

HOUSTON LIVESTOCK SHOW AND RODEO November 1998-Vol. VI, No.4

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MAGAZINE

Roy Rogers



*World's
Championship*

RODEO.

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The Cover: Dedicated to the memory of Roy Rogers, the cover is the original artwork from his and wife Dale Evans' 1950 and 1957 Houston Fat Stock Show appearances.

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

A MESSAGE FROM THE PRESIDENT

The recent first hint of fall made me reflect on what has been a busy and historic summer for the Houston Livestock Show and Rodeo. We have accomplished a great deal since singer John Michael Montgomery walked off the Astrodome stage last March to conclude the 1998 Show. And as we close in on 1999, there's still much work to be done.

As you will see on the following pages, we enjoyed yet another successful year in 1998, with record Show revenues of more than \$41 million. For the third consecutive year, the net from Show operations, which is critical to the success of our educational programs, exceeded \$13 million.

And although we have much in which to take pride, business experience tells us that we can never afford to become complacent.

Despite being a premier charity, the Houston Livestock Show and Rodeo is not exempt from the harsh realities of the business world today. We must continue to improve our product, explore new markets and opportunities, and build and create innovative programs.

Thanks to the outstanding leadership team that guides our organization, we are doing all of these things...and then some. While summer is a slow time for many businesses, the Houston Livestock Show and Rodeo was busy gearing up for the future. Consider the following:

- We have spent the past year in negotiations on the proposed new stadium, which will be located adjacent to the Astrodome. The stadium construction, of course, is contingent on Houston being awarded an NFL franchise. But the Show's commitment toward construction and maintenance of the new stadium is a major investment in our future.

- We announced an unprecedented increase of \$2.25 million in the Show's annual commitment to Texas youth and education. This increase will raise the Show's educational commitment in 1999 to a phenomenal \$7,725,000! We are adding 180 four-year, \$10,000 scholarships to the existing program and establishing a \$1 million program to assist students with extreme financial need in the Houston area. Further details can be found elsewhere in this issue.

- Harris County has agreed to build a new exposition building, which will house the livestock show as well as provide office space and meeting facilities for the Houston Livestock Show and Rodeo. This facility will be located just east of the Astrodome in the existing parking lot. Construction is projected to begin in October 1999.

- Additional parking will be provided in new lots which will be located just west of Kirby Drive, directly across from the Astrodome. Construction is scheduled to begin immediately after the 1999 Show, with completion in time for the 2000 Show.

- After careful review of public feedback, the Show has reverted back to a 7 p.m. start for weeknight performances, kicking off with the grand entry followed by the rodeo events and then the star concert.

- Our ticket turnback program has been improved to provide Show patrons a quick and efficient way to "give back" their unused tickets for charitable credit. Tickets can now be turned back to the ticket office in person, via fax, or telephone, prior to the performance. These tickets can then be awarded to charitable organizations or can be resold.

Some of these decisions will affect the Show immediately, while others may not be seen for many years. Regardless, each will have a profound effect on the future of the Houston Livestock Show and Rodeo.

It's hard to believe that the holiday season is upon us and that also means that the 1999 Show is just around the corner. Our volunteer force of more than 12,000 is already in full operation preparing for another record year.

Now that we've looked back on a hectic summer season, it's time to set our sights on February and gear up for Showtime!

Jim Bloodworth
Jim Bloodworth
President



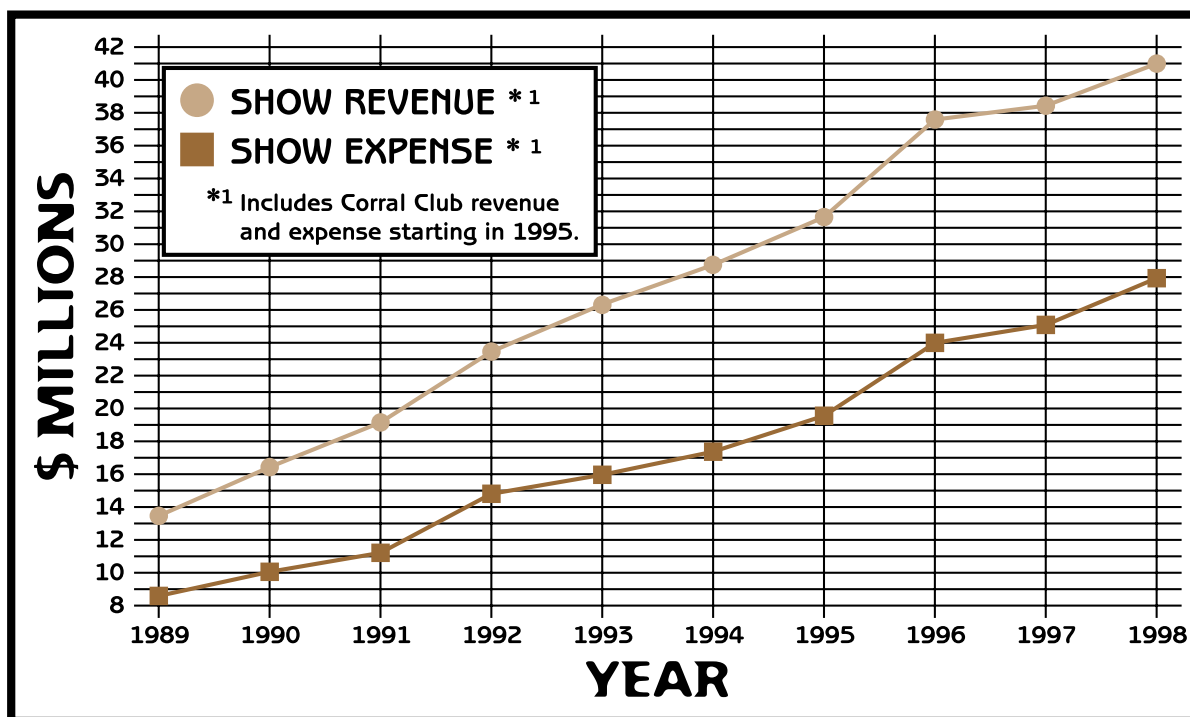
1998 FINANCIAL REPORT

FINANCIAL HIGHLIGHTS

(For the Year Ending April 30)

	1997	1998
Show Revenue	\$38,450,431	\$41,017,245
Show Expense	\$25,103,925	\$27,933,275
Net from Show Operations	*\$13,346,506	*\$13,083,970

*Net from Show Operations does not include net investments income of \$3,537,545 and \$6,547,931 for 1997 and 1998, respectively, and is before contributions to Youth and Educational Programs.

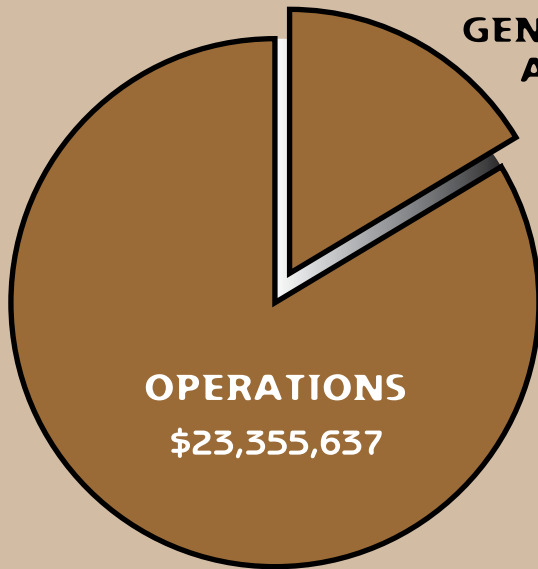


YOUTH AND EDUCATIONAL PROGRAMS

(For the Year Ending April 30)

	1997	1998
Junior Show Distributions ^{*2}	\$3,990,503	\$4,164,943
Scholarships		
FFA	500,000	500,000
4-H	500,000	500,000
Metropolitan	1,170,000	1,200,000
Area Go Texan	292,500	312,500
Go Tejano Hispanic	310,000	300,000
School Art	69,565	115,575
Junior College	15,000	
Texas Christian University Ranch Management	10,000	10,000
Texas A&M University College of Veterinary Medicine	24,000	24,000
Graduate Assistantships	360,000	360,000
Endowments to colleges and universities	275,000	341,000
Research and other programs	960,692	980,981
Rodeo Institute for Teacher Excellence (RITE)		924,925
Total Programs	\$8,477,260	\$9,733,924

^{*2} Includes guaranteed and additional premiums, and calf scramble and school art awards

