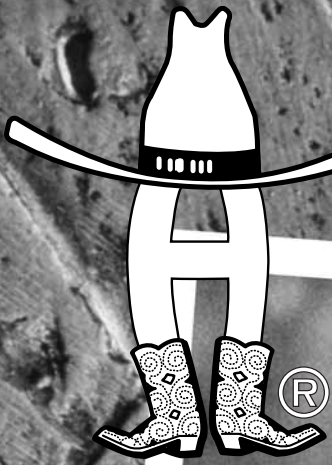


HOUSTON LIVESTOCK SHOW AND RODEO

May 1999-Vol. VII, No.2



MAGAZINE

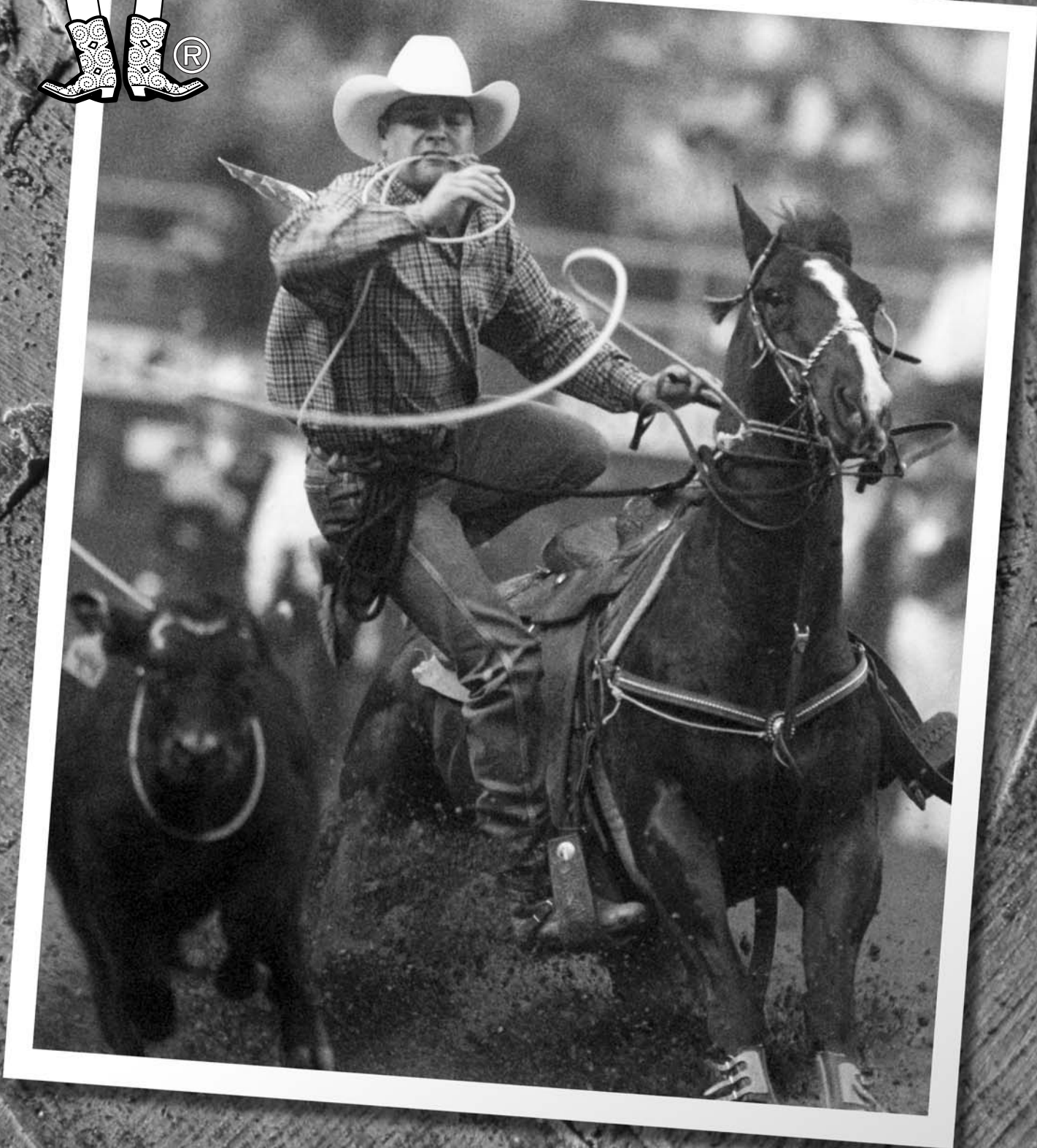


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The Cover: Texan Cody Ohl ropes his way to win the 1999 Houston Rodeo All-Around Cowboy Championship. *Photo by David Jennings*

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A MESSAGE FROM THE PRESIDENT

My biggest challenge currently as president of the Houston Livestock Show and Rodeo isn't increasing ticket sales, or dealing with the new stadium issue, or even focusing on next year's Show.

The biggest challenge I face is trying to thank all the people that contributed to the success of the 1999 Show in a short article.

There are so many people — both visible and behind-the-scenes — who contribute countless hours to make it all happen. This message goes out to all the exhibitors, vendors, cowboys and cowgirls, sponsors, ticket buyers and the more than 12,000 volunteers — thank you for a job well done!

Due to a stellar entertainment lineup, outstanding weather, improved presentations and attractions, and a bustling Houston economy, many believe the 1999 Show was the smoothest, best overall event we have experienced. Judging from the feedback received thus far, I have to agree wholeheartedly.

A record 1,853,650 people came through the turnstiles in 1999, experiencing everything from junior auctions to the rodeo; carnival rides to great shopping; and petting zoos to outstanding musical entertainment.

That number represents the diversity of attractions and entertainment which makes the Houston Livestock Show and Rodeo the second largest fair or festival in North America. Only the State Fair of Texas draws more people each year.

You can review the results and statistics elsewhere in this issue of *H Magazine*, so I won't spend too much time on the numbers generated by the Show. However, I would like to recap some of our accomplishments in 1999:

- For the 1999-2000 school year, the Show has committed \$7,725,000 in educational aid and programs to the youth of Texas. This represents a record increase of more than \$2 million over the previous year.

- Our new Opportunity Scholarships were created to provide aid to those with the greatest financial need. One million dollars has been designated to create 100 four-year, \$10,000 scholarships based 50 percent on need, 35 percent on academics and 15 percent on leadership. Response was tremendous as more than 1,200 applications were received prior to the April 1 deadline. The first awards will be presented later this month at the Million Dollar Scholarship Banquet.

- Record prices were set for Grand and Reserve Grand Champions in all of the junior market auctions.

- Ridership on the Rodeo METRO Express shuttle buses set a record, exceeding 315,000 people. With several proposed building projects on the horizon, it is vital to continue building this aspect of the Show.

- "Prime Time Country" produced eight shows at our event and they were shown on TNN (The Nashville Network) giving our Show national coverage.

- Special thanks to Reliant Energy for presenting the "Power of Dreams" multimedia spectacular, which was featured at each of the 20 rodeo performances. For those of you who saw it, I'm sure you'll agree that it made you proud to be associated with the Show.

We have a lot to be proud of, but it is now time to begin looking ahead to what the new millennium will bring. As you might expect, the Houston Livestock Show and Rodeo is moving forward aggressively, looking at ways to improve upon this year's Show while making plans for 2000 and beyond. Here are just a few of the major projects in the works:

In an effort to address our parking needs, plans are to begin construction during the latter part of this summer on surface lots

west of Kirby Drive across the street from the Astrodome. These 3,000 parking spaces should be completed in time for the 2000 Show.

Construction also is tentatively scheduled to begin within the next 12 months on a new exposition building to be located adjacent to the Astrodome on the east side. This structure will house the entire livestock show as well as provide year-round office and meeting space for the Show's employees and volunteers. If this project stays on schedule, it is expected to be completed in 2002.

