

HOUSTON LIVESTOCK SHOW AND RODEO

February 1999-Vol. VII, No.1



MAGAZINE



It's
Rodeo
Time!

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Houston Livestock Show and Rodeo

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A MESSAGE FROM THE PRESIDENT

A year's worth of hard work and dedication by thousands of people is about to pay off when the 67th Houston Livestock Show and Rodeo kicks off in just a few short weeks.

As this is the final Show for which I will serve as your president, it obviously will be a very special time for me. I am very proud to be affiliated with a premier organization that has grown to become one of Houston's greatest traditions.

Many of those who attend the Show think of it as a three-week attraction, featuring top-notch rodeo action along with some of the finest musical talent in the country. Although that is true, the Houston Livestock Show and Rodeo is so much more than an event that just rolls around every February.

Our 95 committees, consisting of more than 12,000 volunteers, are meeting and planning year round to ensure a successful Show. Staff members are constantly evaluating and improving all aspects of the Show to provide the public with an exceptional ticket value. Each year, we raise expectations a little higher but somehow manage to reach our goals.

We take great pride in providing the best entertainment package possible, but the cornerstone of the Houston Livestock Show and Rodeo is its commitment to youth and education.

That's the reason all of us put in countless hours to make this Show a success. That's why you witness record-breaking auction prices year after year. The youth of Texas is why we're here and what we're all about.

That support has grown since 1957 to a total commitment of more than \$58 million in educational aid and programs for Texas youth. Over the years, Show-related scholarships have been awarded to more than 17,000 students.

For 1999, a record \$7.7 million has been committed to education. This includes 180 new four-year, \$10,000 scholarships reflecting an increase to existing programs and an exciting new \$1 million program designed to assist students with extreme financial need.

Additional scholarships have been added to the 4-H and FFA programs and the very popular school art program. Another new program in 1999 will award four-year, \$10,000 scholarships to five Texas FFA members.

But the Show's commitment doesn't end there. In fact, the Show supports a wide range of innovative programs that address diverse educational opportunities. These include:

- The Rodeo Institute for Teacher Excellence, known as RITE, focuses on training elementary school teachers from the Houston Independent School District in a proven, phonics-based, reading instructional program. These teachers use the

methods learned to teach their kindergarten through third-grade students. Early results from this three-year, \$4.4 million commitment are most promising.

- In November 1998, the Show presented \$50,000 to the East Harris County Youth Program. It involves at-risk students in grades three through five in activities to improve their academic skills and create enhanced self-esteem.

- Total support for the Neuhaus Education Center in Houston since 1996 is \$156,000. The Center is renowned for its training methods in reading and literacy instruction. Funds are directed specifically to training Houston-area teachers from public elementary and middle schools.

- The Show has provided \$200,000 to support the Houston Symphony Discovery Outreach Concert Series. These concerts introduce Houston-area fifth-grade students to the joys of concerts through performances that perfectly blend academics and music appreciation.

Unfortunately, limited space doesn't permit me to mention all of the Show's programs and affiliations. From the child in kindergarten to the college senior, we help educate Texas youngsters at all levels.

The statistics are impressive, but the numbers don't fully tell the story. Rather, it is the people of the Houston Livestock Show and Rodeo — the contestants, volunteers, sponsors, season ticket holders, staff, scholarship winners, parents, teachers and so many others — that are the lifeblood of our Show.

In an age of cutting-edge technology and sophisticated marketing techniques, the Houston Livestock Show and Rodeo's catch-phrase still stands the test of time — Benefiting Youth and Supporting Education.

Jim Bloodworth
Jim Bloodworth
President





FOR the Kids

By Charlotte K. Howard

Approach almost any one of the 12,000 volunteers for the Houston Livestock Show and Rodeo and ask them why they spend hours, perhaps weeks, of their personal time every year, often for decades, working for the Show, and they all will eventually get around to saying six little words: “I do it for the kids.”

Oh, sure, they have a personal story to tell about how and why they got involved to begin with, and what they find pleasurable in their work and play associated with the Show, but they always talk about the scholarships that the children receive as being the most important results of their efforts.

Show President Jim Bloodworth has been a volunteer for more than 30 years. “The Houston Livestock Show and Rodeo is the greatest civic affair in the Southwest,” he said recently, “and it’s one of the few community events where the volunteers really get to see the bottom line — the results — in just a few short weeks.

“Of course, it’s fun to volunteer for this event, but per-

haps most important is our scholarship program,” he continued. “If I picked the number one reason for the success of the Show, it’s the scholarship program. Nowhere else do the citizens give back as much to the community as they do here in Houston. In 1998, we gave more than 400 new scholarships alone. That’s why I do it!”

Brenda Prestegard, a member of both the Membership and Houston Metro Go Texan committees, said she became involved through a friend because she had the need to give something back to the community. As a result of her son’s involvement in high school FFA, she was familiar with the Show, but she never really knew how much went on behind the scenes until she joined a committee. Now, both she and her husband, Harold, are actively involved.

“My husband and I have five children between us, and we know how much it takes to give children a good education,” she said. “I believe today that children have too many choices in life. The Show is a good thing for these kids to get

involved in. They are involved in activities that give them direction.

“We have friends whose daughter is in a wheelchair, but three years ago she started raising baby chicks, and last year she got a scholarship,” Prestegard said. “You just know that there are many kids out there who would not have the opportunity to go to college if not for the Houston Livestock Show and Rodeo. You wouldn’t have 12,000 volunteers if it wasn’t a worthwhile cause!”

“For the kids” was the first thing that came out of Richard Buddeke’s mouth when asked why he volunteers. As general chairman of the Corral Club Committee, Buddeke has had the opportunity to sit and talk with the youngsters who receive the scholarships and with their families at the Million Dollar Scholarship Banquet.

“I have had the great fortune to strike up a friendship with six of our scholarship recipients and have followed their entire college careers,” Buddeke said. “They have written me letters and sent me their quarterly grades.” For Buddeke, that has made his almost 20 years volunteering for the Show worth it. “The Houston Livestock Show and Rodeo is one of the most valuable community events in the world,” he said.

Arvel Martin, a captain on the Quarter Horse Committee, believes that his job as a volunteer is incredibly rewarding. “Socially, the Show is great if you like rodeos, livestock shows and the people who are involved in them. But I really do this for the kids. Every time we attract more contestants for the Quarter Horse Show, that means more entry fees and more families out here participating in the entire event. And ultimately, that means more money for the scholarships.”

Bonnie Kelley gets a unique, personal pleasure out of her volunteer work. She is able to enjoy all of the talented students’ artwork as a judge on the School Art Committee. These students also receive scholarships for their talent. “A child who is an artist at heart probably isn’t raising cattle,” Kelley said. “But the great thing about the Houston Livestock Show and Rodeo is that these kids also are rewarded for their talents with scholarships.

“It’s great to see the change in the artwork from our pre-kindergarten artists to our seniors in high school. And it’s wonderful to see the influence of a good teacher in their work,” she continued. “As a judge for more than 10 years, I’ve been fortunate to see all of this.”

It didn’t take long for H. Tony DeHaas to figure out the real benefit of volunteering at the Show. As chairman of the Membership Committee and also a member of the Livestock

Committee, DeHaas has had ample opportunity to raise money for the Show and understands who really benefits from his efforts.

“If you go to a scholarship banquet, you’ll find that out. The love that flows from the students and their families to the Show is outstanding,” he said. “This is where you truly understand that you are giving back, not just to the community, but to the kids. Having children of my own, I know how difficult it is to put them through college. These parents really appreciate what we are doing for them and their children.”

For almost 20 years, Larry Kerbow has been involved in the Show, now as vice chairman of the Corral Club-Division I. With three daughters and one son, Kerbow understands the importance of education, and he has worked to get the most out of his efforts.

“I have been fortunate to meet some of the scholarship recipients along the way, and I have met many of their parents, who may not be able to afford college for their children. Often, the parents are beaming more than the kids because they are so proud of their child’s accomplishments.

“One of the greatest honors is to be a scholarship recipient of the Houston Livestock Show and Rodeo,” Kerbow concluded. “That’s why we all volunteer, isn’t it? It’s for the kids.”



Calf Scramble Committee member Ed Smith notifies the announcer that the “K” calf has been caught by participant “number 3” during the calf scramble at the rodeo.

