



HOUSTON LIVESTOCK SHOW AND RODEO

May 1998-Vol. VI, No.2

# MAGAZINE



"TOUCH THE CLOUDS"  
DAVE Mc GARY  
1998

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The Cover: The Show's newest bronze, "Touch the Clouds," welcomes visitors to the Astrodome complex.

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# A MESSAGE FROM THE PRESIDENT

Another year has come and gone for the Houston Livestock Show and Rodeo, and it just gets better. We topped the 1 million mark in rodeo ticket sales, and overall general attendance exceeded 1.7 million again this year.

You can see the results and statistics elsewhere in this issue of the magazine, so I won't dwell on them here. Instead, I'd like to focus on some of the things that drive this Show to new heights each year. Just when we think we've reached the top, something new and exciting happens that shows us exactly how much more potential we really have.

It's hard for me to find the right words to describe what happened in less than one week's time in the Sales Pavilion at this year's Houston Livestock Show and Rodeo. The stage was set on the first day of the junior market auctions when the Grand Champion Pen of Broilers sold for a world record \$100,000. Four days and millions of dollars later, world records had been set for the grand champion and reserve grand champion in every junior auction, something that has never happened at the Houston Livestock Show and Rodeo. It's a record that may stand for a very long time.

On the final day of the Show, the School Art Auction, in only its third year, continued the momentum with two more records. And speaking of momentum, it was great to see Ty Murray return to win the All-Around Cowboy award at the Houston Rodeo after battling injuries the past two years. He clinched that title in true championship fashion, reclaiming the Astrodome record in bull riding with an unbelievable score of 90 during his final ride. Ty took home more than \$39,000 for his efforts, while electrifying the Astrodome crowd and a national pay-per-view audience during the rodeo finals. What a way to close out the 1998 Show!

Many of the additions made to our event in 1998 proved to be popular and well received. Changing the "footprint" of the Show, which included repositioning the carnival and AGVENTURE Plaza, really helped traffic flow throughout the Astrodome complex. The limited on-site parking situation is still a concern, but improvements to the Rodeo METRO Express shuttles made it even easier to get to and from the Dome.

Special thanks to Houston Industries for the introduction of PowerVision, which greatly enhanced the rodeo, as well as the livestock and horse shows. The close-up shots of the cowboys and cowgirls in competition, especially those in the chutes, were absolutely spectacular.

We've also received a lot of positive feedback on the "Stepping Proudly Toward The Future" laser and light show extravaganza, which made me feel proud to be part of this organization every time I saw it. Though the fireworks and lasers were impressive, the theme and message presented really hit home, letting people know exactly what we're all about.

In spite of the great ticket sales and huge general attendance, we must address the ever-increasing problem of "no-shows" at the rodeo. In 1998, 23 percent of those who held

tickets either were unable to or chose not to come to the Show.

This is a concern to all of us. Obviously, we'd love to have a packed house for each rodeo and concert performance, and we're going to work very hard during the coming year to achieve this goal. It is important to our cowboys and cowgirls, our sponsors and our pay-per-view audience throughout the country.

Many times, it is not possible for you as a season ticket holder to attend every performance. In that situation, we encourage you to share your tickets with friends and colleagues who haven't been exposed to our Show.

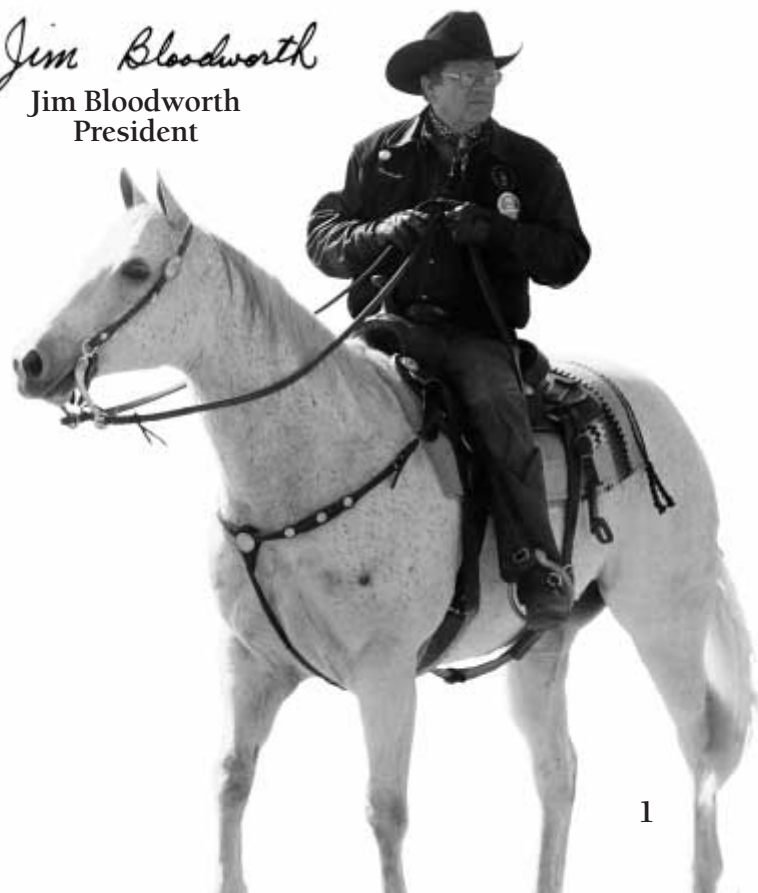
We also encourage you to participate in our ticket resale program. Any unused tickets turned in prior to a performance can be resold with all proceeds going to the Houston Livestock Show and Rodeo. We're looking at ways to make this program better and more efficient.

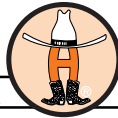
As we all start planning for 1999, my heartfelt thanks go out to all of the people who make this Show a success. To the volunteers, competitors, ticket buyers and corporate supporters — we thank you!

It's great to be able to boast about world records and the world's biggest "this and that," but our true bottom line is one that isn't measured in dollars and cents. Our bottom line is the young people of Texas that are given an opportunity each and every year. This year our Show will award a total of 413 new scholarships to the youth of Texas.

And that's what the Houston Livestock Show and Rodeo is all about.

*Jim Bloodworth*  
**Jim Bloodworth**  
President





# 1998-STEPPING PROUDLY

The dust has settled and the whirlwind of activity that surrounds the Houston Livestock Show and Rodeo during the months of February and March has finally slowed down to a breathable pace. The 1998 Show will live on as one of incredible records, amazing comebacks and phenomenal sales.

Visitors continued to come in droves. The general attendance figure for the Show was 1,769,359. Two records were set — 169,495 people turned out for Black Heritage Day, and a crowd of 132,313 guests came for Go Tejano Day.

Rodeo ticket sales topped 1 million for a total of 1,121,954. Livestock show ticket sales were recorded at close to 200,000. Carnival gross sales were up by 20-plus percent.

The Go Texan Grand Championship Chili Cook-off started the Show with a bang despite the threatening weather. There were a record 138 teams that participated. Hot country and western singing sensation Rhett Akins performed to a large and enthusiastic crowd.

The World's Championship Bar-B-Que Contest was a great success with a total attendance of 142,983. A record 341 team spaces were occupied this year. The incorporation of a larger portion of the carnival and the addition of commercial exhibitors made the '98 contest one that will not be soon forgotten.

The Rodeo Run and Rodeo Parade were treated to Texas royalty. Former President George Bush kicked off the run and Gov. George W. Bush led the parade through the streets of downtown Houston.

There were 61 new students added to the Show's scholarship family on Feb. 13. Jim Bloodworth, president of the Show, and Rick Perry, commissioner of the Texas Department of Agriculture, presented the scholarships at the Area Go Texan



*Ty Murray, seven-time world champion, who had been unable to compete in Houston the past two years due to injuries, made a triumphant return by winning the All-Around Championship at the '98 rodeo.*

Scholarship Banquet.

Texas youth continued to benefit as all previous records were shattered at the junior market and school art auctions. An astounding \$5,807,100, an increase of

19.3 percent over last year, was raised. The following are all world records: Grand Champion Turkey, \$70,000; Reserve Grand Champion Turkey, \$66,000; Grand Champion Pen of Broilers, \$100,000;

Reserve Grand Champion Pen of Broilers, \$50,000; Grand Champion Barrow, \$105,000; Reserve Grand Champion Barrow, \$53,000; Grand Champion Lamb, \$140,000; Reserve Grand Champion Lamb, \$100,000; Grand Champion Steer, \$530,000; Reserve Grand Champion Steer, \$200,000; Grand Champion Work of Art, \$101,000; and Reserve Grand Champion Work of Art, \$51,000.

Total auction sales (including the Premier Horse Sale and the School Art Auction) in 1998 were phenomenal. They tallied in at \$8,581,836, a 16.2 percent increase over last year's total of \$7,382,934. Of this amount, junior market auction sales totaled \$5,344,300, a 21.3 percent increase over last year's total of \$4,404,650.

The junior market and School Art auctions raised the following: steer, \$2,877,250; swine, \$879,000; lamb, \$887,550; poultry, \$700,500; and School Art, \$462,800. The junior commercial steer sale raised \$202,291.

The Houston Horse Show had a great year as it hosted prestigious equine competition in seven breeds. Entries from across the globe competed for a share in prize money of \$329,687. The Premier Horse Sale also had a successful year as it posted sales of \$277,950.

Total livestock and horse show entries were 36,415, an increase of 9.7 percent over 1997's entries. Of that amount, 14,468 were junior livestock show entries. Horse show entries were 2,848. Total entries also included open show, various sales, contests and exhibit cattle.

Houston's world championship rodeo competition continued to draw the best among the best. A total of 509 contestants from across the United States and Canada competed for a share of \$731,757 in prize money.