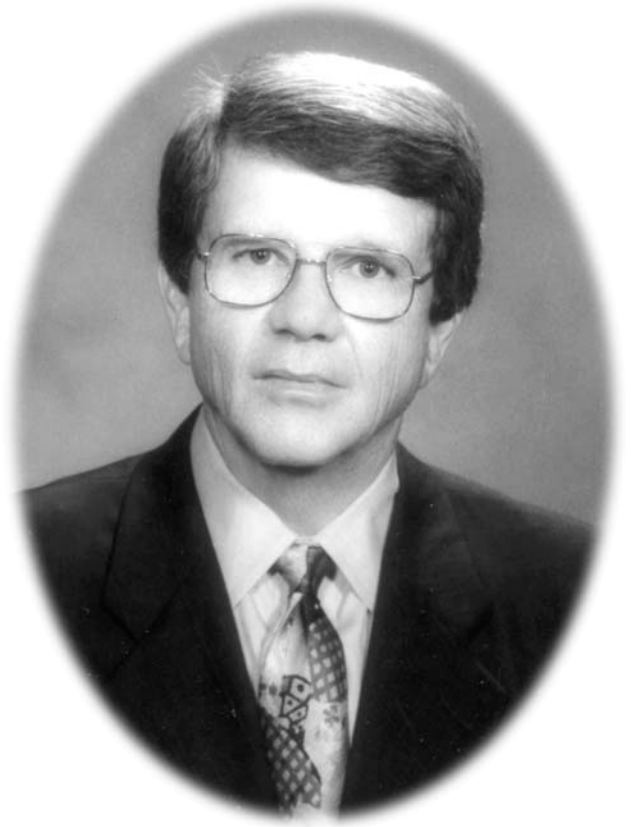
And of course, Houstonians are eagerly waiting to see if NFL football will return to our city and whether the rodeo will have a new home. It has been a pleasure working with Bob McNair and other city and county officials in putting together an attractive, rock-solid stadium deal that is beneficial to all parties. Should this not occur, the Astrodome will remain the proud home of the Houston Livestock Show and Rodeo.

As you can see, we have accomplished a great deal over the years, and I am certain our new president will take the Show to even greater heights. I am privileged to have served as this organization's president for the past three years and will look back upon these memories for the rest of my life. Although my future responsibilities will be changing, my commitment to the Houston Livestock Show and Rodeo will not. The Show will always be a very important part of my life, and I plan to be an active participant in its future.

Thanks again to all of you!

Jim Bloodworth

Jim Bloodworth
President



1999

SHOW WRAP

The last Houston Livestock Show and Rodeo of the millennium brought an incredible close to the 20th century. A variety of entertainers, broken records and great weather set the stage for an outstanding 1999 Show.

Visitors came in droves, with a record 1,853,650 people walking through the gates of the Show. This figure broke the all-time general attendance record of 1,830,265 set in 1996. Black Heritage Day set an all-time record of 175,325, which, combined with Go Tejano Day, drew a weekend general attendance record of 306,534.

Rodeo paid attendance topped 1 million for the fifth consecutive year, for a total of 1,101,547. Also, 10 of the 20 rodeo performances were official sell-outs, and 16 out of 20 drew paid crowds in excess of 51,000.

This year's entertainer line-up had something for everyone. Country, rhythm and blues, pop, and Latin music artists attracted several all-time high paid attendance crowds: David Lee Garza with Emilio, Ram Herrera, Jay

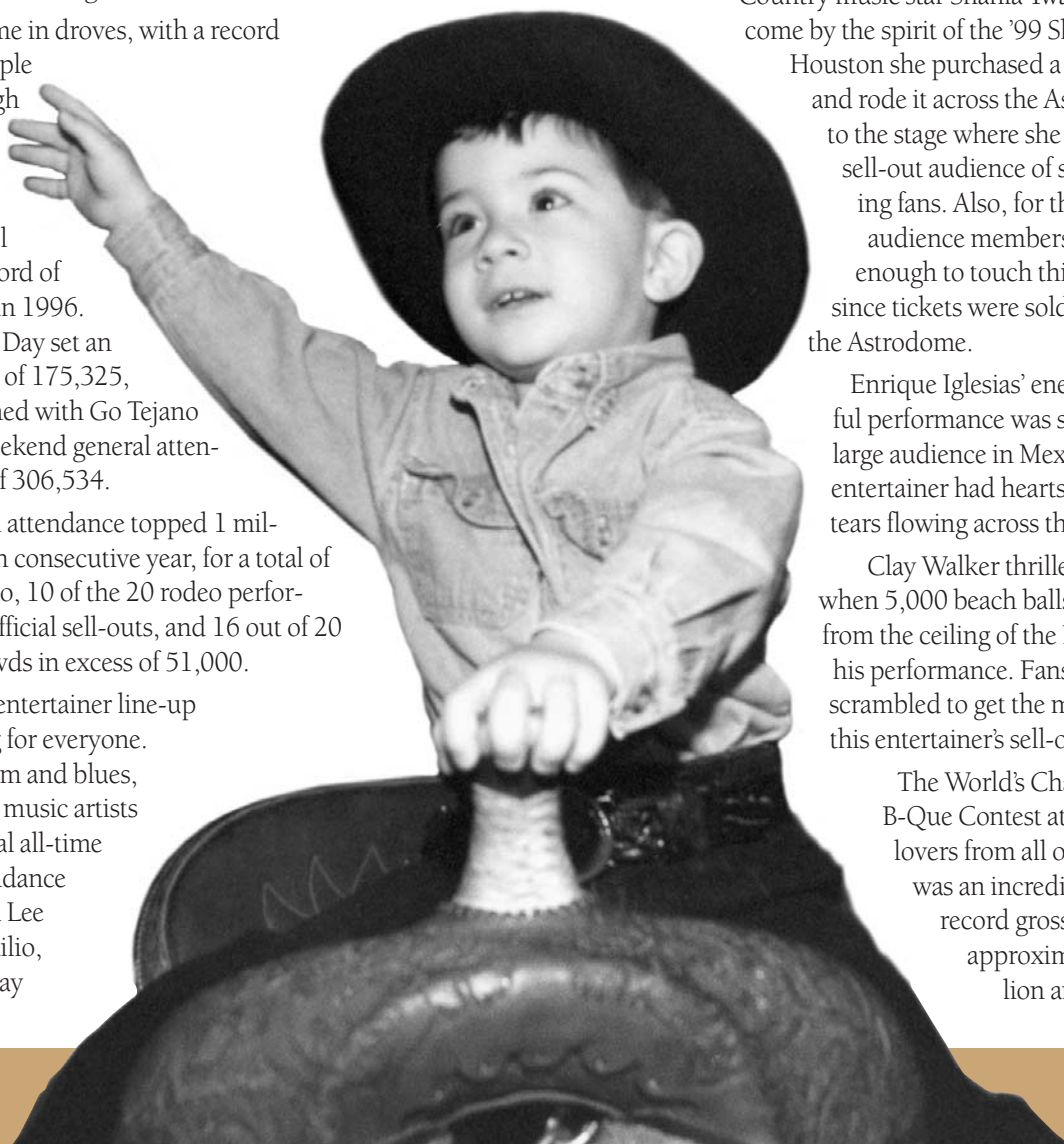
Perez and Oscar G., 62,280; Clay Walker, 60,400; Shania Twain, 58,938; Brian McKnight and Monica, 58,909; and John Michael Montgomery, 58,845.

Country music star Shania Twain was overcome by the spirit of the '99 Show. While in Houston she purchased a Palomino horse and rode it across the Astrodome floor to the stage where she performed to a sell-out audience of screaming, adoring fans. Also, for the first time ever, audience members were close enough to touch this superstar, since tickets were sold for the floor of the Astrodome.

Enrique Iglesias' energized and soulful performance was simulcast to a large audience in Mexico. This Latin entertainer had hearts throbbing and tears flowing across the world.

Clay Walker thrilled his audience when 5,000 beach balls were dropped from the ceiling of the Dome during his performance. Fans everywhere scrambled to get the mementos from this entertainer's sell-out performance.

The World's Championship Bar-B-Que Contest attracted food lovers from all over Houston. It was an incredible success with record gross revenues of approximately \$1.4 million and attendance of



150,613, the second highest in its history. Sunshine, great entertainment and a record 353 cooking spaces contributed to an exceptional event.

The Rodeo Run and downtown parade kicked off the Show without a hitch. Parade grand marshal Mack Brown, head football coach at The University of Texas at Austin, led more than 6,000 trail riders, dignitaries, wagons and floats through the streets of downtown Houston. Major media broadcast the event live, ensuring that all of Houston could view this annual tradition.

Susan Combs, commissioner of the Texas Department of Agriculture, shared in the heart of the Show when she and Show President Jim Bloodworth presented scholarships to 59 exceptional students at the Area Go Texan Scholarship Banquet held during Go Texan weekend.

More and more Texas youths benefit from the Show every year, due in part to the phenomenal records set by the purchasers of animals and art at the junior market and school art auctions. All grand and reserve grand champion animals and works of art set world records for the second year in a row. Since 1997, 27 consecutive world records have been set in the junior auctions.