Special Delivery

By Tracy L. Ruffeno

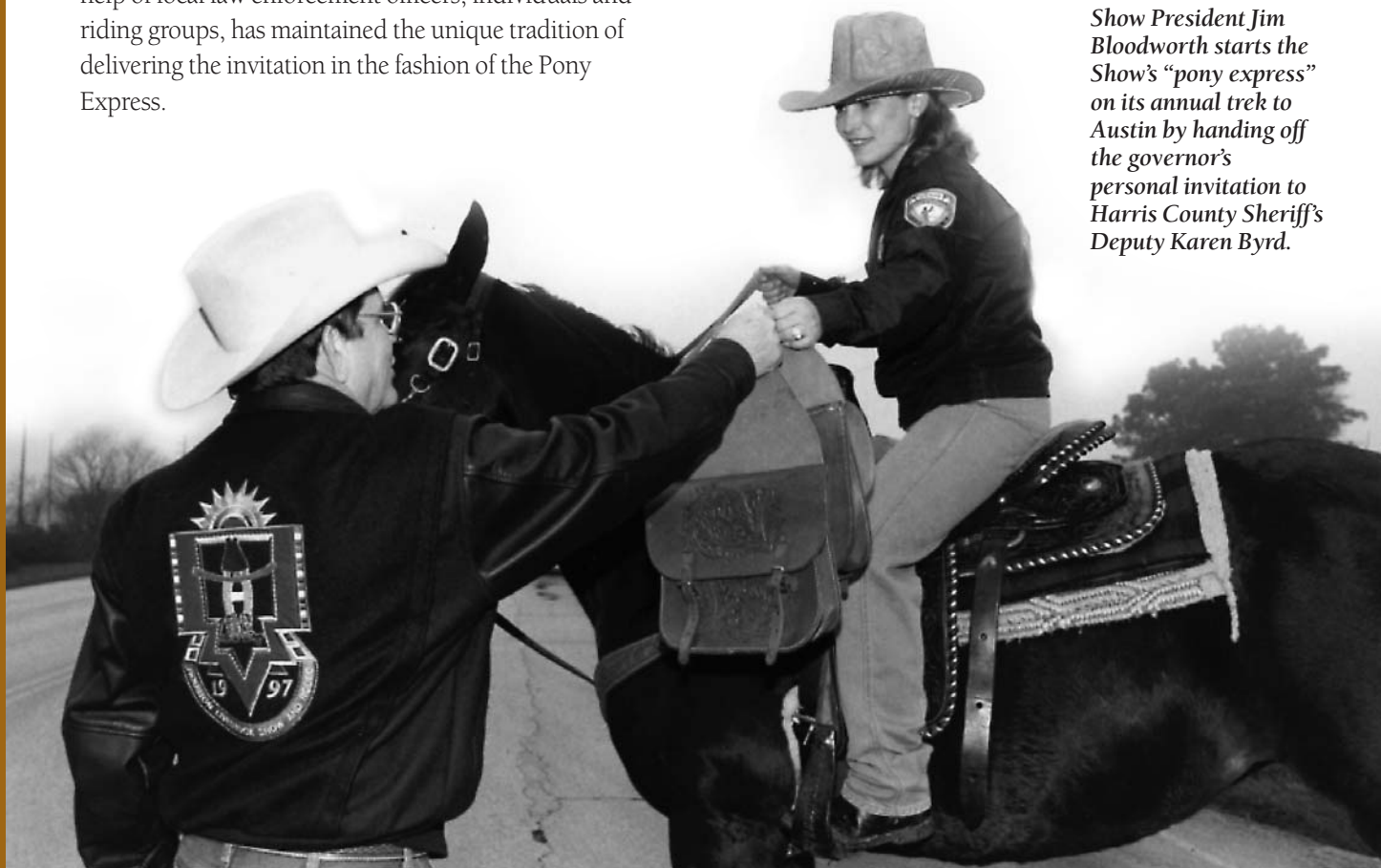
In today's fast-paced world of overnight deliveries, fax machines and e-mail, where messages can be sent around the globe within seconds, sending a document across Texas, from Houston to Austin, by Pony Express seems inconceivable. However, in keeping with the part of its stated mission "to preserve and honor pioneer heritages and cultures," for the past 50 years the Houston Livestock Show and Rodeo has maintained its own version of the legendary Pony Express. "Despite advances in modern technology, we must make efforts to maintain our Western heritage, and, back in the 1860s, that's how the mail was delivered," explained Jim Bloodworth, Show president.

Imagine a Pony Express rider galloping up to his destination on a cold morning, carrying a weathered saddlebag containing important pieces of mail. For half a century, instead of relying on modern, convenient methods to deliver an official Show invitation to the governor of Texas, the Houston Livestock Show and Rodeo, with the help of local law enforcement officers, individuals and riding groups, has maintained the unique tradition of delivering the invitation in the fashion of the Pony Express.

The ride started as a promotional idea in 1949, when the Harris County Sheriff's Department, under Sheriff C.V. "Buster" Kern, assumed the responsibility of organizing a posse and delivering the governor's invitation to the Houston Fat Stock Show on horseback, from Houston to Austin. Today, 50 years later, Lt. Gary Look of the Harris County Sheriff's Department Mounted Patrol coordinates the mounted posse.

According to Look, who has participated on this ride for 22 years, the posse is made up of 40 men and women, primarily from local law enforcement agencies. They represent the sheriffs' departments of Harris, Galveston and Montgomery counties, the Houston Police Department, the Texas Department of Public Safety, and the Texas Parks and Wildlife Game Warden Division. In addition to riders from law enforcement agencies, individuals and private riding groups take part in the event. One such group, the Texas Range Riders, has participated in this project for 30 years.

Show President Jim Bloodworth starts the Show's "pony express" on its annual trek to Austin by handing off the governor's personal invitation to Harris County Sheriff's Deputy Karen Byrd.



The 170-mile trip from the Astrodome to the Texas Capitol begins outside the Dome at 8 in the morning on the first Sunday in February, as a mounted posse and Show officials gather for a ceremony from which the invitation is dispatched. After thanking the riders and telling them to “have a safe journey, have fun and be on time,” Show General Manager Dan Gattis and President Jim Bloodworth “hand off” the saddlebag to the first rider, who then races toward Austin.

The posse is split into 20 teams of two riders each. At least one member of each team must be a law enforcement officer. The first rider travels half a mile, at which point he hands off the saddlebag to his partner, who travels another half a mile. At the end of that mile, the second team takes over for the next mile, and the teams continue in this manner all the way to Austin. February weather in Texas can be brutal, as it often rains and occasionally snows on the riders as they make their way to Austin. Deputy Greg Capers, a 12-year veteran of the ride, said, “The riders average 25 to 30 miles per hour, but weather conditions play a major factor in the riders’ speed.” Capers stated that, while the riders do not attempt to set time records, two years ago, Ray Nichols set the fastest recorded speed on the ride at 47 miles per hour.

Bone-chilling weather and time constraints are not the only concerns for the riders. As they travel along U.S. Highway 290, on the right shoulder of the road, and in some places in ditches, passing vehicles sometimes spook their mounts. Capers recalled, “One year I was on a cutting horse, and an 18-wheeler went blowing past me. The horse did a 360-degree spin and never missed a stride.”

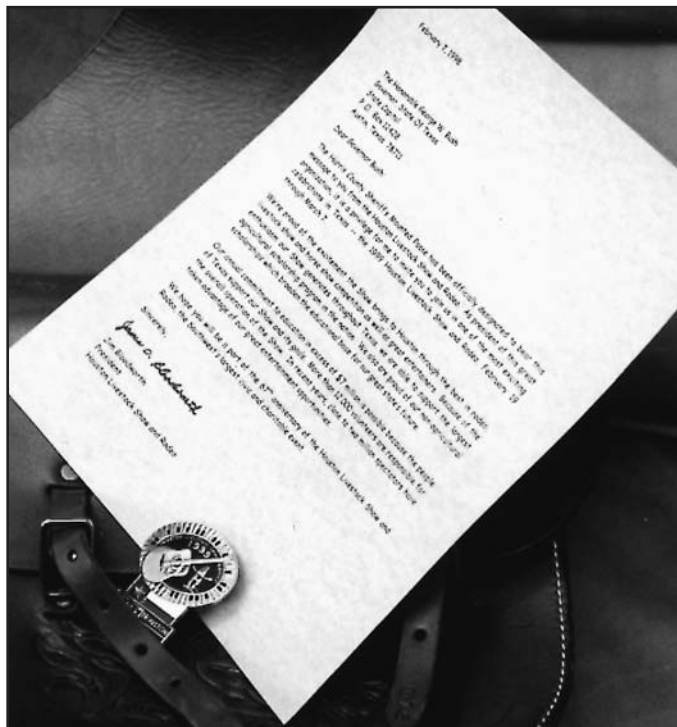
Over the past 50 years, the ride has become a highlight in towns along the route. “We have the blessing of the sheriffs’ departments along the way,” explained Look. “In addition to the Harris County Sheriff’s Department cars that follow the riders, every county provides two or three cars to escort us through their county.” Each year, the posse arrives around 2 in the afternoon in Bastrop County, where the group stops for about 30 minutes to enjoy a lunch provided by the Area Go Texan Bastrop County subcommittee.

Like clockwork, the deputy sheriffs arrive in Austin around 7 in the evening and camp out overnight. Monday morning, the riders assemble and ride down Congress Avenue to the south steps of the Texas Capitol Building. At noon, the Harris County Sheriff’s Mounted Posse arrives to present the invitation to the governor or to his designated representative, sometimes the lieutenant governor or secretary of state.

Finally, the riders accomplish their mission and deliver the contents of the worn, leather saddlebag — a large, scrolled invitation tied with a ribbon as well as gold badges that allow

the governor and his guests access to all Show events, including the parade through downtown Houston and the rodeo’s grand entries.

In honor of the 50th anniversary of the ride, a group of Show officials will attend the ceremony at the capitol steps when the riders deliver the invitation to Texas Governor George W. Bush. As he has in years past, Jim Bloodworth plans to attend the 1999 presentation in Austin. Bloodworth rode as a member of the posse in 1962 at the request of lifetime director M.S. “Dude” Parmley, who recalled, “The weather was cold and bitter. We rode hard, and it was pretty ‘Western’.”



An official invitation from President Jim Bloodworth and a badge for Gov. George W. Bush are delivered to Austin by the Show’s “pony express.”

When asked why it is important for the Houston Livestock Show and Rodeo to continue this event, Gattis pointed out the tremendous economic and cultural impact the Show has on Texas. He said, “It gives urban people a taste of Western life and agriculture. This ride is an impressive tradition, and it is unique to deliver the invitation with that historic flair. The Houston Livestock Show and Rodeo is an important event for the state, and we want to make the governor aware of it.”