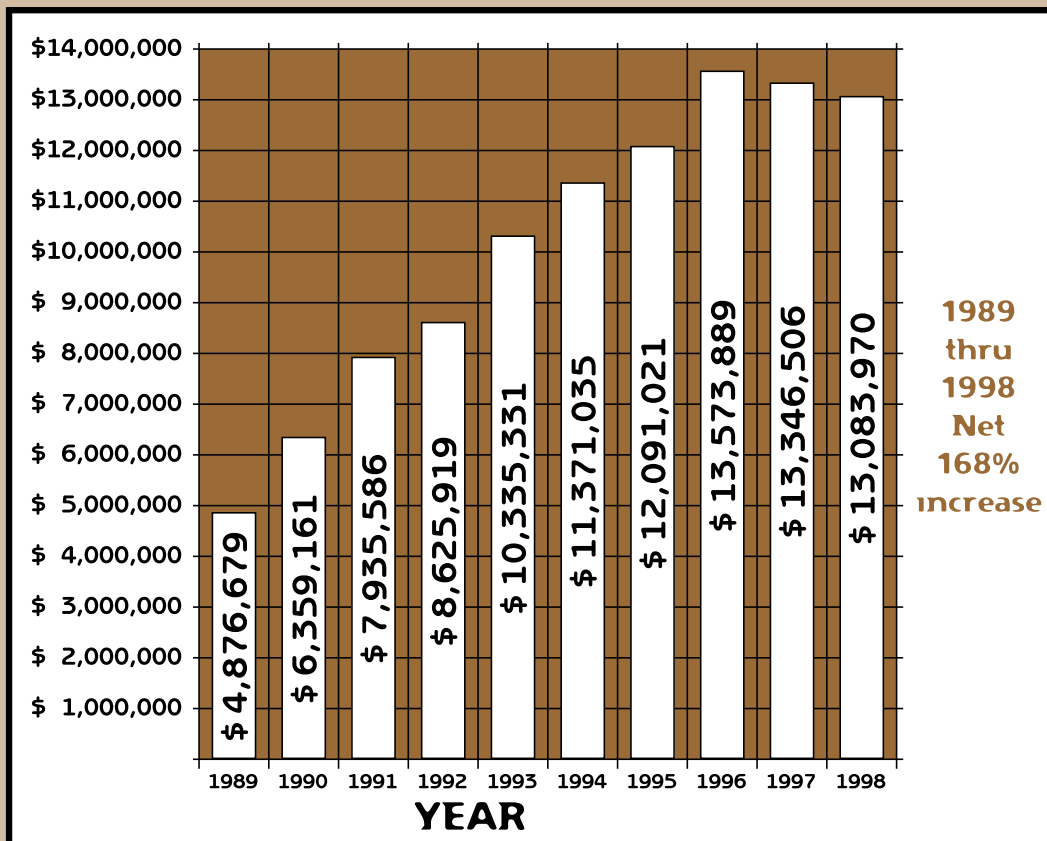


EXPENSE BREAKDOWN

Operations includes all manpower and other direct operating cost of the rodeo, calf scramble, livestock and horse shows, carnival, commercial exhibits, parade, championship bar-b-que, hospitality clubs, publications and broadcasting areas, membership office and numerous Go Texan events held throughout the year.

General and Administrative costs include all costs for the year-round operations of the general manager's; accounting; agricultural exhibits and competition; logistics and service support; marketing, information systems and presentations; and operations departments.

NET FROM SHOW OPERATIONS 10-YEAR FINANCIAL HISTORY



Until we meet again...

By Nancy Burch

For those who grew up during the 1950s and '60s, the image of the smiling cowboy in the white hat, wearing boots decorated with eagles and riding the magnificent golden Palomino, is indelibly imprinted in their minds. Roy Rogers and his beautiful horse, Trigger, are symbols of a kinder, gentler era when good always triumphed over evil, and the day ended with a song by the campfire. Rogers' death in July 1998 brought back fond memories for those fortunate enough to have seen him perform at the Houston Fat Stock Show back in the "Coliseum days."

With the announcement, "Ladies and gentlemen, the King of the Cowboys — Roy Rogers," the crowd would stand and cheer as Rogers entered the arena at a full gallop on Trigger. There were no stunt doubles — he did it all — riding, roping, trick shooting, singing and yodeling. The multi-talented star charmed his audiences without benefit of revolving stages and special effects, just standing on the sawdust-covered floor and crooning ballads like "Tumbling Tumbleweeds" and "Cool Water," while the revolving silver ball up in the rafters cast a magical spell over the audience. As Richard Harsham wrote in the *Christian Science Monitor*, "All was right with the world when Roy Rogers yodeled and made Trigger's ears twitch with pleasure."

It was a family affair — the extended Rogers family performing for Houston families. It included Rogers' wife, Dale Evans, and her horse, Buttermilk, and often the Sons of the Pioneers, the singing group with which Rogers first made his mark in show business as their lead vocalist. At the earlier performances, sidekick George "Gabby" Hayes provided comic relief, while in later years, it was Pat Buttram and his cantankerous jeep, Nellybelle. And of course, there was Bullet, the "wonder dog," whose canine genius was a match for Trigger's extraordinary horse sense.

At the conclusion of each performance, Rogers mounted Trigger once again and began his circuit of the Coliseum, shaking the outstretched hands of every child hanging over the rail. How long did that take?, marveled someone unable to imagine such a tradition. Probably 30 minutes or more, but he never hurried and never knowingly missed a small hand.

Roy and Dale made their first appearance at the Fat Stock Show in 1950, during the height of their popularity. In those days, the entertainers came for the duration of the Show, rather than one or



The epitome of everything good, Roy Rogers was a multi-talented star who not only charmed his audiences but was considered by children to be one of the people they most wanted to emulate.

two performances, and the stars rode in the downtown parade, to the delight of the crowds of Houstonians who lined up to see their heroes. After all, images of Roy Rogers and Trigger graced many a child's school lunch kit.

Lynne Chesnar, in her book *February Fever*, which traces the history of the Houston Livestock Show and Rodeo, said, "Roy Rogers, 'King of the Cowboys,' and his wife Dale Evans, 'Queen of the West,' arrived by train at Houston's Union Station as thousands gathered to await the train's arrival . . . However, the special guest most of the children had come to see was Rogers' famous educated horse, Trigger, who had made the journey from California in his own special freight car." Because of Rogers' demanding movie schedule, the Houston Rodeo was his only personal appearance in 1950.

Jerry Johnston Andrew, a lifetime vice president of the Show, remembered those glorious days. "My father [the late Ralph A. Johnston] was the third president of the Houston Fat Stock Show, as it was known in those days," she said. "Back then, it was very different. The stars came to town and stayed, and we entertained them while they were here. Later, my mother and father went to visit Roy and Dale in California. They also corresponded for many years."

As for her impression of Rogers, Andrew said, "I couldn't believe how thin he was and how nice he was to everyone. He was just the epitome of everything good — he wore a white hat, he didn't lie or cheat, and he fought evil."

Roy Rogers - “King of the Cowboys”

Between 1950 and 1972, Roy and Dale came to Houston eight times to appear at the Show — four run-of-the-Show performances and four more after the change was made to a rotating slate of stars. Their first appearance at the Astrodome was in 1968.

In 1996, Rogers was one of the first performers to be inducted into the Star Trail, an area dedicated to honoring premier entertainers who have made a significant impact on the Show.

Rogers and Trigger shared something other than their innate sense of teamwork — both began life with names other than those by which their fans would ultimately remember them. Rogers wasn't born to be a cowboy. He began life in the Midwest as Leonard Slye, son of a Cincinnati shoemaker, aspiring as a young man to become a dentist. He didn't even learn to ride a horse until he landed a part in a Western movie. And for you trivia buffs, Trigger's original name was Golden Cloud.

Rogers described how Trigger was assigned to him in one of his first films in 1938. “I got on him and rode him a hundred yards and never looked at another horse,” he said. “It felt so right, it was like puttin' on pants.” For the sum of \$2,500, the “Smartest Horse in the West” soon belonged to Rogers.

Riding and roping may have come later, but Rogers could always sing, and he started his career in radio with the Sons of the Pioneers. In 1938, he was recruited to challenge the reigning cowboy in the movie world, Gene Autry, who was embroiled in a contract dispute with his studio. The rest is history.

For 12 years, from 1943-54, Rogers was the number one Western star at the box office. One reviewer described him as having “a drawl like Gary Cooper and a smile like Shirley Temple.” He appeared in 87 films and starred in his own television series from 1951-57, a show described by writer Harsham as “a training school for pint-sized moralists intent on a right course of action.” A 1940s poll of children by *Life* magazine placed Roy Rogers in a three-way tie with Presidents Franklin D. Roosevelt and Abraham Lincoln as the person they would most like to emulate.

Mark Lasswell, a writer for *TV Guide* magazine, described Rogers' extraordinary talents that endeared him to a generation of young people. “His show crammed a movie's worth of action into a half hour, and it was executed by the most accomplished cowboy actor the public had ever seen. Beside Rogers, most would-be star wranglers seemed less like ranch hands than ranch dressing,” Lasswell said.

Rogers and Trigger have left us now, but memories of the ever-green hero remain. Film critic Leonard Maltin said, “He portrayed himself as a good, honest man; and that's what he was.”

You can't earn higher praise than that.

Happy Trails, Roy.

Gene Autry, another cowboy legend, died on Oct. 2, 1998, at the age of 91. He first appeared at the Houston Livestock Show and Rodeo in 1942, quickly becoming a favorite among audiences and volunteers. Autry was the Show's first rodeo superstar. He will be greatly missed. Look for an article in a future issue of the *TR* MAGAZINE dedicated to telling the story of Autry's life and contributions to the Show.

Imagination saddled up and ridden hard
As far as a young mind's eye could see
Across a landscape of action, self-reliance
And deeply-felt happiness.

Truth and work their own reward.

Friends at a fire
And plans and songs and jokes and Dale and Gabby

And a good horse, a smart horse
Smarter than the black hat, the black heart.
Even the horse knew
He was King of the Cowboys.