The following shattered all previous records: Grand Champion Turkey, \$75,000; Reserve Grand Champion Turkey, \$70,000; Grand Champion Pen of Broilers, \$110,000; Reserve Grand Champion Pen of Broilers, \$60,000; Grand Champion Barrow, \$128,000; Reserve Grand Champion Barrow, \$62,000; Grand Champion Lamb, \$160,000; Reserve Grand Champion Lamb, \$104,000; Grand Champion Steer, \$550,000; Reserve Grand Champion Steer, \$225,000; Grand Champion Work of Art, \$125,000; and Reserve Grand Champion Work of Art, \$87,000.

Junior auctions raised an astounding \$6,269,030. This amount was comprised of the following: steer, \$2,578,600; lamb, \$1,018,100; swine, \$988,925; poultry, \$813,750; commercial steer, \$188,355; and school art, \$681,300. Total auction sales tallied in at \$8,604,610.

The first Junior Breeding Gilt Show was a squealing success. More than 180 gilts strutted their stuff at the Astrohall. Since the Show, the phones have been ringing off the wall as county extension agents and agriculture science teachers clamor to find out more about entering next year's Show.

The Houston Horse Show once again hosted prestigious equine competition in seven breeds. Entries from across the globe competed for a share of \$280,000 in prize money. The Premier Horse Sale brought in \$282,300.

A record 38,680 livestock and horse show entries were reported for the 1999 Show. Of



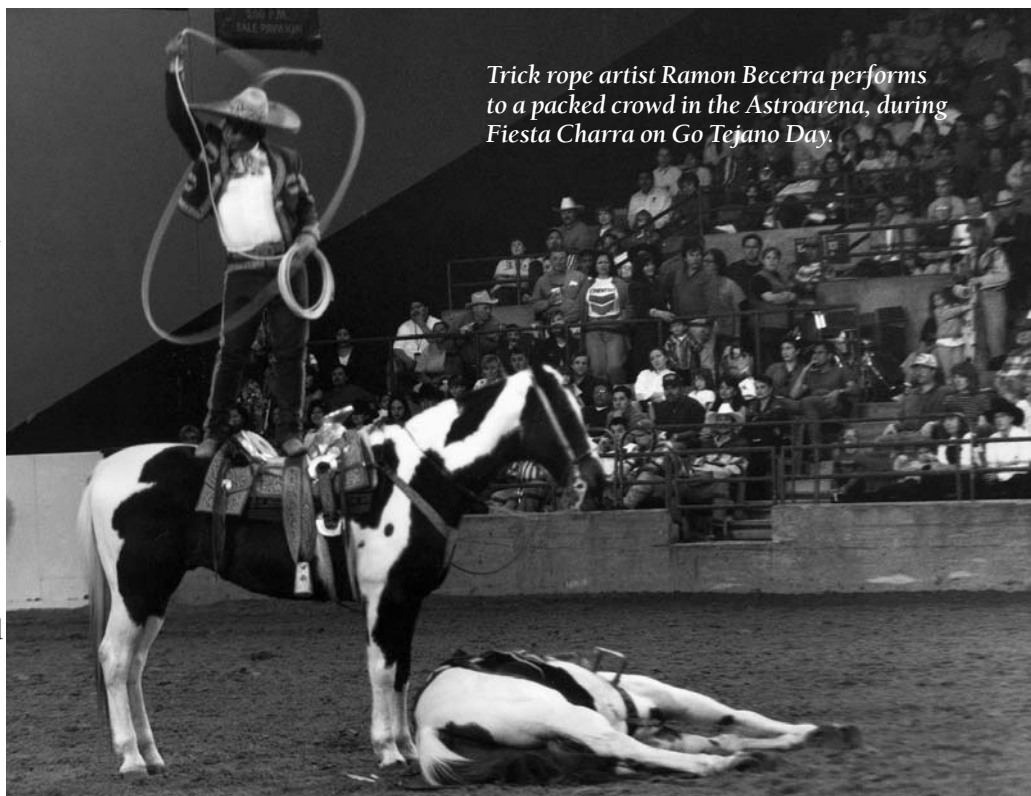
Show President Jim Bloodworth confers with Houston Rodeo announcer Bob Tallman before the start of one of the junior market auctions at this year's Show.

that amount, 15,882 were junior livestock show entries. The total number of horses entered was 2,834. Total entries also included open show, various sales, contests and exhibit cattle.

Houston's world championship rodeo competition drew a total of 509 contestants from across the United States and Canada. The best of the best competed for a share of \$730,258 in prize money.

The award for All-Around Cowboy went to Cody Ohl of Stephenville, Texas. He earned \$7,167 for competing in calf roping and team roping. He also earned a \$25,000 bonus check for winning the All-Around Cowboy title, taking home a Houston Rodeo paycheck of \$32,167. Ohl was raised in Fort Bend County and attended the

Continued on page 20



Trick rope artist Ramon Becerra performs to a packed crowd in the Astroarena, during Fiesta Charra on Go Tejano Day.

Meet Sawyer Brown's Mark Miller

Raw electricity . . . intense energy . . . a whirling dervish. These are words that describe Mark Miller, lead vocalist of Sawyer Brown, as he appeared on stage at the 1999 Houston Livestock Show and Rodeo.

A stark contrast to the soft-spoken, yet confident, young man who only hours earlier talked seriously about his family, his faith and his music. The only clue to his dynamic stage presence was the fiery sparkle in his blue eyes.



"This show is legendary among entertainers."

The band members, with the seriousness of all dedicated musicians, played their music with their hearts linked to each chord of the guitar, each note of the keyboard and each beat of the drumstick. Yet, this "not so young band" that has been touring and playing successfully for the past 15 years is one of the best kept secrets of country music.

It's not their music that's the secret; it's the heart of the band, Mark Miller, who leads his band members and himself with values rarely found in the music industry today. All but one band member has a family, and he, according to Miller, can't wait to become an uncle.

Passion and energy are what Miller is all about. His energy begins even before he hits the Astrodome floor. "Just driving into

the place — you can see the Dome from miles away — you think, we're actually going to be performing there. There are so many exciting things going on, it really gets you going," said Miller.

When asked about his passions in life, Miller replied, "My biggest passion is my religion. I'm a Christian. Next is my family and then my job. That's the way the Good Book says it's supposed to be — God, family and then job. I think you're supposed to be passionate about all three. I hope I



"It doesn't matter how hard you have to work as long as you get the job done."

am." Carrying those values into his music, Miller and the band set up strict guidelines, which have formed the glue that has held these men together through the years.

"All the guys share the same values," said Miller. "We set ground rules, and we've never wavered. There are no drugs and no drinking. We always try to be polite, and our rule is you sign autographs until the cows come home. It doesn't matter how hard you have to work as long as you get the job done."

Miller works hard on stage and off. When he talks about the Houston Livestock Show and Rodeo, his face becomes serious, and his mood swings to awe. How serious is he about the Show? Serious enough to donate every cent of the

band's proceeds back to the Show after its first performance here in 1995.

"This show is legendary among entertainers," said Miller. "For us to get the call that the Show wanted us to play, and knowing what the money goes for, it just touched us so much we wanted to say yes. We wanted to come and perform, because this is a good cause, and we wanted to donate our proceeds back to the Show and be a part of that cause."

Of course, that wasn't the first or last



"As long as they invite us, we'll keep coming back."

time he made a gesture of that type. Recently, he and the band played a concert in Clarksville, Tenn., after that small town was ravaged by tornadoes. Miller wanted to provide an evening so everyone could get away from it all. "We just wanted to take their minds off everything they had been going through," he said.

"The idea was, we weren't going in to play a benefit; we just wanted to entertain them and let everyone have a good time." However, someone put four barrels out for donations, and, at the end of the evening, approximately \$14,000 had been collected, all of which went directly to tornado victims. "I think when you don't ask for money, people have a tendency to give a lot more," Miller mused.

He and the band also are involved

By Susan K. Williams

with the St. Jude's Children's Research Hospital, the D.A.R.E. Program and other charities that primarily benefit children.

Notwithstanding their dedication to charitable causes, Miller and the band still manage to stay on the road, traveling to the far corners of the earth. On a recent trip to China, as a representative of American music, Miller found out how much his country meant to him. The people there had never heard anything other than traditional Chinese music.