True to its mission, 138 years after the demise of the original Pony Express, the Houston Livestock Show and Rodeo — with the help of the Harris County Sheriff’s Department Mounted Patrol and the members of the posse — goes to extraordinary lengths to preserve pioneer heritage and culture by continuing this legendary tradition.



Come and Get It!

By Larry Levy

Turkey legs can be most alluring to kids of all ages. With everything from cotton candy to sausage-on-a-stick to sweet cinnamon rolls, it's usually difficult to make a choice.

Upon arriving at the Houston Livestock Show and Rodeo, some people find its magnitude overwhelming — the sights and sounds of thousands of people milling about the carnival, hundreds of FFA and 4-H youngsters with their animals, the phenomenal school art exhibit in the Astrohall and the many commercial vendors offering their products. The typical visitor might experience some momentary sensory overload and confusion as to just where to start. But once a deep breath is taken to calm the mind, the answer becomes clear. Above all the eye-catching distractions and the clamorous noises, the nose tells the visitor what to do first. Eat!

The mouthwatering aromas of delicacies evoke pleasant childhood memories and instill a more physical hunger. Sampling the varied fares, from eaten-on-the-run fast foods to a more relaxed sit-down buffet, can keep a person distracted for meal after meal. From dawn until the gates close on another day at the Show, satisfying food and beverages are offered at an array of vendors' booths.

Many wonder why these restaurateurs and caterers set up shop at the Houston Livestock Show and Rodeo. Since "money makes the world go round," what better choice is there than to

rent space at the Show, where, for about three weeks, close to 2 million people may be teased, tempted and tantalized by all the delicious offerings.

But where to begin? Let's start with breakfast. Exhibitors and volunteers arriving at the grounds before sunrise often feel hungry and caffeine deprived. Greeting these early risers are many food vendors who begin their work even earlier, just waiting with coffee, juice, fruit, cinnamon rolls and breakfast taquitos, all served with a warm Texas smile.

For more than two decades, Alamo Tamale Corporation has been providing food to the hungry crowds at the Show. According to owner Louis Webster, breakfast taquitos are a very popular choice with the Show crowd. A combination of eggs with potato, bacon or sausage, wrapped in flour tortillas with salsa — freshly homemade from a secret family recipe — motivates even the sleepest early riser.

Alamo Tamale Corporation set up its first booth at the Show in 1978 with the intention of making money — it didn't. But it returned the next year and, over the past 20 years, has turned this venture into a success. Even though this is a business, Webster believes in giving something back to those

attending the Show. “Alamo has held the price of our menu items for three years. This way, families can enjoy fresh food at a reasonable price,” he explained. He added, “I’m out in the booth at 4:30 in the morning getting ready for the day, and I try to get home by 9 at night. After 22 years, I’ve never even seen a performance in the Dome.”

Dry as a bone? Coffee offers a kick-start and is available at both the Spresso Bar and Toopee’s Coffee Company booths. Of course, no event would be complete without the variety of Coca-Cola, Dr Pepper and Pepsi products and other beverages sold at many of the booths. And to both quench the thirst and cleanse the palate, the Ozarka Drinking Water booth is an oasis with its supply of natural spring water available for sampling.

To beat the mid-morning or mid-afternoon energy slump, try a freshly mixed, made-to-order beverage by the Tropical Fruit Smoothie Co. Returning in 1999 for its second year at the Show, this 5-year-old company offers its specialty, a 100 percent fruit smoothie, as well as cappuccino and fresh bananas. A principal of the business, Trent Norris, said, “With a niche product and market, we use the exposure to expand our business. Once people try it, they love the product. Being a fruit smoothie rather than a juice drink, it may cost a little more, but we see repeat business because of the quality of the product, and ours is a healthy alternative to a soft drink. We had a great first year. If all the bananas we sold were laid end to end, they would stretch for close to a mile. We look forward to a better second year. Established vendors I’ve talked to said that business gets better as people get to know where your booth is and come looking for you.”

Got a sweet tooth? Chill out with cups or cones from Ben and Jerry’s Ice Cream, Dippin Dots Inc., Häagen-Dazs Ice Cream and Marble Slab Creamery. Sink your teeth into treats from Crown Cinnamon Rolls, Great American Cookie Co., Helmut’s Strudel, Sheila Partin’s Sweet Bread and Sweetie Pies. Graze from bags of goodies filled from Chocolate Corral, Frontier Fruit & Nut Company, Great Texas Pecan Candy Co., J & R Candy Company, M&M Mars and the Toffee Company. Try one and try them all. Scattered throughout the Astrohall,

the Astroarena and the grounds in between, you can still your hunger pangs no matter where you find yourself.

Hungry for variety? Kim Son offers a Chinese/Vietnamese menu, while the Go Tejano Diner, Lobos Café, Ninfa’s and Pappas Restaurants all feature menus with south-of-the-border tastes. For some just plain American grub, enjoy Barry’s Pizza, Goode Company Seafood, Paradise Burgers, Subway Sandwiches and fresh, hot roasted corn on the cob from Fields of Corn.

Can you dig it? A baked potato may be a side dish, but at Triple J’s Smokehouse, it’s a meal and then some. Start with a large, Texas-sized baked potato, and then add the works: butter, sour cream, chopped beef, green onions, cheese or whatever

you like. For a larger appetite, Triple J’s owner, Rhonda Scales, suggests ordering a turkey leg, boudin plate, sausage-on-a-stick or chopped beef sandwich. Top it all off with a piece of pie — either Texas pecan or sweet potato. Looking forward to her second year at the Show, Scales said that she values the opportunity for exposure that the Show affords her year-round catering business.

Red meat is still in vogue at the world’s largest livestock show. Served no better anywhere than in Texas, meat recipes have been developed over generations and guarded to protect flavors unique to a particular family smokehouse or restaurant. Some

of these include Goode Company Barbecue, Harlon’s BBQ House and Catering, Luther’s Bar-B-Q, New Braunfels Smokehouse, Oakridge Smokehouse Restaurant, Owens Country Sausage Cafe, Pappas Restaurant, Ranch House Meat Company and Yoakum Packing Company. These food purveyors’ offerings include beef and turkey jerky, chopped or sliced barbecue beef sandwiches, sausage-on-a-stick or in a bun, and the “it takes two to eat” turkey legs. Dare to sample them all?

When you come to the Show, bring an appetite. You may not be able to bid on a grand champion, but each bite you take supports the youth of Texas in a way you may never have considered.



Two of “Ms. Connell’s Kids” enjoy a scoop of their favorite ice cream while visiting many fun attractions at the Show.



Denim Jeans

As American as Cowboys

By Melissa Manning



Cowboys and blue jeans are synonymous, thanks in part to people like Levi Strauss, who invented the durable, hard-working trouser, and to the companies that recognized the potential for use by the Western market.

Ask someone from outside the United States to describe his or her image of Americans, and, more often than not, you will hear “cowboys” and “jeans” somewhere in the description. It’s no wonder. From such humble beginnings, denim jeans and cowboys have represented much of what makes Americans proud to be Americans — both are rugged and unpretentious, and they personify a rebellious spirit and individual freedom.

As diverse a country as America is, there is probably no other cultural icon that unites its people quite like a pair of jeans. Perhaps Americans feel so at home in jeans because, unlike other elements in our lives, the classic pair of denim jeans has changed little in 125 years.

The First Stitch Was Golden

In 1853, a 24-year-old salesman named Levi Strauss followed the trail of gold seekers to California to pursue his fortune. For Strauss, success would come, not by digging for gold, but by providing extremely tough but comfortable trousers for hard-working miners. Originally, Strauss used brown canvas and denim to construct these “waist overalls,” but by 1911, Levi Strauss & Co. used denim exclusively.

The original Levi’s® were dark blue and stiff, and many customers discovered the fit of their Levi’s improved after wearing them into a local horse trough. Dyed using indigo blue, denim is made from two specially woven cotton threads (one white and one colored). During the dyeing process, only the top surface of one thread is colored; therefore, denim fades gradually.

Instead of belt loops, these early denim pants had suspender buttons, as well as a button-fly and a cinched buckle on the back. In 1873, Strauss teamed up with Jacob Davis, a Nevada tailor, in patenting Davis’ invention for making clothing using copper rivets. These rivets further strengthened the pocket corners and crotch of Levi’s jeans, and they marked the birth of Levi’s 501® Jeans, which, with few exceptions, have remained true to Strauss’ original design.

The 501 name, considered the original “blue jeans,” was supposedly taken from a lot number on bolts of denim.

In 1886, Strauss added leather or oilcloth patches to the back waistband of Levi’s following a successful publicity stunt that showed the sturdiness of his product. Allegedly, Strauss hitched two horses to a pair of Levi’s and had the horses pull in opposite directions. The pants withstood this test, and since then, each pair of Levi’s has carried the “two-horse brand” patch.

Belt loops were added to the jeans in 1922, and 11 years later, the crotch rivet was no longer used, some say following complaints from cowboys who experienced discomfort after seeking warmth from a campfire! The back pocket rivets also were replaced with double stitching some time later because they scratched the cowboys’ saddles.

Denim: What’s in a Name?

According to Lynn Downey, Levi Strauss & Company’s historian, most references say that “denim” is an English corruption of the French “serge de Nimes.” Serge is a twill fabric from Nimes, France, and “denim” is how de Nimes, of Nimes, is pronounced.

The term “jeans” may have originated from an entirely different textile known as “jean,” a blend of linen, cotton, and/or wool. Following World War II, American teenagers began to call their Levi’s “jeans,” and in 1960, Levi’s officially began referring to its waist overalls as jeans.

