



HOUSTON LIVESTOCK SHOW AND RODEO

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MAGAZINE



TABLE OF CONTENTS

A Message From the President..... 1

Features

The Show's New Footprint 2

Blue Ribbon Judges 4

Impact of Pay-Per-View — Now and in the Future 6

Taking Stock of Our Proud Past 8

1998 Attractions & Events..... 10

Drum Runners..... 12

Volunteer the RITE Way..... 14

Meet Scholar #1..... 15

Committee Spotlights

International 16

School Art 17

World's Championship Bar-B-Que 18

Show News and Updates

PowerVision Steps Proudly Toward the Future..... 19

Third-Year Committee Chairmen Profiles 20

Rodeo Round-Up 21

Calendar of Events Back Cover



The Cover: The excitement mounts as this Houston Rodeo contestant competes for his share in the world's richest regular-season rodeo.
Photo by Frank Martin

Houston Livestock Show and Rodeo

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A MESSAGE FROM THE PRESIDENT

Standing tall with tradition, stepping proudly toward the future. — The 1998 Houston Livestock Show and Rodeo

This slogan, which bridges our past with our future, really says it all. The 66th edition of the Houston Livestock Show and Rodeo will begin in just a few short weeks, and that alone is something that brings out the best that Houston has to offer.

Rich in tradition, our Show brings people of all ethnicities and social backgrounds together for three weeks of fun, excitement, thrills and fellowship. The fourth largest city in the nation slows down a notch to welcome performers, exhibitors and students of all ages to the world's largest livestock show and richest regular-season rodeo.

It doesn't matter whether you live in a penthouse in downtown Houston or hail from rural West Texas, there's a place for you at the Houston Livestock Show and Rodeo.

Our tradition is well chronicled and certainly vital to our success. We are most proud of the more than 12,000 volunteers who are the lifeblood of the Show. Without the tens of thousands of hours these dedicated people provide, we could not function at the level at which we now enjoy.

We are proud of our accomplishments as a charity, providing educational aid and scholarships to more than 16,000 students during the past 41 years. Commitments through the 1997-98 school year will push us over the \$50 million mark in overall educational support.

The Houston Livestock Show and Rodeo continues to be a major success story because we maintain its rich Western heritage while being open to change. Despite the current success of the Show, we can never afford to become complacent. We must look to our future with the same vision that brought us where we are today.

Our staff looks to improve the Show each year after analyzing feedback from our volunteers, staff, sponsors and customers. Sometimes a slight revision is in order, while other times require a complete overhaul. There are several major changes in 1998, most notably the new layout of the grounds.

The "footprint" for the 1998 Show has been changed to a more customer-friendly design. Destination: AGVENTURE and AGVENTURE Grandstand will be placed closer to the Astrodome, making both more accessible. The main carnival will extend along Circle Drive, from the West entrance to the North entrance of the Astrodome, allowing expansion for the World's Championship Bar-B-Que Contest.

Other new features include an all-day mini carnival designed for the younger crowd. A new store, located in Rodeo University, will sell only logo merchandise, including books, videos and licensed products.

In an effort to get people home a little bit earlier during the week, we have moved the start time of the evening rodeo performances to 6:30 p.m. Each night's performance will begin with calf roping and bareback bronc riding prior to the grand entry.

Our web sites on the Internet <www.hlsr.com> and <www.rodeohouston.com> have been redesigned and are more "user friendly." I encourage you to utilize this valuable resource for updated schedule and ticket information throughout the year.

It is our hope that these changes will improve the quality of our Show and enhance its entertainment value. Pride and tradition have always been the cornerstone of the Houston Livestock Show and Rodeo — it is our willingness to look to the future and take decisive action that allows our proud tradition to live on.

Jim Bloodworth

Jim Bloodworth
President



The Show's New Footprint

By Beverly Rosenbaum

"In the interest of convenience and customer satisfaction, we have made the new layout more 'customer friendly' by placing Destination: AGVENTURE and the Grandstand area closer to the natural flow in and out of the Astrodome," said Dan Gattis, general manager of the Houston Livestock Show and Rodeo. This will be accomplished by wrapping the carnival and AGVENTURE Plaza around the west and northwest sides of the Astrodome. Exhibits will be more accessible, encouraging visitors to arrive early and stay on the grounds after the performances in order to see everything. "One of the primary goals is to create entertainment earlier in the day to get more people out when we have the space and facilities," Gattis added.

The layout of the Show has been redesigned for four basic reasons, according to Skip Wagner, assistant general manager, Operations Department. The first is to improve safety. The former layout around the Astrohalla near the Westridge entrance allowed livestock loading and unloading as well as the west loading dock operations to occur in areas of heavy pedestrian traffic. This permitted too many vehicles for trash, recycling, vendor service and livestock within the public area.

The second reason is to improve logistics. Service vehicles will now be able to reach the west dock, exhibits in AGVENTURE Plaza, Grandstand backstage area and carnival more easily.

Third, it will help the presentation of the Show. "Visually, there will now be something of interest at every public entrance," Wagner said. The new layout will extend across six rows of parking, or 325 feet, beginning at Circle Drive, providing a 2,000-foot frontage facing the parking area and improved access with the addition of new admission gates at Murworth, McNee and North Stadium Drive. This redesigned area uses three less parking spaces than the previous configuration, so the total area used by the new footprint is about the same. Additionally, the expanded frontage gives the Show added opportunity for signs, which can be used for promoting its support of education, recognizing sponsors or welcoming fans.

The fourth reason is financial. It is anticipated that the new 6:30 p.m. rodeo start time will encourage people to come out even earlier in the day. This will enable guests to visit the exhibits in AGVENTURE Plaza and still have time to patronize the food vendors and other commercial exhibitors before going into the rodeo.

The biggest new attraction in this area is the Grandstand. The Grandstand's 60-by-100-foot arena has a seating capacity of 1,500 and will now be home to the Wild West Show, entertainers from the former Country Music Pavilion and the Hideout. In years past, the Wild West Show had been moved from venue to venue and only took place nine times throughout the run of

the Show because of conflicting activities. The Grandstand will offer ongoing entertainment beginning at 10 a.m., including daily performances of the Wild West Show. Up and coming country music entertainers will take over at 5 p.m., followed by local bands and dancing from 9 p.m. until closing.

Destination: AGVENTURE, now located between the Westridge and Murworth entrance gates, will be more educational in nature than last year. "We'll be adding an area to the livestock exhibits that will feature beekeeping and horticulture. Enhancing the beef cattle static display will be a live cattle exhibit, which will range from calves to feeder steers. The primary focus will be on educating the public about the cattle industry," Wagner explained.

Of the Show's three petting zoos, two will be located in AGVENTURE Plaza, along with pig races, pony rides, a tent-covered food court and plenty of picnic tables. The Go Tejano Committee's Tejano Diner, along with three other commercial food vendors, will be located within the tented portion of the Plaza. Additionally, five food booths from Double E Plaza will be relocated to an open-air area at Westridge.

New to the Show will be University MarketPlace, a store within Rodeo University, dedicated to merchandising Houston Livestock Show and Rodeo books, videos and other Show licensed

The Houston Livestock Show and Rodeo's quest to make each year's presentation better and easier for attendees to see everything has inspired revisions resulting in this year's layout or "footprint."

products.

Also new this year is an all-day mini carnival geared primarily to the younger crowd. "The daytime family entertainment is designed to appeal to small children as well as senior citizens, and supports our effort to get people out during weekdays when we have more room for patrons," Wagner said.

The main carnival will extend along Circle Drive from Murworth to North Stadium Drive, allowing expansion of the World's Championship Bar-B-Que Contest. Relocating the carnival allows for bigger and better rides to be set up and utilized during the barbecue. Between the carnival and the hedgerow, commercial exhibit spaces have been added, as well as a major stage presentation, large dance tent and a "fun zone," enhancing the entertainment experience for attendees of the cook-off. Additional entrance gates will relieve overcrowding at any individual gate.

President Jim Bloodworth is optimistic about the redesigned layout. "We always try to make our Show new and exciting as we continue to grow and expand our footprint. Since we are at capacity at night and on weekends, the new AGVENTURE layout and schedule will give more people the opportunity to come out at 10 a.m. to see the Wild West Show and exhibits. Hopefully, this is an area where we can encourage people to make their rodeo experience an all-day affair."



Blue Ribbon Judges

By Beth Johnson

A livestock judge's job is a tough one in Houston — to determine just the right degree of structure, balance, feathering, coat and conformation. Minute degrees of variation in one of these areas could mean the difference between a Grand Champion and a great disappointment to the youngsters who bring their animals to the Houston Livestock Show. The men and women who make these decisions are the best in the industry. Houston Livestock Show judges have not only traveled around the world to select prime animals at some of the most prestigious global breed competitions, but they also have handed out blue ribbons at small county fairs across Texas and the Midwest.