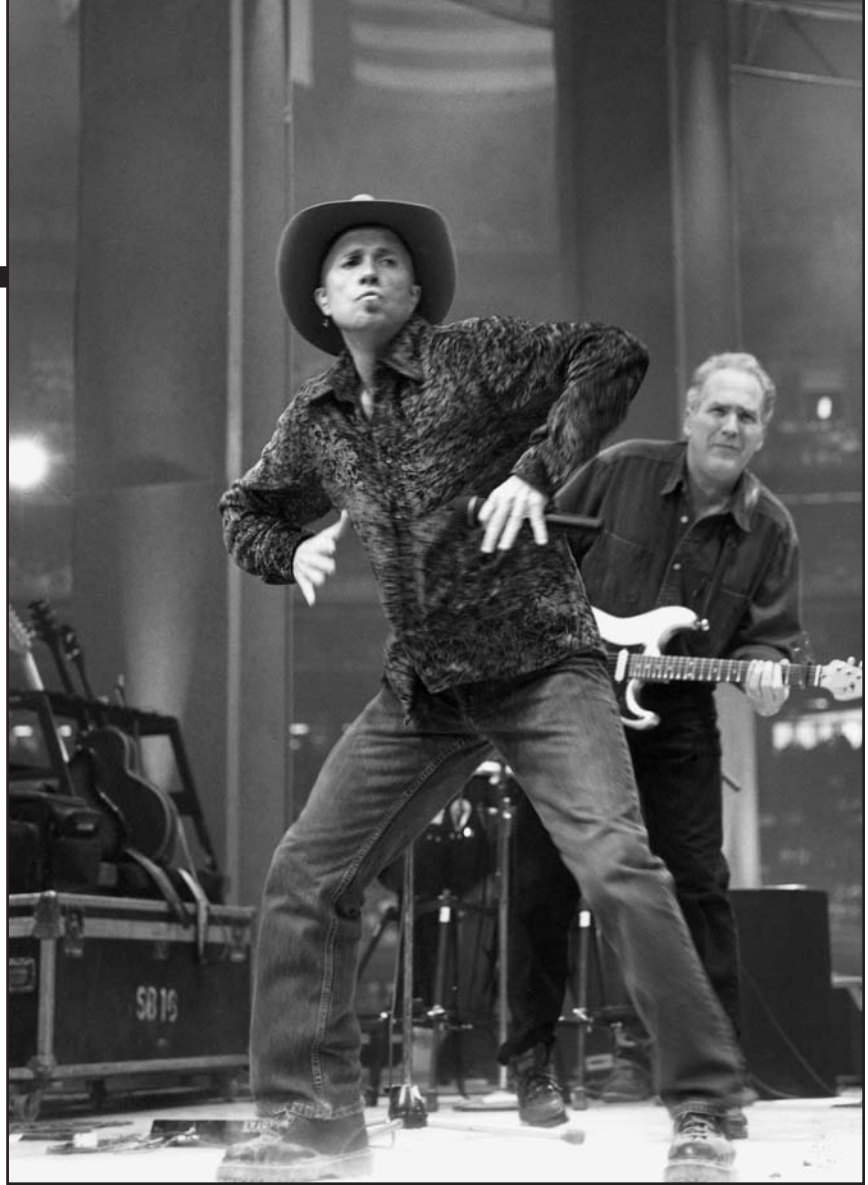
For Miller, traveling through that country was like going back in time. They had never seen Americans, much less men with blond hair and beards. "The people would come up to us, touch our hair and faces. They wanted to see if our facial hair was real. We looked very alien to them.

"Since the Chinese had never been to a concert, they didn't know what to do. After the first song they just sat there, but because our stage antics are so animated they laughed at us and found us pretty funny.

"We were basically a gift to the Chinese people [as an example] of what American music is. It was a very big honor," said Miller, comparing the trip to being in the Olympics. "You're representing the country with your music."

His appreciation of life in the United States stems from the example set by his mother, a single parent raising two children on her own. "My mother really believed in the American dream, and she instilled that belief in my brother and me."

Miller's father passed away when he was just 14 months old, leaving a 21-year-old widow to take on the responsibilities of child rearing and earning an income. According to Miller, his mother worked



Mark Miller, lead singer of Sawyer Brown, radiates passion and energy during his Saturday matinee performance at the 1999 Houston Rodeo.

three jobs, went to college full time to get her education and still made sure her boys were raised with solid values.

She apparently succeeded beyond her dreams, and Miller today still believes the American dream is there for anyone who wants it. "We live in a country where, if you're willing to work hard, you can accomplish anything. You can overcome whatever economic or social hindrances you have if you are willing to work.

"When I hear people say they can't go to college for whatever reason, I know there are ways, and the Houston Livestock Show and Rodeo is a perfect example. Basically, the best way to describe what the Show does is if you are a kid in Texas and you want to go to college, you can. There

is money there, and there is a way to do it, and it's all because of the Show."

Miller doesn't just talk the talk; he walks the walk, and when he's on stage he twirls and whirls and zigs and zags. He's a jolt of pure electricity, and, as music pours from his soul, he becomes one with the stage, his music and his beliefs. And where does he feel the most excitement on stage? Why, at the Houston Livestock Show and Rodeo, of course.

"I love it here," said Miller, exhibiting his indomitable passion and energy as he prepared for his performance at the Show. "As long as they invite us, we'll keep coming back."

HOSTING THE WORLD



By Gina Covell



International Committee Chairman John Ellis, second from left, extends genuine Texas hospitality to visitors from Venezuela.

The Houston Livestock Show and Rodeo has such a strong reputation as a local tradition that creates opportunities for Texas youth that many people may overlook its international impact and its contributions to agriculture worldwide. The truth is that the Show is internationally renowned as the best livestock show in the world. Each year, the Show attracts more than 2,500 visitors from more than 60 countries who purchase millions of dollars worth of U.S. cattle, other livestock and agricultural equipment for export to their countries. The Show's international success does not come easy, however. Promoting international attendance and coordinating the various international activities involves a huge effort on the part of the Show's staff and volunteers.

International Committee Chairman John Ellis said, "Our international visitors are our most important commodity. The whole existence of the committee is to do whatever needs to be done so that they will come to Houston, feel the warmth of our hospitality, learn new agricultural techniques and purchase livestock from the best sources in the world."

International visitors come for the first 10 days of the Show, which are called International Days. The committee plans six different events for their pleasure. These activities begin with the Herrin International Gala, where 1,000 foreign guests and

members of the consular corps are treated to a seated dinner and dancing. The next day, while ranchers and farmers conduct business, the ladies are treated to a formal fashion show and luncheon. The guests continue their full schedule with demonstrations conducted at the George Ranch Historical Park, where, this year, the focus was horse judging, horse shoeing and cold branding.

Agricultural leaders from all over the world attend the International Livestock Congress, a three-day symposium. The discussions center on global trends in agriculture and recommendations for enacting legislation beneficial to the industry. The keynote speaker at the 1999 Congress was Chuck Schroeder, the chief executive officer of the National Cattlemen's Beef Association.

During the entire run of International Days, to illustrate the hospitality for which the committee is known, a full luncheon, graciously donated by local restaurants, is served every day to visitors in the International Room. The last Friday of International Days is designated as "Grub Gang Day." Members of the Executive Committee and the current officers personally serve lunch to the international visitors to demonstrate appreciation for their attendance at the Show.



In addition, every day the foreign guests can mix and mingle in the “trading post,” a designated area within the International Room where representatives of the top livestock producers from the U.S. breed associations can answer questions, arrange ranch visits and open negotiations that culminate in the exchange of millions of dollars benefiting the Texas economy. Many smaller deals are done right in the Astrohall next to the animals’ stalls. However, some guests are transported by the committee to private ranches to purchase larger herds. These international breeders are improving their herds through U.S. genetics. “In 1998, sales for the Brahman breed alone totaled around 5 million dollars, and other cattle groups claimed similar revenues,” said John Sykes, assistant general manager, Agricultural Exhibits and Competition Department. “These visitors make the pilgrimage to Houston to buy the best. Many consider it the Super Bowl of livestock shows because the top-of-the-line cattle breeders sell at the Show.”

Every country south of the Rio Grande River has representation at the Show each year, with groups as large as 850 from Mexico and 650 from both Brazil and Venezuela. “These groups come here not only for the purchase of livestock, but also to buy tractors, fencing, pharmaceuticals, insecticides and any other agricultural need you can imagine,” said Ellis.

To further facilitate strong relations between the Show and its foreign guests, the International Committee also interacts with the almost 70 consuls general posted in Houston. “By keeping close personal relationships with the consular corps, we can extend an increased measure of hospitable assistance to the foreign guests. Then, should a guest need special assistance in transporting his agricultural purchases to his home country, our committee has the contacts needed,” said Ellis. The committee hosts a Christmas luncheon for the diplomatic community and also invites them with their families to a special night at the Show.