Long live the King.

He gave a boy in a dark room
A plain, a mountain, a river,
A life's landscape for imagination
Saddled up and ridden hard.

Written and dedicated to Roy Rogers at his last public appearance on Nov. 14, 1994, at Tucson, Ariz., by Fred LaBour, “Too Slim” of Riders in the Sky.



Roy Rogers on his horse, Trigger, and wife Dale Evans on her horse, Buttermill, wave to an excited crowd in the Astrodome at the 1968 Houston Rodeo.

RITE on Track

By Sue Cruver

It began in May of 1997 as one of the most innovative educational programs ever undertaken by the Houston Livestock Show and Rodeo. The Rodeo Institute for Teacher Excellence, known as RITE, is currently in its second phase of a three-year pilot program to provide elementary school teachers in the Houston Independent School District with the skills to better teach reading to at-risk students in kindergarten through third grade. According to those involved, the program is right on track and appears to be accomplishing its goals.

“The responses we got back from the teachers and principals at the end of the [first] year were very positive,” said Dianne Morris, RITE program coordinator. “They were very pleased with the program and what they saw happen with their kids. We heard teachers say they felt they were reaching every child in their classrooms with the program. No one was getting past them.”

Currently, RITE program personnel and Show Executive Committee members are analyzing both internal and external evaluations of teacher/trainer instruction and student reading achievement. “We plan to check these kids and follow them from kindergarten through third grade,” said P. Michael Wells, the Show’s first vice president and chairman of the At-Risk Task Force. After that, he said, students will be followed through the regular HISD testing programs.

One Year Later



Valerie Poole, a teacher at Foerster Elementary, demonstrates an audible signal technique used in the RITE phonics-based reading program.

Executive Committee member James M. Windham Jr., who chaired the Show’s original 1994 task force and helped research the at-risk student problem in the Greater Houston area, points to the fact that in some ways it may be more difficult to see the tangible, short-term results of the Show’s RITE program, compared to that of other Show educational programs. “It is easy to recognize the success we have had in the scholarship program as students walk across a stage, and we are giving [scholarships] to the best and the brightest — the very elite one-half of 1 percent,” he said. Windham added that the Show initiated the RITE program based on a growing concern for the other end of the spectrum, where students not able to read were likely not to

complete school and, perhaps, become problems in society.

Executive Committee members were able to see some of the results of the RITE program during one of their scheduled meetings in April 1998. A group of students from Windsor Village Elementary School came to the Show offices, and a teacher demonstrated with a short lesson so members could see how the program worked. She then asked the children to volunteer to read. "It was very impressive," said Wells. "A kindergartner read a second-grade reader and did it very well. It was an experience that everyone appreciated."

According to Morris, the Institute has trained a total of 150 teachers through the summer of 1998. Currently, the RITE reading program involves 1,600 students and is being implemented in 123 classrooms in 10 elementary schools in the southeast and southwest areas of HISD. Four of those schools — Davila, J.R. Harris, Lewis and Southmayd — are new to the program in 1998. J.R. Harris is utilizing the program in a bilingual setting for the first time. Schools were chosen based on a high at-risk factor, meaning there were low reading scores and low grades.

Morris sees 1998-99 as a big year for the program. "This year

it's really nice," she said, "because the kindergartners and first graders we worked with last year now have trained teachers who have been able to pick up and continue the program with them from the start of the school year. Last year, being our first year of implementation, we started with a lot of our kids well below where they should have been in reading, and the teachers were not at the comfort level with the program they are now." She went on to say that first- and second-grade students were able to start the school year reading at one level above where they would have been without the program. "The students also know how to do independent work and have expectations of success already in place."

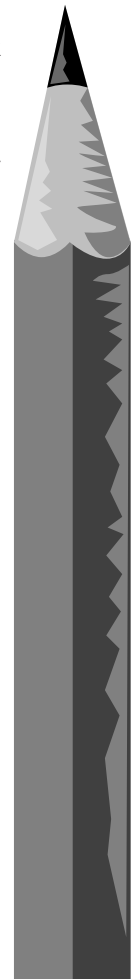
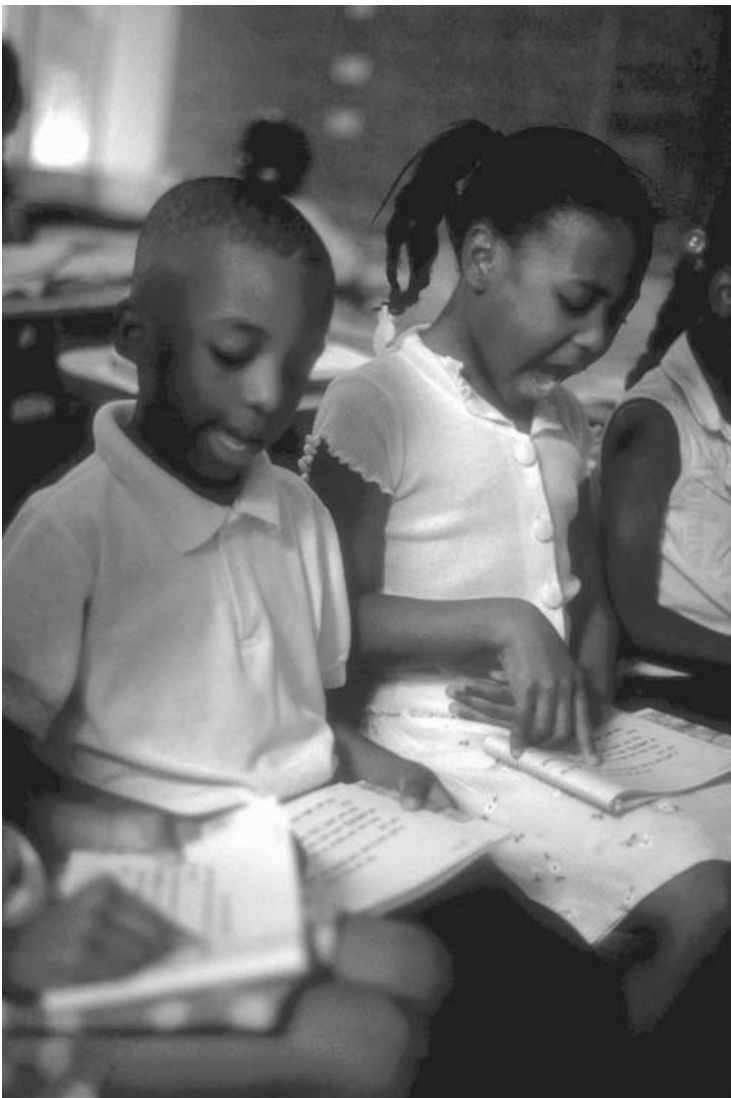
According to Morris, the focus during the 1998-99 school year will be to sharpen the skills of the teachers and increase the pace of the program so students may move as rapidly as possible. There also will be an effort to develop a leadership initiative among original program teachers to ready them for the third year of the program and to carry it on in later years.

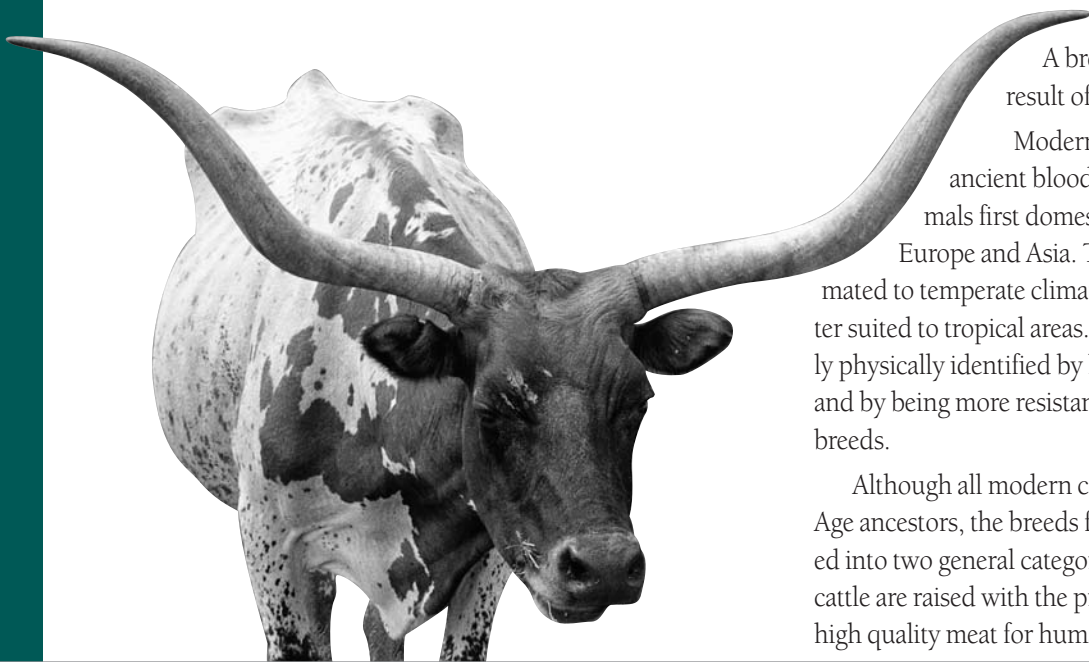
From the Show's perspective, there will be an effort to encourage and find more volunteers to help with the evaluation phases of the program. According to Ruby Bloodworth, wife of Show President Jim Bloodworth, the volunteers who participated in the first two-week, one-on-one testing process in 1997 found it rewarding. "This is one time," she said, "that members of the Show can be part of a program where they can see that they are personally making a difference. They can see how excited the children are about being able to read."