Choosing the almost 70 livestock judges and 25 horse judges to grade the animals at the Houston Livestock Show is done a year or more in advance, according to John Sykes, assistant general manager, Agricultural Exhibits and Competition Department. Once the job has been accepted, junior market show judges are not allowed to work an event in

Texas until the time of the Show. “We take recommendations from animal industry committees, as well as county extension agents, animal scientists and high school agricultural science teachers, who have their own committee and make their own recommendations,” Sykes said.

“We only hire judges with plenty of experience who have a track record for fairness and consistency,” said Sykes, who added that integrity is just as important as capability when it comes to the qualifications of a judge.

Men and women who interact well with youth are also top candidates. “They need to be able to communicate with those young people as openly as they can with their own families,” said Sykes.

Cattle judge Cheryl Fulkerson started judging 4-H livestock events when she was 9 years old. Two years later she assisted her hearing-impaired father in judging beef competitions. While her father used sign language, Fulkerson verbalized his reasons. When she was 18, she began judging competitions on her own.

Fulkerson, who has a bachelor's degree in agricultural industries management from Colorado State University, as well as a master's of business administration and a doctorate from Oklahoma State University, said, “One of the hardest things about judging is being ‘on’ every minute of the day. You

have to start at eight in the morning and be just as fresh, sharp and objective at eight that night.”

“I always keep the kids in mind when judging. You have to be sure to spend as much time evaluating the lower placings as the top ones. Those kids have spent so much time raising this animal that they all deserve a fair look. I always try to remember that youngster at the bottom who needs a kind word of encouragement,” said another judge, Jim Williams, a Texas A&M University graduate and a purebred cattle breeder.

“I think the judges have to really keep in mind that we’re doing it for the kids, and we have to make our relationship with them as positive as we can,” said Steve Nichols, who started judging barrows on his college livestock team and who also has been coming to Houston for 25 years. A county extension agent who has a degree in animal science with an emphasis on swine production, Nichols said the perfect pig is lean in muscle and structurally correct.

There’s not much muscle to judge when it comes to Sam Rizzo’s category. A retired school teacher, Rizzo started judging rabbits when he was just a kid. Shape, color, size and a healthy coat are some of the qualities he looks for when picking winners in Houston. “Each rabbit is the same as any other livestock: there is a standard of perfection for each breed and you have to decide which comes closest to its own standard with no disqualifications such as crooked legs, bad teeth or bad eyes,” said Rizzo, who raises New Zealand rabbits.

Colorado native Nevil Speer, making his first trip to Houston in 1998 to judge heifers, is ready to tackle the challenge ahead. An animal science teacher with a specialty in beef production, he has judged professionally since 1987. He also has been a member and coach of his collegiate livestock judging team. “It’s a real honor to be asked to judge in Houston, and I’m very excited. I’m looking forward to this opportunity because I’ve been a spectator and definitely know what I have to expect and the challenge ahead. The very elite will be in Houston, and in my mind it will come down to minute degrees of perfection,” said Speer.

When it comes to lambs, Oklahoma native Larry Shell is one of the judges who has to distinguish that slight difference that makes a champion. An agricultural science teacher since 1970, Shell started judging almost 20 years ago and has made three trips to Houston to pick the best sheep.

About lamb selection, Shell said, “When you’re in Houston, you have so many quality head that you begin by just looking for sheep that have a good profile and a good touch, or muscle tone. After that, you want some length and muscle in the leg

An engrossed livestock judge takes one last look before rendering his final decision on which barrow will be named Grand Champion of Show.

combined with a sheep that’s stylish and balanced and real pretty. When you find one that meets the eye and the hand, you have a good sheep.”

For poultry, Houston native Bill Cawley has been tackling the judging challenge since 1952. He can remember selecting the top turkeys and broilers downtown in the Sam Houston Coliseum when the Show was still called the Houston Fat Stock Show. A lot has changed in the decades since he started, but one thing remains the same: “When you talk about Houston, you are talking the Super Bowl of poultry events.”

Cawley said there’s probably not a small town with a county fair across the United States he hasn’t worked. Judging the junior poultry show means determining which birds are going to offer the best meat. “The first thing you’ve got to check is the breast. If the breast is not well fleshed-out, you might as well go on to something else. Once you’ve got the birds with the best breasts, you move on to the thighs,” Cawley said. “A judge has to visualize what that bird is going to look like when it’s dressed out and all those feathers are gone, especially with turkeys. Is it going to look good on the platter?” In Houston, chickens are judged in pens of three, and they must match in both uniformity and size, while turkeys are judged separately like other livestock. Today, Cawley judges only five or so shows each year, “I told them I was going to quit when kids started coming up and saying, ‘Oh, you judged my granddaddy’s show.’”

Combining the state of Texas’ best junior exhibitors with the most talented judges from throughout the United States is one of the reasons why the Houston Livestock Show ranks as the best of the best.





By *Gina Covell*

From stadium box to cable box and beyond, the Houston Livestock Show and Rodeo has expanded across the airwaves to touch the nation and the world with its RODEOHOUSTON 1998 pay-per-view series. The Show's package features four of the most dynamic acts in country music, along with the world's top rodeo cowboys and cowgirls.

The first concert/rodeo combination features Lorrie Morgan and Terri Clark, Monday, March 2, 8 p.m. (CST), with live concerts following an hour presentation of the best rides from the first round of Houston Rodeo competition. An added attraction to this first show of the series is a special guest appearance by LeAnn Rimes via video from her performance on Sunday, Feb. 22. Clay Walker heats up the Astrodome stage for the second concert/rodeo combination on Friday, March 6, 8 p.m. (CST), after highlights from the second round of rodeo action.

★ Impact of PAY-PER-VIEW ★ Now and in the FUTURE

The series wraps up on Sunday, March 8, 4 p.m. (CST). This show begins with rodeo action from the third round of competition and culminates in the live broadcast of the finals of the world's richest regular-season rodeo. These professional athletes rope and ride for nearly three-quarters of a million dollars in prize money before nearly 60,000 fans in the Dome.

The pay-per-view concept began in 1994 as an effort to extend the Show's reach, impact and promotion in the immediate Houston audience, Texas and the surrounding states. "There are a quarter of a million people who are not able to attend the shows because of the limited seating capacity of the Dome," said Leroy Shafer, assistant general manager, Marketing, Information and Presentations Department. "Pay-per-



view allows those 250,000 people a chance to see a great performance that they otherwise would have missed due to limited seating or other reasons such as age, health and transportation.”

The series has gone from embracing Houston and its surrounding areas in 1994 to circling the world through the growth of cable and satellite technology, and the public's demand for quality family entertainment. “We are a very nice commodity for cable carriers,” said Shafer. “The majority of pay-per-view events are commercially produced movies, wrestling or boxing. We provide exciting family entertainment without runaway athlete salaries and wealthy owners.”

According to Shafer, the combination of a great entertainment value and an educational charity tied to one event is a rare commodity. The pay-per-view providers value this and use this unique aspect to promote the Show to their family viewers.

The greatest benefit to the viewer is pay-per-view's affordability. The suggested price is \$14.95 for each of the concert/rodeo combinations, and \$9.95 for the Houston Rodeo finals. “A family of four can get the entire pay-per-view package for less than the price of four rodeo tickets,” said David Glodt, RODEOHOUSTON's pay-per-view television producer. “Viewers can invite as many people as they like to watch the event, which makes this a tremendous buy. In return, they receive a documentary of the rodeo from the first performance to the 20th performance, including excellent concerts with the latest camera equipment and Dolby Surround Sound audio.”

“You can't go to the video or music store and buy that kind of value,” said Shafer. “Clay Walker put on an absolutely amazing performance at the Show last year. We can't sell the recording of a performance to an audience, but more people called and asked for that recording than you can believe. With pay-per-view, audiences are able to record the performances for themselves.”

A tremendous benefit of pay-per-view for the Show is the advertising cross promotion used to publicize the series. Commercial time and print ads are placed at television and radio stations, and in publications throughout the United States, Canada and parts of Latin America and Japan. Whether people purchase the pay-per-view packages or not, viewers and potential sponsors are made aware of the existence of the Show and its message of benefiting youth and supporting education.

“Pay-per-view makes people around the world aware of the Show, and drives the demand for attendance and sponsorship,” said Glodt. “We add new features and activities each year and having national recognition from sponsors via television exposure makes it much easier to get into a potential sponsor's door.”

An example of this is the first-time sponsorship of DIRECTV. “We were involved in the first year of DIRECTV's existence and now they have embraced the Show because of our support,” said Shafer. “This year they have taken a huge step to become the AGVENTURE Plaza sponsor, one of our largest sponsorships.”