While much of the success is the result of “word of mouth” passed on by foreign guests who have been coming for more than 30 years, the committee works hard to ensure new international guests learn of the Houston Livestock Show and Rodeo. “Our committee is charged with the responsibility of traveling to foreign venues and spreading the word,” said Ellis. “Recently, a group from our committee traveled to Seville, Spain, at the invitation of the International Andalusian Horse Show, where, due to the generosity of Bob Herrin, the committee’s International Ambassador, they held a cocktail reception in honor of their Spanish hosts. Last year, we renewed our close relationship with the Calgary Exhibition and Stampede when we traveled to enjoy



their show and chuck wagon races Canadian style!” added Ellis.

“The 450 members of the International Committee deserve the credit for their hard work and dedication, which has resulted in building strong and lasting relationships with foreign guests,” said Sykes. “All of the international activities and events are financed exclusively by the annual dues and donations of the committee members.”

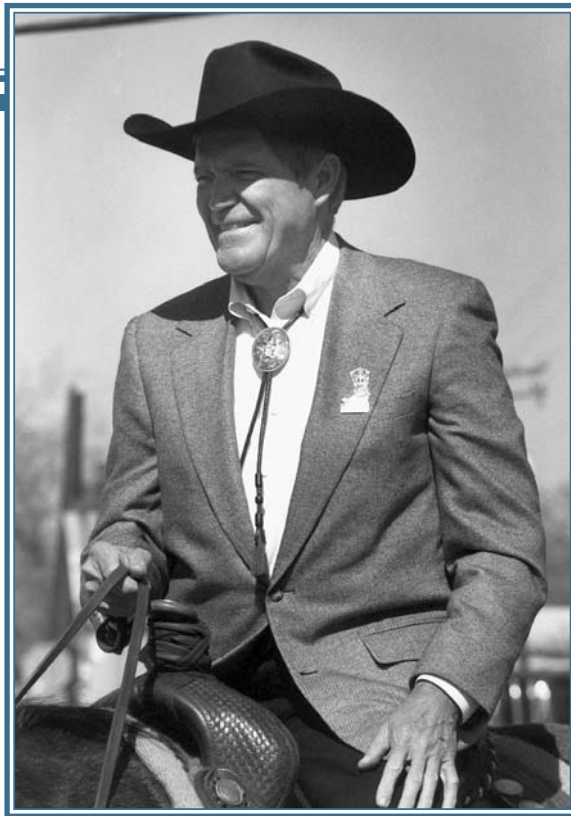
“One family is particularly responsible for the dramatic success of the International Committee,” said Ellis. “Bob Herrin, who just turned 96 years young, is the pioneer who helped establish the ambience of the committee and was instrumental in beginning the travel and hospitality for which the committee is famous.” Herrin, along with Gail Whitcomb, hosted the first reception for foreign guests at the Rice Hotel when they came to visit Houston’s Fat Stock Show in 1950. His daughter, Joan Lyons, and his granddaughter, Linda Lyons Brown, carry on the



General Manager Dan Gattis spends time with international students attending the Houston Livestock Show and Rodeo as part of the International Livestock Congress.

Herrin tradition by being active members on the International Committee.

“If you want to buy animals or agricultural equipment, there is no doubt that Houston has the best show in the world,” said Ellis. “Especially during February, but certainly all yearlong, all around the world, the International Committee shares Texas-size warmth and hospitality with foreign guests, encouraging them to experience our agriculture, which, in turn, benefits our economy and supports youth and education.”



A T R I B U T E T O T H E

Outgoing Chairman of the Board

By Nancy Burch

The credit for getting Don Jordan involved with the Houston Livestock Show and Rodeo belongs to his uncle. More than 50 years ago, that uncle took his young nephew, who was in town for a visit from his hometown of Ingleside, Texas, to the Houston Fat Stock Show held in the Sam Houston Coliseum. It was the calf scramble that first captured the youngster's attention. "I watched those boys go after the calves," Jordan reminisced, "and I thought to myself that I could do that."

Soon afterward, the family moved from Ingleside to La Marque, and Jordan joined his high school's newly organized 4-H Club. He inquired about the calf scramble and subsequently became one of the club's two entrants in the 1948 event.

"My parents owned a grocery store in La Marque," Jordan explained, "and they couldn't leave the store to take me to the rodeo." So, on that Saturday, he rode the bus into downtown Houston, asked for directions and made his own way to the Coliseum. When the calf scramble ended, the record books reflected that the third calf across the line belonged to Jordan. "It was sponsored by the Houston Building and Trades Council," he said. He still has the photograph that was taken that night.

In those days, the winners took home the actual calves they

caught. Jordans' parents arrived at the rodeo in time to transport their son and his Hereford calf in the back seat of their four-door sedan home to La Marque.

In 1956, after graduating from The University of Texas, Jordan returned to Houston to join Houston Lighting & Power Company. Before long, he joined the Show and began what so far totals more than 40 years of volunteer service. He was the first chairman of the Group Sales Committee and served on many other committees. In 1974, he was elected to the board of directors, and he became a Show vice president in 1976. Since 1986, he has been a member of the Executive Committee, and, in 1992, he was appointed chairman of the Audit Finance subcommittee. Jordan served as Show president from 1993 to 1996 and completed his three-year term as chairman in May of 1999.

While Jordan was rising through the Show ranks, his corporate career was advancing along a similar path. In 1971, he was named vice president and assistant to the president of HL&P. Three years later, he became its president, and, in 1977, he was named president and chief executive officer of HL&P's parent company, Houston Industries, which was recently renamed Reliant Energy. Jordan has led this Fortune 500 company, one of

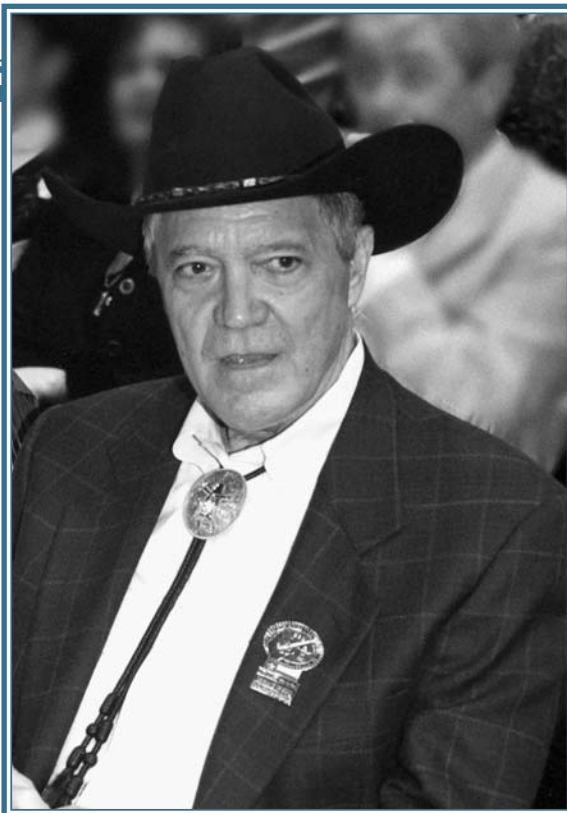
the nation's largest energy companies, for more than 22 years, a remarkable accomplishment. He recently announced his plans to retire as chairman of the board on Dec. 31, 2000.

Commenting on Jordan's role at the helm of the Houston Livestock Show and Rodeo, General Manger Dan Gattis said, "He contributed, as do each of our presidents and chairmen, a unique perspective and range of experiences to the job. Don brought us the Fortune 500 management style and way of doing business and the efficiencies of working with management and staff that come from running a huge company. Along with that, Don's love for the Show runs deep, and he is always willing to give the time to take care of the Show's business, even when he is immersed in Reliant Energy matters."

"I compared my job as president of the Show and Dan's as general manager to the difference between the CEO and the COO of a big company," said Jordan. "I saw no reason to meddle in the day-to-day operations when there is an excellent staff of people who simply need the latitude to do their jobs well."

"Over the past six years, as Don has served as president and chairman, I feel our personal relationship has grown as well," said Gattis. "It has been such a pleasure to work with him. He typifies the corporate and civic leader, and that's the strength he brings to the organization. I expect him to continue to contribute as he remains on our Executive Committee and most likely assumes the chairmanship of one of our standing subcommittees."