"I am very hopeful," said Morris, "that at the end of three years, when we sit back and look at the pilot program, it will have been productive and worthwhile. I know it will have made a big difference. I know teachers and kids will be better off because we were in their classrooms and on their campuses. I also hope the Show will feel the same way and that the RITE program will grow and continue after that."

As the RITE program is able to build on the recognized success of its initial efforts, it is conceivable that it will not only continue to make a difference in the Greater Houston area but potentially will become a model replicated elsewhere in the country. This program is another example of how the Houston Livestock Show and Rodeo is making a difference — by implementing innovative programs when it comes to educating youth.

Foerster Elementary students point to words and read aloud after hearing specific audible signals from their teacher.





A breed may have arisen naturally or as the result of crossbreeding.

Modern-day cattle are descendants of two ancient bloodlines, *Bos taurus* and *Bos indicus*, animals first domesticated during the Stone Age in Europe and Asia. The European *B. taurus* line was acclimated to temperate climates, while the Asian *B. indicus* was better suited to tropical areas. Descendants of the Asian line are easily physically identified by having a hump across their shoulders and by being more resistant to heat and parasites than European breeds.

Although all modern cattle are descendants of these Stone Age ancestors, the breeds found at the Show can be further divided into two general categories: beef cattle and dairy cattle. Beef cattle are raised with the primary purpose of converting feed into high quality meat for human consumption. Dairy cattle are raised

with the primary purpose of converting feed into high quality milk for human consumption. Simply put, beef cattle provide hamburgers, roasts and steaks, and dairy cattle provide milk for butter, cheese and ice cream.

While there are many cattle breeds, only 28 breeds of beef cat-

tle are exhibited or sold at the Show. Some of these arose naturally in Europe. Examples of naturally occurring European lines are Angus, which are black and naturally polled, or hornless; Hereford, which are easily identified by red bodies with white faces; Red Poll, which are hornless and red in color; and Shorthorn, which are either red, white or a combination of both colors, having short, inward curving horns. Other naturally occurring European breeds seen at the Show include Charolais, Limousin, Maine-Anjou, Simmental, Braunvieh, Chianina, Piedmontese, Romagnola, Gelbvieh and Pinzgauer.

Not every naturally occurring breed originated in Europe. Two breeds found at the Show arose naturally in the United States: the Texas Longhorn and the Brahman. The Texas Longhorn descended from the animals of Spanish origin, brought to the New World on the second voyage of Christopher Columbus. This breed is easily identified by its large, long and wide-spread horns. The Brahman breed, developed in the United States from animals imported from India, is readily identified by its long face, drooping ears and large hump over the shoulders, and an abundance of dewlap, or loose skin, hanging underneath its neck. The Brahman is quite similar to the naturally occurring Asian breed, the Zebu, also seen at the Show.

Breeders also have developed new lines to emphasize certain desirable characteristics found in one breed of cattle, which in time have resulted in the creation of a new and distinct breed.

CATTLE CALL

By Kenneth C. Moursund Jr.

Many people think of the Houston Livestock Show and Rodeo as a premier concert event or as the richest regular-season rodeo. But many forget that the Show is also the world's largest livestock exposition. One of the reasons why the livestock exposition deserves this title is the sheer number of cattle shown or sold at the Show.

In 1931, when the Show was founded, many of the men who established the Show were cattle breeders who bred Brahman, cattle virtually ignored by the Fort Worth livestock show, which focused primarily on European breeds. To have a place to exhibit their livestock, these founders formed the Houston Fat Stock Show. When it was created, emphasis was placed on Brahmans, as well as the Hereford and Shorthorn breeds. Through the years, other breeds that have gained popularity have been included. However, the Houston Open Show is still dominated by Brahmans, with 1,100 Brahman cattle entered and 700 animals making it to the ring in 1998.

Because the cattle industry played such an important role in the inception of the Show and its enduring success, a basic understanding of the many different breeds exhibited at the Show is important. A breed of cattle is defined as those animals genetically pure enough to have similar external characteristics of color and body shape so that, when mated together, they produce structured offspring with those same characteristics.



Of the many cattle breeds, only 28 breeds of beef cattle are exhibited or sold at the Houston Livestock Show, while five of the six major dairy breeds are represented.

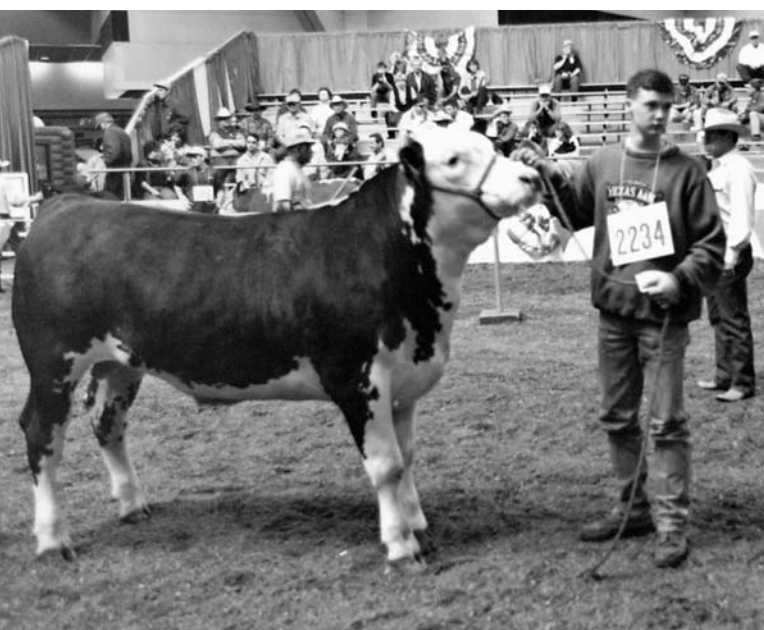
Two examples are the Red Angus, similar to the Black Angus, but red in body color; and the Polled Hereford, which lacks horns.

Sometimes the creation of a new breed of cattle is intentional, by crossing different breeds until a distinct third breed is formed. Numerous animals exhibited at the Show are the result of cross-breeding. The Beefmaster originated in Texas as a crossing of Brahman, Hereford and Shorthorn bloodlines. The Belgian Blue was derived from a combination of English Shorthorns and Dutch Black Pied (spotted) bulls with the local red and white

pied cattle. Crossing the Brahman and Hereford breeds has resulted with the Braford; Brahmousin arose by crossing Brahman and Limousin; and the Brahman and Angus combination is called the Brangus. A cross of the Brahman and Red Angus derived the Red Brangus. The American Brahman, crossed with the European Simmental, produces the Simbrah breed. Senepol originated by crossing West African humpless longhorns with Red Poll cattle. And claiming to be the first original American breed, the Santa Gertrudis was created in Texas on the King Ranch, where Shorthorn and Brahman animals were crossed to produce a hearty, independent, heat-resistant line suitable to survive the harsh South Texas environment.

Dairy cows may be outnumbered at the Show by beef animals, but five of the six major dairy breeds are represented in Houston. Dairy cattle shown or sold at the Show are: the Brown Swiss, which have dark brown hides and black-tipped horns; Guernsey, which are usually white or yellow with white patches, with a cream-colored nose and well-arched horns; Jersey, the smallest in stature, which are cream, fawn or light brown in color, with or without white patches and having well-arched horns; Holstein, the famous black and white dairy cows; and Milking Shorthorn, which are strawberry roan or red and white in color with short horns.

It is no surprise then, that with these many different cattle breeds represented, the Houston Livestock Show is recognized as the largest and most prestigious in the world. Enjoy the concert and rodeo, but also take time to see this incredible array of cattle breeds.



The Simmental is a descendent of a European bloodline, which was acclimated to temperate climates and represents many of those breeds that are exhibited or sold at the Show.

A “CAPITOL” EXPERIENCE

By Beverly Rosenbaum

“INTERNS ARE WHAT MAKE OUR OFFICE HUM, ESPECIALLY IN THE SUMMERTIME. IT IS WONDERFUL TO HAVE ALL OF THESE BRIGHT AND EAGER YOUNG PEOPLE WITH US, AND WE DO EVERYTHING WE CAN TO ENSURE THAT THEY HAVE A REWARDING, EDUCATIONAL EXPERIENCE WHILE THEY’RE HERE.”

— SEN. KAY BAILEY HUTCHISON OF TEXAS

The Houston Livestock Show and Rodeo’s goal of supporting education involves much more than just providing college scholarships to deserving students. Funding grants and intern programs is also important.

Since 1990, Texas A&M University’s College of Agriculture and Life Sciences, with support from the Houston Livestock Show and Rodeo, has administered the Congressional Intern Program, a college credit program that sends selected students to Washington, D.C., to work in the offices of members of the House of Representatives and Senate. With the Show’s support, Texas Tech University’s College of Agricultural Sciences and Natural Resources inaugurated a similar program in the summer of 1998. Students are sent for internships each school semester.