The future of the Show will involve wireless programming and whatever the newest technology will be. In 1997, the Show's first website debuted and established a strong presence on the Internet. It has remained a valuable publicity tool throughout the year because of the staff's efforts to continually update information. According to Shafer, the organization is currently on, and will stay on, the cutting edge of technology because whoever has the most publicity, access and demand will stay in business.

“This is just the tip of the iceberg,” said Shafer. “There are many other ways that the Show can be distributed electronically throughout the world.”

So, mosey up to the television for fast, live rodeo action, or saddle up as the Show gallops down the information superhighway. Who knows where you will see the world's greatest rodeo next.

RODEOHOUSTON
is available on
cable pay-per-view
through Request Television and
Viewer's Choice throughout the
United States and on satellite
networks including DIRECTV,
DISH Network, PRIMESTAR and
TVN Home Theaters.
RODEOHOUSTON will be available
in Canada on cable and satellite
from Allarcom.
To place an order in the Houston
area, cable customers can call
713/777-7742.
*The Kroger Co. is the official
sponsor of RODEOHOUSTON.*



Taking Stock of Our Proud Past

By Melissa Manning



What do a mission patch from NASA, a collection of ornate costumes that once belonged to a duo of dog-riding monkeys, a bronze horse and an exquisite pair of mink-trimmed boots all have in common? They are among the diverse collection of Western art and rodeo memorabilia found in the Houston Livestock Show and Rodeo's archives.

Over the years, committee volunteers, life members and other friends of the Show have donated or loaned these memory-filled items to the Show. Often, the donations were made anonymously and simply left at the Show's offices. In 1990, Show officials formed the Western Art Committee to acquire, preserve, catalog and present such art and artifacts that reflect the organization's history.

According to Dan Gattis, general manager of the Houston Livestock Show and Rodeo, the decision to organize the collection was easy to make. "Several years ago, I found all kinds of memorabilia spread out over the offices, and our closets were full," he said. "Something

had to be done to protect these items, and the members of the new Western Art Committee enthusiastically accepted this challenge."

The committee's efforts are evident throughout the Show's offices and the Astrohalla complex. Outside, larger-than-life bronzes pay homage to horses and cowboys, to ranchers, and to

the youth that represent our future. Sculpted by renowned artists, these intriguing works stand tall in the Texas sun, beckoning visitors to take a closer look.

Take a walk through the Show's offices, the board room, the Stockman's Club or the meeting areas, and you'll see steer hides, mounted elk heads and a silver-stamped Western saddle that once belonged to oilman Glenn McCarthy, proprietor of a former Houston landmark, the Shamrock Hotel. You'll also see wonderful works of art, including fine oils, limited edition prints and award-winning pieces from the Show's School Art Auction. Many of these works have been purchased by members of the Western Art Committee and others and then donated back to the Show.

"We are focused on giving people who may not be exposed to Western art a chance to see and enjoy it," said Jerry Coleman, chairman of the Western Art Committee. "Our primary responsibility is to maintain and protect the art and memorabilia of the Show, and we consider that to be an important contribution. By doing so, it allows all of us to remember a little bit of our heritage and to preserve this history for the education and enjoyment of generations to come."

When not on display, art and memorabilia are stored in the archives room, a climate-controlled environment located in the Show's warehouse. Inside, loaded shelves fill the space from floor to ceiling. A glance around the room offers a feast for the eyes of any history buff.



Yellowed press clippings fill books dating back to the early 1940s. In one book, a 1942 article features a photo of legendary Show supporter Bill Williams with the 875-pound Grand Champion Hereford Steer he purchased that year for \$1,986.25. Indicative of the times, a front page from a 1944 edition of the *The Houston Post* features a photo of the Show's Grand Champion Steer next to a story with an ominous headline that reads "London Worries As Nazi Storm Gathers Below Rome."

Further searching reveals a photograph of President George Bush and wife Barbara at the Show. Nearby is a framed Texas flag and a Houston Livestock Show and Rodeo flag that flew in space aboard the space shuttle Discovery. The astronaut who carried the flags into space also included a signed letter and a patch from the January 1985 mission. That astronaut, Lt. Col. Ellison S. Onizuka, died the following year in the Challenger accident.

Tucked inside a massive cedar closet is a diverse collection of elaborate Western costumes, hats, belts, buckles and other fashion accessories. Unusual items include a feathered Indian head-dress, chaps and a saddle blanket from the Harris County Sheriff Department's Mounted Patrol, and a man's suit by Nudie's Rodeo Tailors of North Hollywood, Calif. This cream suit features a flamboyant pattern stitched in copper-colored leather. And of course, there are boots to match.

Another man's jacket not only makes a fashion statement, but also a financial statement. This white jacket, embroidered with all the details of a personal check, was actually signed and used

by Leroy J. Gloger to pay \$15,000 for the Grand Champion Steer in 1972. Undoubtedly, he had it designed to match his white felt hat, which also was printed like a personal check and used to purchase the 1971 Grand Champion. Cancellation marks and



the word "paid" indicate that banks will cash just about anything, as long as the right information is provided.

Display cases, located just outside the Show's meeting rooms, feature rotated displays of items including Show badges, buyers' trophies from the auctions, promotional posters, souvenir programs, drink tickets and more. Jan Alexander, vice chairman of the exhibition subcommittee, is one of the dedicated committee members charged with collecting items and designing these fascinating exhibits. Currently, she is collecting memorabilia for displays that will honor the Salt Grass Trail Ride, the World's Championship Bar-B-Que Contest, and rodeo clowns and bullfighters.

"Our collection also includes thousands of photographs in black and white, and color," Alexander said. "The Show recently purchased negatives and photos from the family of Grant Sexton, an early Show photographer, and we plan to frame many of them. However, in order to identify people in the photos, we need help from individuals who have been affiliated with the Show for many years." Alexander said that no matter how insignificant a piece of memorabilia or Western art might seem, the Show would like to add it to the collection.

Capturing these details is critical, said Jim Bloodworth, Show president. "I think it is extremely important that we preserve our Western heritage. Our way of life is changing, and many of the great leaders who founded our Show are starting to pass on. We need to capture their knowledge and preserve their mark on the history of the Show, otherwise it will be lost forever."



1998 ENTERTAINERS

1998 Houston Livestock Show & Rodeo Entertainer Line-Up

Friday, Feb. 20, 6:30 p.m.	Alan Jackson
Saturday, Feb. 21, 11 a.m.	Tracy Byrd and Trace Adkins
Saturday, Feb. 21, 6:30 p.m.	Clint Black
Sunday, Feb. 22, 4 p.m.	LeAnn Rimes and Bryan White
Monday, Feb. 23, 6:30 p.m.	Lynyrd Skynyrd
Tuesday, Feb. 24, 6:30 p.m.	Alabama and Sammy Kershaw
Wednesday, Feb. 25, 6:30 p.m.	Tanya Tucker and David Kersh
Thursday, Feb. 26, 6:30 p.m.	Brooks and Dunn
Friday, Feb. 27, 6:30 p.m.	Brooks and Dunn
Saturday, Feb. 28, 11 a.m.	Luther Vandross
Saturday, Feb. 28, 6:30 p.m.	Neal McCoy and Diamond Rio
Sunday, March 1, 4 p.m.	La Mafia and Intocable
Monday, March 2, 6:30 p.m.	Lorrie Morgan and Terri Clark
Tuesday, March 3, 6:30 p.m.	Reba McEntire
Wednesday, March 4, 6:30 p.m.	Reba McEntire
Thursday, March 5, 6:30 p.m.	Vince Gill
Friday, March 6, 6:30 p.m.	Clay Walker
Saturday, March 7, 11 a.m.	Mark Chesnutt and Rick Trevino
Saturday, March 7, 6:30 p.m.	Tracy Lawrence
Sunday, March 8, 4 p.m.	John Michael Montgomery

1998 ATTRACTIONS & EVENTS

AGVENTURE Plaza

Astrodome Parking Lot

AGVENTURE Grandstand

THE HIDEOUT

Friday & Saturday: 8 p.m. to 1 a.m.

Sunday - Thursday: 8 p.m. to midnight

TWILIGHT FAMILY ENTERTAINMENT

Live entertainment daily from 5 p.m. to 7 p.m.

WILD WEST SHOW

Noon & 4 p.m. daily except Sat., Feb. 20 & Sunday, March 1

Destination: AGVENTURE

9 a.m. to 9 p.m. daily

AGVENTURE TOURS

Monday - Friday: 9 a.m. to 4 p.m.

PETTING ZOOS

9:30 a.m. to 9 p.m. daily

PIG RACES

10 a.m., noon, 2, 4, 5, 6, 7 & 8 p.m. daily

PONY RIDES

9 a.m. to 9 p.m. daily

RODEO UNIVERSITY

9 a.m. to 9 p.m., Live shows daily

SPINNING AND WEAVING DEMONSTRATIONS

Weekdays: 10 a.m. to 2 p.m.