The All-Around Cowboy title went to Ty Murray of Stephenville, Texas, who made an incredible comeback after injuries sustained from bull riding more than two years ago. Murray earned \$14,920.24 for competing in saddle bronc riding and bull riding, in which he broke the Dome record with a score of 90. He also earned a \$25,000 bonus check for winning the All-Around Cowboy title, taking home a



*Former President and Mrs. George Bush, longtime friends and supporters of the Houston Livestock Show and Rodeo, joined Show President Jim Bloodworth for his nightly welcome to the rodeo crowd.*

Houston Rodeo paycheck of \$39,920.24.

Murray wasn't the only record-breaker: Cody Ohl from Orchard, Texas, broke the calf roping record with a time of 7.6 seconds; Vic Morrison from Bowie, Texas, and Shot Branham of Midland, Texas, broke the team roping record with a time of 4.5 seconds; and Tom Duvall from Henrietta, Okla., broke the steer wrestling record with a time of 3.3 seconds.

The following cowboys and cowgirl were the champions of the Houston Rodeo: calf roping, Bud Ford, Everman, Texas, with total earnings of \$9,914.25; bareback bronc riding, Clint Corey,

Kennewick, Wash., with total earnings of \$17,643.98; saddle bronc riding, Dan Mortensen, Manhattan, Mont., with total earnings of \$16,471.55; team roping, Charles Pogue, Ringling, Okla., and Britt Bockius, Claremore, Okla., with total earnings of \$5,834.61 each; steer wrestling, Kurt Goulding, Duncan, Okla., with total earnings of \$10,039.40; barrel racing, Kristie Peterson, Elbert, Colo., with total earnings of \$16,139.39; and bull riding, Marty Stanart, Sanger, Calif., with total earnings of \$11,365.30. The High Flyin' Hard Luck Award went to Daryl  
*Continued on page 19*



*Don Jordan, chairman of the board, auction buyers Bob and Janice McNair, and Chuck and Kim Watson, Show President Jim Bloodworth and exhibitor Carrie Adams surround "Rowdy," the Grand Champion Steer that sold for a record-breaking \$530,000.*

*Photo by John McCaine*

# It's a Wild Ride

By Todd Zucker

Each February, the Houston Livestock Show and Rodeo storms the Astrodome with all the force and energy of a wild bronc jumping from the starting chute, maintaining a breathtaking pace nonstop for three weeks. Traffic jams the roadways leading to the Dome, where law enforcement officials direct vehicles through the gates, and teams of parking attendants try desperately to avoid gridlock.

Inside, the Astrodome is like a zoo. The sounds and scents of the animals and the noise of the crowd compete with announcers and auctioneers' rapid-fire jabber over the loud-speaker — all of which threaten to overload the senses. Exhibitors lead prized livestock to and from designated stalls and show areas. Throngs of people of all ages and sizes stream in every direction, viewing the animals and eating and drinking goodies from the many food vendors.

How does the Show's staff manage to rein in this huge beast each year, taking whatever the ride brings with precision and flair? After wandering through the seeming confusion of the Astrodome for a short while, a visit to the Show's offices might render an answer.

Leaving the crowded hallway, the commotion outside gives way to an eerie calm, and it feels like one is entering the eye of a hurricane. Sitting behind his desk, Tom Quarles, Show assistant general manager, Logistics and Support Department, looks completely relaxed — his office is the epitome of quietude. The carpeted floor is clean and uncluttered, and his desk is completely bare but for a neat stack of spreadsheets, which Quarles later explains are that day's payroll records for the Show's temporary cleaning employees. Quarles begins to explain the challenge of building a \$42 million enterprise from the ground up each year and then tearing it down after the Show.

Although the Show would not be possible without the efforts of the more than 12,000 committee volunteers, the permanent and temporary staff are critical to the Show's operations and success. According to Quarles, one of the keys to getting this "giant" up and running is the "can do" attitude of the employees. "If you asked them to move the Dome over by an inch, they'd have it done by 6 the next morning," he said. Operating within the budgetary constraints of the Show presents special problems. "The Show already fills the Dome almost to capacity and generates revenue at peak levels, and much of the revenue depends on things beyond our control, like weather. Therefore, the challenge is to try to keep expenses down," said Quarles.

Quarles is impressed by the vision of the Show's leadership. "Even when we set records





*The Marketing, Information and Presentations Department utilizes some of the best talent in the video industry to ensure the technical production of the rodeo is the best quality possible for both those attending the rodeo in the Dome and pay-per-view subscribers.*

and have the best year we've ever had, we aren't afraid to make changes. Next year, we'll do even better," said Quarles. "Everyone involved takes pride in working for an organization that has such great respect across the state of Texas and the country," he said.

Human Resources Director Carol Wilson faces the daunting task of administering the Show's staff, which undergoes "right-sizing" twice a year, once before the World's Championship Bar-B-Que Contest and again after the final performance. The Show has only 63 permanent employees but increases the work force during the Show to as many as 1,300 temporary employees, not including student interns, committee volunteers and outside contractors.

Before the Show, department managers handle the interviewing and selection process, and Wilson oversees the hiring, documentation and processing of the temporary employees. According to Wilson, one of the biggest challenges is to find enough quality people to work on a short-term, temporary basis who have the skills required to make the Show a success.

Any "for profit" business enterprise attempting to satisfy the Show's wildly volatile labor demands would find the temporary staffing task a nightmare. Wilson said her job is made easier by the fact that many of the temporary employees return each year. In addition, the Show recruits interns from Sam Houston State University and Texas A&M University who readily accept the opportunity to work with the organization. These college students provide any type of services needed.

Wilson explained that the Show attracts employees with talents in more than one specialty who are able to react and respond to the needs of an enterprise that undergoes continual changes. Through constant monitoring and a highly flexible staff, the Show is able to respond instantly to whatever needs arise.

After the last performance, Wilson returns to her ongoing function of handling personnel matters for the permanent staff. "Many people are surprised to learn that the staff positions within the Show are 12-month-a-year jobs. Because they only attend the livestock show, rodeo performances or carnival in

February and March, they just don't realize the amount of year-round manpower needed to put on the Show," Wilson said. Organization is just as critical to the Show's success as sheer manpower. Just ask Assistant General Manager John Sykes, whose Agricultural Exhibits and Competition Department manages all aspects of the open and junior livestock shows, the horse shows and the calf scramble.

Because the competitions take place back-to-back throughout the duration of the Show, Sykes' staff must follow a very tight schedule. Seven full-time employees accompanied by a handful of seasonal staff members and about 50 Texas A&M University interns are commissioned to meet the demands of the Show. Nearly half of the seasonal staff returns yearly, which minimizes the inevitable learning curve experienced during this critical period.

Sykes' team schedules the events; records, verifies and tabulates the results; and follows up after the Show by invoicing and collecting premiums and distributing them to exhibitors. The department was humming during the final week of the Show as it handled paperwork necessary to process the record breaking \$5.3 million in auction animal purchases.

The team's hands-on duties stretch from the office, the barns and the horse arena to the Dome floor. Intense pre-Show organization is emphasized and paid off as the 1998 Show flowed smoothly. Sykes' entire staff was geared to look ahead to prevent bottlenecks and to provide unprecedented exhibitor relations. "Under the pretense of 'make it happen!', I encourage the staff members to think on their feet and take action when opportunities are identified," Sykes explained.

Loping briskly year round, the Show suddenly begins to buck like a wild bronc each February and March. But through solid leadership, commitment and innovation, its hard-working staff consistently finishes the ride with ease. With such an organized and well-prepared staff, it's no wonder that the Show's offices can appear so tranquil even in the midst of the event's three-week run.

Even before the final 1998 performance, the staff was gearing up for next year's ride. "We are excited about the 1999 Show and have already laid the groundwork for enhancements to established programs," said Sykes. "Our staff is committed to maintaining the Houston Livestock Show and Rodeo's reputation of having the world's greatest livestock show, horse show and calf scramble with the ultimate result of supporting youth and education."

# Flash, Dazzle and Precision

*By Syndy Arnold Davis*

The national anthem and grand entry have been an integral part of every Houston Livestock Show and Rodeo performance. The Catalena Cowgirls, skilled equestrians who carry the American, Texas and official Show flags each night, make it an even more unforgettable time of chills, goose bumps and tears for the many spectators who see them perform. Just who are the Catalena Cowgirls?

In 1990, the Catalena Cowgirls started performing in rodeos produced by Sammy Catalena, a rodeo stock contractor. While Catalena was busy putting together the rodeos, his brother, Pete, found himself always being asked to find some girls to carry the flags. By 1992, Sammy had put together a team of matching paint horses and colorful outfits for the riders. Early on at a rodeo performance, Sammy was asked what the flag girls were named. His impromptu response was “the Catalena Cowgirls,” a name the group proudly carries today.

Based out of Bryan, Texas, the Catalena Cowgirls consist of 25 women from Houston and Bryan. They range in age from 21 to 40, and their backgrounds are just as diverse. Some of the women are full-time students, while others are pursuing professional careers in the legal, marketing, retail or nonprofit fields. Even with full schedules, they still volunteer their time and energy to practice and travel to the performances.