“Students have an opportunity to observe how the congressional staff supports members of Congress and how federal policy affects individual farmers, ranchers, agribusinesses and rural communities,” said Dr. Joe D. Townsend, Texas A&M University associate dean of the College of Agriculture and Life Sciences. “As a result of their academic training in agricultural and natural resource policy, students are able to assist congressional offices in communicating, interpreting and evaluating policy issues related to food, fiber and the environment. At the same time, they benefit from opportunities to improve their own communication and leadership skills,” he said.

Congressman Charles W. Stenholm is pictured with Texas A&M University student intern Justin Wood on the steps of the Capitol.

Each semester, 80 or more students submit applications to a selection committee for the 15 positions in Washington. The committee examines each submission for demonstrated leadership, knowledge of agriculture and natural resource issues, grade point ratio, interview responses, residence in the congressional district and completion of an agricultural policy course in their junior or senior year.

“The Washington, D.C., intern program is an outstanding way to enhance the educational experience for students and provides members of Congress with highly intelligent and motivated interns to assist in their offices,” said Congressman Max Sandlin, 1st Congressional District of Texas.

Students become employees of congressional offices where their duties include monitoring legislative actions of House and Senate committees, answering constituent requests and assisting in communication with district agricultural leaders. They also perform routine tasks essential to office operations, such as research, phone duty, visitor reception and guiding tours.

Christy Karlovetz from Tyler, Texas, a 1997 Texas A&M University graduate who majored in forestry, interned in the office of U.S. Rep. Ralph Hall, 4th Congressional District of Texas. She greeted visiting constituents and conducted tours of the Capitol.

Scott Heselmeyer, a 1998 graduate of Texas A&M University from Thrall, Texas, showed the class reserve champion Brahman steer at the 1994 Houston Livestock Show and used his 4-H scholarship to attend college. After applying for the intern program, he was selected to work in the House Agriculture Committee office in the summer of 1998, doing research, as well as writing position statements and press releases on agricultural issues.

Justin Wood from Coahoma, Texas, another Texas A&M University student, is a Houston Livestock Show and Rodeo \$10,000 scholarship recipient. Assigned to U.S. Rep. Charles W. Stenholm’s office in the summer of 1998, he earned six hours of course credit by preparing a paper and presentation of his Washington experience for prospective classmates applying for future internships.

“The interns assigned to the House Agriculture Committee have become an indispensable part of the day-to-day operations of the committee itself,” said Stenholm, 17th Congressional District of Texas. “For months, they do research and write reports, attend meetings and hearings, answer telephones and assist their committee colleagues in a number of ways. In the end, these young people leave Capitol Hill knowing that, through this once-in-a-lifetime work experience, they have gained a better understanding of the legislative process through their participation on a committee staff,” he said.

Pamilyn Scott, a 1998 graduate of Texas Tech University from Idalou, Texas, used a Show \$10,000 FFA scholarship to attend college. She was accepted to the intern program and, while in

Washington, accepted a paid staff assistant position in U.S. Rep. Larry Combest’s 19th Congressional District office. An agricultural communications major, she believes she owes many of her successes to the opportunities provided her by the Houston Livestock Show and Rodeo.

“The bright, young people who have interned in my office have contributed to its efficiency,” said Congressman Henry Bonilla, 23rd Congressional District of Texas. “They help out in every aspect of the workload. Their willingness and dedication make the internship program indispensable. In fact, I’ve even hired a couple of them as permanent staffers,” he said.

Zane Willard, a 1993 Texas A&M University graduate from Uvalde, Texas, worked in Stenholm’s office in the summer of 1993. Following his internship, he was appointed to work on the Texas Agriculture Summit Project funded by the Houston Livestock Show and Rodeo. Hired from that project by the Texas Sheep and Goat Raisers Association, he was appointed executive director of the Mohair Council in 1997. This completed a cycle begun in high school 4-H, when he won first place class ribbons showing mohair-producing Angora goats at the Houston Livestock Show.

“I have participated in the Texas A&M Washington, D.C., intern program for over five years and have always been impressed with the high level of intellect, insight and common sense that these young people have brought to my office. They arrive here so well prepared that, to a significant degree, I depend on them in the same way I count on my regular staff — researching issues, investigating answers to constituent mail and covering committee hearings,” said Stenholm.

“I have been particularly impressed by their knowledge of issues, as well as their hard work and dedication to the job — all of which are encouraging signs for their bright future,” said Congressman Pete Sessions, 5th Congressional District of Texas.

“The intern program positions these students with a much broader horizon and vision of what agriculture is really about,” said Dr. John Abernathy, Dean of the College of Agriculture Science and Natural Resources at Texas Tech University. “These programs help us to attract top-level students to agriculture and change the perception of modern agriculture. The future of agriculture systems — precision agriculture — requires us to attract top people to the agriculture programs at Tech,” he said.

As of the summer of 1998, 137 students from Texas A&M University and six students from Texas Tech University have used the opportunity provided them by the Congressional Intern Program to experience government firsthand. They were able to look for jobs, commute via the Metro subway, meet new people and make contacts that would have been impossible “back home.” The Houston Livestock Show and Rodeo’s support of education allows exceptional students to take advantage of exceptional opportunities.

Wildlife Habitat Evaluation Project

By Susan K. Williams

Through population increases, land development and industrialization, Texas seems destined to lose a great deal of its natural inhabitants — its wildlife and their homes. The destruction of habitats, through industrialization and the exploitation of certain animals, has caused a significant decline in not only the wildlife but also in the natural habitat areas that are home to the animals of Texas.

As an example, the prairie chicken, a ground nesting bird native to the mixed grass prairies of the Texas Panhandle, Colorado, Kansas, New Mexico and Oklahoma, was once common, but its numbers have steadily declined due to the alteration of its habitat to agricultural purposes.

The Texas Wildlife Habitat Evaluation Project was developed to support farmers and ranchers who increased revenues from wildlife management, to curb the depletion of Texas' wildlife and wildlife habitats, as well as to ensure that enough natural lands exist for humans to enjoy nature's events. TWHEP is a competitive program where youngsters from 8 to 19, along with parents, volunteer leaders and even landowners, can learn how to manage habitats to meet wildlife needs.

The Houston Livestock Show responded to these concerns in 1998, with the inclusion of a wildlife habitat contest. Beginning in 1999, the new TWHEP contest will merge with what was formerly the Range and Pasture Plant I.D. Committee, one of the oldest committees of the Show. It has been renamed the Plant I.D. and Wildlife Habitat Committee, chaired by Diana Miller Seale.

Contestants in the wildlife habitat aspect of this committee's activities are responsible for learning all the material in the Wildlife Habitat Evaluation Handbook, which includes information on the following: wildlife management and ecological concepts, 14 eco-regions in the United States, 68 wildlife species



Students are given four aerial photos and a list of 10 wildlife species and must rank the habitats' suitability for each species.

(including habitat preferences and requirements) and 43 management practices.

The program was developed for 4-H, FFA and college students by Dr. Will Cohen of the Texas Agricultural Extension Service, which furnishes grasses and plants for the contest.

The contest is divided into the following categories:

- **Wildlife food identification**

Contestants are given samples of 10 wildlife food types, which they must identify and match with the species that consume them.

- **Habitat interpretation using aerial photography**

Students learn to interpret habitats and determine land tract suitability for a particular species. Given four aerial photos and a list of 10 wildlife species, contestants must rank the habitats in the photos from the most suitable to the least suitable for each species. Senior contestants must give oral reasons to justify their rankings for at least two of the species.

- **On-site habitat management recommendations**

Contestants walk through a land tract, evaluate its suitability for a particular wildlife species and make management recommendations for improving the habitat.

- **Rural and urban wildlife management plans**

Preparation of rural and urban wildlife management plans teaches students how to inventory land tracts and to use landowner objectives and species population conditions to develop plans for improving a tract's habitat for a targeted species.

The Wildlife Habitat Evaluation Contest will be added to the Range and Pasture Plant Identification Contest and the Intercollegiate Texas Range and Pasture Identification Contest administered by the committee for the 1999 Show. Included in the program are weekend volunteer training workshops, which prepare adult leaders for teaching the project to youth. The workshops teach volunteer leaders how to coach and prepare a team for competition in the TWHEP contests. Each workshop is limited to 30 participants, who each receive a project manual and either a youth video or adult leader video to help them through the intensive 18-hour course. The contest will be held on March 6, the last Saturday of the 1999 Show.

When managed carefully, the combination of natural grasslands and timely livestock grazing can create enhanced livestock nutrition and can improve the wildlife habitat. Since nearly 80 percent of the U.S. countryside is used for agriculture, it is important that individuals who want to manage and conserve the countryside have a comprehensive knowledge and understanding of both the area's agricultural products and its

wildlife. With a thorough appreciation of Texas farming systems and environmentally friendly farming practices, students and landowners can learn how and where to introduce conservation practices and how to improve existing wildlife habitats, in order to maintain the ecology of the area.

Most farmers are aware of their environmental responsibility but often lack information on how to farm in a more sensitive manner. The TWHEP program will bring to Texas a "new" old-fashioned way of farming and ranching. Students will learn and experience firsthand information on waste management and recycling, low-impact agriculture, soil and water conservation, and environmentally sound use of fertilizers and pesticides.