Jordan echoes that thought, saying he wants to focus on the future of the Show as it moves into the 21st century. "We'll be dealing with changes in and reconstruction of our facilities, and other issues as well, like pay-per-view telecasts of the Houston Rodeo," he said. "We need to consider the most efficient use of our off-site property on Highway 288, too. Then there is the most important part — our educational support. As the composition of Houston and Texas changes, our range of services expands. Agriculture always will be important, but today most



Don Jordan brought a lifelong love of the Show in addition to the skills of a Fortune 500 executive to his three-year term as chairman of the board.

people have no direct connection with it. We always will remember our roots, but we must expand our horizons. We, as members of the Executive Committee, are trustees of the Show's money, and we have an obligation to use it well, making selections that bring the most value to the community.

"The Show has to change with the times and the interests of its customers, just like any business," continued Jordan. "We are the

largest civic event in the Greater Houston area, and we touch more lives now than ever before. Our community is much different than it was some years ago, and our 12,000-plus volunteers reflect the diversity of our city. The genius of the Show is the lack of distinction among differences in race and economic status. It's a mix of people, all of whom contribute to the team on an equal basis."

Jim Bloodworth, Jordan's successor as president and chairman of the Show, praised his predecessor's management skills. "It has been an honor to serve under Don," he said. "I was constantly amazed at what he was able to accomplish for the Show while he had so many other demands on his time. I've had the great advantage of following a president who handed me an organization in great shape. It made my job much easier — all I've had to do is keep things on track.

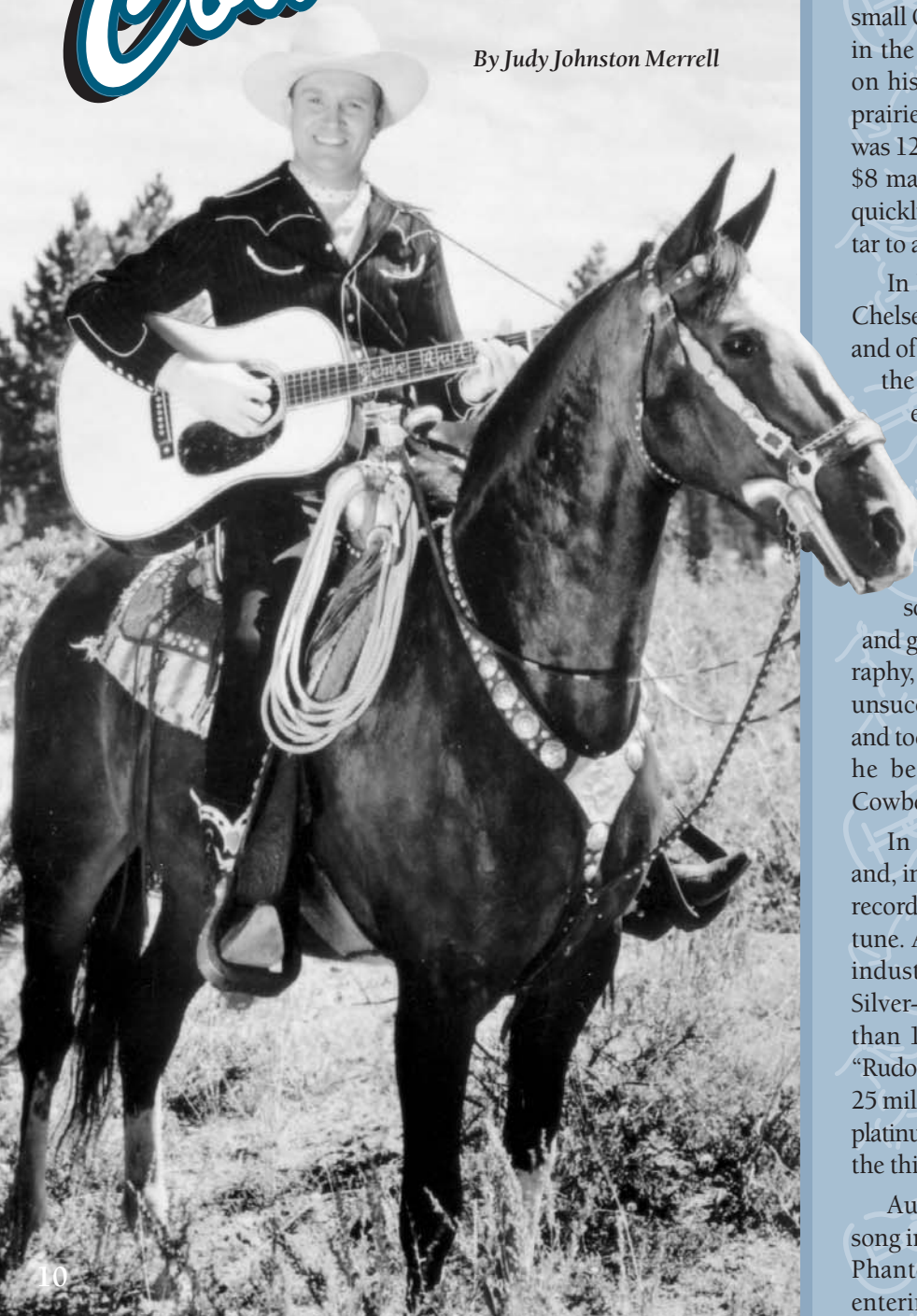
"Don gave us a great entrée into the downtown Houston business community," said Bloodworth. "Also, his reservoir of experience in the corporate world benefited the Show immensely. As a past president and chairman, he will continue to have a leadership role, which is one of the great strengths of our organization. As members of our Executive Committee, our past presidents continue to share their expertise for years to come."

Don Jordan undoubtedly will continue to contribute to the Show well into the next century. Meanwhile, he can look back over four decades of accomplishments with great pride.

Congratulations, Don, for your outstanding service and dedicated leadership that has contributed greatly to the growth and success of the Houston Livestock Show and Rodeo.

FAREWELL TO America's Original Singing Cowboy

By Judy Johnston Merrell



The news of Gene Autry's death on Oct. 2, 1998, summoned memories of the first singing cowboy, whose perfect teeth and handsome smile were as bright as his ever-present white cowboy hat. With the sad report of his death, "Tumbling Tumbleweeds" and "Back in the Saddle Again," his trademark songs, were again on America's lips. Admirers were taken back to a poignant vision of a hero riding off into the sunset on his gallant horse, Champion — and memories of simpler times when good guys wore white hats and movies had happy endings.

Oklahoma's yodeling cowboy was actually a Texan. On Sept. 29, 1907, Orvon Gene Autry made his first "grand entry" just north of Dallas, in Tioga, Texas, population 500. Soon, he abandoned both his first name as well as Texas. Autry grew up in the small Oklahoma town of Ravia. As a child, he sang in the church choir and worked as a hired hand on his Uncle Calvin's farm, baling and stacking prairie hay for winter cattle feed. By the time he was 12, he had saved enough money for his famous \$8 mail-order guitar. With his mother's help, he quickly learned to play enough chords on that guitar to accompany his singing.

In 1927, Autry worked at the telegraph office in Chelsea, Okla. The job involved sporadic activity and often yielded intervals for singing and playing the guitar. That year, American humorist and entertainer Will Rogers happened to drop by the Chelsea railroad telegraph office. According to legend, he discovered Autry, who was leaning back, feet up, strumming his guitar and singing. Liking what he heard, Rogers requested a few more songs and advised Autry to head for New York and get a job on radio. According to his autobiography, "Back in the Saddle Again," Autry had an unsuccessful audition in New York, returned west and took a job at a Tulsa, Okla., radio station. There he became known as "Oklahoma's Yodeling Cowboy," and Oklahoma claimed him forever.

In 1929, Autry landed a recording contract, and, in 1931, he co-wrote (with Jimmy Long) and recorded the song that initiated his fame and fortune. Autry received the first gold record, now an industry standard, as a special award for "That Silver-Haired Daddy of Mine," which sold more than 1 million copies. Much later, in 1949, his "Rudolph the Red-Nosed Reindeer" sold more than 25 million copies — thus the first presentation of a platinum record. "Rudolph" still holds the record for the third-highest-selling single in history.

Autry went to Hollywood in 1934 to sing one song in the film "In Old Santa Fe" and began "The Phantom Empire" series the next year. He was entering stardom and beginning a movie career



Rodeo officials present Gene Autry with a cowboy hat and a commemorative certificate during one of his six appearances at the Houston Rodeo.

that spanned three decades. While filming “Tumbling Tumbleweeds” in 1935, he gave a part in the movie and a big break to a youngster named Roy Rogers.