Saturday & Sunday: 10 a.m. to 5 p.m.

Auctions & Sales

All auctions and sales are held in the Sales Pavilion

Commercial Heifers.....Sun., Feb. 22: Noon

Jr. Commercial Steers.....Tue., March 3: 5 p.m.

Junior Lambs.....Fri., March 6: Noon

Junior Poultry.....Wed., March 4: Noon

Junior Steers.....Sat., March 7: Noon

Junior Swine.....Thurs., March 5: Noon

Premier Horse Sale.....Sat., Feb. 28: 5 p.m.

Registered Range Bull.....Wed., Feb. 25: Noon

School Art.....Sun., March 8: 1 p.m.

Carnival

Astrodome Parking Lot

Monday - Thursday.....4 p.m. to midnight

Fridays.....4 p.m. to 1 a.m.

Saturdays.....10 a.m. to 1 a.m.

Sundays (Feb. 22 and March 1).....10 a.m. to midnight

Final Sunday (March 8).....10 a.m. to 10 p.m.

Cowboy Church

Sundays, 10 a.m.
Feb. 22 and March 1 - Arena Rooms 1 & 2
March 8 - Sales Pavilion

Daily Show Parade

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

Double E Plaza

Between the Astrohall and Astroarena
FOOD & EXHIBIT BOOTHS
Sunday - Thursday: 10:30 a.m. to 9 p.m.
Fridays: 10:30 a.m. to 11 p.m.
Saturdays: 9 a.m. to 11 p.m.
PETTING ZOO
9:30 a.m. to 9 p.m. daily

Exceptional Rodeo

Tue., Feb. 24 - Thurs., Feb. 26, 5:15 p.m., Astrodome

Fiesta Charra

Sun., March 1, AGVENTURE Grandstand

Go Texan Weekend

GO TEXAN CONTESTS

Dominoes, horseshoe pitching & washer pitching contests
Sat., Feb. 14, Astroarena

HAY HAULING CONTEST

Sat., Feb. 14, Astrodome

PARADE

Sat., Feb. 14, 10 a.m., downtown Houston

QUILT & PHOTOGRAPHY CONTEST WINNERS DISPLAY

Feb. 20 - March 8, Western Heritage Gallery

RODEO RUN

Sat., Feb. 14, 9:45 a.m., downtown Houston to Astrodome

TEAM PENNING CONTEST

Sun., Feb. 15, 10 a.m., Astroarena

WORLD'S CHAMPIONSHIP BAR-B-QUE CONTEST

Astrodome Parking Lot

Thurs., Feb. 12: 4 p.m. to midnight

Fri., Feb. 13: noon to midnight

Sat., Feb. 14: 9 a.m. to midnight

Horse, Donkey & Mule Shows

Most equine events are held in the Astroarena

Appaloosa.....Fri., March 6
Arabian & Half ArabianMon., March 2 - Wed., March 4
Cutting Horse.....Wed., Feb. 18 - Sun., Feb. 22
Donkey & Mule.....Sat. and Sun., March 7 & 8
Miniature Horse.....Sat. and Sun., March 7 & 8
Paint.....Wed. and Thurs., March 4 & 5
Palomino.....Sat. and Sun., Feb. 28 & March 1
Quarter Horse.....Mon., Feb. 23 - Sat., Feb. 28
Top Hands Horse ShowSat., Feb. 14

Junior Livestock Shows

Most junior livestock events are held in the Astrohall

Agricultural Mechanics Projects.....Fri., March 6
Angora GoatsSat., Feb. 28
Breeding Beef HeifersSat., Feb. 28 - Mon., March 2
Breeding Beef Scramble and
Livestock Judging Contest HeifersSat., Feb. 28
Breeding RabbitsTue. and Wed., Feb. 24 & 25
Breeding SheepThurs. and Fri., Feb. 26 & 27
Dairy CattleSat., March 7
Dairy GoatsFri., Feb. 20
Dairy Scramble and 4-H & FFA Dairy
Judging Contest Heifer ShowSat., March 7
4-H & FFA Dairy Judging ContestMon., March 2
4-H & FFA Livestock Judging ContestMon., March 2
4-H & FFA Tractor Mechanics ContestTue., March 3
Horse Judging ContestTue., Feb. 24
LlamasFri. and Sat., Feb. 20 & 21
Market Barrows.....Tue. and Wed., March 3 & 4
Market GoatsMon., Feb. 23
Market LambsThurs., March 5
Market Poultry.....Mon. and Tue., March 2 & 3
Market SteersThurs. and Fri., March 5 & 6
Rabbit Judging ContestWed., Feb. 25
Range and Pasture Plant ID Contest.....Sat., March 7
Weigh & Grade Commercial Steers.....Mon., March 2

Milking Parlor

Astrohall

First Friday (Feb. 20): 3 - 8 p.m.

Weekdays: 9:30 a.m. - 12:30 p.m. & 3:30 - 8:30 p.m.

Saturdays: 10 a.m. - noon & 3 - 8 p.m.

Sundays: 1-3:30 p.m. & 5:30 - 8 p.m.

Open Livestock Shows

All open livestock events are held in the Astrohall

Angora GoatsSat., Feb. 28
Beef CattleFri., Feb. 20 - Sun., March 1
Boer Goats.....Mon., Feb. 23
Breeding PoultrySat. and Sun., Feb. 28 & March 1
Breeding RabbitsSat. and Sun., Feb. 21 & 22
Breeding SheepThurs. and Fri., Feb. 26 & 27
Breeding SwineThurs. and Fri., Feb. 26 & 27
CaviesSat. and Sun., Feb. 21 & 22
Dairy CattleSun., March 8
Dairy Goats.....Sat., Feb. 21
Llamas.....Fri., Feb. 20 - Sun., Feb. 22
OstrichesTue., Feb. 24
Sheep Dog Trials.....Sun. and Mon., Feb. 22 & 23

Rodeo

Astrodome

Feb. 20 - March 8

Weekdays: 6:30 p.m.

Saturdays: 11 a.m. & 6:30 p.m.

Sundays: 4 p.m.

School Art Display

Feb. 20 - March 8, Western Heritage Gallery



By Beth Johnson

It was almost 50 years ago when a group of Texas ranch women decided to add a fast dash of flare and femininity to the rough sport of rodeo. Barrel racing was born.

They've come a long way from the event's humble beginnings as a competition among 74 members in the Girl's Rodeo Association for purse money totaling \$29,000 at 60 events. The sport has now evolved into an association of more than 2,000 contestants competing for more than \$2 million, under the umbrella of the Women's Professional Rodeo Association.

Barrel racing, plain and simple, is nothing more than a horse race. The contestant with the fastest time wins. With hair flying and attire glittering, the women of barrel racing charge out of the gate with horses at a full run. They circle three barrels set up like points on a triangle. Horse and rider must make a right and two left turns around the obstacles, or vice versa, to complete what's called a clover-leaf pattern. A five-second penalty is added to the rider's time for knocking over a barrel. Electronic timing devices clock the contestants to thousandths of a second — the only rodeo event to be so closely timed.

To compete at the top level of this sport, the mental aspect of the competition can mean the difference between a championship buckle and a disappointing trip across thousands of miles. "You have to have the mental toughness and competitive nature to drive 12 hours, run for 15 seconds and then drive home," said World Champion Kristi Peterson. "Before a run, I get rid of negative thoughts, concentrate on positive things and focus on exactly what my job is." Visualizing the run in her mind and watching some of the early runs to get a feel for the arena conditions are two mental keys for Peterson. "I try to prepare in my mind and get a game plan," she said.

Carolyn Vietor of the WPRA says the mental game can be the toughest part. "You have got to have the mental awareness to be able to get the best out of you and your horse under all kinds of conditions, including driving 24 hours with hardly any rest, unloading and competing immediately." This mental game is a factor not only for the women, but also the horses. "If you can't take the hauling and long hours, or if the horse can't take it, then you can't make it to the National Finals," she added.

That mental preparation is put to the test when contestants roll into Houston. Most barrel racers agree the Astrodome is the toughest arena in the sport. In most barrel racing contests, the arenas are so small the barrels are usually near a fence line. But, with the expanse of the Dome floor, that boundary is missing. Psychologically, it is a daunting course for both horse and rider.

"The noise in the Astrodome is so deafening that it almost drove my horse berserk. I'd never heard such noise in all my life, and then think what that's like to a horse whose ears are far more sensitive than ours," said Vietor, who competed in Houston in 1991. "It's the most unbelievable experience the first time you compete in the Dome and see the incredible crowd."

