office of the First Vice President is hereby created. The First Vice President's duties shall be determined at the pleasure of the President. The First Vice President shall serve for a term of not more than one year beginning the last year of eligible service of the President.

—Bylaws of the Houston Livestock Show and Rodeo

P. Michael Wells first attended the Houston Horse Show as a participant in 1965. At that time, his good friend, Louis M. Pearce Jr. — who served as president of the Show from 1967 to 1969 and is a member of the Executive Committee — suggested that he needed to get on a committee, and his career at the Houston Livestock Show and Rodeo was off and running. At the board of directors meeting on May 28, 1998, Wells was elected the Show's first vice president.

Wells first joined the Quarter Horse Committee and later was on the Cutting Horse and Palomino committees, serving as chairman of all three. He was instrumental in the formation of the Horspitality Committee and served as its first chairman. He also was active on the Corporate Contributors, Membership and Steer Auction committees for several years.

He was a vice president of the Show from 1976 to 1978 and was elected to the Executive Committee in 1985, where he served for 11 years before being named a lifetime member of that committee in 1996.

One of Wells' major interests at the Show has been his involvement with the Rodeo Institute for Teacher Excellence. In 1995, the Contributions Review Committee addressed the subject of "at-risk" children. A year later, at the direction of newly elected Show President Jim Bloodworth, Wells was named chairman of a task force that conducted an exhaustive study regarding the inability of young students to read. The findings of this study resulted in the formation of the RITE Program in the spring of 1997. Wells believes that, by training teachers to teach students from kindergarten through the third grade how to read, the students' chances of achieving future educational success will be profoundly affected.

Born and raised in Houston, Wells attended San Jacinto High School and went to The University of Texas on a football scholarship, graduating in 1959 with a bachelor's degree in finance and accounting. He began his career in banking with Continental Bank, which became Allied Bank and later First Interstate Bank, and remained with that institution for 20 years. In the early 1980s, he was involved in the development of shopping centers and managed a syndication of stallions, which was liquidated in 1987. He returned to the banking industry and had stints at Rosenberg Bank and Trust, MedCenter Bank and Texas Guaranty Bank before recently assuming his current position as chairman of the board of Houston Commerce Bank.

He and his wife, Marilyn, have four sons, one daughter and eight grandchildren, all of whom reside in the Houston area. Marilyn served on the International Committee for many years, and three of their sons and their daughter are involved in the Show. Wells is on the board of Houston Hospice, a trustee of KHCB-FM/AM radio and a member of numerous banking associations. In his spare time, he enjoys riding cutting horses and has shown at the Houston Horse Show every year since that first time in 1965.

"I'm excited to serve the Show as first vice president," said Wells. He stated that the biggest challenges currently facing the organization are the stadium issue and the no-show attendance problem. Major issues to address in the foreseeable future are adequate parking, the maintenance and construction of facilities, and finding new ways to entertain the public on the Show grounds outside of the rodeo.

Wells believes the year working as first vice president will better equip him to assume the duties of the office of the president. He will have a chance to work with the current officers and staff, review the functions of the Show's committees and learn the day-to-day operations of the Show. Wells said, "It's a great opportunity to work with the Show at a much deeper level. It's an honor and a responsibility, and I am awed. I'm glad I have the chance to do it, and I am proud to work with the greatest people in the world — from the committee volunteers to the members of the Executive Committee."

Throughout its illustrious history, the Houston Livestock Show and Rodeo has been blessed with a long line of outstanding leaders — and it is fortunate to have one the caliber of P. Michael Wells standing next in line.

SHOW INITIATES NEW FUND-RAISING POLICIES

In an effort to coordinate all fund-raising efforts and ensure current relationships with corporate and individual partners remain strong, the Houston Livestock Show and Rodeo has implemented some new policies for all committees to follow for the 1999 Show.

The Executive Committee approved these changes, which went into effect on July 1, to allow all committees to focus on their stated goals and objectives and effectively accomplish their important mission.

“Our committees are the backbone of our Show and it’s important that everyone works together,” said Leroy Shafer, assistant general manager, Marketing, Information Systems and Presentations Department. “These new policies will make our fund-raising projects uniform and more efficient and help prevent multiple approaches to our corporate sponsors. With an organization of our size, it is vital that we have a coordinated plan of action.”

All fund-raising activities that involve any form of sales or merchandising or the solicitation and donation of money, goods or services, must go through a five-step approval process. This includes approval by the committee chairman, officer in charge, appropriate management coordinator, general manager and the fund-raising approval committee.