In 1924, the H.D. Lee Company introduced Lee Riders®, a heavyweight jean for cowboys. In 1936, recognizing the potential of the Western market, Lee became the official sponsor of the rodeo circuit.

The Lure of the West and All Things Western

Near the end of the Great Depression, many Americans escaped to the theater to see their cowboy heroes, who appeared on the big screen wearing denim jeans. The era of the Western movie was in full swing, and, after World War II, Americans were ready to enjoy the country’s postwar prosperity.

Many Easterners and former servicemen headed west for a fresh start. Or, they flocked to dude ranches for vacations, hoping to capture some of the excitement that had captivated them during their favorite Saturday matinees. They wanted the freedom that the Western lifestyle offered — they wanted to look like cowboys.

In 1946, clothing manufacturers, no longer consumed with supplying goods for the war effort, returned their focus to the civilian market. Blue Bell, Inc. was eager to challenge Levi Strauss and Lee in the Western marketplace. A few years earlier,

Blue Bell had acquired the Casey Jones Work Clothes Company and the rights to its rarely used brand name — Wrangler.

Blue Bell hired Rodeo Ben, the tailor who designed clothing for rodeo celebrities such as Gene Autry and Roy Rogers. Rodeo Ben developed Wrangler’s 13MWZ® jean (the “13” refers to the cut of the pant, and MWZ stands for “men’s with zipper”). This Cowboy-Cut® jean, introduced in 1947, featured a higher rise for comfort in the saddle, deep-front swing pockets, high-placed back pockets and the Rodeo Ben watch pocket.

Blue Bell enlisted world-champion cowboys, including Jim Shoulders, Bill Linderman and Freckles Brown, to wear-test the jeans and endorse the Wrangler brand name. The Wrangler name and those who wear it have been riding high in the saddle ever since.

Billy Etbauer, the 1996 Houston Livestock Show and Rodeo Saddle Bronc Riding Champion, and the 1992 and 1996 Saddle Bronc World Champion, is a modern-day cowboy who is true to his Wrangler jeans. “I just wear Wrangler; that’s all I’ve really ever worn,” Etbauer said. “I appreciate what Wrangler does for rodeo, but mostly I wear Wrangler because they wear well, and they’re durable.”

Picking a Pair That Fits

According to Bob Hailey of Cavender’s Boot City, women primarily wear Rocky Mountain® jeans or Wrangler, while Wrangler’s 13MWZ brand continues to be Cavender’s top-selling men’s jean. However, some cowboys, especially calf ropers and steer wrestlers, now wear loose fitting jeans, which allow them to get off their horses more quickly in competition.

Fred Whitfield, three-time world-champion calf roper and the 1990 Resistol Rookie of the Year, is sponsored by Cinch® jeans. “I was wearing Cinch jeans before they became my sponsor, because I like the comfort of loose fitting jeans,” Whitfield said. “These jeans are nice enough to wear out to dinner, but you can also rope in them.”

Hailey said jeans should be selected based on comfort and activity. For dancing, he explained, you may prefer jeans with a tighter fit than what you might wear in the saddle. According to Hailey, the proper length of your jeans is more than just a matter of fashion. “Your jeans should fit easily over your boot, and they should be long enough to cover your boot down to the heel so that the fabric bunches near your ankle. This ‘stack’ is important, because it protects your boots, and, if you cross your legs, your pant legs won’t come up off your boots.”

Remember this: when you pull on your favorite jeans, you’re not just wearing any pair of pants. You’re wearing a piece of Americana. And just like the American cowboy, they are built to last.

1999 ENTERTAINERS

1999 Houston Livestock Show & Rodeo Entertainer Line-Up

Friday, Feb. 19, 7 p.m.	Hank Williams Jr.
Saturday, Feb. 20, 11 a.m.	Neal McCoy
Saturday, Feb. 20, 7 p.m.	Clint Black
Sunday, Feb. 21, 4 p.m.	Faith Hill
Monday, Feb. 22, 7 p.m.	Shania Twain
Tuesday, Feb. 23, 7 p.m.	Reba McEntire
Wednesday, Feb. 24, 7 p.m.	Reba McEntire
Thursday, Feb. 25, 7 p.m.	Alan Jackson
Friday, Feb. 26, 7 p.m.	Wynonna
Saturday, Feb. 27, 11 a.m.	Brian McKnight and Monica
Saturday, Feb. 27, 7 p.m.	John Michael Montgomery
Sunday, Feb. 28, 4 p.m.	David Lee Garza reunites with Emilio, Ram Herrera, Jay Perez and Oscar G
Monday, March 1, 7 p.m.	Brooks & Dunn
Tuesday, March 2, 7 p.m.	Brooks & Dunn
Wednesday, March 3, 7 p.m.	Enrique Iglesias
Thursday, March 4, 7 p.m.	Vince Gill
Friday, March 5, 7 p.m.	Lionel Richie
Saturday, March 6, 11 a.m.	Sawyer Brown
Saturday, March 6, 7 p.m.	Kenny Rogers and Lonestar
Sunday, March 7, 4 p.m.	Clay Walker

1999 ATTRACTIONS & EVENTS

• Adventure Plaza •

Astrodome Parking Lot

Adventure Arena

SPECIAL PRESENTATIONS

Monday-Friday: 11 a.m., 4 p.m. & 5:30 p.m. daily

Monday-Friday 11 a.m. & 4 p.m. presentations followed by cowboy autograph session

STICK HORSE RODEO

11:45 a.m. & 4:45 p.m. daily

MUTTON BUSTIN'

Monday - Friday: 6:30 p.m.

Saturday & Sunday: 2 p.m. & 6:30 p.m.

JERRY WAYNE OLSEN'S BUFFALO WESTERN SHOW

12:30 p.m. & 6 p.m. daily

GARY NOEL AND THE DOGGIES OF THE WILD WEST

strolling entertainment in the Plaza daily

additional arena performances Saturday & Sunday: 3 p.m.

THE HIDEOUT

all ages before 7 p.m. daily

ages 21 and up after 7 p.m. daily

live local or regional entertainment 7 p.m. daily

feature entertainment 9 p.m. daily

Destination: Adventure

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

SPINNING AND WEAVING DEMONSTRATIONS

Monday - Friday: 10 a.m. to 2 p.m.

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

PETTING ZOOS

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

PIG RACES

10 & 11 a.m., 1, 2, 3, 5, 6 & 7 p.m.

PONY RIDES

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

RODEO EXPERIENCE

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

Live shows daily

• Auctions & Sales •

All auctions and sales are held in the Sales Pavilion

Beefmaster	Sun., Feb. 28: 10 a.m.
Braunvieh	Thurs., Feb. 25: 7 p.m.
Charolais (Bull)	Thurs., Feb. 25: 2 p.m.
Charolais (Females)	Fri., Feb. 26: 6 p.m.
Commercial Heifers	Sun., Feb. 21: noon
International Braford	Wed., Feb. 24: 6 p.m.
International Brahman	Tues., Feb. 23: 3 p.m.
Junior Commercial Steers	Tues., March 2: 5 p.m.
Junior Market Barrows	Thurs., March 4: noon

Junior Market Lambs Fri., March 5: noon
 Junior Market Poultry Wed., March 3: noon
 Junior Market Steers Sat., March 6: noon
 Premier Horse Sale Sat., Feb. 27: 5 p.m.
 Registered Range Bull Wed., Feb. 24: noon
 Santa Gertrudis Sat., Feb. 27: 10 a.m.
 School Art Sun., March 7: 1 p.m.
 Senepol Sat., Feb. 20: 4 p.m.
 Simbrah/Simmental Tues., Feb. 23: 7 p.m.
 Texas Longhorn Sat., Feb. 27: 12:30 p.m.

• Carnival •

Astrodome Parking Lot

Mondays - Thursdays 4 p.m. to midnight
 Fridays 4 p.m. to 1 a.m.
 Saturdays 10 a.m. to 1 a.m.
 Sundays 10 a.m. to midnight
 Final Sunday 10 a.m. to 10 p.m.

• Cowboy Church •

Sundays: 10 a.m.

Feb. 21 & 28, Arena Rooms 1 & 2
 March 7, Sales Pavillion

• Daily Show Parade •

Astrohall South Entrance

Weekdays: 5:30 p.m. - Saturdays & Sundays: 3 p.m.

• Double E Plaza •

Between the Astrohall and Astroarena

FOOD & EXHIBIT BOOTHS

Sunday - Thursday: 10:30 a.m. to 9 p.m.

Fridays: 10:30 a.m. to 11 p.m.

Saturdays: 9 a.m. to 11 p.m.