How is this program relevant to the Houston Livestock Show and Rodeo? The program, with its dedication to education and preservation of Texas habitats, fits into the very heart of the Show — to support educational programs and institutions, to expand agricultural horizons and to preserve and honor pioneer heritages and cultures. At the 1998 Show, a trial run of the contest was held by the committee with 200 contestants registered.

"This contest is a model of our commitment to the youth of Texas and their education," said John Sykes, assistant general manager, Agricultural Exhibits and Competition Department. "I so strongly believe in all of our contests because of their continuous contribution to education. Through this program, youth will learn about life skills in an area they cannot learn in a classroom."

Through the education provided by TWHEP, the youth of Texas will have an opportunity to be successful in efforts to

reintroduce endangered wildlife and to convert their habitats to a natural state. They will be responsible for creating areas where people can once again experience the closeness of nature. Through the program, Texas youth will learn how restoring nature will benefit the agricultural economy, will improve the quality of livestock and will increase crop production. "The exposure we receive from the Show and the maturity of the contest have really helped the program grow," said Cohen, also the contest superintendent.

The benefits these students will experience are numerous, but the most important one of all is the education they will receive through programs like these sponsored by the Houston Livestock Show and Rodeo.



Participants in the Texas Wildlife Habitat Evaluation Contest are given samples of 10 wildlife food types, which they must identify and match to the species that consume them.

Spiked Heels

— OF A SORT —

By Bill R. Bludworth

The parts of a horseshoe include the toe, the heels, the outer and inner rim, the web, the branches, the crease and the nail holes.

“The use of a horseshoe is at best a necessary evil — no matter how well applied, it prevents the normal functioning of the hoof.”

Dr. Karl Douglas Butler Jr., noted author on horseshoeing.

The first simple horseshoes were made from woven grass, reeds and animal skins. Genghis Khan fitted his cavalry with rawhide shoes that were stretched over the hoof, wetted and allowed to dry to a hard, tough covering. It is suggested by historians that the Chinese civilization was the first to have used iron shoes with nails, about 2,000 years ago.

In order to understand the use and application of horseshoes, it is necessary to understand the structure of a horse's hoof. The hoof is composed of five different parts: the wall, the sole, the frog, the periople (including the bulbs) and the white line.

Of primary importance is the hoof wall, which bears most of a horse's weight and is the part of the hoof that is visible when a horse is standing. The sole acts as a protective cover to protect the coffin bone (the bone inside the hoof). The frog's consistency and shape make it an effective surface for cushioning blows and reducing slippage. The frog will usually shed



twice a year. The periople is a narrow ring of tissue located just above the coronary band and next to the hair line of the coronet that protects the coronary band.

Fast growing hoofs are usually of higher quality than slow growing hoofs. A younger horse's hoofs grow faster than those of older horses. For instance, a foal's hoofs will grow at the rate of .6 inches per month, a yearling at .5 inches per month and a mature horse at .33 inches per month. The hoof grows outward, i.e., downward, from the coronary band which is at the

junction of the hoof and skin. The coronary band is the primary source of nutrition for the hoof wall.

Hind hoofs grow slightly faster than front hoofs in younger horses, but the difference diminishes as a horse matures. Many factors influence hoof growth in addition to age, such as nutrition, climate, physical condition and exercise. Most professional horseshoers recommend trimming a shod horse's hoofs every six to seven weeks and resetting the old shoes or setting new ones if the old shoes are worn thin.

There are old beliefs that white hoofs are weaker than dark hoofs. According to Dr. Douglas Butler Jr., a noted horseshoeing expert and author, there is no significant difference in strength or hardness between dark and light colored hoofs.

Butler says that horseshoes are unnecessary under ideal conditions where growth of the hoof equals or exceeds the wear on the hoof. On the other hand, a horseshoe can be a beneficial tool to protect the hoof from excessive wear, to provide traction and to correct, or influence, the stance and gait of a horse.

A person who is skilled at shoeing horses is called a "farrier." This name was derived from either the Latin *ferrarius*, which means a worker in iron, or the French *ferrer*, which means to shoe a horse with iron. Of course, in the days of the Old West, the job of shoeing horses fell to the town blacksmith with his forge, anvil, hammer and red-hot iron.

Many well-trained farriers today make use of the old hot forge methods of making horseshoes from scratch, starting with a piece of cold, straight, flat bar. Most horseshoes used today are called keg shoes or cold shoes. These are machine-made shoes which, not too long ago, came in wooden kegs weighing 100 pounds.

There are disadvantages to the use of keg or ready-made shoes — nail holes are punched in a fixed position near the center of the web and are perpendicular to the flat side of the shoe which goes against a horse's hoof. The problem this creates is that it makes it difficult not to "quick" a horse that has thin hoof walls. "Quicking" is much like tearing a fingernail into the quick.

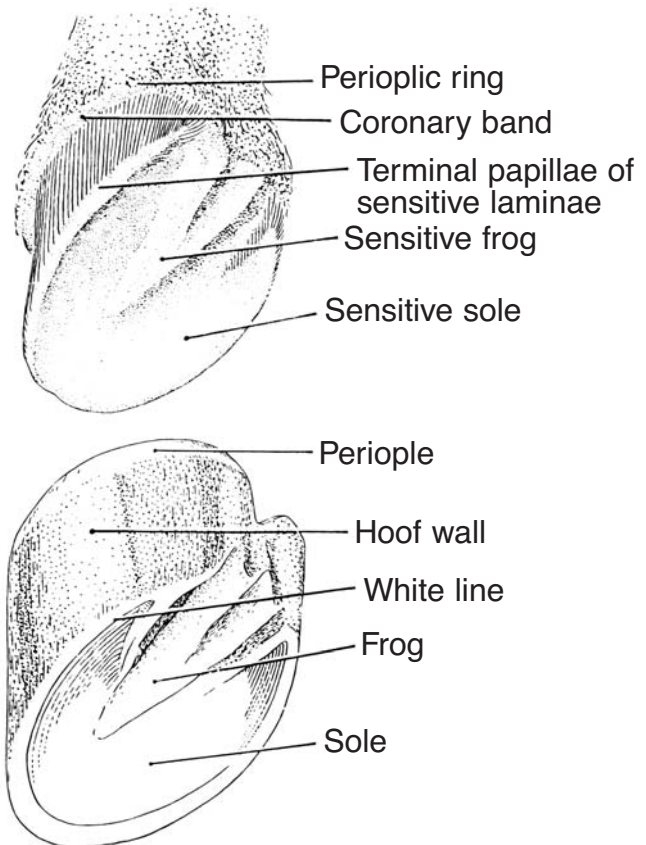
By using a custom-made shoe, a farrier can position the nail holes closer to the outside edge of the shoe and slant them at an outward angle in order to miss the quick, which is the sensitive area just inside the white line of the hoof.

"Cowboy" shoes are those made in a compromise pattern rather than different patterns for the front and hind hoofs. The front hoof is usually more circular than the rear hoof, which tends to be oblong.

The parts of the horseshoe include the toe, heels, outer rim, inner rim, web, branches, crease or fullering, and nail holes. The toe is the front area of the shoe that is toward the head of the horse. The branches are the sides of the shoe, and the heels are at the back ends of the branches. The nail holes are in the crease, which is a groove cut in the bottom or ground side of the web.

There are many different materials used in horseshoes. Most are mild steel. High-carbon steel, much harder to shape than mild steel, is used occasionally when longer wear, such as on abrasive surfaces, is needed.

A horseshoe may be made to last longer and to provide a better gripping or non-skid surface by the addition of borium.



Borium is a mixture of a very hard material, such as tungsten carbide, which is combined with a mild steel filler and is applied in a molten state to weld itself to the bottom of a steel shoe.

Thin aluminum shoes are used on race horses, while thick aluminum shoes are used on jumping horses. Rubber shoes sometimes are used on horses which spend a lot of time on pavement, such as mounted police units which patrol city streets. Rim, or barrel racing shoes, have a crease all the way around the web with a higher, or thicker, outside rim than inside rim. A polo, or turf shoe, also has a crease all the way around, but has a higher inside rim. A shoe with a sloping inside border tapering to a sharp edge at the surface of the hoof is called a concave, self-cleaning, mud or snow shoe.

Sizes of shoes vary with the size of the horse. Ready-made shoes range in size from No. 0 for ponies to No. 8 for draft horses. Most saddle horses will be in the No. 2 size range.

Good stance and healthy hoofs are key indicators of a healthy horse. A horse with bad "posture" and cracked and crooked hoofs most likely will have more than just foot problems. Taking care of a horse's feet gives it a head start on being healthy.

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Houston Metro Go Texan Committee

By Gina Covell



Chairman John Cooper, officer in charge Mike Blasingame and staff coordinator Janice Jolley plan their strategy for the coming year.

Originally formed for grass-roots support and to boost awareness of the Houston Livestock Show and Rodeo, the Houston Metro Go Texan Committee, now 892 volunteers strong, has evolved into the largest committee under one chairmanship. John Cooper, chairman, describes this bunch as the most dedicated and cooperative group of people that he has ever seen.