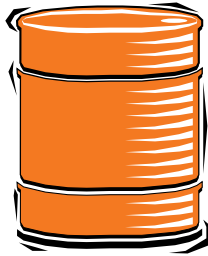
Though her familiar voice might contribute to frightening the keyed-up horses running on the dirt in front of 60,000 Houston fans, color commentator Sharon Camarillo understands the pressure on the women and their horses. "When you look up and see the sheer magnitude and size of the Dome, it's pretty overwhelming, even for a seasoned professional," said Camarillo, who not only shares announcing duties with Bob Tallman and Boyd Polhamus, but also has competed in Houston several times. "When you get to the quality of women competing in the Dome, the external factors like the crowd really allow the cream of the crop to rise

to the top. One sign of a champion is that she will adapt her competitive strategy to the elements.”

Peterson, who has been competing professionally since 1989, said it's up to the rider to try and calm her horse and give it the confidence to do its best in the din of the Dome. “One of the most challenging aspects of the sport is going to different places and having to compete in different weather and arena conditions,” said Peterson. “When you come to the Dome, you have to make a mental adjustment that it's just another barrel pattern and not be intimidated because it's in that awesome building. You need to help your horse do its best in that situation.”

Because the equine athlete is such a vital part of the sport, barrel racing is one of the few competitions where 15-year-olds can successfully compete against 50-year-olds. “What other sport can a child and a grandmother compete against each other in the same arena?” said Vietor, who added that as the popularity and purse values of the sport increase, so does the caliber of the horse.

Finding a good barrel horse can be a tough job. “A great horse has the athletic ability and conformation to be able to perform the long strides necessary between the barrels as well as make the quick, balanced turns around the barrels,” said Camarillo, who teaches about 20 clinics a year on barrel racing. Besides the conformation, breeding and quality training, one of the most vital ingredients to make a champion barrel horse is “heart,” she added. “And that's something you might not know until you've invested a lot of time and money to get him trained,” Camarillo said.



Peterson said the horses are getting better every year, which enhances the competition, and a great horse might turn up anywhere. Ten-time World Champion Charmayne James bought her famous horse, Scamper, at a feedlot for \$400.

For years, barrel racing paid considerably less than the men's events. But in the mid-'80s, the women began a strong push to be paid prize money equivalent to the other rodeo events. A major milestone was reached in 1996 when the Calgary Stampede agreed to include barrel racing in its \$50,000 bonus round.

Today, all regular-season rodeos offer the women equal money.

A win at Houston can make or break the year for a contestant. With the large amount of prize money, doing well in the Dome can go a long way toward guaranteeing one of the 15 coveted slots for a year-end trip to the National Finals Rodeo in Las Vegas.

“Everybody's goal is to go to Houston, especially since you have to qualify. It's one of the most prestigious contests in the sport,” Vietor said.

James, who has won Houston's barrel racing title more than any other woman in history, said the trip to the Bayou City is worth bringing Scamper out of retirement annually. “I'll continue to bring Scamper there to compete as long as I'm successful,” said James. “I was so scared the first time I competed in Houston, but now it's my favorite. There is so much money available in the Dome that it makes it the best rodeo.”

Rider and horse work in perfect rhythm to get successfully around the last barrel and head for the finish line.



Volunteer the RITE WAY

By Sue Cruver

It began in the summer of 1997 as one of the most significant educational programs developed and underwritten by the Houston Livestock Show and Rodeo in recent years. To date, the Rodeo Institute for Teacher Excellence, known as RITE, has successfully trained 75 teachers in an innovative phonics-based reading program to teach students how to read in pre-kindergarten through third grade. Now, it is time to evaluate the progress of 1,500 students who are being taught by these teachers, and RITE is looking for some very important, rodeo-spirited volunteer help.

According to Dianne Morris, RITE Program Coordinator, "We need a lot of help administering oral reading tests to students in kindergarten, first and second grades to see where they are today in their skills, and to measure the success of our program." She went on to say that the testing will be done one-on-one and will take place on the campuses of the six program schools and six control schools.

P. Michael Wells, lifetime member of the Executive Committee and chairman of the Show's At-Risk Task Force, told how initial (base line) evaluations were done without volunteers. "We didn't have enough people, so we had to pay individuals to administer the tests," he said. "It was very expensive."

Ruby Bloodworth, wife of Show President Jim Bloodworth, is heading up a group of 10 volunteers who are looking for others to join them in a newly formed auxiliary called The RITE Group. "The goal," said Wells, "is to build a volunteer pool of 100 to 150 volunteers who are willing and able to give two to three six-hour days in April and September to help."

"We are also looking for people who will act as facilitators on each of the school campuses," said Morris. "Ideally we want to form five- to six-person teams which can go into the schools, do the evaluations and leave with as little disruption to the school routine as possible. We will provide all the materials and training they need."

Volunteers do not have to have any teaching experience to sign up. They must, however, be a member in good standing of the Show. "This is not a badge committee," said Morris. Training and testing will begin after the 1998 Show.

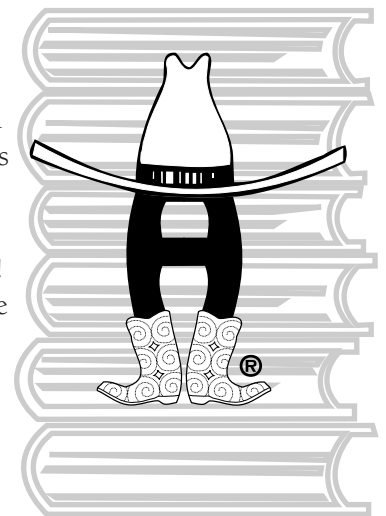
In a training session that will take no longer than half a day, volunteers will learn how to administer the TOPA – Test of Phonological Awareness, a phonics test and a reading test. The reading test will include a variety of reading skills, word recognition and comprehension.

"By evaluating students being taught by the RITE program-trained teachers and comparing their results against students in selected non-RITE schools," said Morris, "we can measure growth and the effectiveness of the teacher training." She also said that the six control schools have been selected based on similar student demographics, rather than similar reading programs. To thank them for their participation, the schools receive donations from the RITE program to buy books for their libraries.

As for overall reaction to the RITE Program and indications of its success in its first seven months, Morris said, "It seems to be working wonderfully.

There is so much enthusiasm and positive thinking about what is happening in the classes. Kids are months ahead of where they might have been without the program, and they are reading! Their newly found skills are falling out into other areas of study, too, and there are fewer student problems." She added that school administrations have been most supportive.

To make sure that the program reaches its full potential, volunteers need to step forward and lend a hand in the spirit of the Houston Livestock Show and Rodeo, where volunteerism and the education of youth are at the heart of its success!



To join the
RITE Group,
contact either
Dianne Morris or
Sharon Woodfin
at the
RITE Program Office,
3535 Briarpark,
Suite 110,
Houston, Texas
77042,
or call
713/532-3822.

Meet Scholar #1

By Susan K. Williams

“Chickens — I wanted to raise chickens,” said the tall, seemingly ageless gentleman as he sat in his office surrounded by awards, literature and a framed sketch of John Wayne. A gentle smile played on his face as he remembered his FFA advisor teaching him how to caponize a chicken, which he practiced on his mother’s kitchen table, losing a few chickens during the ordeal — a lesson his mother was not quite able to appreciate.

“No offense to John Travolta, but I was kind of an urban



Dr. Ben Dickerson, now a professor at Baylor University, was awarded the Show’s first scholarship in 1957.

cowboy,” said Ben Dickerson, the first scholarship recipient of the Houston Livestock Show and Rodeo. Reared on a tank farm near Webster, Texas, young Dickerson was especially active in agriculture during his high school years. He had a horse as a youngster, raised guineas and rabbits, and even had an Angus steer named T-bone. With special permission, he attended Bellaire High School because of its FFA program. Throughout his high school years he became a serious participant in many school activities — halfback on the football team, captain of the track team, president of the senior class and a member of both Junior Achievement and the Christian Student Union. He also was elected best all-around student at Bellaire High School.

Graduating at 17, Dickerson’s dream was to become a minister. He applied to Baylor University in Waco, Texas, was accepted and had even met his assigned roommate. But, fate held a different destiny for him. During the summer of 1957 after high school graduation, Dickerson’s student activities and positive attitude led him to a counseling position at a ranch for delinquent boys near Longview, Texas. The camp director, Bernie Lemons, a Texas A&M University alumnus, took Dickerson under his wing. Each morning when they awoke, Lemons played “The Aggie War Hymn.”

“After a month [of hearing the hymn] I was indoctrinated and called my mother to tell her I really felt I needed to go to A&M instead of Baylor,” said Dickerson. “This was in July, and I didn’t know how we were going to do this.” Shortly after the call, his mother called him back and said, “By the way, I just got some information that you got a scholarship to A&M.” With that phone call, and the scholarship from the Show, Dickerson’s destiny was set.

Dickerson believes a special Ag teacher, Isaac Carter, was responsible for his being awarded the \$2,000 scholarship. “Mr.