The Catalena Cowgirls have performed at rodeos across the state, including the Texas Circuit Rodeo Finals and the World Championship Bull Riding competition. In 1997, they performed for the Texas Chapter of the Daughters of the British Empire at its annual convention in Houston. In 1995, Sammy took his rodeo and the Catalena Cowgirls to perform on the islands of Aruba and Curaçao. Internationally, as at home, the Cowgirls are a big hit. Each year the group rides in about eight Sammy Catalena rodeos and in 12 to

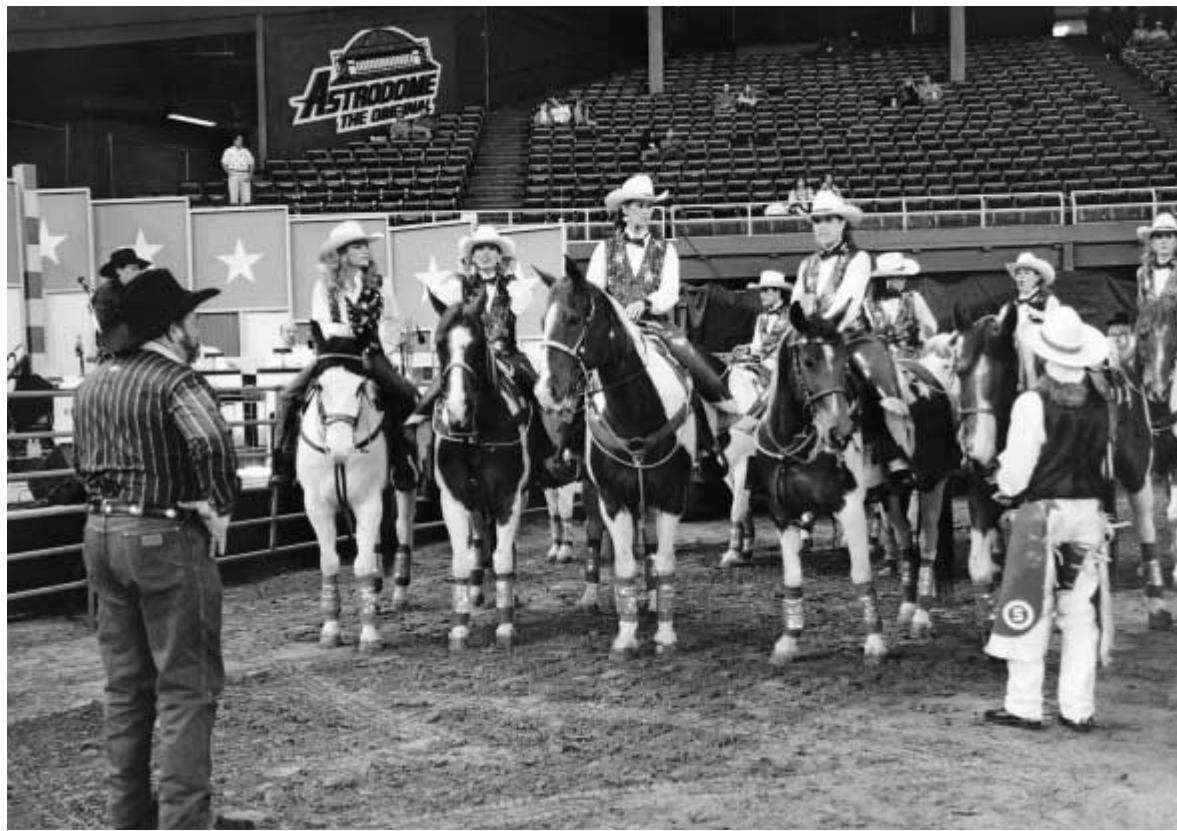


*The Catalena Cowgirls and their polished routines added flair and pageantry to every rodeo performance.*



15 other rodeo-type events. As for the Houston Rodeo, the Catalena Cowgirls have been involved since 1996.

Each year at the rodeo, the Cowgirls participate in all 20 performances. For an evening performance, the day begins at 4:30 p.m. Each girl must get her horse ready, including fitting it with lights, something the group added for the 1998 Show to make the routine even more spectacular. At 5:30 p.m., the Cowgirls lead the daily Show parade, which circles the Astrodome complex. The parade is an event that many of the girls said sets the mood for the night. As Alissa Ogg, one of five Texas A&M University student members of the group, said, "In the parade, you can see the people and the children all wave at you. It really gets me ready for the night and makes us all remember what we are here for."



*Countless hours of practice and numerous rehearsals completed, the Catalena Cowgirls receive last-minute instructions as they get ready to open another performance of the Houston Rodeo.*

Following the daily Show parade, the Cowgirls lead the grand entry and national anthem salutes for the evening performance. They also perform the many sponsor flag routines throughout the rodeo. They are a precision drill team that adds color, flash and beauty to each Houston Rodeo performance. Rodeo fans and participants welcome their bright smiles and enthusiasm.

Catalena Cowgirl Linda McNeilly said, "We start practicing for the Houston Livestock Show and Rodeo in January in Bryan, then we actually move the rehearsals to the Dome one week before the Show."

"The lights in the Dome make it hard, but we base everything on the white chalk square in the middle of the arena," said Pete.

Sammy added, "These girls practice hard, and it's not for the money, but because they like what we do." With a laugh, he said, "With all the practice, I tell the girls, 'If anyone ever forgets what they are doing or where to go, just drop your reins and the horse will know what to do.'"

Under Pete's direction, the performances have become even more complex. Today, the routines are so amazing even the Cowgirls themselves enjoy watching the other riders perform. Two sisters, Pam Oppelt and Brenda Carnahan, recently joined the group and both rode at the Houston Livestock Show and Rodeo for the first time in 1998. Oppelt had gotten hurt and came to the Show as an alternate rider. Although she was not planning to ride, at the last minute there was an opening in a Saturday matinee performance, and she was asked to ride. Her sister rode for the first time the following Thursday night. After

she rode, Carnahan said, with tears in her eyes, "There is nothing like it. I did it slow, but I made it."

While Pete is choreographing the performances, and Sammy is busy putting the deals together, Danny Ramsey is there to make sure the women don't get hurt. As wrangler for the Catalena Cowgirls, he takes care of the 20 paint horses and their equipment. Before each performance, he makes sure each horse is properly fitted and ready for its rider.

To be a Cowgirl requires a tremendous commitment of time and energy as well as a strong dedication to the sport. A great deal of concentration and coordination is critical to make every presentation a successful experience. Joanna Spencer, Bryan coordinator and one of the longest standing members, summed it up, "We are a team. We have to stick together and stay focused, because if one person messes up, the group messes up."

"We work hard and play hard," said Denice Diehl, Houston coordinator. Many people wonder, "how hard can it be?" But the women all know it is a true sport. They just make it look easy. It takes hours of practice, and if someone falls off her horse, she has to get right back up there and keep going. Diehl added, "That's what we call 'cowgirl up.'"

After every performance, the group sits down to evaluate its execution and searches for ways to make the routines better. Jennifer Mushinski, a high school teacher and member of the Cowgirls, said, "Average is just as close to the bottom as to the top, so we must always strive to do better." The goal of the Catalena Cowgirls has always been perfection, and there are many fans who would tell you that the Cowgirls are not too far away from achieving that goal.

# THE GRAND ENTRY

## Behind the Scenes

By Whitney Horton



Many people think the pageantry of the grand entry begins with Bill Bailey robustly announcing “Emmett, open the gate!” And for roughly 30 years, volunteer Emmett Evans has swung that gate open. But, long before Evans opens the gate, the tension and excitement heighten while committee volunteers work diligently laying the groundwork for each grand procession.

Reservation requests start mounting in the grand entry office in early February. People strive for the opportunity to appear in one of the 350 to 400 places in each grand entry performance. Every night the grand entry welcomes scholarship winners, corporate sponsors, contributors, outstanding committee volunteers, members of the Executive Committee, officers, lifetime vice presidents and directors. The grand entry also showcases special guests including a U.S. president, state governors, local dignitaries and corporate executives, as well as university and civic leaders. International guests donning newly acquired Western clothes, wide-eyed children wearing tiny cowboy boots and clowns streaming colorful scarves round out the grand entry.

“What people may not realize is that we have paperwork coming out of our ears,” said Sharon Stevens, Houston Livestock Show and Rodeo grand entry coordinator. Days before each grand entry, guests are assigned to a horse, steer, wagon, fire truck, carriage or other mode of transportation. Each rider must sign a release form and is then assigned an identification pass authorizing participation. Horseback riders in the procession must be 14 years of age or older, and children must be at least 4 years old to ride in wagons or on vehicles. “People get so excited about the event you can hear them talking in the halls. To be in the grand entry is a unique experience for a lifetime,” said Stevens.

Hours before each performance, anticipation rises in the grand entry meeting room as Stevens and committee leaders field last-minute requests, generate passes and complete rosters. Announcer Bill Bailey whisks by, retrieving his list naming scholarship winners and other notables. Astrodome USA matrix board operator Doug Swan quietly sticks his head in the door and is handed the scoreboard list so he can type everyone’s name into lights. Across at the Astrodome, wranglers groom the horses, wagon drivers inspect their gear and fire trucks receive that last-minute shine.

Two hours before the event, Show office personnel hasten to the grand entry room to assist the committee volunteers and help with the reception and registration. Simmering with anticipation, each guest registers, obtains a pass and is double-checked for the indemnity release. Dolled-up rider Brina Meraia, 6, jumped up and down insisting that she was “not too excited,” while nearby, her sisters, Valerie and Micah, soaked in the spectacle. Grand Entry Committee members mingle with guests, award participation certificates and seat everyone for the business at hand.

*A ride on the fire truck with rodeo clown Quail Dobbs is a special thrill and memorable event for youngsters at every performance of the Houston Rodeo.*

On one Saturday morning, Show lifetime vice president Bob Devine sat behind the registration desk tediously noting name pronunciations. He is committed to pronouncing the names correctly and not overlooking anyone during the introductions. "These kids on scholarship are special to us. They are more than statistics," said Devine.

Willard Mercier, Show lifetime vice president, agreed. "I come here and see all of these beautiful people — it rejuvenates faith in mankind. I know those are good people. We have had one U.S. president and there may be another one in the back of the room. Seeing all the kids helps me get through the rest of the year," said Mercier.

Corporate sponsors and other distinguished guests also are recognized and thanked for their continued support. Show director and committee member Ken Middleton discusses safety rules and the importance of following directions and procedures during the event. Afterward, the evening's guest speaker is introduced to detail background information, provide inspiration and more. Thirty minutes before the adventure begins, escorts guide the riders into the Dome.