All proposed events must first be presented to the committee chairman to initiate the approval process. The new policy affects all fund-raising activities, including ongoing events and activities that have been approved in prior years. All Show committees and subcommittees must comply with this policy.

Each request submitted by the chairman must be accompanied by the official fund-raising approval request form, which can be obtained from the appropriate staff coordinator. It is important that committees set goals to raise only the amount of funds needed to achieve or support their specified purpose.

Only designated and approved committees may raise scholarship funds. The designated committees for the 1999 Show are the following: Black Go Texan, Carnival Ticket Sales, Corporate Development, Go Tejano, Group Ticket Sales, Ladies’ Season Box, Lamb Auction, School Art, Souvenir Program, Steer Auction and Swine Auction.

Scholarships will not be presented in the name of a committee unless that committee’s primary fund-raising purposes is to raise money for scholarships. These are the following: Black Go Texan, Go Tejano and Metro Go Texan. The Corporate Development Committee may continue to raise money in the name of corporate donors.

Planning for new events is even more critical than ever. Request forms must be submitted at least 90 days before an event is scheduled to occur. Subsequent approvals must be turned in at least 60 days prior to the planned activity.

Following guidelines of the Show’s official fund-raising policies will allow everyone involved a more structured and business-friendly relationship with our corporate and individual partners and supporters.

Third-Year Committee Chairmen

P R O F I L E S

By Teresa Ehrman

Every volunteer who wears the gold badge contributes to the overall success of the Houston Livestock Show and Rodeo. Of the more than 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 chairmen of their respective committees.

Marie Arcos - Go Tejano



Involvement with the Houston Livestock Show and Rodeo is definitely a family tradition for Marie Arcos. Her parents, Kandy and George Hernandez, grandfather Rudy Vara and brother Mike Arcos are active on the Go Tejano Committee with her. Marie has been a member of the Show since 1989. She also is a member of

the Special Children's Committee and serves on the advisory board of the RITE program. She is a program coordinator with the Harris Grey Company.

Richard Buddeke - Corral Club / General Chairman



For 15 years, Richard Buddeke has been taking care of the Show's numerous hospitality clubs throughout the Astrodome complex. A Show member for almost two decades, he has served as a vice chairman of the Committeemen's Club, chairman of the Dome Club and a Division Chairman. He also is a member of the

Committeemen's Bar-B-Que Committee and serves on the Show's board of directors. His wife, Susan, serves on the Communications - Broadcast Committee.

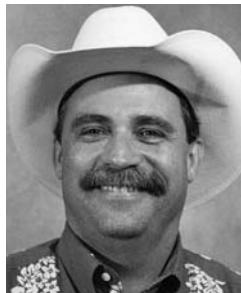
Jerry Coleman - Western Art



An independent insurance broker, Jerry Coleman is a life member of the Show and has been active on the Western Art Committee since 1989. During his chairmanship, three new bronzes have been placed on the Show's grounds. However, his first involvement at the Show was exhibiting commercial heifers as a youngster

from Junction, Texas, in 1957. He is a member of a buying group that purchased the reserve grand champion in 1996, a class champion in 1997 and the grand champion in 1998 at the School Art Auction.

Michael Pillow - Paint Horse



A 17-year Show volunteer, Mike Pillow served as a captain and vice chairman on the Paint Horse Committee prior to being appointed as its chairman in 1996. Under his leadership, the prize money given to Paint Horse exhibitors has more than doubled. His father, Mickey, is a member of the Show's board of directors,

and his mother, Gwen, serves on the Quarter Horse Committee. Mike is a sales representative with Fornax Industries, Inc. in Channelview.

Donald Winford - Trail Ride



Donald Winford's involvement with this organization has spanned more than two decades, with most of those years spent as a volunteer on the Show's Trail Ride Committee. He served as a captain and vice chairman on the committee prior to becoming chairman two years ago. His wife, Linda, is a member of the Houston

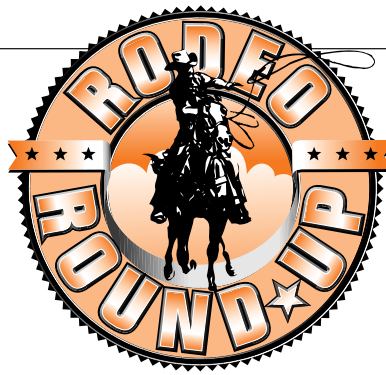
Metro Go Texan and Committeemen's Bar-B-Que committees. Donald is the owner of Winford Construction Company in Montgomery, Texas.