Carter submitted the application on my behalf without my knowledge. It was such a big surprise. I never even saw the application,” said Dickerson. “All I know is that an agriculture teacher had confidence in me and believed I should be considered as an applicant. I really want to thank him, but I haven’t been able to find him.”

Following that fortuitous call to his mother, Dickerson went on to receive both his bachelor’s and master’s degrees from Texas A&M University. He was a member of the Corps of Cadets and was commissioned as a second lieutenant in the U.S. Army. Carter can be very proud of the young man he helped 40 years ago. That young man now holds a Ph.D. and is the Director of the Institute of Gerontological Studies at Baylor. On being called “Doctor,” with twinkling eyes, Dickerson said, “I feel much more comfortable being called Ben. I still look around when anyone addresses me as ‘Doctor.’”

“The Houston Livestock Show gave me more than just a scholarship. It became a family to me,” recalled Dickerson. “The Show had a genuine interest in me and my family. Herman Engel, general manager of the Show and John Kuykendahl, assistant general manager of the livestock department, often came out and visited with my mother and wrote me encouraging letters while I was at A&M.” This gave him a sense of belonging, a sense of confidence in pursuing his education, Dickerson added.

Forty years after receiving the scholarship, Dickerson remains a significant icon to the Show. “I was especially honored and pleased when I was invited to speak at the 1997 Million Dollar Scholarship Banquet. It was a way I could say ‘thank you’ and that I will help them in any way I can.” Dickerson was bestowed a lifetime membership at the event by Show President Jim Bloodworth.

The relationship between Dickerson and the Houston Livestock Show and Rodeo — a relationship inundated with positive people and experiences — does not end there. He recently has started a program at Baylor to honor Houston Livestock Show and Rodeo scholarship recipients who attend Baylor and to express appreciation for what the Show has done for the university.

Throughout his life, he has been surrounded by people who have encouraged him to reach for every dream he held. “My mother played a very important role in my teen years,” recalled Dickerson. “We lost my father to cancer during my senior year of high school. My mother, who had never worked in her life, went to work for the City of Houston in the Parks and Recreation Department, retiring after more than 30 years. She’s always been an inspiration to me. I’ve never heard either of my parents ever say I was not able to do what I wanted to do. I could accomplish whatever I made my mind up to do,” said Dickerson.

There have been so many people throughout Dickerson’s life who have continued to inspire and encourage him, and among those he holds most dear are those associated with the Houston Livestock Show and Rodeo.

Since 1957, thousands of Houston Livestock Show and Rodeo scholarship recipients have followed in Ben Dickerson’s successful wake and have discovered that the Show is not just about scholarship money — it’s about being part of a family.



International Committee

By Nancy Burch



More than 2,500 visitors from 71 nations, ranging from Albania to Venezuela, were welcomed to the 1997 Houston Livestock Show and Rodeo by the International Committee. Almost half were international buyers, classified as official registrants, while the remainder attended as guests.

According to Chairman John Ellis, "The mission of the International Committee is threefold: to promote the Show to international visitors in their own countries, to entertain them when they are here in Houston and to provide interpreters as needed." Regarding the latter, Ellis estimates that about 20 different languages are represented, with Spanish the most frequently requested. As might be expected, the international contingent is dominated by our neighbors to the south — Mexico, and Central and South American countries.

Ellis is serving his first year as chairman of the committee he joined 21 years ago. "At that time, there were only a few foreign countries represented," he said. "Over the years the International Committee has reached out all over the world to spread the word about the Show." As a result, visitors now come from such far-off places as Cameroon, Denmark, Egypt, Iceland, Liechtenstein and Senegal.

Membership on the International Committee totals 450. To be considered by the membership subcommittee, one must have two letters of recommendation, including one from a Show director. Fluency in a foreign language is always a plus.

Under the direction of this committee are a myriad of activities, most of which take place during International Days the first week of the Show. In addition, some of the committee members travel to other countries, at their own expense and at the invitation of government officials. In the fall of 1997, one group visited Zacatecas, Mexico, for the Confederacion Interamericana de Granaderos Agriculturos (InterAmerican Cattlemen's Association), while another contingent attended the International Andalusian Horse Show in Seville, Spain.

However, the majority of their activities takes place right here in Houston. Members staff the International Hospitality Room, which is a place for visitors to relax during the Show. The committee also hosts the International Livestock Congress, which features presentations by worldwide experts within the

The International Hospitality Room serves as the focal point for visitors and guests to meet and converse, or just relax, during their stay at the Show.

industry. A few miles away at the George Ranch Historical Park in Fort Bend County, the Agri-Summit offers cattle breeders hands-on demonstrations of the latest veterinary procedures.

To assist international visitors with Houston's often chaotic traffic conditions, the International Committee provides transportation to and from the airports and to destinations such as the Texas Medical Center, area ranches, the Johnson Space Center and popular shopping malls. Among the special events hosted by the committee are the Herrin International Ball and the annual fashion show. The traditional luncheon for Houston's consular corps brings together diplomatic officials to encourage their participation in the Show and to provide them with literature to distribute in their respective countries.

Peggy Jobes, a captain on the International Committee, edits the newsletter, which keeps members up to date on committee activities. "Each issue also highlights one of our international visitors," she said. Recent articles include a report on committee travel and an agricultural outlook by Dr. Ernie Davis, Texas A&M University professor of livestock marketing and an extension economist.

For those seeking international flavor at an affordable price, the committee is now offering its own cookbook featuring recipes from around the world. Ellis, an alumnus of the chef's school at the Ritz in Paris, is among the contributors. The cookbooks will be available in the International Hospitality Room and according to Ellis, "anywhere else they'll let us sell it." Just one more project for this very busy bunch!

Red Griffin, a longtime committee member, is the new officer in charge. "It's an honor and a pleasure for me to serve as the officer in charge of this outstanding committee," said Griffin. "The International Committee is comprised of a group of real professionals from the bottom to the top. Whether greeting a visiting dignitary or sweeping the floor, they know their job, they do their job, and they serve the Show with great dedication."



School Art Committee

By Judy Johnston Merrell



With more than 300,000 entries, the School Art Program is proof that talented young champions come in all sizes.

Her young heart pounded. The anxious 13-year-old, who had just moved from California to Texas, endured the unfamiliar territory. “That first Monday at Knox Junior High was tough for Danielle,” recalled mom, Sue Campbell, “but before the week ended, our seventh grader was happily engrossed in Mrs. Lundsford’s art class project. I credit the Houston Rodeo’s School Art Contest as the catalyst for my daughter’s love of Texas.” The blue ribbon is still among her bedroom treasures. Now a Woodlands High School art student, Danielle’s 1998 entry will be among hundreds of thousands submitted by Houston area schools’ budding artists whose ages range from 5 to 19.

What began in the mid-1960s as a Go Texan Poster Contest that drew 700 entries has evolved into a School Art Contest that in 1997 had more than 300,000 entries. Today, approximately 80 independent school districts and 60 private and parochial schools are involved in the Show’s School Art Program.

Melinda Ruman, chairman of the School Art Committee, explained the committee’s fundamental mission: “For 30 years the main goal of School Art has been to provide interest and participation in the Houston Livestock Show and Rodeo to area students that other programs cannot reach. An inner-city child or apartment dweller has little opportunity to get involved in livestock competition. Aware of the need to foster all Houston-area students, Show officials have bestowed unwavering support to this committee.”

There are defined guidelines for students to follow. Entries must have Western themes and fall into one of the following classes: color, mixed medium, monochromatic, painting and sculpture. Artists are not allowed assistance in the creation of their works.

Ruman utilizes the committee’s finely honed organizational skills to manage the huge competition. During the numerous district shows, 40 judges from the committee choose from more than 21,000 art entries. District competition is held at three levels: elementary, junior high and high school. Each level receives one “Best of Show” and up to two “Gold Medal” awards. Cherished “Special Merit” awards are reserved for exceptional 12th-

grade entries. All entries receive ribbons, but only those pieces deemed the best are brought to the Show for public exhibition in the Hayloft Gallery, located in the Astrohall.

The 1998 School Art Committee will send 60 winners, up from 40 in 1997, to the prestigious Houston Museum of Fine Arts Glassell Junior Summer Workshop for one week. “We achieved our goal of participation expansion,” explained Ruman, who regards these programs as premier training. She added, “This year the Show is sponsoring 20 students in the Cowboy Artists of America Summer Workshop in Kerrville, Texas, for three weeks of intensive instruction in oil painting and sculpture from Western artists.” This is an increase of 12 from past years.

Jerry Johnston Andrew, officer in charge, called the School Art Committee a brilliant, diversified group. “I’m struck by the tremendous respect and admiration these members have, not only for art and education, but also for each other,” said Andrew.