Meanwhile on the west side of the Dome floor, steers await riders, wagons are lined up and fire engines await loading. Committee volunteers with clipboards and walkie-talkies pace expectantly. Prior to the grand entry, Committee Chairman Larry Carroll sits tall in the saddle, surveying the numerous horseback riders and organized chaos. "Nothing can compare to the thrill of being on the Astrodome floor. It is an exciting opportunity. You are a part of the Show," said Carroll.

Soon, Show lifetime vice president Sam Henry and his cast load jubilant riders into their places one vehicle at a time. In the background, the band warms up as chaperones proudly snap pictures of their youngsters and are then gently ushered back into the corridor. "It is our job to be polite, make sure everyone is in their proper position, and most importantly, see that nobody gets hurt," said Henry.

Ready to go, Wagon 7 rider Hayley Short, 4, decked out in red, white and blue, nuzzles wagon driver Hoot Gressett and pats his knee. She whispers to buddy and first-time rider Karl Stuewer who is also 4 years old. Hayley's mom, Brenda Short, entices her to



**Ruby Bloodworth, center, wife of Show President Jim Bloodworth, is joined by Helen Vaughn, left, and Marilyn Moore, right, for a ride in the grand entry.**

demonstrate her princess-like wave. "This is cool," said Karl. Soon the wagons are off and both children wave, searching the stands for their "daddies."

As the procession travels, enthusiastic greetings, cheers and smiles permeate the Dome. The

band resonates, Bill Bailey's voice booms and names scroll across the scoreboard. Governors, international guests and children alike enjoy the spirit of the rodeo.

As the grand entry moves on, committee outriders stay alert in the background, maintaining the pace and alleviating uncertainty. These expert riders assist unsure horsemen, dust off fallen hats and secure dropped jewelry. "We try to be as invisible as possible and make things run as smoothly as possible without attracting attention to ourselves or the riders involved," said Butch Robinson, committee vice chairman and Show director.

Much too quickly, the parade pulls back into the gate. "The clown pretended to take a picture of me and then took one of himself. My mom saw us on TV," said Anna DelCastillo, 5. "Yes, I would like to ride in it again," said her 7-year-old brother, Eric.

Again, escorts briskly lead riders abuzz with stories and adrenaline to the safety of the Dome corridors. All 350 to 400 people have safely experienced the spirit and uniqueness of the Show. After many hours behind the scenes, an admittedly concerned Grand Entry Committee vice chairman Nancy Applebe is both relieved and proud of another successful grand entry. She and Stevens head back to the office and start over again for the next performance. "I enjoy seeing the finished product, when everyone rides in and seems to have had a good time," said Applebe.

"The talent, experience and professionalism exhibited by the Grand Entry Committee are amazing. The committee members take complete responsibility for the horseback riders, wagons and vehicles. They ensure the safety and care of the riders each and every performance," said Red Griffin, officer in charge of the Grand Entry Committee.

Skip Wagner, Show assistant general manager, Operations Department, summed it up, "The grand entry is a celebration of all the components that make the Show unlike any other show in the world. It is the volunteers, corporate supporters and pageantry that make us so special."

# It's **CHILI** Weather

By Susan K. Williams

*Bubba John and Bubba Roy are on a mission.*

*“Anybody seen mah hot sauce?” yelled Bubba John.*

*“Ah put it raht next to yer cast arn cookin’ pot,” said Bubba Roy.*

*“Well, whar’s that cookin’ pot? Ah got me a contest to enter an ah aim to win,” replied ol’ Bubba John as he gathered his ingredients to enter one of the biggest and hottest Go Texan events of the year — the annual Houston Livestock Show and Rodeo Go Texan Grand Champion Chili Cook-off.*

**F**ictitious names? You betcha, but the mission is real. Wildly decorated booths and costumed cookers, along with their pots, pans and stoves, are all ingredients that make this event one of the most popular pre-Show events of the season.

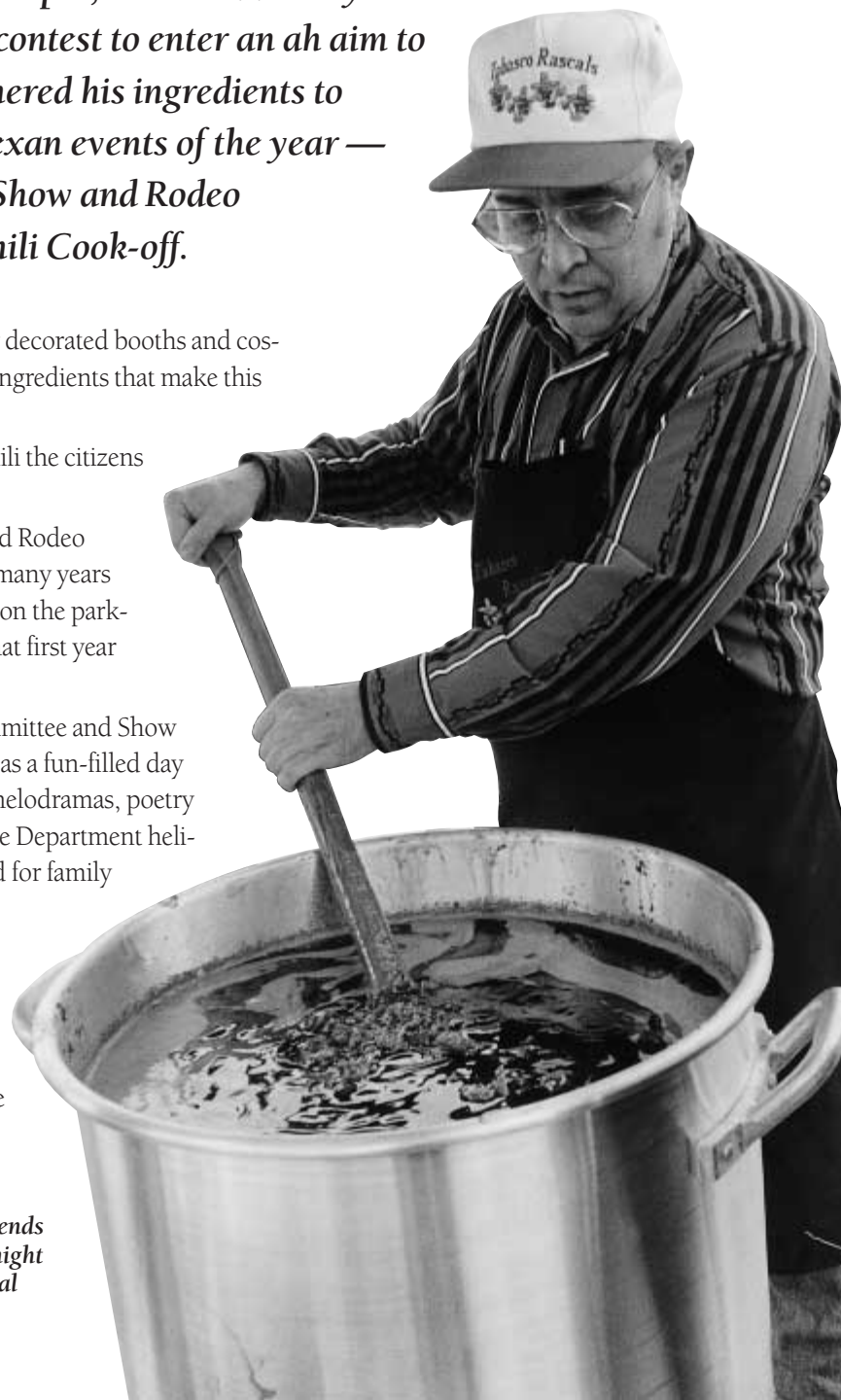
Each January, teams gather to create the most delectable chili the citizens of Houston have ever let slide across their palates.

It all began in 1994, when the Houston Livestock Show and Rodeo decided to continue the tradition that *The Houston Post* began many years before — a pre-Show chili cook-off. The event, currently held on the parking lot of Rice University stadium, has grown from 60 teams that first year to 138 teams in 1998.

Under the auspices of the Houston General Go Texan Committee and Show Vice President Mike Blasingame, the chili cook-off is designed as a fun-filled day for families. Events are spread throughout the day, including melodramas, poetry readings, cowboy singers and country music. A Houston Police Department helicopter, clowns, kiddie rides and a petting zoo also are included for family fun and entertainment.

The Warren Electric team centered its booth around a Cadillac rebuilt to look like a cow. Covered in black and white spots, the “Cow-de-Lac” had miniature cows on the hood, each representing a member of the Warren Electric family. Barns and stables on the roof and an AstroTurf-covered rumble seat completed the effect.

*A member of the Tabasco Rascals cooking team tends to his pot of “Texas red” in hopes that his entry might be named grand champion at the Houston General Go Texan Champion Chili Cook-off.*



Not to be outdone, the Outhouse Gang, one of the Show's newest committees, responsible for supervising the clean up of the Astrohall, Astroarena and Show grounds, sported scrubbed white toilet seats as the theme for its booth — and just like men, they left the lids up.

"We're here to promote the Show," said Jay Patterson, chairman of the Houston General Go Texan Committee. "We just want everyone to come out and have a good time, taste the chili and enjoy the entertainment." Preparation for the chili cook-off begins in June, and just weeks before the event, members of the Houston General Go Texan Committee begin placing posters and advertisements all around the Houston area.

"The committee members put in many long hours of hard work," said Patterson. "I can't tell you how much I appreciate all their hard work and efforts to make this a first-class operation," he said. "We have several [Show] committees as cook-off teams, and we're hoping for more to participate as teams in the coming years," he added.

"We've found our niche," said Blasingame. "With this venue, we have been able to reach a large group of people who, through their love of chili and fun are now 'Going Texan.'" During 1997, about 15,000 people turned out for the cook-off. Even with threatening weather reports, more than 20,000 people visited the cook-off in '98, he added.

The chili cook-off is composed of two divisions, each with its own set of judges — the Chili Appreciation Society International cooks, who win points toward their final competition in Terlingua, Texas, and the open division of cooks.