Rural America loved Autry; he toured small towns and performed in as many local fairs as he could press into his schedule. He was the promoter for the first professional rodeo in the nation. According to Dan Gattis, general manager of the Houston Livestock Show and Rodeo, Autry was among the first producers and entertainers of the Houston Fat Stock Show. Gattis said, “Gene Autry’s promotion got us started; we can attribute much of our success to his talent.”

During Autry’s years, the Show was at the Sam Houston Coliseum. Autry, at the height of his popularity, drew tremendous crowds. He also had become an astute businessman. Among other investments and business ventures, Autry owned a rodeo company. “If you trace the origin of our current rodeo company,” declared Gattis, “you will find it is the same company that Gene Autry started and brought to the Houston Coliseum some 60 years ago.” Autry’s “Flying A Rodeo” company produced a number of prominent rodeos. He even bought 1,200 acres for his rodeo livestock in Berwyn, Okla., which was renamed Gene Autry, Okla., on Nov. 16, 1941.

Catherine Polk, an English teacher at Hitchcock High School, remembers seeing Autry perform at the Coliseum. “It was about 1940; I was very young the first time Mother and Daddy took me to see Gene Autry,” Polk recalled. “I was just a tiny girl who knew nothing about fat stock shows, but I certainly knew Gene Autry. I was so excited I couldn’t sleep! I shall never forget watching him lead the parade on Champion, that beautiful horse. Gene rode around the entire arena, stopping often to wave his white hat at the crowd. Champion performed, too, rearing up or prancing back-

ward,” Polk said. “There I was, seeing a real movie star in person!”

Autry lived and died a very wealthy man. He ranked for many years on the Forbes magazine list of the 400 Richest Americans. He owned a string of hotels, radio and TV stations, and land and oil investments throughout the country. In 1960, he purchased his beloved baseball team, the California Angels, now the Anaheim Angels. In 1995, his age and illness forced him to sell his controlling interest in the team.

In November of 1988, Autry officially opened his multimillion-dollar, 148,000 square foot Autry Museum of Western Heritage, located near the Los Angeles Zoo. The museum houses more than 16,000 items, including Teddy Roosevelt’s Colt revolver and Annie Oakley’s gold-plated guns. Seven frontier galleries illustrate how artists,

writers and filmmakers have recorded the history of frontier settling.

Autry packaged the Old West for future generations with more than 90 movies, 91 TV shows and 635 recordings, including “You Are My Sunshine” and “Here Comes Peter Cottontail.”

In his eulogy to Autry, Hector Ed Autry, founder of the Autry Family Association, said, “It is our hope that in that special place of peace, Gene Autry will be found, reunited with ol’ Champion and ‘back in the saddle, again.’”

Autry died of cancer at his home only three months after the death of his good friend and box office rival, Roy Rogers. Wearing his white hat, the singing cowboy, Gene Autry, rode off into the sunset for the last time three days after his 91st birthday.

GENE AUTRY’S COWBOY CODE:

The cowboy must . . .

Never shoot first, hit a smaller man or take unfair advantage.

Never go back on his word or a trust confided in him.

Always tell the truth.

Be gentle with children, the elderly and animals.

Not advocate or possess racially or religiously intolerant ideas.

Help people in distress.

Be a good worker.

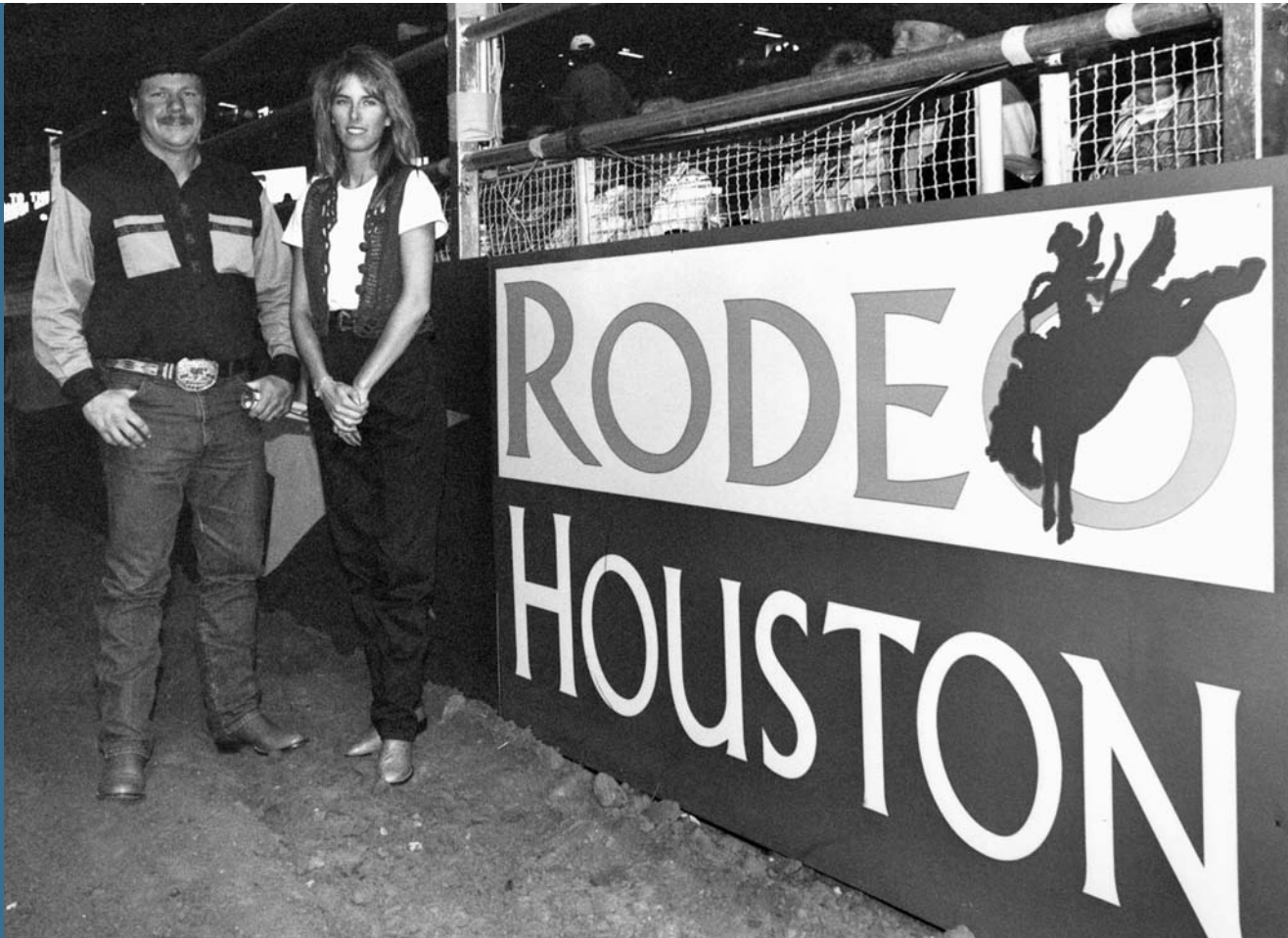
Keep himself clean in thought, speech, action and personal habits.

Respect women, parents and his nation’s laws.

Be a patriot.

Best Bet—HOUSTON

Joe and Annie Campbell put rodeo first and foremost and selected a trip to the Houston Livestock Show and Rodeo as their grand prize in a pay-per-view sweepstakes contest.



By Wendy Lester-Kyle

Some choices are, by nature, harder than others, especially when they involve choosing between two of the most popular rodeo events of the year. Just ask Annie and Joe Campbell of Shoshoni, Wyo. “We won a contest we did not know we entered, and then we had to weigh the option of attending the NFR [National Finals Rodeo] in Las Vegas or the Houston Rodeo,” explained sweepstakes winner Joe Campbell.

During the 1998 Houston Livestock Show and Rodeo, the Campbells purchased a RODEOHOUSTON package on pay-per-view and unknowingly entered a sweepstakes to win an all-expense-paid trip to a rodeo of the winner’s choice. It was not until a few months after the broadcast that the unsuspecting winners were notified of their prize.

“I thought all I won was a pair of Tony Lama boots, and I was very happy with that,” Joe said. “I got a certificate in the mail for the boots, but I had no idea there was more to it until I got a call in October from the Houston Rodeo office. It did not make sense in the beginning. All we did was watch a rodeo on cable, and someone was offering us a trip. I really thought someone had made a mistake. Of course, I was a little suspicious; we had never won anything before. But after everything

was explained to us and we chose Houston, the rest was easy,” Joe explained.