The final focus of this 178 member committee is the School Art Auction, held on the last Sunday of the Show. Ruman’s enthusiasm for this third annual event is understandable. She served as division chairman over the first and highly successful auction in 1996. In 1997, the auction raised \$460,400. “That auction exceeded our dreams,” she said, “and allowed a substantial contribution of \$406,400 directly to the Show’s Educational Fund.” Four, four-year, \$10,000 scholarships and four, one-year, \$2,500 scholarships are reserved for School Art winners who meet certain academic criteria.

Andrew added, “Every past chairman still works on this committee! This remarkable group and Melinda Ruman’s abilities, combined with the wonderful help from other committees within the Houston Livestock Show and Rodeo, made developing our auction much easier. This is a great time to thank them and all the supporters of School Art.” Andrew summed up her feelings — “I love this committee.”



World's Championship Bar-B-Que Committee

By Gordon Richardson II



Almost 10 tons of brisket and all the fixings are served to the public during the cook-off by members of the World's Championship Bar-B-Que Committee.

The Houston Livestock Show and Rodeo's World's Championship Bar-B-Que Contest is the largest event of its kind in the world. It is also one of the most popular aspects of the Show. But a monumental undertaking like this contest doesn't just happen. It requires the tireless efforts of the 563 members of the World's Championship Bar-B-Que Committee, working year round to make the cook-off a success.

Jack Lyons, chairman of the committee, explained that the diversity of duties shouldered by the committee makes it unique. "The bar-b-que committee is a microcosm of the whole Show. We incorporate several segments of the Show. During our three-day event, we do a lot of the things the Show does during its three-week run. We have a contest, entertainment, food service, recycling and we coordinate safety and security. That is why we need to have 12 separate subcommittees."

The 12 subcommittees that comprise the committee are: publicity, safety and security, administration, committee area, food services, equipment, check-in and information, beverage inventory, beverage stands, public comfort and recycling, contestant supervisors, and gates.

Committee work begins when the Show confirms the layout of the parking lot area. This gives the committee what they call a "footprint." That section is then mapped off into spaces for the contestants. This year the footprint will be altered to include commercial exhibits, a first for the contest, in addition to a larger carnival.

One of the committee's major functions is to supervise all entries and determine who will participate in the cook-off. For the 1998 contest, only nine teams elected not to return. This is an amazingly low turnover for a cook-off with more than 300 teams.

Before the contestants arrive at the Dome to check in, the committee has already marked each space, erected fences and lights, installed power generators and provided trash cans, portable toilets and recycling bins. The volunteers set up beverage and food stands, and a "Fun Tent" and "Dance Tent" are erected.

Once the teams are situated, the committee acts as their host during the cook-off. The safety and security subcommittee ensures that the teams comply with fire and health codes. The contestant supervisors subcommittee tags the competition meat and later takes it to the contest area for judging, in addition to serving as a liaison between the committee and the contestants throughout the entire cook-off. Committee members return on Sunday at 7 a.m. for "tear down." The parking lot is cleaned, and all teams are out by noon.

The growth of the contest over the last several years has been phenomenal. In 1997, 25 live radio and television broadcasts originated from the site. In addition to everyone involved, approximately 150,000 people attend the event. In 1997, the cook-off netted more than \$600,000 for the support of youth and education.

"It is a joy and honor to work with the World's Championship Bar-B-Que Committee," said Bill Teague, officer in charge. "It provides outstanding support to the Show's mission, and does it in an exemplary manner."

This year, and in the years to come, the committee sees its future as growing even brighter. "The future growth of the World's Championship Bar-B-Que Contest depends on two vital resources — the public and the contestants," said Chairman Lyons. "Both are essential to our expanding popularity and will enable us to continue to be an integral part of the Houston Livestock Show and Rodeo."

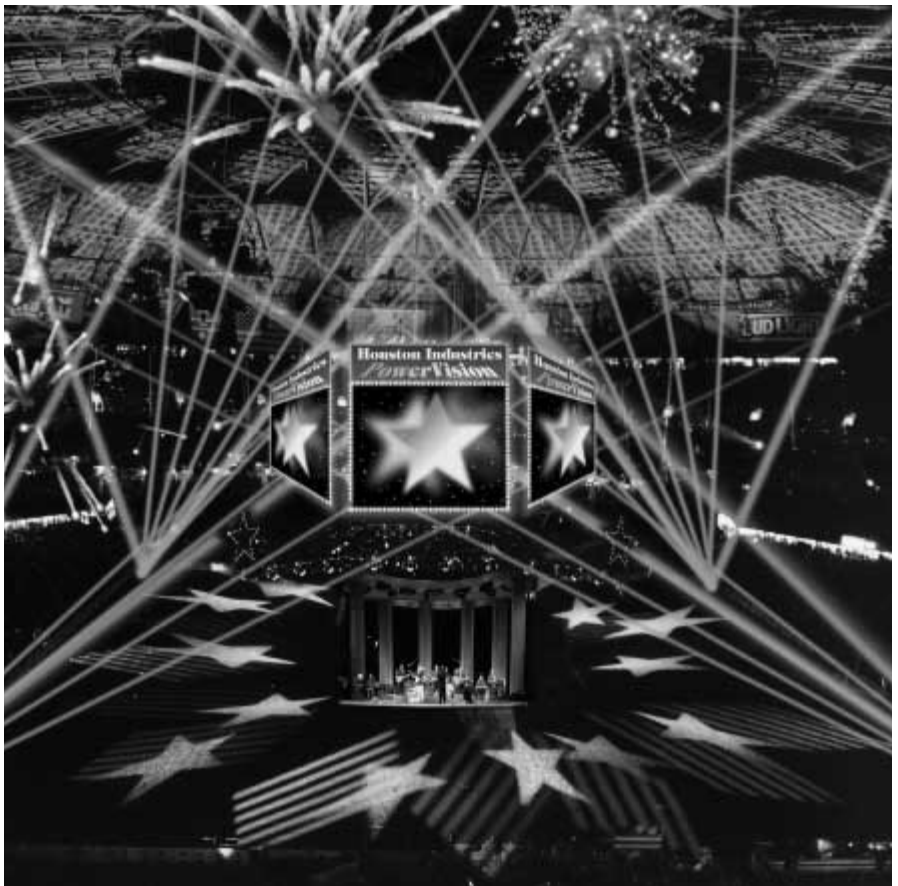
HOUSTON INDUSTRIES' POWERVISION STEPS PROUDLY TOWARD THE FUTURE

Houston Industries is joining forces with the Houston Livestock Show and Rodeo to provide an electrifying, exciting and motivating multimedia presentation of video, lasers and pyrotechnics, and a myriad of fixed, flashing and moving lights, all paced and accentuated by music and other audio effects at each of this year's 20 rodeo performances. Called "Stepping Proudly Toward the Future," it's going to be a fast moving spectacular that should give every Astrodome visitor a strong sense of pride in both the city and in the Show.

Also, from the first rodeo action to the last concert song, Houston Industries' PowerVision will allow Astrodome spectators to see rodeo action and concert entertainers as they have never seen them before. Six large, high-brightness, high resolution video displays will be suspended from the Astrodome slightly above the rodeo and concert action. PowerVision will allow spectators to watch live and video action simultaneously in the same field of view, greatly enhancing the overall experience. Plus, there will be one PowerVision screen in the Astrohalls and one in the Astroarena to accentuate the livestock show and horse show judging as well as to provide Show information.

"This is what the Houston Livestock Show and Rodeo is all about — increasing ticket value without increasing the price," noted Jim Bloodworth, Show president. "We're thrilled to have Houston Industries as a corporate partner and a friend. They proved they know how to entertain and light up a city with their 'Power of Houston' presentation last fall, and we're ready to energize and electrify our Show in a similar way."

"We are proud and delighted to enlarge our role as an active participant in Texas' premier charity and entertain-



ment event," said Don D. Jordan, Houston Industries board chairman and Houston Livestock Show and Rodeo board chairman. He emphasized that "Stepping Proudly Toward the Future" is not just a revision or replay of the "Power of Houston" extravaganza. "This is a new presentation using a substantial amount of different technology, but it will be just as entertaining and exciting."

The linking of two of Houston's most established entities promises to provide an experience not to be forgotten. Spectators will enjoy this combination of traditional value and entertainment technology as the Show stands tall with tradition and steps proudly toward the future.

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 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.

C.A. "Bubba" Beasley - Safety



A 24-year firefighter and paramedic with the City of Houston Fire Department, C.A. "Bubba" Beasley also lends his veteran experience to the Show as a volunteer and committee chairman. Beasley joined the Show and the Safety Committee in 1982. He served as a division chairman for three years, and a vice chairman over the medical division

prior to becoming chairman. He is a Senior Supervisor with the Houston Fire Department.