CASI cooks come from all across the United States to participate and earn points for the coveted prize of qualifying to cook at the International Chili Championship in Terlingua. There are more than 50 chapters of CASI cooks across the United States and U.S. Virgin Islands.

But, back to Bubba John and Bubba Roy who are cooking in the open chili contest. How about those ingredients? The CASI competition is limited to traditional chili, without beans; while the open competition — well, let's just say sometimes it's better not to know what they've cooked up.



***Judges, whether in the CASI or open class, take their job seriously as they smell, taste and savor each entry before assigning a score and cleansing their palate in preparation to judge the next cup of chili.***

Standard chili ingredients include some kind of meat — beef, venison, armadillo or even rattlesnake. The judges, 13 of them judging the open class, tasted the 21 finalists' entries and had a few interesting comments about the chili sampled.

"I want it all to be dead," said one judge emphatically. Another was heard to say, "It could be road kill; you have to watch out for car parts." Most of the judges, however, take their tasting seriously, like Dorie Damuth, a member of the Show's board of directors, who looked at consistency and color and said, "A good chili will have a smooth but solid consistency, a deep red color and visible red, cooked chunks of meat."

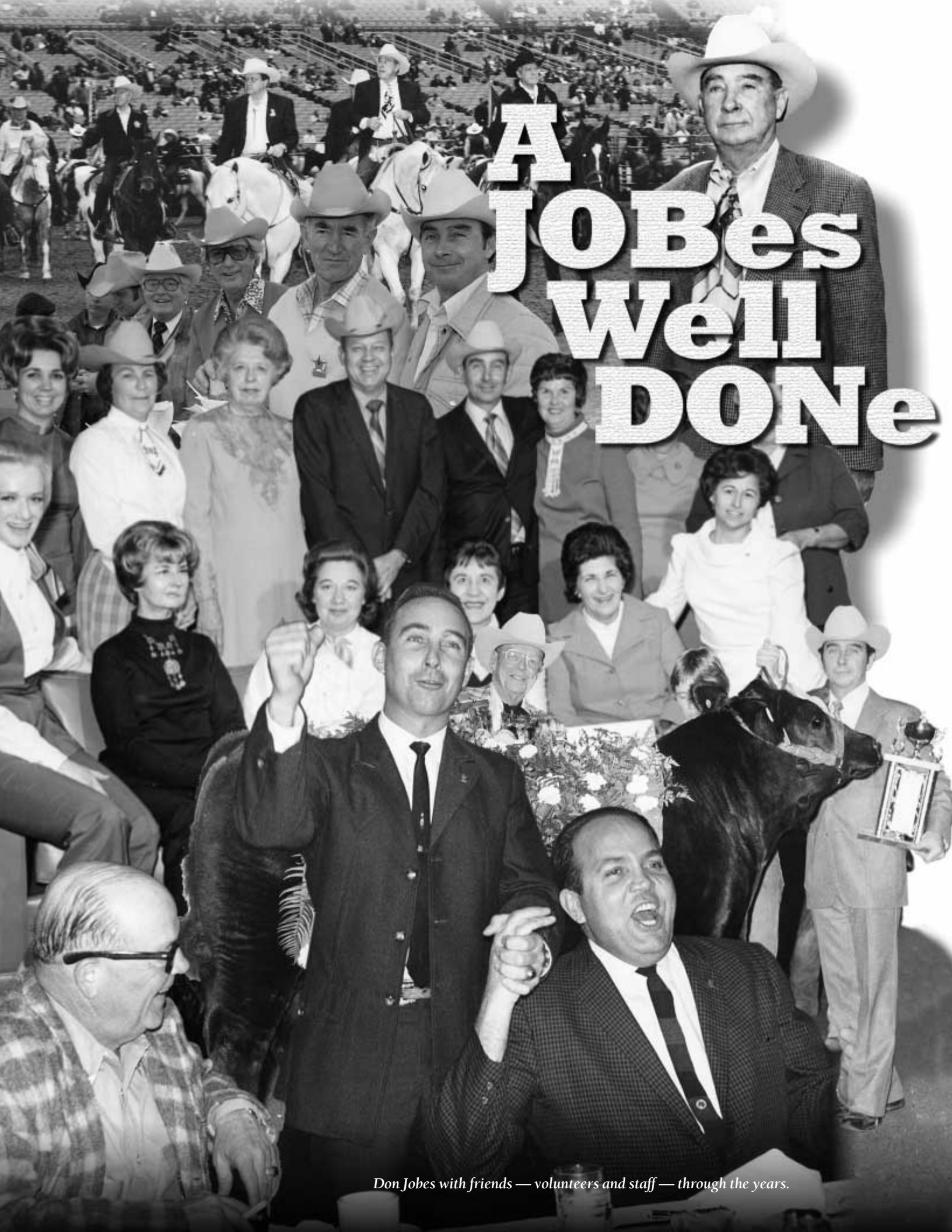
Houston chili lovers stepped out with hearty appetites for the contest. They walked through aisles of tents and booths, each team passing out its own brand of chili for the brave to try. The smell of chili, the sounds of chopping, mixing and stirring, and the music of country bands permeated the air for miles around.

For the 1999 event, the Houston General Go Texan Committee hopes to double the number of teams participating, which means more chili to taste, savor and appreciate. And what better way to kick off the rodeo season than with a hot cup of chili, a cold beverage and a bunch of good friends on a cool Houston night.

*"The Terlingua contest, held every year on the first Saturday in November, is the granddaddy of all chili contests," said Ralph Hay, a 22-year member of CASI and its outgoing president. The organization began 30 years ago when Frank Tolbert, a Dallas newspaper man and author of "A Bowl of Red," challenged Hal Smith, a writer for "Cosmopolitan" magazine, and self-proclaimed chili expert, to a chili duel against Wick Fowler and Wick Fowler's 3-Alarm Chili.*

*There were three judges that first year. Each judge had a single vote to cast. "The first judge voted for Smith, the second voted for Fowler and the third judge passed out, didn't cast a vote and it was considered a tie," said Hay.*

*The contest, which began as a promotional event for the city of Terlingua, was such a big hit, the tradition continued and evolved to include more than 500 teams vying each year for the coveted award.*



# A JOBes Well DONE

*Don Jobs with friends — volunteers and staff — through the years.*

*By Nancy Burch*

It was almost 40 years ago when Don Jobses Jr. began his association with what was then known as the Houston Fat Stock Show. At that time an agricultural science teacher at Cypress-Fairbanks High School, he signed on as a superintendent in charge of the junior breeding sheep and goats. Like many of his colleagues in the education field, Jobses worked each year on a contract basis, helping to enforce the rules of the Show. After nine years, he accepted the position of assistant general manager and became a full-time employee on Jan. 1, 1968.

When Jobses officially retired on April 30, 1998, he took with him a wealth of memories about the Show and all those who have been a part of it throughout the years. Remembering the early days at the Sam Houston Coliseum, he reminisced, "I was teaching school, and I'd haul in a load of students and pigs. It was a lot more difficult cleaning up after the animals in those small, cramped quarters, but we had fun. The rodeo was always a thrill — to get to see the great Western stars like Roy Rogers and Gene Autry up close. That was exciting."

Jobses described the challenges presented by the move to the Astrodome. "No one really knew how to put the Show on in such a different venue. It took us five or six years to learn how to streamline everything and operate efficiently. In the beginning, everything had to be portable. Over time we added additional space, building the Astrohall and the Astroarena."

While serving as one of the Show's assistant general managers, Jobses was responsible for all of the livestock competition. In addition, he oversaw the horse show, the calf scramble, and all setup and cleanup operations, as well as security and safety. Needless to say, he's been a busy man for the past 30 years. "It's a lot easier now," he said. "In the beginning we had to schedule all our meetings at hotels because we had no meeting rooms on site. That meant each time everything had to be hauled to the hotel and set up."

Among those who have known and worked with Jobses for many years is Tommie Vaughn, a past president of the Show and member of the Executive Committee, who first met him when they worked on the calf scramble. "Don will really be missed," he commented. "He is one of those people who is always there when you need something, ready to help out."

John Rader, a lifetime vice president of the Show, while serving in various leadership roles on the Steer Auction Committee, has worked with Jobses closely since 1968 and offered high praise for the man and his professionalism. "Don tries very hard to please," he said. "In his position, you have to answer to people from two sides — your bosses and the many volunteers who have an active voice in how things are done. Don manages that

with great skill. I have always enjoyed working with him." Rader credited Jobses with the success and growth of the junior auction committees, particularly the Steer Auction Committee which began with four breeds and now includes 16.

Tom Glazier, also a Show lifetime vice president, contended that Jobses has played a key role in establishing the worldwide reputation for excellence the Show enjoys today. "In the beginning, with his background of working with young people, he helped keep us in the forefront of the 4-H clubs," Glazier explained. "Beyond that, however, he is so well-respected for his knowledge of the cattle industry, particularly the Brahman breed. His baby has been the International Committee and he has been very influential in attracting foreign visitors to come to Houston and buy cattle to take back home."

Dan Gattis, general manager of the Show, said, "Don Jobses has been an integral part of the livestock industry, not only in Texas but internationally, for more than 30 years. Under his leadership, our livestock show has become recognized internationally as one of the most outstanding events in the world."

Jobses was instrumental in developing a working relationship with Houston's Consular Corps to promote the Show on an international basis. By conducting market research to link buyers and sellers, and through his efforts to promote the export of cattle, he was responsible for greatly increasing the sale of livestock. It was his idea to involve the Show with the International Stockman's School (now the International Livestock Congress) and present it as an educational forum. The result today is a solid relationship with national livestock associations in virtually every country in North and South America.