PETTING ZOO

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

• Exceptional Rodeo •

Saturday, Feb. 20, 10 a.m., Astrodome

Sunday, Feb. 21, 3 p.m., Astrodome

Thursday, Feb. 25, 7 p.m., Astrohall Main Arena

• Fiesta Charra •

Sunday, Feb. 28, Astroarena

• Go Texan Weekend •

GO TEXAN CONTESTS

Dominoes, horseshoe pitching & washer pitching contests

Saturday, Feb. 13, Astroarena

HAY HAULING CONTEST

Saturday, Feb. 13, Astrodome

PARADE

Saturday, Feb. 13, 10 a.m., downtown Houston

QUILT & PHOTOGRAPHY CONTEST WINNERS DISPLAY

Feb. 19 - March 7, Western Heritage Gallery

RODEO RUN

Saturday, Feb. 13, 9:45 a.m., downtown Houston to Astrodome

TEAM PENNING CONTEST

Sun., Feb. 14, 10 a.m., Astroarena

WORLD'S CHAMPIONSHIP BAR-B-QUE CONTEST

Astrodome Parking Lot

Thursday, Feb. 11: 4 p.m. to midnight

Friday, Feb. 12: noon to midnight

Saturday, Feb. 13: 9 a.m. to midnight

• Horse, Donkey & Mule Shows •

Most equine events are held in the Astroarena

Appaloosa Fri., March 5

Arabian & Half Arabian Mon., March 1 - Wed., March 3

Cutting Horse Tues., Feb. 16 - Sun., Feb. 21
 Donkey & Mule Sat. & Sun., March 6 & 7
 Miniature Horse Sat. & Sun., March 6 & 7
 NCHA World Finals Thurs., Feb. 18 - Sun., Feb. 21
 Paint Wed. & Thurs., March 3 & 4
 Palomino Sat. & Sun., Feb. 27 & 28
 Quarter Horse Mon., Feb. 22 - Sat., Feb. 27
 Top Hands Horse Show Sat., Feb. 13

• Junior Livestock Shows •

Most junior livestock events are held in the Astrohall

Agricultural Mechanics Projects Fri., March 5
 Breeding Beef Heifers Sat., Feb. 27
 Breeding Beef Scramble Sat., Feb. 27
 Dairy Cattle Sat., March 6
 Dairy Scramble Sat., March 6
 4-H & FFA Dairy Judging Contest Sat., March 6
 4-H & FFA Livestock Judging Contest Mon., March 1
 Gilts Sat., Feb. 27
 Intercollegiate Meat Judging Contest Sat., Feb. 27
 Intercollegiate Range and Pasture Plant Contest Sat., March 6
 Intercollegiate Wool and Mohair Judging Contest Tues., March 2
 Junior Horse Judging Contest Tues., Feb. 23
 Jr. & Sr. Intercollegiate Livestock Judging Contest Tues., March 2
 Market Barrows Tues. & Wed., March 2 & 3
 Market Goats Mon., March 1
 Market Lambs Thurs., March 4
 Market Poultry Tues., March 2
 Market Steers Thurs. & Fri., March 4 & 5
 Range & Pasture Plant I.D. Contest Sat., March 6
 Sheep & Angora Goats Thurs., Feb. 25 - Sat., Feb. 27
 State FFA Tractor Technician Contest Tues., March 2
 Wildlife Habitat Evaluation Contest Fri. & Sat., March 5 & 6

• Milking Parlor •

Astrohall

Friday, Feb. 19 3 to 8 p.m.
 Saturdays 10 a.m. to noon, 3 to 8 p.m.
 Sundays 1 to 3:30 p.m., 5:30 to 8 p.m.
 Mondays - Fridays 9:30 a.m. to 12:30 p.m., 3:30 to 8:30 p.m.

• Open Livestock Shows •

All open livestock events are held in the Astrohall

Beef Cattle Fri., Feb. 19 - Sun., March 7
 Boer Goats Mon., Feb. 22
 Breeding Poultry Sat. & Sun., Feb. 27 & 28
 Breeding Rabbits Sat. & Sun., Feb. 20 & 21
 Breeding Swine Fri., Feb. 26
 Dairy Cattle Sun., March 7
 Dairy Goats Fri., Feb. 19
 Llamas Fri., Feb. 19 - Sun., Feb. 21
 Nigerian Dwarf Goats Fri., Feb. 19
 Sheep Dog Trials Sun. & Mon., Feb. 21 & 22
 Sheep & Angora Goats Thurs., Feb. 25 - Sat., Feb. 27
 Wool to Wardrobe Thurs., Feb. 25

• Rodeo •

Astrodome

Feb. 19 - March 7

Weekdays: 5:30 & 7 p.m.

Saturdays: 11 a.m. & 7 p.m.

Sundays: 4 p.m.

• School Art Display •

Astrohall

Feb. 19 - March 7, Western Heritage Gallery

Red Raider

RESEARCH

By Cheryl D. Kennedy

If not for research conducted in the agriculture industry, our steaks might not be as lean, our crops might not be as hardy and our sheets might not be as soft. These things don't just happen by chance but are the result of research.

No organization knows the value of such studies better than the Houston Livestock Show and Rodeo. Since 1970, the Show's commitment to Texas colleges and universities and their research efforts has been unwavering. The Show was the first of its kind to contribute financially to agricultural research studies. As of today, the Show's support of research programs includes 11 schools — one of which is Texas Tech University.

Associate Dean Dr. Bob Albin, who coordinates agricultural research at Texas Tech University, said the financial support the university receives from the Show each year is extremely valuable. He said the university takes information it learns through Show-funded research projects and uses it to attract sponsors for even larger projects.

"We can attract an average of \$3.50 for every \$1 of Houston funding," Albin said. "The funding we receive from the Houston Show is so critical in helping faculty get started, paying student assistants, buying a few sup-

plies, collecting data and taking that information to seek sponsors for larger projects."

In 1998, Texas Tech University received about \$50,000 in grants, which funded five different projects. Albin said that each year the university tries to fund research projects that offer immediate payback value, as well as projects whose value might not be realized until sometime in the future. He said the long-term projects are sometimes the most exciting and have the highest potential for impact.

"Some people don't want to fund these types of projects because they can't produce immediate results," Albin said. "Without the grants we receive from the Show, these types of projects might never get off the ground."

One study that is sure to have far-reaching implications is being directed by Dr. Lance Kieth and involves measuring the benefit of competition on the development of life skills found in junior exhibitors at the Show. The study will be the first definitive look at the phenomenon of winning. It could confirm what every Show volunteer knows deep down in his or her heart to be true: students involved in FFA and 4-H are gaining skills that truly make them more productive, solid citizens.

Kieth said researchers selected their subjects, interviewed them, visited their homes and basically became a part of their lives from the time the project animals were

purchased until almost nine months later, when they arrived at the Astrohall. He said the project is in its final year and is almost ready to be released. “The results have been very positive, and the study validated many issues many of us have taken as fact all these years,” Kieth said.

A surprise the researchers found in one area of the study was the value FFA and 4-H participants placed on the social interaction they have with peers, parents and others. “They said their fondest memory was the people they met or came into contact with through the Show,” said Kevin Williams, an undergraduate student at Texas Tech University. “Many said over the years they are still in contact with those people.” Williams said he enjoyed observing the students and found that the competitors viewed their experience with the Show as invaluable.

Another project, directed by Dr. Andy Herring, involves the study of the leptin (obesity) gene. Albin explained that meat from certain cattle breeds has less marbling, a factor that affects the animal’s grade and price. If this gene can be detected or inserted into the chromosomes of cattle to increase marbling, it will increase their value.

The presence of the leptin gene in cattle could one day help identify a cow at a young age as being desirable or undesirable. Answers found through this research project would have far-reaching implications in breeding programs and aid in developing a value-based marketing system for cattle.

Another study, directed by Dr. Heidi Brady, aims to help the equine industry deal with the sexual/aggressive behavior of young colts, which learn best and become more valuable if trained early. This training is difficult because it normally occurs at a time when colts are at their most unmanageable stage in life. By using Regu-Mate, a synthetic progestin altrenogest, researchers hope to make the colts less aggressive and more trainable. Researchers also propose to study the physiological effects of this hormone in the male, including temporary and long-lasting effects on fertility.

Mark Wallace is directing research on wild turkey survival in the Rio Grande region of Texas. The project involves studying turkey nesting and hatching dates, mortality factors and survival skills. This project also provides undergraduate students an opportunity for field experience.

In another research project, Brad Dabbert will study aflatoxicosis, a toxin that has been a problem in the quail industry. Dabbert will research what can be done to test for this toxin and possibly to prevent it from causing so many quail to die.

Mike Nathanson, educational programs director at the Show, said Texas is blessed to have so many schools like Texas



*A Texas Tech student places an identification band on the leg of a wild turkey in order to track its movements and measure its growth.
Photo provided by Texas Tech University*

Tech University available to conduct research. She said research enhances the agriculture industry and in many ways directly benefits the consumer. Nathanson said that support of education is what the Show is all about and that it’s very rewarding to know that research dollars are being designated to such an important part of the teaching and learning process.

“Research gives students a chance to contribute to something much larger than what their textbooks have to offer,” Nathanson said. “The partnership between the Show and research is a perfect fit. The Houston Livestock Show and Rodeo is a pacesetter organization that prides itself on staying ahead of the learning curve, and investing in research is a wonderful way to do that.”

• STAY TUNED FOR FULL



Cameras and reporters from every major Houston television station capture the excitement as they surround top bidders at the Grand Champion Steer auction. Photo by Frank Martin

By Nancy Burch

“**W**e approach our coverage of the Houston Livestock Show and Rodeo very seriously. This is an event that attracts hundreds of thousands of people — it’s the biggest entertainment draw in the city.” These are the words of Linda Gilchrist, *Houston Chronicle* assistant city editor, who coordinates the newspaper’s coverage of the Show. “We cover it on a number of levels,” she explained. “It’s a community event, a sports event, and it’s entertainment. Also, you can’t help but be impressed with the dedication and intensity of all the volunteers who are so committed with what they are doing and why they are doing it — to provide educational opportunities for our youth.”

Several years ago, the *Chronicle* adopted a format that places all Show news on one page in the sports section. “This is a more reader-friendly way of organizing the coverage,” said Gilchrist. “You can find the calendar of upcoming events, rodeo results from the previous day, the review of the entertainment and a feature story on some aspect of the Show. It’s all together, and the readers don’t have to search for information.” Gilchrist explained that the sports section’s deadline is 30 minutes later than the metropolitan section, allowing more complete coverage.