Donna Herrick - Sheep & Goat



Donna Herrick has devoted almost 15 years of Show service to the Sheep and Goat Committee. After joining the Show as a life member in 1979, she became a member of the committee in 1984. She served as a captain and vice chairman prior to being named chairman in 1995 and has enjoyed her leadership role with the committee. Herrick

administers the Residency Training Program in the Department of Medicine at Baylor College of Medicine and at the Methodist Hospital.

Chuck Caldwell - Horse Show Awards



Chuck Caldwell has seen three decades of growth during his involvement with the Show, after joining as a life member in 1966. Caldwell has been a season box holder since 1981 and was elected to the board of directors in 1995. He also is a member of the Lamb Auction Committee and a vice chairman on the Quarter Horse Committee. His wife Jane

serves on the Miniature Horse Show Committee. Caldwell is an insurance broker with Rapport Insurance Services, Inc.

Dona Holland - Ladies' Go Texan



A life member of the Show, Dona Holland has served on the Ladies' Go Texan Committee for 12 years. She was a captain and a vice chairman prior to being named chairman in 1995.

Holland also is a veteran junior market auction buyer and has been a World's Championship Bar-B-Que cook-off team member for 18 years. Her husband, Robin, is a Show director and a member of the Legal

Advisory and Commercial Exhibits committees. An interior designer, Holland owns Craze Interiors.

Jim Grissom - Corral Club/Press Club



Jim Grissom has been a life member of the Show for more than 10 years, serving in numerous leadership roles within the Corral Club. From 1990 to 1992, he was an assistant club chairman of the Committeemen's Room. In 1993, he was named assistant club chairman of the Arena Club. And in 1995, he became chairman of the Press Club. Grissom is a

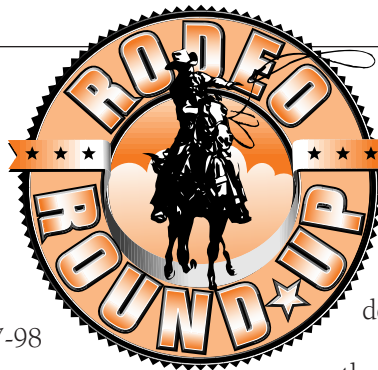
veteran season box holder and is a manager for Southwestern Bell, where he has been employed for almost 25 years.

Robert Yung - Corral Club/Equipment



After volunteering on the Corral Club - Chute Club committee for several years, Robert Yung served as an assistant club chairman of both the At Large and Equipment committees. He was named chairman of the Equipment Committee in 1995. Yung also serves on the Committeemen's Bar-B-Que Committee and is a member of the "High Bidders"

auction buyer group. He is a partner with Crofford Construction Company, a general contractor.



\$50 MILLION AND STILL COUNTING

Educational commitments for the 1997-98 school year have pushed the Show over the \$50 million mark in providing funding to Texas students in the form of direct scholarships, endowments, research programs and grants. We've come a long way since 1957, when the Show presented its first \$2,000 scholarship. Since then, more than 16,000 students have benefited from the Show's commitment to education.

This monumental milestone could never have been reached without the help and dedication of all the volunteers throughout the years. With your continued support, there will be no limit to the future of the youth of Texas.

BOOKS, JACKETS, SHIRTS AND MORE

One vendor sells jackets with a Show logo, another sells shirts, but they're across the Astrodome or in an entirely different building. How will you ever be able to find all the great Show licensed merchandise that's available?

The 1998 Show presents University MarketPlace, a store dedicated to selling Show logo merchandise. It will be located in Rodeo University. Make sure to stop by and satisfy all your rodeo shopping dreams.

CONGRATULATIONS!

Judy Jordan, director of the Houston Livestock Show and Rodeo's horse show for 21 years, has been elected president of the Animal Welfare Council.

The focus of the Animal Welfare Council is to advance responsible care and humane treatment of animals in recreation, entertainment and sport. Jordan, who has been involved with the national nonprofit organization since its inception four years ago, said the goal of the founding group was to provide a source for reliable public information, industry networking on voluntary animal welfare standards and issues management.

The Show congratulates Jordan and the Council's efforts to continue to ensure humane treatment of animals.

RICE STADIUM COMMITTEE PARKING

It's a free park-n-ride lot just for committee members. Here's how it works. If you have a valid 1998 committee parking sticker or hang tag on your vehicle, you can park at the Rice University Stadium west parking lot at Greenbriar and Rice Boulevard. The hours of operation are Monday through Friday, 3:30 p.m. to 2 a.m.; Saturday and Sunday, 8 a.m. to 2 a.m.



The buses run every 20 to 30 minutes in both directions and the ride will take 15 to 30 minutes depending on the traffic.

The pick-up point will be located at a special tent on the west side of Rice Stadium, and the drop-off point will be at the Rodeo Express Shuttle Bus tent located at Naomi and Circle Drive. All committee members and their guests who ride in the same vehicle will be provided with this service at no charge. If you prefer to use a Rodeo Express park-n-ride location, however, only the committee member with a badge will be allowed to ride for free. All other guests must pay the regular fare.

KICK-OFF DANCE



Come one, come all to help the Houston Livestock Show and Rodeo kick off the 1998 Show. It's a huge party to thank the membership for all the thousands of hours of hard work put in to make the Show a success. The dance will be held on Wednesday, Feb. 11, in the Astrodome. The doors will open at 7 p.m. and the party will continue until midnight.

Three great acts, Robert Earl Keen, Red Steagall, and Bill Hart and the Cardiac Cowboys, will liven up the evening with their own unique brand of country music.

Don't forget to bring your invitation, so you and your guests can enjoy this fantastic evening of festivities.

COME TO THE HIDE-OUT

In addition to the great headline entertainers who perform at the Astrodome, there are many lesser known talents who get their first break at the Houston Livestock Show and Rodeo. These up-and-coming artists will strut their stuff at the Hideout, located in AGVENTURE Grandstand, beginning at approximately 9 p.m. Following is a schedule for the Hideout:

Feb. 20	Steel Horse
Feb. 21	Joe Singleton and the Wildfire Band
Feb. 22	The Telstars
Feb. 23	Davin James and the Bullnettle Band
Feb. 24-25	Texas Unlimited Band
Feb. 26	Tim Nichols
Feb. 27	Al White & Chaparral
Feb. 28	Kevin Eagan & Beyond Reason
March 1	Go Tejano Day special entertainment
March 2	J.C. Eason
March 3	Bill Hart and the Cardiac Cowboys
March 4	The Cory Morrow Band
March 5-6	Steve Kolander
March 7	Bill Hart and the Cardiac Cowboys
March 8	A Cut Above

CALENDAR OF EVENTS



FEBRUARY

MARCH

APRIL

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

FEBRUARY

1 Brazoria Southwest Barrel Racing

7 Tomball/Magnolia/Montgomery Dance Lamar/Needville Boot Scootin' Ball
Conroe/Willis Go Texan Parade
Go Tejano Silver Bullet Scholarship Dance

7 - 8 Grimes County Cook-off & Events

10 Nasa/Clear Creek/Friendswood Shuttles & Spurs Dinner & Dance

11 Membership Kick-off Dance

12-14 World's Championship Bar-B-Que Contest

14 Downtown Parade and Rodeo Run; Go Texan Hay-Hauling Competition and Dominoes, Horseshoe Pitching and Washer Pitching Contests

15 Go Texan Team Penning Competition

18 Horse Show Opens in Astroarena

20-28 International Days

20 Opening of Livestock Show and Carnival; First Rodeo Performance at 6:30 p.m.; School Art, Photography and Quilt Entries on Display

21 Rodeo Performances at 11 a.m. and 6:30 p.m.

22 Rodeo Performance at 4 p.m.

23-27 Nightly Rodeo Performances at 6:30 p.m.

23 Katy Bus Trip

24 Baytown/Highlands Bus Trip

25 Deer Park Bus Trip
LaPorte Bus Trip
Pasadena Bus Trip

25-27 International Livestock Congress

26 Liberty County Bus Trip
Waller County Bus Trip

28 Rodeo Performances at 11 a.m. & 6:30 p.m.; 4-H Day

MARCH

1 Rodeo Performance at 4 p.m.

2-6 Nightly Rodeo Performances at 6:30 p.m.

2 Fort Bend/Stafford Bus Trip
Waller County Bus Trip

3 NASA/Clear Creek/Friendswood Extravaganza Bus Trip

4 Crosby/Huffman Bus Trip

5 Humble Bus Trip
New Caney/Splendor Bus Trip
Conroe/Willis Bus Trip

7 Rodeo Performances at 11 a.m. & 6:30 p.m.; FFA Day

8 Championship Rodeo Finals at 4 p.m.

14 Brazos County Cook-off & Contests
Brazos County Go Texan Day

20 Anderson County Cook-off & Contests-World's Richest Bar-b-que Cook-off

21 Live Oak County Cook-off & Events

APRIL

10-13 Show Offices Closed



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