Some of Jobses' other accomplishments, while perhaps less glamorous, have still contributed to increased efficiency and improved operations. He initiated the plan for off-site trailer parking, reorganized the Show's security system and, for 20 years, developed and prepared the "All Activities Schedule." Among the committees he established are Horspitality, Safety, Donkey and Mule, and Miniature Horse. Reaching out into nearby communities, Jobses organized the first off-site sifting and classification of swine at the Washington County Fairgrounds in Brenham, Texas, and of poultry and lambs at the Fort Bend County Fairgrounds in Rosenberg, Texas.

"He's been very innovative, plus he's been a valued co-worker and a good friend all of my professional life," said Gattis.

As for what lies ahead, his friends and associates hope Jobses will continue to be a part of the Show in some capacity. He said he'll be available if they need him for anything, a reflection of his long career when he was always ready to tackle an assignment. In the meantime, you'll find him on his place near East Bernard, Texas, where he said he "runs a few cattle."

# Outgoing Vice Presidents'

P R O F I L E S

By Cheryl Dorsett

## JERRY JOHNSTON ANDREW

For Jerry Johnston Andrew, service to the Houston Livestock Show and Rodeo has been a family tradition for several decades. Having grown up around the Show her entire life, being named as a vice president was a tremendous honor. It allowed her to follow in the footsteps of her father, Ralph A. Johnston, who served as president of the Show in the early fifties, and brother Jimmy Johnston, who was a past vice president of the Show.

Andrew began her involvement at the Show on the Ladies' Go Texan Committee. She later served as chairman of the Ladies' Season Box Committee, and has been active on the Special Children's Committee.

As a vice president, Andrew served as the officer in charge of six committees: Ladies' Go Texan, Ladies' Season Box, Outdoor

Advertising, Special Children's, School Art and Western Art.

"These are each wonderful committees with wonderful chairmen," Andrew said. During her three-year term in office, Andrew said many exciting events took place including the first Top Hands Horse Show and the dedication of three new bronze statues — "Cookie," "Wimpy P-1" and "Touch the Clouds."

An accident 24 years ago left Andrew physically paralyzed, but her spirit and her ability to extend herself far beyond her dreams remain stronger than ever. "Being a vice president — it's very special to me — not only being the second woman, but that they [the Executive Committee] felt I was capable enough to handle the job," Andrew said. "I'm going to hate giving up my committees. They've become good friends and it has been a wonderful three years. This truly is the Show with a heart."

*Three years of outstanding leadership to the Houston Livestock Show and Rodeo concluded in May of this year for outgoing vice presidents Jerry Johnston Andrew, seated, Ken Moursund, Bill T. Teague and Lodie Stapleton.*





## KENNETH C. MOURSUND

The year 1977 marked the beginning of a very special Houston Livestock Show and Rodeo career for vice president Kenneth C. Moursund. His dedication to achieving results is what first attracted him to the Show. Its mission of benefiting the youth of Texas is what has kept him involved all these years.

Moursund served as chairman of the Group Ticket Sales Committee and is a member of the International Committee. As a vice president of the Show, he oversaw five committees: Agricultural Education Tour Guide, Carnival Ticket Sales, Group Ticket Sales, Judging Contest Scoring and Rabbit Show.

“It’s been a real honor to serve as a vice president, both for me and my family,” Moursund said. “It’s been most exciting to see the rewards of our young people and scholarship recipients, and to have met and visited with them. I know we have a great

future with the young people involved in our programs.”

Moursund said all too often what people hear are the bad things about today’s youth. He added how rewarding it has been to see firsthand all the many good things young people are involved in, and realizes that the future looks a whole lot brighter than some people seem to think.

Moursund is an executive with the Kroger Company, and is a member of the Houston Farm and Ranch Club. He is active in The University of Texas Ex Students Association and Ducks Unlimited.

In looking back over the past three years, he said he has cultivated friendships that will last his lifetime and has memories that will live on forever. He added, “It’s been an honor, a privilege and a pleasure to have served as a vice president.”

## LODIE STAPLETON

Lodie Stapleton, chief executive officer of Southwest Construction Inc. and Star Salvage Inc., started his second career as a Show volunteer more than 25 years ago. “My love of horses and people brought me into the Show,” Stapleton said. “I began volunteering on the Quarter Horse Committee in 1971.”

He has served on numerous Horse Show committees throughout the last 25 years, as well as serving as chairman of the General Horse Show, Horse Show Advisory and Quarter Horse committees. He played an integral role in the implementation of the Youth Quarter Horse Barrel Racing awards program, which significantly increased the prizes given to the young participants.

As a Show vice president, he increased his involvement to include the individual horse breed committees as well as the

Horse Show Advisory, Announcers, Awards, Equipment, Sales Assistance, Horspitality and Livery Team committees.

Regarding his three years of service as a Show vice president, Stapleton said, “It was quite an honor. I enjoyed everything we did, especially the visits with the students and putting on the biggest horse show in the world.”

Through the years, Stapleton has never lost his passion for helping young people. Getting to personally meet the many students who benefit from scholarships given by the Show is an experience he will not forget. “I believe in the Show and what it does for the youth of Texas,” he said. “I still plan to be involved with the Show. I’m just going to have to find myself another job.”

## BILL T. TEAGUE

Bill T. Teague has been an admirer of the Show since he moved to Houston in 1975. His years of dedication paid off when he was named a vice president. Teague was officer in charge of the Communications-Broadcast, Communications-Editorial, Go Tejano, Magazine, Souvenir Program, Speakers, Swine Auction and World’s Championship Bar-B-Que committees.

“It’s been the most enjoyable three years of my life,” said Teague. He said each of his committees was blessed with an outstanding chairman. During the past three years, the World’s Championship Bar-B-Que contest achieved all-time records in both attendance and revenue. Also, the Go Tejano Committee produced more than \$900,000 in scholarships for Hispanic students.

“Personally, it is an extremely high honor to be invited to serve as an officer of the Show,” Teague said. “It’s very humbling because I don’t think anyone believes they deserve the honor. When you look at the overall responsibilities, they are awesome. But the purpose of the Show, which is helping kids and benefiting education, is such a powerful mission that the work load becomes most enjoyable.”

Teague said he’s met some of the finest people around through his involvement with the Show. He’s also met several hundred very deserving young people who have benefited from Show scholarships.

He said he’s always been one to believe in term limits. However, now as he looks back over the past three years, he truly isn’t ready to give it up. “I’m already missing next year,” Teague said.



# Livery Team Committee

By Kenneth C. Moursund Jr.



*Livery Team Committee members assist contestants with stalling their horses and offer any other information requested to help make sure that their visit to the Houston Rodeo is a pleasurable one.*

Since 1993, a volunteer group has staffed the Astrodome's Northeast Drive entrance to greet the arriving rodeo contestants and to coordinate the use of the horse stalls the Show provides the contestants. In 1997, this group of 45 volunteers officially became the Livery Team Committee.

The committee operates the horse stalls much like a hotel — contestants are required to check their horses in to and out of the Astrodome complex. When contestants arrive at the gate, they are met by a committee member who assigns a stall for each of the contestant's horses. The stall's location and contestant's information are recorded on a chart of the 155 available stalls.

To remove a horse from the Astrodome complex, the contestant must check out with the committee, and the free stall is noted on the chart. This chart provides the committee immediate information about which stalls are available and whose horse is in which stall. It also allows the committee to instantly contact a contestant if a problem develops with a horse, to identify horse owners and to prevent theft, and to achieve a high rate of turnaround in the stalls. During the 1998 Show, this system enabled the Livery Team Committee to board more than 1,225 horses in its 155 stalls.

Dan Gattis, general manager of the Show, originated the idea for the Livery Team Committee to better serve the contestants. Prior to 1993, Show contestants would use the stalls on a first-come, first-served basis. A stall might have been reserved by merely hanging a bridle or a bucket in it. Sometimes, a reserved stall would remain vacant for days because a contestant would hold a stall for the entire Show, take the horse elsewhere, and return for a later rodeo go-round.

To maximize stall usage, Gattis organized a 12-member livery team that developed the current system. Contestants' initial reluctance to abandon the old system was overcome once the

benefits of the new system were recognized. Embracing the new system, the contestants send letters praising the organization and often comment on the committee's efficiency.

Contestants also have extolled the Livery Team Committee's warmth and hospitality. According to Committee Chairman Mike Ellis, "The only requirement to be on this committee is that you have good people skills. Since we don't touch the horses, we've staffed the committee with 'people-people' rather than 'horse-people.' As a result, all the committee members have contributed to what we feel is an excellent process to interact with and serve the contestants."

The committee also provides information to the contestants about the city of Houston. As officer in charge Lodie Stapleton said, "The contestants know to bring their horses to the Show, but they might not know what to do with the rest of their life once they get here. The Livery Team Committee helps them get their lives organized while they are here." The committee provides contestants information such as names of places that sell diesel fuel, stores that sell horse feed, locations of the nearest churches and places that service trucks. The committee office also maintains free beverages and snacks, and during every Show, the committee hosts a barbecue on the grounds to feed all the contestants.

New for the 1998 Show was a covered and lighted warm-up arena. Located next to the cowboy barn, this pen measures 60 feet by 80 feet. With the addition of this pen, the committee was able to board horses in the pen if all the stalls were full. On the first weekend of the Show, the committee already had received several compliments on this arena from the contestants.

This group's high level of hospitality and service should only continue with its change to committee status. According to Ellis, "Everyone is just tickled to death to be an official committee and we look forward to many years of being a vital cog of the Houston Livestock Show and Rodeo."



# Outhouse Gang Committee

By Pat Scherrieb



*Committee members observe the loading of a dumpster used to haul off just part of the tons of trash generated by the Show.*

**T**o many, its name is whimsical and even a bit silly. But the Outhouse Gang is no laughing matter. One of three new committees for the 1998 Show, the Outhouse Gang Committee brings four years of experience as a work group dealing specifically with what its members call “train wrecks and forest fires.” They boast that more than half of the 35 charter members are still around to enjoy their new, hard-earned official committee status.