Lisa Teachey is the *Chronicle*’s lead reporter for the Show. Normally, she is on the police beat, but in mid-February, she kicks off her coverage with the trail rides and continues right on through the end of the Show. Rick Mitchell provides the entertainment reviews, and various sportswriters report on the rodeo’s

competitive events. The *Chronicle*’s veteran Show reporter is agriculture writer Nelson Antosh, who has covered the Show since the early 1960s. His stories cover the open and junior livestock show events, and, following the judging of these, the championship auctions. Antosh, originally from Schulenburg, Texas, actually exhibited hogs at the Show when he was in high school. “Those were the old Coliseum days,” he said. “It was so crowded that they moved the hogs to a tent down by the bayou.”

The Show also commands a large amount of air time from local television stations. “We run stories on every newscast, spotlighting different aspects of the Show,” said KRIV-TV, Channel 26 News Director Denise Bishop. “For the midday and evening news shows, we broadcast live from the Astrodome.” Bishop praised Aprille Meek, special projects producer for KRIV news, for her expertise on the subjects of rodeos and livestock shows. “She’s a real rodeo authority, and I think that’s reflected in our coverage.”

At the close of last year’s Show, Bishop and Meek decided to follow four of the youngsters who took part in the calf scramble, monitoring their progress throughout the year as they raised their calves. The first profile ran in September, spotlighting Jessica Jez of Sealy, Texas. Meek selected Jessica because of the dogged persistence she demonstrated when the halter she had put on the calf began to slip out of her hands. “She grabbed that rope with her teeth and held on,” said Bishop. Jessica, presum-

COVERAGE

ably with teeth still in place, is busily caring for her calf, preparing it for the 1999 Show. Before the Show starts in February, KRIV will have profiled three additional calf scramble participants.

Bishop says that the Fox station's overall coverage of the Show continues to increase each year. "We've begun placing greater emphasis on the rodeo events," she said. "Of course, we cover the entertainers, but it's the cowboys and cowgirls that make it what it is." She also is aware that sometimes the true purpose of the Show — to provide educational opportunities for Texas youth — gets overlooked, and she makes an effort to remind the viewers what it's all about.

At KPRC-TV, Channel 2, Rick McFarland, executive producer for special projects, coordinates full coverage of the Show. "We start with the trail riders and continue on for the run of the Show," he said. "Last year, Frank Billingsley and Dominique Sachse co-hosted our live coverage of the parade, something we've done for years." Each evening, KPRC features the "Rough Ride of the Night" on the sports segment of its 10 p.m. news show. McFarland schedules live crews to cover the Show for each of the station's broadcasts. Of course, the extent of the coverage on a given day depends on what's happening elsewhere.

According to Karen LaFleur, news operations manager at KHOU-TV, Channel 11, the station takes its cue from the Show's focus on education and strives to add a teaching component to its coverage. "We have a constant presence at the Show in our pavilion located on the west side, between the Astrodome and the Astrohall," she said. "In addition to live reports during each of our regular newscasts at noon, 5, 6 and 10 p.m., our meteorologist, Dr. Neil Frank, conducts demonstrations on how a weathercast is done in the studio. Most people aren't aware that the reporter stands in front of a blank chroma key wall and has to look at the monitor to see the actual weather patterns. In reality, he's just pointing at a green wall, but the viewers see the superimposed image on their screens."

Dr. Neil also does his weather segments from the pavilion during the Show, as does Sports Director Gifford Neilsen. "KHOU has a strong commitment to the Houston Livestock Show and Rodeo, and we want to support it by giving something back to the community," said LaFleur. She added that several Channel 11 employees also serve on Show committees, adding volunteerism to their professional commitment. Indeed, LaFleur, herself, is a member of the Parade Committee.

KTRK-TV, Channel 13 also provides ongoing, full coverage of the Show. "Our coverage begins even before the parade takes

place," said Kim Nordt-Jackson, program manager for KTRK-TV, Channel 13. "We run one or two half-hour specials to tell our viewers about all the activities that will be taking place during the course of the Show. Then, we go live 30 minutes before the start of the parade to cover the start of the Conoco Rodeo Run. Afterward, we spotlight the bar-b-que cook-off with another half-hour special on Saturday night. Don Nelson heads up the Channel 13 cook-off team and also does our live shots for the event."

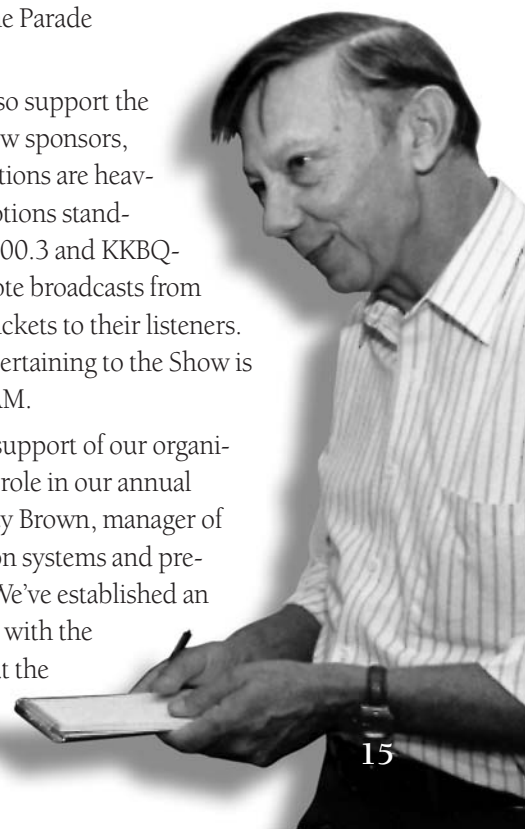
That is just the beginning of Channel 13's in-depth coverage, according to Nordt-Jackson. The station re-airs the parade on Sunday afternoon for those who may have missed it the day before. During the next two weeks, some aspect of the Show is featured each day. Even Saturday's "Eyewitness News for Kids," hosted by Nelson and Gina Gaston, visits an area of the Show that is of particular interest to children. KTRK also provides live coverage of the judging and auction of the Grand Champion Steer, and their cameras are there when the All-Around Champion Cowboy is announced. This year, Debra Duncan's new morning show joins the mix.

"The Houston Livestock Show and Rodeo is special to us at Channel 13. Not only is it important to the community, but everyone here has so much fun covering it. It's like 'old home week' for us," said Nordt-Jackson, who serves on the Parade Committee.

Local radio stations also support the Show in a big way. As Show sponsors, the FM country music stations are heavily involved from a promotions standpoint. KIKK-95.7, KILT-100.3 and KKBQ-92.9 all conduct live remote broadcasts from the Show and give away tickets to their listeners. Updated news coverage pertaining to the Show is provided by KTRH-740 AM.

"Media coverage and support of our organization play a tremendous role in our annual success," commented Suzy Brown, manager of the marketing, information systems and presentations department. "We've established an honest, open relationship with the press, and, no matter what the story, we know we'll

One of the veteran Show reporters is the Houston Chronicle's agriculture and business writer Nelson Antosh.





Commercial Exhibits Committee

By Rhonda Rubin



Longtime exhibitor John Ward is greeted by Commercial Exhibits Committee members Michelle Lockhart and Marleen Richardson.

The Houston Livestock Show and Rodeo has a little something for everyone — world class rodeo events, top entertainers, petting zoos, good food and great shopping. Yes, shopping! Each year, the 124 members of the Commercial Exhibits Committee ensure the Astrohalla and Astroarena contain enough purchasing opportunities and good buys to please the most zealous shopper, as well as those whose needs aren't met by the average shopping mall.

In between rodeo events, livestock judging and musical performances, visitors to the Show may enjoy browsing through more than 300 booths belonging to merchants showcasing their wares or serving food. In addition to booths in the Astroarena and the Astrohalla, the committee also coordinates the food and beverage booths in AGVENTURE Plaza.

According to Bill Yates, chairman of the Commercial Exhibits Committee, the goals of the committee are to make sure that vendors and visitors alike have an enjoyable, pleasant experience and that the exhibits are profitable for the Show. Achievement of the latter goal is reflected in the Show's 1998 revenue of \$1.7 million.

"Not only are the exhibits a major revenue stream for the Show, they are an integral part of the whole entertainment package available to the public," said J. Grover Kelley, officer in charge. "People come out and enjoy spending the day just going through the commercial exhibits. I think the committee has done a wonderful job of consistently upgrading the exhibitors and enhancing the overall quality of our presentation."

A critical aspect of generating this revenue lies in enlisting vendors with quality products and attractive booths. Knowing that presentation, attractive or not, is a reflection on the Show, committee members evaluate both booth appearance and visitors' experiences with the vendors. Yates said, "We'll 'red tag' a shoddy booth and make sure they're not invited back next year. But we also like to reward the nice booths. We judge all the

booths for appearance and customer reaction, and then we give awards for Grand Champion and Reserve Grand Champion, as well as 10 runner-up awards." Vendors also are treated to a reception hosted by the committee the night before the Show opens.

During the Show committee members work in shifts, ensuring they are visible and accessible to exhibitors up to 16 hours a day. However, long before the Show begins, the committee hierarchy is hard at work evaluating numerous vendor applications and extending contracts. They also meet with the fire marshal to ensure the proposed exhibit area layout meets city fire codes. Immediately prior to the Show, all committee members are available to help vendors move their booths and equipment into the exhibit hall or to provide other assistance needed to prepare for the crowds.