They organize more than 100 events each year and raise close to \$600,000 for scholarships. These funds are supplemented by corporate contributors, resulting in at least one \$10,000 scholarship being awarded to students at each high school in the eight-county Houston Metro Go Texan area.

"I have never seen an organization where you can have this much fun for this good of a cause," exclaimed Cooper. However, don't be misled by that comment. Cooper is no slacker. He said, "I feel that you must work every year to earn your badge, regardless of how long you have been on your committee."

"After the doling out of general requirements, each of the 25 subcommittees has creative freedom and control of the events in their area," said Mike Blasingame, Show vice president and officer in charge. "I believe that this is why the committee is such a success."

"Our committee receives a lot of attention from the press, which is positive for our committee, for the Show in general and for the city or area in which the event is held," said Cooper.

"Once the public knows that these events benefit the youth in their areas, they support it to the end, even if it involves a cook-off where the barbecue pit has icicles on it!"

The subcommittees keep the events fresh so people don't get bored. Of course, there are the traditional barbecue cook-offs, dances, golf tournaments, softball tournaments, bake sales and fish fries; however, Cooper challenges the group to come up with more innovative ideas. They have done so with events such as turkey and skeet shoots, bowl-a-thons, archery contests, casino nights and even cinnamon roll eating contests. Each subcommit-

tee holds up to five events per year. Almost every week throughout the year, there is a Houston Metro Go Texan subcommittee event happening somewhere. And there will be even more events with the recent conversion of Chambers County from an Area Go Texan to a Houston Metro Go Texan subcommittee.

Cooper is always going, and driving, the extra mile (an average of 200-350 miles per weekend) to support the members and the students for whom they are raising funds. During a recent weekend of fund-raising events, Cooper drove from North Shore to Cy-Fair to Brazoria and back to Liberty within a six-hour period.

"One of the rewarding things about our committee is going to the Million Dollar Scholarship Banquet each May, where we get to meet scholarship recipients," said Blasingame. "When you get to hear their heart-warming stories about how the scholarships changed their lives and how much they appreciate it and us, it just gets you even more charged up to do better the next year."

Cooper convinced the committee members that they should have a little fun even though they work hard. After all, they are volunteers. With this "work smarter - not harder" attitude, the committee further improved its performance and broke its own record with its nearly \$600,000 contribution to the Educational Fund in 1998.

"Luckily, I have been able to attend several of the school district meetings where our committee presents scholarships," said Cooper. "When some of the committee members have witnessed the gratitude on those students' faces, well, there was not a dry eye in the room. It makes everything all worthwhile."

"I get the opportunity to attend many FFA conventions and 4-H Roundups because of my involvement with the Houston Metro Go Texan Committee," said Blasingame. "Through these events and the positive kids I meet, I realize that no matter what we hear about society and today's youth, the future of this country is bright after all. The bottom line is that Houston Livestock Show and Rodeo scholarships truly change lives!"

Houston Metro Go Texan Committee Leadership



Officer in Charge
Mike Blasingame

Chairman
John Cooper

District Chairmen

Howard Cordell
Jim Sims

Vice Chairmen

Richard Ater
Tammy Sims Carter
Doug Coffman
Jim Curl
Harold Garrett
Joe Howard
Jeff Lambright
Mike McLemore
Truman Moffett
Bruce Oswald

Captains

Charlie Anderson
Roger Bethune
Billy Hemby
Karen Inmon
Alicia Knox
June Rogers
Sharon Walzem

Coordinators

Marolyn Blair
Pat Janowski
Steve Orsborn

SUBCOMMITTEE AREAS

Aldine/Spring/Klein
Alief Southwest
Alvin/Pearland
Baytown/Highlands
Brazoria Southwest
Chambers County
Channelview/Sheldon
Conroe/Willis
Crosby/Huffman
Cypress Fairbanks
Deer Park
Ft. Bend/Stafford
Galveston/Mainland
Humble/Kingwood
Jacinto City/Galena Park
Katy
Lamar/Needville
La Porte
Liberty County
NASA/Clear Creek/Friendswood
New Caney/Splendor
Pasadena
Spring Branch/Memorial
Tomball/Magnolia/Montgomery
Waller County

SUBCOMMITTEE CAPTAINS

Pam Tooke
Kristie Ratliff
Bill Pratt
Jimmy Jones
Tom Perryman
Larry Lawrence
Kenneth Hartman
Debbie Buckalew Campbell
Taylor Whitaker
Doris Anderson
Darlene Lively
John Knox
to be announced
Dwayne Vernon
Danny Allen
Ken Shaw
Margaret Kunz
JoAnn Harris
Toby Wilburn
Brian Larson
Vicki Thumann
Nanci Szydlik
Barbara Barnett
Judy Nunn
Leonard Borchgardt



Communications - Editorial Committee

By Judy Johnston Merrell



Communications-Editorial Committee members, working out of their Show-time Astrodome office, coordinate press releases for calf scramble winners.

What's in a name? Call them photographers; call them writers. Call them publicists; call them press box assistants. Call them calf scramble promoters; call them crowd surveyors. "If you want something done, just call on this committee!" said Melissa Hernlund, Communications - Editorial staff coordinator.

How can one committee accomplish so much? Chairman Mary Jane Albert's abilities to coordinate her 143 committee members into several distinct subcommittees, combined with tight scheduling, long hours and hard work, constitute the recipe for success.

Originally named the Industrial Editors Committee, having evolved from the Calf Scramble Committee in the early 1940s, it became known as the Communications Committee in 1975. In 1988, it was divided into two committees: the Communications-Editorial Committee and the Communications-Broadcast Committee. The one thing that has never changed is the focus on assisting in the Show's marketing and promotional efforts.

During July and September, Albert's committee begins the season with several days of telephone surveying for the Show's research efforts. Approximately 2,000 surveys furnish detailed information that is keyed into the Show's computerized database from which demographic details for sponsorships, entertainer selection and other projects are drawn. "This information is vital to our marketing department," said Hernlund.

In January, working directly with the marketing department, the committee sends out more than 1,100 pre-Show press releases on livestock show entrants to radio stations, newspapers and television stations across the state. The "stuffing party" also includes sending computer runs for entries of each 4-H club and FFA chapter across the state and pre-Show brochures, to newspapers throughout Texas.

Quilt winners also receive their own press releases in January, which are mailed to the county ambassadors with photographs, taken by committee photographers.

After three years of serving as officer in charge, Bill Teague

has dubbed the Communications-Editorial Committee members "quiet heroes" for their behind-the-scenes service. "The calf scramble boys and girls are just a few who benefit by having press releases and photographs sent to each of their hometown newspapers," said Teague.

"Each night, five committeemen work in the press box as hosts to assist members of the media. Not only do we help them with their seating, but we also are there to answer their questions and relate what's going on," explained Albert. She also said that one committeeman assists Johnnie Westerhaus of the marketing department on the production stand located on the Astrodome arena floor by helping with writing down times of events, answering the phones and two-way radios, and anything else to help.

The photographers are busiest during the calf scramble each night, shooting the action-filled event for press releases. Photographers take arena shots that will be given to the donors. They provided more than 500 pictures this year, with duplicates of each going to the calf scramble winners. "Some of our best times are enjoyed down in the arena — it is never dull," Albert chuckled. "We even give a 'Gold Cup Award' to our committeeman who relates the best story of happenings on the arena floor."

Crowd surveys taken at three Astrodome entrances and two ramps provide further research data for the marketing department. This year, 16 committee members, working every performance, completed between 4,000 and 5,000 surveys as the public found its way into the Astrodome. Albert said, "Not everyone wants to stop and talk; most of them are in a hurry to get inside and see the show, so it takes very personable committee members to extract this information."

"Agreeable, dependable and tireless" just begin to describe the Communications-Editorial Committee members. They epitomize everything that Houston Livestock Show and Rodeo volunteers represent. They truly are "quiet heroes."

MORE DOLLARS FOR SHOW SCHOLARS

The Houston Livestock Show and Rodeo and education have become synonymous. On Sept. 24, 1998, the Executive Committee approved the largest increase in the Show's scholarship history. An unprecedented \$2.25 million increase in the organization's annual commitment to Texas youth and education brings the Show's 1999 contribution to a phenomenal \$7,725,000. The enlargement of the scholarship program adds 180 four-year, \$10,000 scholarships and establishes a \$1 million program to assist students with extreme financial need in the Houston area.

According to a report from the Texas Education Agency, Texas' average public school student is becoming increasingly minority and increasingly poor. The report stated that the number of minority students is growing at a rate eight times faster than that of Anglo students. But this growth rate was outpaced by that of economically disadvantaged students, whose number grew by a staggering 65 percent.

The newly created Opportunity Scholarship Program addresses these concerns. It will give a chance at a higher education to students who might have never thought of going to college because of financial limitations or because they have not received other scholarships due to their class ranking.

"It's a great way of targeting minority and financially needy students, especially, without basing the selection on any particular ethnicity. Because these scholarships are determined primarily on need more than any of our other educational opportunities, we're going to bring in some youngsters we've never reached with our educational awards. Maybe we should have called them 'the dream-come-true' scholarships," said Tom Quarles, assistant general manager in charge of the Show's educational programs.