In 1993, Skip Wagner, Houston Livestock Show and Rodeo assistant general manager, Operations Department, and lifetime vice president Tom Glazier wanted to test the possibility of volunteers directing the efforts of the Show’s contract labor force within the Astrohalla and Astroarena. Their goal was based on the philosophy that a visitor’s first impression of the Show was often a lasting impression. Simply put, restrooms needed to be kept clean and functioning, refuse needed to be removed rather than piled at doorways and entrance gates, and visitors and exhibitors would appreciate encouragement and direction in dealing with trash.

Looking back, Committee Chairman Tom Glazier described those first two years fondly as total chaos! “We focused on overseeing the daily efforts of over 400 contract laborers and changeover cleaning between the various shows. That second year, we added the barbecue area, the Aramco shuttle lot, the bus tent and the neighboring grounds outside the Dome parking lot, and worked closely with the Show’s Building and Grounds Manager Steve Woodley,” said Glazier.

Woodley was quick to add, “We have no back door to hide the trash. The mix of livestock and people is such that we can’t allow things to pile up. The Outhouse Gang dealt with the trouble areas, helped to reduce costs and confirmed that we were getting our money’s worth for services.”

Sophistication came the third year with the introduction of the team concept for the blossoming group of 150 members.

The committee added the responsibility for cleaning the Delmar Stadium shuttle lot and Butler Stadium’s remote parking area, as well as tracking movement of all dumpsters. “Another goal was to reduce the amount of dollars spent on contract labor and on waste removal. We feel we have accomplished our goals,” noted Glazier.

Currently, the Outhouse Gang Committee has 300 members. Seven vice chairmen and 17 captains lead teams comprised of two radio base operators, a tool person and 14 floor people per shift. The first of three daily overlapping shifts begins at 6 a.m. The final group tries to “lock the door” by 2:30 a.m., except for an occasional all-nighter during changeovers or on the weekends.

During the Show, the committee oversees the removal of 13,000 tons of trash from the buildings and grounds. It has endeared itself to members of numerous committees by ensuring that exhibitors and visitors enjoy the best the Show has to offer. In 1998, a special crew of 38 members assisted with the Show’s overall setup and tear down.

J.P. “Hap” Hunnicutt III, officer in charge, may have said it best, “Considering the fact that during the three weeks of the Show over 1,765,000 people came through our gates to attend the World’s Championship Bar-B-Que, horse show, livestock show and rodeo, I would say Tom Glazier and his 300 men and women did an incredible job. They are quickly approaching our committee’s goal of having the Astrodome, Astrohalla, Astroarena and the surrounding grounds as consistently clean as Disneyland. I tip my hat to each and every one of them.”

While no one individual seems to want to take credit for the group’s name, consensus is that the name emerged during the first organizational meeting in the fall of ’93. Their bright orange badges declare “Cleaning Services,” but committee jackets proclaim “Outhouse Gang.” Its name may cause a few smirks, but its efforts are guaranteed to bring nothing but smiles.



# Special Attractions Committee

By Charlotte Howard



**T**he Houston Livestock Show and Rodeo is justifiably proud of its newest entertainment area, AGVENTURE Plaza. There is a new committee at the Show that is equally as proud and can take credit for much of the success of AGVENTURE Plaza — the Special Attractions Committee. In its first year as an official Show committee, Special Attractions is responsible for the logistics and liaisons involved in AGVENTURE Plaza as well as the Double E Plaza, located between the Astrohalla and Astroarena.

“The 60 members of the Special Attractions Committee are a special group of people by design,” said Mike Blasingame, officer in charge. “When the Show [leaders] decided it was time to have a committee to support this growing area, we handpicked individuals who we knew had good people skills. We needed good diplomats because this is such an important new area for the Show.”

People skills are important because committee members act as liaisons with the entertainers who perform in the various venues, with the vendors who operate the attractions and with the families who visit AGVENTURE Plaza. Committee members handle logistics for the entertainers at the Wild West Show, the Hideout and the Double E Plaza. They also work crowd control for the pig races, the petting zoos and all AGVENTURE Grandstand events.

“This is such a great new area, and we’re really proud to be part of it,” said David Gressett, committee chairman. “We’ve got something for everybody out here, from families with young children to adults who want a late-night entertainment venue. And you don’t have to have a ticket to the rodeo to participate.”

According to Gressett, many of the attractions for young children have now been consolidated into AGVENTURE Plaza, including two of the petting zoos, the pig races and the Wild West Show, all of which were previously spread out in different

*The popular pig races and the Wild West Show drew massive crowds at AGVENTURE Plaza and created plenty of work for members of the Special Attractions Committee.*

areas. His committee members coordinate logistics with various exhibits, which demonstrate the growth stages of chickens, how bees make honey and how wool is spun. Families also can see a sow with her piglets, baby chicks hatching and goats in a specially constructed natural-type environment.

Committee members are proud of both the Rodeo University, where visitors can learn how rodeo events are judged, and the “Dome Experience,” a mini dome, where one can get the feeling of being on the Astrodome floor during the rodeo.

AGVENTURE Plaza also has a new attraction for adults, the Hideout, which features live entertainment and dancing in the Grandstand tent. According to Gressett, this has been especially popular after the rodeo for adults who want to continue their evening’s entertainment.

Committee members work closely with the Corral Club Committee, which manages the Hideout; with the Safety Committee on crowd control; with the Directions and Assistance Committee on tours and lost children; and with fire marshal representatives to ensure all entrances and exits are clear and accessible.

Of course, Special Attractions Committee staff coordinator, Gina Ritter, also works closely with the committee. Ritter schedules all of the exhibitors and entertainers with whom the committee works.

“We feel like we are ambassadors for the Houston Livestock Show and Rodeo to all of the thousands of people who come through AGVENTURE Plaza every day,” Gressett remarked. “And we feel like that gives us a special role to play in making the Show a success.”

## 1998-STEPPING PROUDLY

*Continued from page 3*

Palmantier from Riske Creek, British Columbia.

Houston Industries' multimedia show and line-of-sight PowerVision screens enhanced the rodeo experience for spectators at the 1998 Show. The video presentation "Stepping Proudly Toward the Future" electrified audiences with its dazzling effects, while PowerVision screens enabled audiences to see every minute detail of action that occurred on the Dome floor.

The world was able to see a glimpse of the Houston Rodeo through the broadcast of RODEOHOUSTON, the pay-per-view division of the Show. For the second year, the Houston Livestock Show and Rodeo donated the broadcast of the rodeo finals to the Armed Forces Radio and Television Service. Nearly 1 million men and women of the U.S. Armed Forces around the world were able to view this piece of Americana.

The Show's website, <[www.hlsr.com](http://www.hlsr.com)>, received an extraordinary 2.3 million hits from more than 20 countries during this year's event.

In addition to a global audience via television and cyberspace, the Show hosted 2,891 foreign visitors from 71 countries.

The International Livestock Congress drew its share of visitors from around the world as well. The '98 Congress focused on pertinent issues facing the beef industry, which included identifying consumer preferences worldwide and delivering consistent taste and quality, and also addressed positive opportunities available to women in the horse industry.

The new layout of the Show was a tremendous success. Visitors were able to see and enjoy more exhibits and attractions due to the wrap-around-the-Dome effect.

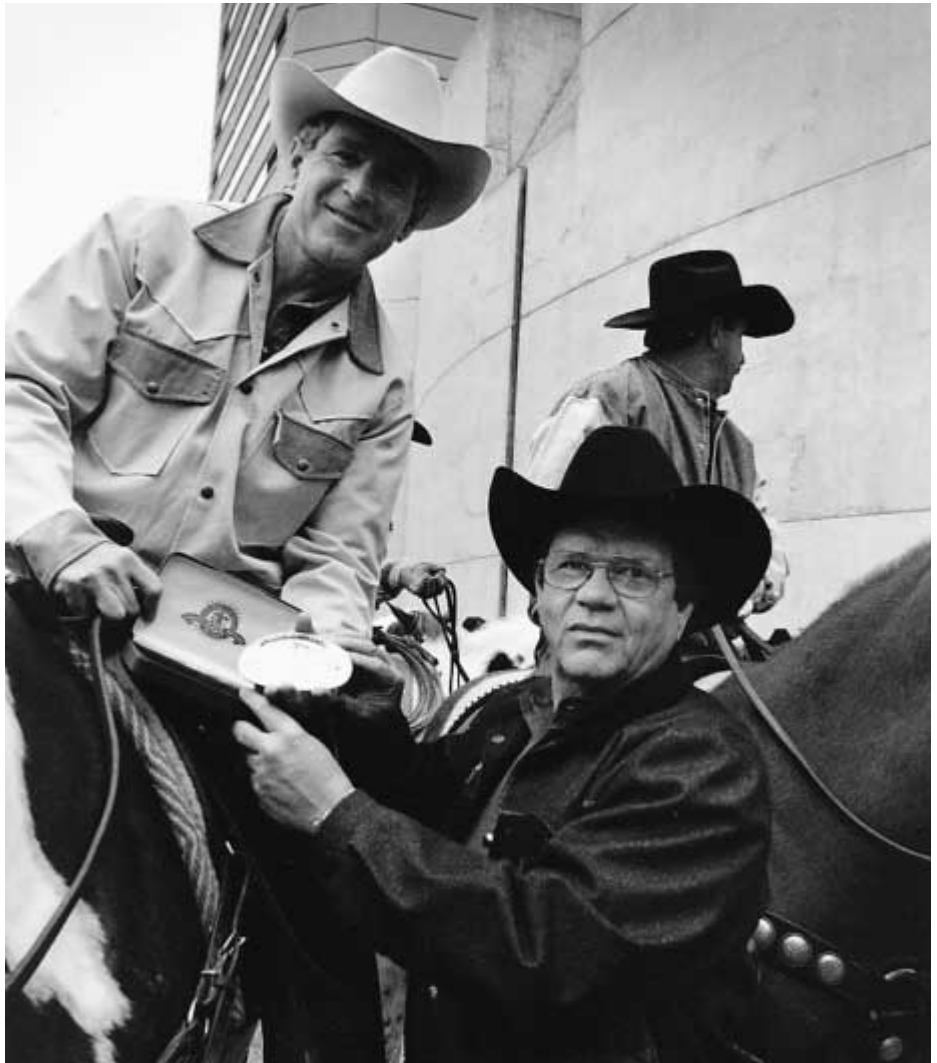
The addition of AGVENTURE Plaza and expansion of Destination: AGVENTURE also was a success as more guests, children and adults alike, were able to view and learn about the various aspects of agri-

culture. The Wild West Show, located in AGVENTURE Plaza, ran a record 30 times and the stands were filled to capacity for every performance. The Hideout, which featured up and coming, and nationally recognized entertainers as well as local bands, attracted amazing crowds before, during and after rodeo performances.