Bill Yates - Commercial Exhibits



For 13 years, Bill Yates has been looking after the Show's numerous commercial exhibits that line the Astrohall and Astroarena during the run of the Show. A life member since 1984, he served as a captain and vice chairman of the Commercial Exhibits Committee and is actively involved with the Rodeo Express

Committee. Bill is president and part owner of Safety Lights, Inc.



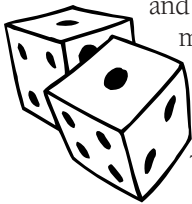
Here Before You Know It!

Dates for the 1999 Houston Livestock Show and Rodeo are as follows:

World's Championship Bar-B-Que Contest	Feb. 11 - 13
Go Texan Weekend	Feb. 13 - 14
Downtown Parade and Rodeo Run	Feb. 13
Horse, Donkey and Mule Show	Feb. 17 - March 7
Livestock Show and Rodeo	Feb. 19 - March 7

Don't believe time flies? Eat a bite of turkey, open your holiday presents, say "Happy New Year" — it's time to RODEO!

LUCKY 7s



At the annual meeting of the Houston Livestock Show and Rodeo held on May 19, 1998, seven new members were elected to the board of directors. They are: John M. Cotterell, Tom C. Davis, Steve Jackson, Jimmy Lyons, Harry Perrin, W.E. "Willie" Phillips and Alan L. Tinsley.

In recognition of many years of service, the following seven individuals were elevated to lifetime director: David G. Eller, Pat L. Gilbert, Robert Kranzke, Thomas H. Overstreet, Jack M. Rains, Charles B. Roberts and J. Virgil Waggoner.

Congratulations to these individuals and all other directors who were re-elected to the board.

LEGAL SYMPOSIUM

The annual Legal Symposium conducted by the Show's Legal Advisory Committee will be held on **Thursday, Sept. 10**, in the 100 series meeting rooms in the Astrohall beginning at noon.

In addition to the keynote address, the agenda will consist of panel discussions on the following topics: Managing a Rodeo, Fair and/or Exhibition; Generating and Spending Money - Today, Tomorrow and in the Future; and Avoiding and Responding to

Litigation. If you would like to attend or need additional information, contact Dena Trocheset at 713.791.9000.

More Fabulous Females in '99

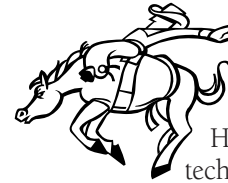
Opportunities for youngsters increase as the Show adds a Junior Breeding Gilt Show and two new breed classes to its Junior Breeding Beef Heifer Show. With the addition of the Braford and Gelbvieh breeds, this makes a total of 17 breeds.

Agricultural Fact: A gilt is a young female swine, and a heifer is a female bovine less than 3 years of age that has not borne a calf.



Rodeo in September?

That's right! The Show will hold a special rodeo performance on Sept. 16 for attendees of the 17th Congress of the World Energy Council. More than 25,000 executives representing 100 countries will gather in Houston for a discussion on energy and technology beyond the year 2000.



The Houston Rodeo, along with the Houston Ballet and Houston Symphony, will combine forces in three separate events to show these prestigious visitors that our city truly is one of culture and a lot of fun.

Back to the Future

The 1999 Houston Rodeo will return to a format with grand entry kicking off the event at 7 p.m., followed by calf roping, bareback riding, team roping, steer wrestling, barrel racing and bull riding.

WELCOME ABOARD

As the Show continually evolves, so does the staff. Mary Hankla has been named the new horse show director. For all of you who haven't heard, Judy Jordan has retired but will still be in the office through the '99 Show sharing her expertise with Hankla. Glen Alan Phillips has been named livestock director, Kathi Stanley is the human resources director and Ansen Sobrinho has joined the staff as a computer developer.



CALENDAR OF EVENTS



AUGUST

SEPTEMBER

OCTOBER

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

AUGUST

21-23 Alvin/Pearland Bar-b-que
Cook-off
28 La Porte Golf Tournament

SEPTEMBER

7 Show offices closed for Labor
Day holiday
10 Legal Symposium; Astrohall,
100 Series Rooms
23 Spring Branch/Memorial Golf
Tournament & Banquet
26 Cy-Fair Old West Costume
Ball

OCTOBER

1 Deadline for committee list-
ing in souvenir program
2 Spring Branch/Memorial
Dance
17 Cy-Fair Go Texan Bake Sale
& Contests
23-24 Walker County Go Texan
Events and Bar-b-que
Cook-off



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