The Opportunity Scholarships, which incorporate the Show's highly successful Go Tejano program, will award \$1 million to 100 students in the Houston metropolitan area (Harris and seven surrounding counties). These scholarships will be based 50 percent on financial need, 35 percent on academics and 15 percent on leadership/community involvement. Students may pursue any major at a Texas college or university.

"We must emphasize that although these scholarships are targeted to low-income neighborhoods, where many minority students live, there will be no scholarships awarded based on ethnicity alone," said Quarles.

The Metropolitan Scholarship Program also is increasing significantly, from 125, \$10,000, four-year scholarships in 1998 to 175 awards in 1999.

Public high schools in the Houston metropolitan area receive scholarships through this program. In an effort to reflect population differences in the counties that make up this area, one additional four-year, \$10,000 scholarship will be awarded "at-large" for every two high schools in the school districts.

"That's an increase of 14 scholarships just in HISD and 36 more scholarships throughout the Houston area," said Quarles. "This is an exceptional way for the Houston Livestock Show and Rodeo to recognize the support from Houston and the surrounding counties for our event."

The Show's 4-H and FFA program is being increased by 20 scholarships — 10, four-year, \$10,000 scholarships added to each group, for a total of 70 to each organization, or \$1.4 million total per year. Another new program is the Show's commitment to the Texas FHA, for five, four-year, \$10,000 scholarships. The Show's school art four-year program also has been increased to 10 scholarships worth \$100,000. These increases will bring the Show's annual new scholarship commitment in 1999 to 438 four-year, \$10,000 awards and 52 one- and two-year scholarships, valued at \$2,500 and \$5,000, respectively.

The Houston Livestock Show and Rodeo will fund an additional \$3,122,500 in grants, endowments, research projects and other educational programs in Houston and throughout Texas, including \$1.1 million committed to the Rodeo Institute for Teacher Excellence.

"We can talk about stadiums and buildings and all the attendance records we've set, but our priorities are unchanging," said Dan Gattis, Show general manager. "There is no better investment in the world than educating young Texans."



Third-Year Committee Chairmen

P R O F I L E S

By Teresa Ehrman

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

Ernie Collins - Black Go Texan



A founding member of the Black Go Texan Committee and life member of the Show, Ernie Collins was a vice chairman of the group before serving as its chairman. He joined the Show in 1993, serves on the board of directors and is a member of the Show's RITE Program Advisory Board. Ernie is a sponsorships and events specialist

with Exxon Company U.S.A.

A.J. Dorr - Livestock



Fort Bend County Pct. 1 Constable A.J. Dorr has enjoyed more than 14 years of involvement with the Show, serving as a vice chairman on the Livestock Committee for five years before becoming the committee's chairman. He joined the Show as a life member in 1984. A.J.'s son, Michael, also serves with his father and other

family members on the Livestock Committee.

Dale Martin - Appaloosa Horse



An active volunteer with the Show for almost three decades, Dale Martin has served on the Steer Auction and Parade committees in addition to his involvement with the horse show. He has been a member of the Appaloosa Committee for four years and was recently elected to the board of directors of the Appaloosa Horse Club, a

national organization for the breed. Dale is a self-employed investment consultant.

J.W. "Joe" Matthews - Calf Scramble Donors



As a volunteer with the Calf Scramble Donors Committee for 26 years, Joe Matthews has supported one of the Show's most heartwarming programs benefiting Texas youth. He has been a life member since 1971, previously served on the Livestock Committee and is a member of the Lamb Auction Committee. Joe is the owner of Laird

Plumbing Company.

James Mushinski - Corral Club / Division Chairman



Involvement with the Show is serious family business for James Mushinski, a life member who has been actively involved on Corral Club committees for six years. He also is a member of the High Bidders auction buying group. His wife, Jeanette, volunteers on the Transportation Committee; their daughter, Jennifer, is a Catalena

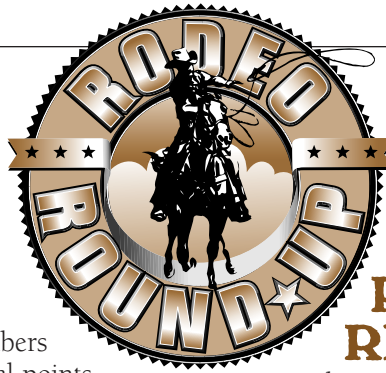
Cowgirl; and son Jason is a grand entry wrangler. James is a manager for Metro Valuation Services.

Cheryl Thompson-Draper - Ladies' Season Box



A life member since 1986, Cheryl Thompson-Draper is a director of the Show and serves on the International and Speakers committees in addition to her involvement with the Ladies' Season Box Committee. Cheryl is chairman of the board of Warren Electric Group, a company that supports all junior market auctions, the

calf scramble and numerous other Show events and activities. Her husband, John, serves on the International and Steer Auction committees.



THE STADIUM DEAL

The Show's Executive Committee members have given their approval to negotiated deal points concerning the Houston Livestock Show and Rodeo's financial obligation toward new stadium construction and its share of new stadium advertising, as well as sign and naming rights revenue. The committee has authorized the Show's president and management staff to move forward in negotiations with Harris County, Harris County-Houston Sports Authority and Houston NFL Holdings, Inc. Any final negotiations and legal obligations will require additional Executive Committee approval. It is anticipated that the Rodeo's financial commitment will result in \$35 million to \$40 million of bonded revenue for the stadium project.

WHERE'S THE BEEF?

The date and location of the selection of the Grand and Reserve Grand Champion Steers for the 1999 Show have been changed to Friday, March 5, and will take place in the Astrodome during the evening performance. Make sure not to miss this exciting event!



SITE UNDER CONSTRUCTION

Watch for the Show's newest committee communications tool on the Internet. Committee members will have access to a section on the Show's website that will contain meeting times and dates as well as other pertinent information for volunteers. A letter will be mailed to all committee members explaining how to log on to the site.



CONOCO RODEO RUN



Be the first on your block to sign up for the Conoco Rodeo Run. Call the Rodeo Run Hotline at 281.293.2447 or access its website at <www.rodeorun.conoco.com> to find out more information about how you can enter and help support the Show.

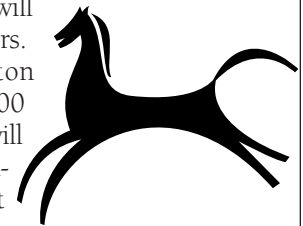
ROAD-EO REMINDER

The Houston Livestock Show and Rodeo customized license plate is still available for purchase to members and the general public. This is the easiest way to spread the Show's message of benefiting youth and supporting education to the hundreds of people you encounter on the road everyday. The additional cost will be \$30 and, of that amount, \$20 goes to the Show's Educational Fund.



HORSE LOVERS

The 1999 Houston Horse Show will begin a day earlier than in past years. On Tuesday, Feb. 16, the Houston Livestock Show and Rodeo \$10,000 limit amateur cutting horse contest will open the 20-day event. Mark your calendar so you don't miss one moment of this prestigious equine competition.



STILL A BANG FOR YOUR BUCK

Every year the Show increases its financial commitment to educating the youth of Texas. In order to continue this commitment and still be able to offer the best entertainment in the Southwest, the Show has slightly increased prices. Following are the new prices: general public (west end, pavilion and upper level), \$12; arena and mezzanine, \$15; fifth level and loge, \$18; skybox, \$20; and executive suites, \$28. These prices are still an amazing bargain for admission to the world's largest livestock show, prestigious horse show, richest regular-season rodeo, premier live entertainment, incredible shopping and food exhibits, fun-filled carnival and exciting interactive educational exhibits.

WELCOME

A big rodeo welcome to the following new staff members: Sue Anna O'Hara, administrative assistant, president's office; Naomi Peña, administrative assistant, Agricultural Exhibits and Competition Department; and Dennis Farrell, database administrator, Marketing, Information Systems and Presentations Department. Kathlene Reeves has moved to the position of director of commercial exhibits and Ruby Black-Spence is now the executive assistant for the Operations Department.



CALENDAR OF EVENTS



NOVEMBER

DECEMBER

JANUARY

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

NOVEMBER

- 14 Alief Southwest Style Show & Luncheon
Waller County Turkey Shoot
Aldine/Spring/Klein Spaghetti Western
- 16 NASA/Clear Creek/
Friendswood Go Texan Golf Classic
- 21 New Caney/Splendora Bake Sale
- 26-27 Thanksgiving Holiday
Show offices closed

DECEMBER

- 23-25 Christmas Holiday
Show offices closed
- 31 Spring Branch Diamonds & Studs Gala

JANUARY

- 1 New Year's Holiday
Show offices closed
- 8-10 Cy-Fair Go Texan Weekend
Crosby/Huffman Events & Cook-off
Jacinto City/Galena Park Cook-off & Dance
- 15-17 Baytown/Highlands Bar-B-Que & Chili Cook-off
- 16 Alief SW 13th Annual Dinner & Dance
- 20 Conroe/Willis Go Texan Dance
- 22 Aldine/Spring/Klein Crystal Boot Ball
Go Tejano Fashion Show
- 23 Brazoria Southwest Steak Dinner & Dance
Black Go Texan Gala
Waller County Dance & Auction
- 24 Brazoria Southwest Barrel Racing & Events
- 30 Katy Go Texan Dance
Baytown/Highlands Dance & Auction



Houston Livestock Show and Rodeo
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