On a goodbye note, Quail Dobbs, one of this year's Wild West Show performers and Houston Rodeo barrelman, is retiring after 36 years as a professional rodeo clown. He has been part of the Houston Rodeo for 24 years. Dobbs was a National Finals Rodeo bullfighter and barrelman, one of only three rodeo clowns to make it to the top level doing both jobs. His comical antics and big heart will be missed by everyone involved with the Show.

Two new bronzes grace the grounds of the Houston Livestock Show and Rodeo — "Wimpy P-1" and "Touch the Clouds." "Wimpy P-1," located at the Astroarena Stockman's Club level, is a bronze replica of the first registered Texas quarter horse. "Touch the Clouds," located in front of the Astroarena, is a painted bronze of a 30-foot-tall American Indian warrior based on a 19th-century Miniconjou Sioux chief.

The 1998 Show is one of the most memorable Shows in the history of the Houston Livestock Show and Rodeo — not only because of the incredible auction records broken and all the moments listed above but because of the strength, determination and dedication of the volunteers and staff.



*Gov. George W. Bush received a commemorative belt buckle from Houston Livestock Show and Rodeo President Jim Bloodworth in recognition for serving as Grand Marshal of the 1998 downtown Rodeo Parade.*

# Third-Year Committee Chairmen

P R O F I L E S

By Teresa Erhman

*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.*

## Robert E. Bates - Corral Club/Arena Club



In addition to serving as the manager of safety and technical training for Columbia Gulf Transmission, Robert Bates is actively involved as a Show volunteer. He was a captain on the Corral Club Equipment Committee in 1993 and an assistant club chairman from 1994 to 1995. He was named club chairman in 1995 and has been a member

of the "High Bidders" auction-buying consortium for 10 years.

## Willie Phillips - Swine Auction



The outgoing chairman of the Show's Swine Auction Committee also is celebrating his 25th anniversary with the organization this year. After joining as a life member in 1973, Phillips became a member of the Swine Auction Committee in 1976 and has earned numerous sales awards. His service to the Show has been vast and varied,

with volunteer positions on the Parade, Souvenir Program and Corral Club committees. Phillips is a contractor with Westview Services, Inc.

## Alan McAnelly - Committeemen's Bar-B-Que



Great food is truly a passion for Alan McAnelly. As the owner of Riverwalk Cafe in Burnet, Texas, McAnelly also has been serving up great barbecue to thousands of volunteers of the Show since 1983. He served as the Committeemen's Bar-B-Que Committee's vice chairman for three years before becoming chairman in 1995. McAnelly also has been a

member of the World's Championship Bar-B-Que Committee for 15 years.

## Raymond Picha - Breeding Poultry



For more than 10 years, Raymond Picha has been taking care of the prize birds at the Show. In 1987, he joined the organization and immediately became a member of the Breeding Poultry Committee. His service to the Show and the committee also has been a family affair, as wife Mabel — although not a member of the committee — helps with paperwork, show results and awards during the competition. Picha is the retired owner of J.T. Dealer Sales and Services Corporation.

## Floyd Mills Sr. - Horse Show Equipment



Floyd Mills Sr. spends much of his time setting things up, tearing them down and in the meantime, making sure they go smoothly. He has been a member of the Horse Show Equipment Committee since joining the Show as a life member in 1989. Under Mills' leadership, exhibitors have complimented the vast improvements made to the horse arena.

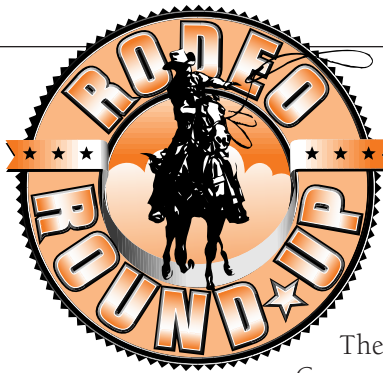
He also developed a work schedule for his 28 committee members to facilitate a smoother operation. When not working the world's largest horse show, Mills sets up trade shows throughout the country with Expo Services USA.

## Vanessa R. Schillaci - Events & Functions



Vanessa Schillaci has been actively involved in numerous volunteer positions since joining the Show as a life member in 1988. A volunteer on the Skybox Committee, she earned the sales team and chairperson awards, and also served on the Commercial Exhibits Committee. She joined the Events and Functions Committee in 1994 and also

is a member of the Parade Committee. Schillaci is president of World Unified Consulting, Inc.



## THERE'S NO BUSINESS LIKE **SHOW** BUSINESS...



The annual meeting of the Houston Livestock Show and Rodeo will be held on Tuesday, May 19, at 3 p.m. in the Sales Pavilion in the Astroarena. A summary of the 1998 Show, brief officers' reports, presentation of first-year chairman pins and other pertinent Show matters are on the agenda.

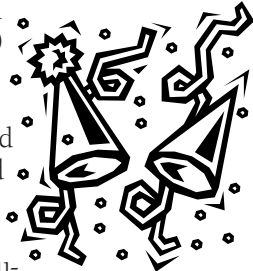
In addition, election of members to the board of directors and lifetime directors will be held. All annual and lifetime members are invited, so mark your calendar and make plans to attend.

## IT'S YOUR PARTY

The 1998 Houston Livestock Show and Rodeo was another rousing success, and special thanks go to the Show's 12,000 volunteers who serve on 95 committees.

President Jim Bloodworth and all other Show officials are proud to honor the Show's committee volunteers and thank them for their dedicated service at the annual Committeemen's Bar-B-Que, Saturday, June 6 at 5:30 p.m., in the Astrohall.

Make plans to come out and mix and mingle with your fellow committee volunteers and enjoy an evening filled with live entertainment, good food, grand prizes and friendship in that special spirit of the Show.



## The Big Payoff



The summer is a very special time for the Show. This is when all the hard work that everyone has done throughout the year pays off. Hundreds of students are awarded Houston Livestock Show and Rodeo scholarships.

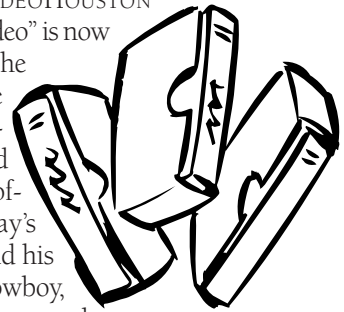
Houston Metropolitan and School Art recipients will be honored May 20 at the Million Dollar Banquet, where \$1,280,000 in scholarships will be presented to students.

Also, Houston-area Hispanic students will be collecting \$300,000 in educational scholarships on May 28, and Texas 4-H and FFA members will accept \$1,200,000 in scholarship awards this summer.

As a member of this organization, you have helped benefit youth throughout Texas in achieving their educational dreams.

## '98 Video

The "1998 RODEOHOUSTON Commemorative Video" is now available for purchase. All the greatest moments from the 1998 Houston Rodeo are featured in two action-packed hours of jaw-dropping, hoof-stomping rodeo. Ty Murray's record-breaking bull ride and his comeback as All-Around Cowboy, the thrilling chuck wagon races and heart-warming calf scramble are only a sampling of the events captured on video from rounds 1, 2, 3 and the finals.



The "1998 RODEOHOUSTON Commemorative Video" sells for \$14.95 plus shipping. To order, have your credit card ready and call 1.800.526.5000, or send \$19.90 (\$14.95 plus \$4.95 shipping) to RODEOHOUSTON Video, P.O. Box 5002, Katy, Texas 77491. Place your order now while supplies last.

## Congratulations



Lori Renfrow, talent buyer for the Show, has been nominated by the Academy of Country Music for Talent Buyer of the Year. Renfrow, an assistant manager, has been with the Show for 19 years and has been responsible for all the incredible artists that have performed here for the last 13 years. Congratulations for an outstanding job and this prestigious honor!

## Awards Galore

For the second consecutive year, *#1 Magazine* has been named an Excellence in Journalism award winner by the Press Club of Houston.

Our magazine was awarded second place in the public relations magazine category for 1997. Independent judges reviewed *#1 Magazine* along with other publications produced by professional staffs of major corporations and other organizations. This recognition takes on an even greater significance as our magazine is the only volunteer-produced publication to win an award in any category.

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

# CALENDAR OF EVENTS



MAY

JUNE

JULY

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

## MAY

- 2 Sabine County Go Texan Cook-off
- 19 Annual Meeting, 3 p.m.; Sales Pavilion
- 20 Million Dollar Scholarship Presentation
- 25 Show offices closed for Memorial Day
- 28 Board of Directors meeting, 5 p.m.; Show meeting rooms  
Go Tejano Hispanic Scholarship Presentation

## JUNE

- 2 4-H Scholarship Presentation; College Station
- 6 Committeemen's Bar-B-Que, 5:30 p.m.; Astrohall
- 17 Freestone County Go Texan Cook-off & Contests

## JULY

- 1 Final deadline to clear all outstanding debts with the Show
- 2-3 Show offices closed for Independence Day holiday
- 16 FFA Scholarship Presentation; Ft. Worth
- 24-25 Lavaca County Go Texan Cook-off & Contests



Houston Livestock Show and Rodeo  
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