With close to 2 million visitors in general attendance each year for the past several years, the Show has become a popular and lucrative venue for vendors, many of whom remain on a waiting list until September to learn whether or not they'll be invited to exhibit. Yates said there is roughly a 10 percent vendor turnover each year, leaving a few spots for new vendors. "Every year we send contracts to those we want back from last year. After the Sept. 1 deadline [to return contracts], we see how many openings we have left. Then we review the applications received during the year and decide which of those vendors fit the scheme we have." Using this plan, the committee assures there won't be an excess of any one kind of vendor, and Show visitors will have a myriad of merchant booths to explore.

For a three-week span in late February and early March, the most unique shopping mall in the world is located at the Astrohalla and Astroarena. Both the quality of vendors and the enjoyment of the public are direct results of the efforts of the Commercial Exhibits Committee.



Trail Ride Committee

By Susan D. Emfinger



Members of the Trail Ride Committee are responsible for the safe and orderly operation of the various trail rides that travel into Houston for the downtown rodeo parade.

It's early February, and you hear that Western phrase "Head 'em up and move 'em out!" No, cattle aren't moving out — it's members of the numerous trail rides under the auspices of the Trail Ride Committee. More than 6,000 trail riders from 15 different rides journey into Houston during this month to help kick off the most celebrated event in the Southwest. This committee's 75 enthusiastic volunteers help clear their paths and steer them in safely.

The Trail Ride Committee, founded in 1967, is responsible for the safe and orderly operation of all the trail rides that travel into Houston for the downtown rodeo parade. Committee members visit each trail ride at their campsites along the various routes and confer with trail bosses concerning Houston Livestock Show and Rodeo rules and regulations. Members also work with the Houston Parks and Recreation Department on the layout and positioning of the campsites in Memorial Park.

In fact, the committee is comprised of many individuals who are or have been members of various trail ride associations or have served as trail boss on many of the rides. This experience is invaluable and the committee members are well aware of how the rides need to function and conduct themselves during their trek to Memorial Park.

Eight cooks from the committee make the volunteers' long hours easier. They prepare food in the park for the committee members and their guests from noon Thursday, when all the riders start arriving into town, until noon Saturday. The committee members' last duty is to coordinate the riders' orderly progression from the park to the downtown parade starting point, where the Parade Committee takes charge.

Another fun task for the committee members is to judge the trail riders as they make their way into Houston. Awards are presented according to the size of the trail ride — small, medium or large — and are based upon showmanship, style, overall

appearance and adherence to the Show's rules and regulations. Not every trail ride group takes home a trophy; however, each leaves Houston with a sense of appreciation for the hard work and dedicated involvement generously given by these committee volunteers.

The work can be hard, the conditions sometimes rough and the hours long, so what does a Trail Ride Committee member gain from volunteering? "They get the satisfaction of being involved in one of the oldest and highest profile events that promotes the opening of the Houston Livestock Show and Rodeo," said Ken Caldwell, officer in charge. As a former trail boss of the Valley Lodge Trail Ride, Caldwell knows the hard work that these volunteers do. "They are there for the trail riders. They ensure the safety of the riders and their animals, and that the rides display a positive image of Western heritage."

Donald Winford, chairman of the Trail Ride Committee, stated that some of the rides stop at local schools on their way into Houston, allowing children to pet the horses and sit in wagons as they learn about the traditions of the American West. "Many kids have never seen horses except at the zoo or on television, and it is a big thrill for them when these trail riders come by and visit their schools," said Winford.

"Our committee takes great pride in its duties, and we support the Show's mission of providing scholarships for the youth of Texas. There are so many children who are unable to attend college, and, for many, a Show scholarship is the only way they can continue their education," added Winford.

Head 'em up and move 'em out! The Trail Ride Committee, through its hard work and can-do attitude, is definitely a committee headed in the right direction.

1999 Ticket Turnback Program

You've had a long, hard day at work, and you're ready to put on your boots and cowboy hat so you can go to the Houston Livestock Show and Rodeo and relax with family and friends. It's 5 p.m. and you're walking out the door when your boss comes rushing in yelling, "There's a crisis, and we have to solve it before midnight. It could cost the company millions!" What do you do?

- A. Tell him you have to leave because you have tickets to the Show, and nothing can dissuade you from missing your favorite rodeo events or country-music performer.
- B. Tell him, "I'll take care of the situation. However, I have these tickets to the Show, and I would love it if you and your family would go in my place."
- C. You rush around driving everyone crazy because you still have two hours before the rodeo starts, and you just know you can solve this multi-million dollar crisis by then.
- D. You call the Show and let them know that you will be unable to attend tonight's performance, and you would like to turn your tickets back and receive a charitable donation receipt.

If you answered A, you must have lots of money stashed away, because most definitely you will lose your job. If your choice was B, you will probably obtain a promotion and your boss' first-born child. Do you really want to go there? If your answer was C, then you are a genius, and you should be working for a lot more money than you are now. If you answered D, then you are an extremely responsible person who believes in the Show's motto of benefiting youth and supporting education.

Hopefully, the answer for most people will be D. In the past, one of the most common complaints about the ticket turnback program was that tickets had to be returned in person, which could be a problem. The 1999 turnback program has been revamped and improved with today's busy person in mind. Patrons can now turn back tickets up until Show time in person, by phone or fax.

The program began in 1992 and was originally created to counter the myth that only upper level seats were available to the general public and to increase revenue by reselling the returned tickets. Today, however, the Show is combating an even larger problem — no shows. In 1998, 23 percent of those who held tickets either were unable to or chose not to come to the Show.

According to Tom Quarles, assistant general manager in charge of the ticket department, one of the largest causes of no-shows is scalpers who purchase a bulk amount of tickets and don't sell them. Also, season ticket holders and corporate

sponsors have unwittingly contributed to this problem. While the Show has no control over the scalper situation, it has been able to make the turnback process less cumbersome for people returning tickets.

Many season ticket holders and corporate sponsors give their tickets away when they cannot attend; oftentimes, at the last minute, these lucky ticket recipients also are unable to attend. One way to alleviate this problem is to follow-up and inform them of the ticket turnback program. "This is a win-win situation," said Carol Wyman, assistant manager of the ticket department. "We are able to fill seats, and the ticket holders receive a charitable donation receipt. Also, if tickets are turned back early enough and we are not able to sell them, they are given to charity."

So, if you can't saddle on up to the Show for a specific performance, you can still contribute to the youth of Texas by turning back your tickets. It's as easy as 1-2-3.

Ticket Turnback Program

How to Turn Back Tickets

1. Turn back tickets in person at the Show ticket office and receive a charitable donation receipt.
2. Turn back tickets by phone. * Call 713.791.9000, ext. 523. The operators will ask a series of questions, including the name on the ticket, the seat location and a unique ticket order number found on the ticket.
3. Turn back tickets by fax. * Fax a copy of the tickets to 713.794.9539.

**Receipt for turnbacks by phone or fax will be mailed to the ticket holder after the Show.*

Deadline

Turnback is preferred early but will be accepted up until Show time.

Caution

When turning back tickets by phone or fax, secure the tickets to ensure that they are not used by mistake. This will save the purchaser any embarrassment or inconvenience.

The ticket office is unable to take turnbacks for Sky Box and Executive suites. These seats are in private areas and cannot be sold to the general public.

Tickets purchased through TicketMaster are accepted in the turnback program; however, only the face value (excluding service charge) will be placed on the charitable donation receipt.



Photo by Frank Martin



BEYOND THE DOME

What do Canada, Japan, Venezuela and the United States have in common? They all are countries where viewers can order the hottest pay-per-view series on cable television and satellite networks. RODEOHOUSTON, the broadcast division of the Houston Livestock Show and Rodeo, has created four action-packed and exciting telecasts featuring three broadcasts of pure rodeo action and one very special concert.

The top cowboys and cowgirls from around the globe compete for three-quarters of a million dollars in the world's only regular-season invitational rodeo. See the hottest rides and the worst wrecks as top athletes compete in America's oldest extreme sport. Will a high score bring them closer to their dreams of being the best or will they be thrown to the Astrodome floor by one of the meanest bulls or broncs in the rodeo business?

The first round of rodeo action begins Sunday, Feb. 28, 4 p.m. (CST), with a 90-minute presentation of the best rides from the first go-round of Houston Rodeo competition. Action from the second go-round will be presented on Friday, March 5, 8 p.m. (CST). This includes footage of the best, most exciting and heart-stopping rides and falls.

The rodeo series wraps up on Sunday, March 7, 4 p.m. (CST) with the Houston Rodeo championship finals. This live event is the culmination of 19 performances of grueling competition where only the strongest and fastest men, women and animals reign supreme.

The concert special features one of country music's biggest heartthrobs - John Michael Montgomery - on March 6, 7 p.m. (CST), on cable television and 8 p.m. (CST), on satellite networks. This Grammy award-winning good ol' Kentucky boy, who has had 13 number one singles, croons his greatest hits in a hot, foot-stompin' concert filled with funky, infectious songs and signature ballads.

Montgomery's energetic and soulful songs are guaranteed to rock the Astrodome. Hits such as "I Swear," "Sold," "I Can Love You Like That," "I Love the Way You Love Me" and "Love Working on You" have made him one of the most sought after entertainers in country music.

RODEOHOUSTON is available on cable television pay-per-view throughout the United States and on satellite networks including DIRECTV, PrimeStar, DISH Network and TVN Home Theaters. RODEOHOUSTON is available in Canada on cable and satellite from Allarcom.

The suggested price is \$6.95 each for the first and second go-rounds (Feb. 28 and March 5) of Houston Rodeo competition, \$9.95 for the Houston Rodeo championship finals (March 7) and \$14.95 for the concert special (March 6).

The combination of these four events make the 1999 RODEOHOUSTON pay-per-view series the most exciting one to date. Whether it's thrilling rodeo action or the hot sounds of John Michael Montgomery that meet your fancy, RODEOHOUSTON has something to offer everyone.

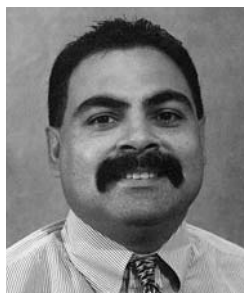
Third-Year Committee Chairmen

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.

Joel Flores - Corral Club-Stockman's Club



Soon after joining the Show as a life member 20 years ago, Joel Flores became actively involved with the Corral Club committees. He served as an assistant club chairman of both the Main Corral Club and Committeemen's Room committees prior to becoming chairman of the Stockman's Club. In

addition to his volunteer service at the Show, Joel is a sales manager with Sterling McCall Toyota.

Gary Hettenbach - Corral Club-Director's Club



A life member of the Show, Gary Hettenbach makes volunteering for the Show's Corral Club committees a family affair. His wife, Deborah, is a vice chairman on the Chute Club Committee, and their daughter is a volunteer on the Loge South Corral Club Committee.

Gary also has served on two other Corral Club committees as well as the Committeemen's Bar-B-Que Committee. He is employed with Compaq Computer Corporation in information systems management.

Lyle Malechek - Intercollegiate Meat Judging



Between his volunteer work at the Show and his professional career, Lyle Malechek certainly devotes a major part of his life to agriculture. He is a retail food broker for Agri-West International, Inc., and, for 18 years, he has been a member of the Intercollegiate Meat Judging Committee. Under his leader-

ship, the committee raised \$20,000 in 1998 to contribute toward the travel expenses of the event's 200-plus participants.

Charles Melton - Quarter Horse



For more than 30 years, Charles Melton has been a volunteer with the Show, serving on the Membership, Poultry Auction, and Range Bull and Commercial Heifer committees, in addition to his involvement with the horse show. He has been a member of the Quarter Horse Committee since

1982, and his son, Mark, is a volunteer on the Arabian/Half Arabian Committee. Charles is the owner of Melton Electric, an electrical contracting company.

Melinda Ruman - School Art



After joining the Show in 1986 as a life member, Melinda Ruman began volunteering on the International Committee. She has served on several other committees throughout the past 12 years, including Houston Metro Go Texan, Special Children's and School Art. The Show's roots extend well into the

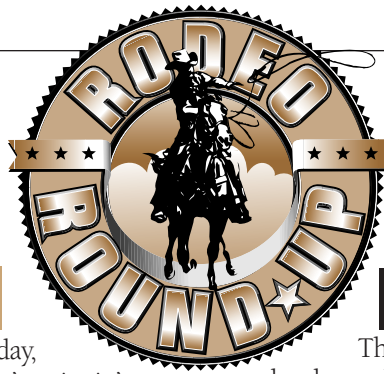
Ruman family; her husband, Pete, serves on the Legal Advisory and Magazine committees and is a lifetime vice president, and three of their daughters serve on Show committees. Melinda is a self-employed real estate broker.

Phil Sandlin - Range Bull and Commercial Heifer



This third-year chairman prepared for his leadership role at the Show more than 25 years ago, earning a degree in animal science from Texas A&M University. Phil Sandlin has been a member of the organization since 1982, serving as a captain and vice chairman of the Range Bull and Commercial

Heifer Committee prior to becoming the group's chairman. Phil is a self-employed real estate broker.



CALLING ALL MEMBERS!

Please report to the Astrohalla on Wednesday, Feb. 10, at 7 p.m., for the hottest toe-tappin', swingin' night in town. Come help kick off the Show at the annual membership dance held exclusively for members and their guests. It's a huge party to thank everyone for all the thousands of hours of hard work put in to make our Show the greatest civic event in the Southwest.

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

HIDE OUT AT THE HIDEOUT

Are you looking for a more intimate venue to enjoy live music? The Hideout is the place for you. Not only will there be incredible up-and-coming artists, but many of the more well-established entertainers also are scheduled to appear. Stop by AGVENTURE Plaza for a night of lively entertainment. Following is a schedule of the 9 p.m. performances at The Hideout:

Feb. 19	tba
Feb. 20	Deryl Dodd
Feb. 21	Ricky Van Shelton
Feb. 22	David Kersh
Feb. 23	Ricochet
Feb. 24	Davin James
Feb. 25	The Wilkinsons
Feb. 26	Chad Brock
Feb. 27	Trini Triggs
Feb. 28	Kumbia Kings
March 1	Cory Morrow
March 2	The Amazing Rhythm Aces
March 3	Gene Watson
March 4	Danni Leigh
March 5	Red Steagall
March 6	Tammy Dee Auzenne
March 7	Rhett Akins

RODEO LOVERS' EARLY BIRD SPECIAL

Beat the weeknight rush and get a little extra fun for your buck.

Monday through Friday, the Houston Rodeo will start at 5:30 p.m. with a special performance of cowboys in calf roping, bareback riding, team roping, steer wrestling, saddle bronc riding and bull riding. This bonus rodeo performance is already included in the price of your rodeo ticket.

The feature presentation of the rodeo begins at 7 p.m. with the Grand Entry. So come out early, beat the traffic and enjoy rodeo at its best.

NEW COMMITTEE PARKING LOT LOCATION

The popular committee park-n-ride lot location has been changed to the Aramco parking lot, located at 9009 West Loop South, across from Meyerland Shopping Plaza. This site is replacing the Rice Stadium location.

Committee members are encouraged to use the special off-site Rodeo Express location during the 1999 Show. Here's how it works. If you have a valid 1999 committee parking sticker or hang tag on your vehicle, you can park at the Aramco parking lot. The hours of operation are Monday through Friday, 3:30 p.m. to 2 a.m.; Saturday and Sunday, 8 a.m. to 2 a.m. The buses run every 20 to 30 minutes in both directions and the ride takes 10 to 15 minutes, depending on the traffic.

The pick-up point will be a roped-off area clearly marked for committee members, and the drop-off point will be at the Rodeo Express Shuttle Bus tent located at Naomi and Circle Drive. All committee members and their guests who ride in the same vehicle will be provided with this service at no charge. If you prefer to use a regular Rodeo Express park-n-ride location, however, only the committee member with a badge will be allowed to ride for free. All other guests must pay the \$2 fare.

CONGRATULATIONS!

The Pro Rodeo Cowboys Association recently presented the Show with the Indoor Rodeo of the Year award. Seven out of the past eight years, the Show has been honored with this prestigious award. Congratulations also goes to the Agricultural Exhibits and Competition Department for winning the International Association of Fairs and Exhibitions "Best Exhibitor Handbook in the Nation" award.

EXPERIENCE RODEO

Are you having a hard time explaining what rodeo is to your kids? Stop by the new Rodeo Experience exhibit in AGVENTURE Plaza to get a real feel for the intricacies of the sport of rodeo. There are daily postings of the scores and standings from previous performances, video demonstrations about rodeo history, famous cowboys and rodeo scoring information. Live presentations feature explanations of rodeo events and demonstrations of rodeo equipment.

Youngsters also will have the opportunity to participate in their own rodeo complete with a grand entry, stickhorse events and even bull riding. Awards are given, and every child walks away with a ribbon.

Welcome

A big rodeo welcome to new staff members James Davidson, director of audiovisual production facility, Marketing, Information Systems and Presentations Department, and Pati Huch, administrative assistant, Agricultural Exhibits and Competition Department.

CALENDAR OF EVENTS



FEBRUARY

MARCH

APRIL

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

FEBRUARY

5 Humble/Kingwood Go Texan Dance

6 Go Tejano Scholarship Drive
Conroe/Willis Go Texan Parade
Tomball/Magnolia/Montgomery Go Texan Dance
Lamar/Needville Boot Scootin' Ball

10 Membership Kick-off Dance

11-13 World's Championship Bar-B-Que Contest

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

14 Go Texan Team Penning Competition

16 Horse Show Opens in Astroarena

19-28 International Days

19 Opening of Livestock Show and Carnival; Rodeo Lovers' Early Bird Special at 5:30 p.m.; First Rodeo Performance at 7 p.m.

20 Rodeo Performances at 11 a.m. and 7 p.m.

21 Rodeo Performance at 4 p.m.

22 Humble/Kingwood Bus Trip, New Caney/Splendoria Bus Trip, Conroe/Willis Bus Trip

22-26 Rodeo Lovers' Early Bird Special at 5:30 p.m.; Rodeo Performances at 7 p.m.

23 Katy Bus Trip

24 Baytown / Highlands Bus Trip

24-26 International Livestock Congress

25 Deer Park Bus Trip, Pasadena Bus Trip, La Porte Bus Trip

27 Go Tejano Mariachi Invitational

27 Rodeo Performances at 11 a.m. and 7 p.m.; FFA Day

28 Rodeo Performance at 4 p.m.

MARCH

1 Liberty County Bus Trip
Waller County Bus Trip

1-5 Rodeo Lovers' Early Bird Special at 5:30 p.m.; Rodeo Performances at 7 p.m.

2 Fort Bend/Stafford Bus Trip

3 NASA/Clear Creek Rodeo Extravaganza Day
Brazoria/Southwest Bus Trip

4 Crosby/Huffman Bus Trip

6 Rodeo Performances at 11 a.m. and 7 p.m.; 4-H Day

7 Championship Rodeo finals at 4 p.m.

13 Brazos County Go Texan Day

20 Live Oak County Go Texan Bar-b-que Cook-off

APRIL

2-5 Show Offices Closed

10 Shelby County Livestock Show



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