In choosing between Las Vegas and Houston, the Campbells, who are avid rodeo fans, didn’t allow the glitter of Las Vegas lights to blind them. The actual rodeo was the deciding factor. “The seats in Las Vegas were not guaranteed to be great, but in Houston, we knew we’d be right up front,” Joe said. “We were going to see the rodeo, so we picked Houston with no regrets. We even got to pick out the dates we wanted to go. We both decided to wait until the last weekend. That’s when the competition is the best. The final day is the best part of any rodeo.”

Other than the weather difference — 27 degrees in Wyoming and 72 degrees in Texas — the biggest surprise was the Show itself. “The Houston Livestock Show and Rodeo is huge!” Annie said. “The community support is unbelievable. The amount of volunteers and the amount of money people put into agriculture is wonderful. The Show focuses just as much on the livestock show as the actual rodeo. You can really tell that the kids are the reason everyone comes out and shows such excitement.

“It’s similar to Frontier Days in Cheyenne, but Cheyenne is all about the rodeo, and the livestock isn’t such a big draw. Here, there was so much to see. We didn’t have to leave this area after we arrived at the hotel, and we stayed busy the entire time,” she said.

The couple attended the Show during the final weekend, and they never missed a single event. Between shows, they toured the exhibits, sampled the rodeo fare and shopped for souvenirs. “Whatever we wanted to do was as easy as making a phone call,” Annie said. “Within minutes, we had a car to pick us up at our hotel. It was definitely VIP treatment all the way. The staff in Houston could not have been any nicer. Nothing seemed out of our reach the entire time we were here. All we had to do was ask!”

As guests of the Show, the couple had the opportunity to meet rodeo officials, participants and one humongous celebrity up-close and personal. “Nothing was more memorable than getting to take a picture with the bull, Bodacious,” Annie said. “I did not think I would be scared, but I felt him breathing on me while they were taking our picture, and he was pawing the ground. I mean, I was honored to meet the famous animal, but I was ready to get out of that pen!”

On a more human note, the Campbells, who frequently watch rodeo events on cable, were introduced to rodeo announcer Bob Tallman. “Bob was a really nice, approachable guy,” Joe said. “I really didn’t know what to expect, but like everyone else we’ve met here, he was great.”

Watching each round of the final days of the competition was the ultimate highlight for the prize winners. “It was so great to watch each event from such fantastic seats,” Joe said. “These guys are the best in the business. They are the reason that rodeo

is such an exciting sport. Not many people have the chance to go to so many events over three days and see the best of the best compete in one of the largest rodeos of the year. We were very honored to be a part of the audience. Getting to see Clay Walker in the final performance was great, too!”

The Campbells, who own Star Trucking in Shoshoni, have both participated in rodeo events for more than 10 years. They host a barrel racing competition at their farm annually in May.

“I recently received my barrel racing permit from the WPRA [Women’s Professional Rodeo Association],” Annie said. “So, the chance to watch Kristie Peterson and her horse, Bozo, compete was really an honor. All of the best racers were there, and it was definitely my favorite event to watch. It would be great to get to compete at this rodeo.”

Joe has competed as a calf roper in amateur rodeos throughout Wyoming, but he operates on a confining schedule. “Running the trucking business keeps me from competing as much as I would like, but I rope as often as possible,” Joe added. “We would both like to be involved in the rodeo for many more years. We have grown up with it. I have lived on a farm all my life, and so has Annie.”

While they did not get to see the glamour and glitz of the Las Vegas strip, the Campbells were completely satisfied with their decision to attend the Houston Livestock Show and Rodeo. “We could not have been more thrilled with the entire package! We could not begin to thank everyone who helped us during our stay. Everyone in Houston showed us great hospitality,” Annie said. “If we ever get the chance, we’ll come back in a heartbeat!”

Viva Las Tejas!



The Campbells got a big thrill from having their picture taken with the most famous rodeo bull of all time, Bodacious.

Outgoing Vice Presidents' Profiles

By Linda Henson

KEN CALDWELL

For Ken Caldwell, one of the most rewarding experiences of the past three years as a Houston Livestock Show and Rodeo vice president has been meeting the scholarship winners. "It's a privilege to get to know the scholarship recipients. They reaffirm our faith in our country's future," said Caldwell.

In 1988, Caldwell began his affiliation with the Show when he joined the Steer Auction Committee. While on that committee, he served as a vice chairman and then as its chairman from 1994 to 1996. Since becoming involved with that committee, Caldwell has witnessed a tremendous increase in total sales and numerous world records at the auctions. In his first year as chairman, Caldwell added the Steer Starlettes as an official sub-committee, and, in his first year as vice president, women were added as steer selling members of the committee.

In addition to the Steer Auction Committee, Caldwell has served as officer in charge of the Black Go Texan, Breeding Poultry, Events & Functions, Membership, Speakers and Trail Ride committees during his tenure as vice president.

While serving as officer in charge of seven of the 95 committees of the Show, Caldwell said his term as vice president has given him a deeper understanding of the Show. According to Caldwell, "The Show has been a valuable learning experience. The more you get involved, the more impressed you

become with how it all works. The staff is great, and you meet so many fun, generous people."

CHARLES W. GRANT

Charles Grant is just concluding his 25th year of service with the Houston Livestock Show and Rodeo. Along with a five-year stint on the Steer Auction Committee, Grant has spent those 25 years working on the Corral Club Committee.

Originally, Grant became a member to get out to the Show and to get involved. In 1991, he was elected to the board of directors. According to Grant, he never expected to become a director, much less a vice president. Grant is unique because he is the first vice president to come up through the ranks of the Corral Club Committee.

As a vice president, Grant was the officer in charge of the Corral Club General, Corral Club - Division I, Auctions & Receptions, Equipment, Hideout, Special Services, Corral Club - Division II, Arena Club, Committeemen's Room, Main Club, Stockman's Club, Corral Club - Division III, Chute Club, Directors' Club, Executive Suites, Loge North Club, Loge South Club, Press Club, Skybox and Committeemen's Bar-B-Que.

While Grant is proud of his service to all of his committees, he is most proud of the improvements and advancements he has witnessed during his association with the Corral Club committees over the past 25 years.



Concluding their three years of service as vice presidents are Charles Grant, Red Griffin, J. Grover Kelley, Dr. Dan Lehane and Ken Caldwell

Innovations such as computer programming, new member awareness training and ongoing management training have kept the Corral Club on the cutting edge. “The Corral Club is business — big business. The Corral Club is looked up to for the way they run things,” said Grant.

For Grant, the most rewarding part of being involved with the Show is seeing the looks on the kids’ faces when their scholarships are presented, especially when they tell you that without the scholarship it would have been impossible for them to attend school. Their appreciation makes all the hard work worthwhile.

RED GRIFFIN

Red Griffin became a life member of the Houston Livestock Show and Rodeo in the 1970s and became an active volunteer in 1986. His wife, Gay, who was a member of the Poultry Auction Committee, was instrumental in getting him involved in the Show. As a committeeman, Griffin served on the International and the Corporate Development committees. As a vice president, he was officer in charge of four committees: Grand Entry, International, Sheep and Goat, and Transportation.

He stated it was an honor for him to be elected as a vice president of the Show. “It was a lot of hard work, but I really enjoyed it. It was especially gratifying to work with my fellow officers. We all worked hard, but we all had a lot of fun, too,” said Griffin.

Griffin said that he has enjoyed his tenure as vice president and has especially enjoyed guiding the growth and development of his individual committees to their full potential. However, one of his fondest memories has been traveling with the members of the International Committee. “The International Committee is such a super committee — we travel to various destinations around the world promoting the Show, and one of our goals is to increase our travel in order to promote the Show even further.”

Griffin plans to continue his involvement with the Show because he likes what the organization stands for. “I believe in it. I want to do whatever I can to help. It’s been a very dynamic three years. I have loved every minute of it, but I’m ready to pass the torch,” said Griffin. While he has enjoyed the past three years, Griffin has this advice to offer future vice presidents: “Have a lot of understanding and patience with your fellow committee members. Let the chairmen run their committees. The stock show is not a democracy. Good leadership is essential.”

J. GROVER KELLEY

J. Grover Kelley began his involvement with the Show in 1981 when he joined the Breeders Greeters Committee and rose through the ranks, eventually serving as its chairman. Prior to his election as a vice president, he also served on the Magazine and Parade committees. He was the officer in charge of those three committees in addition to the Commercial Exhibits, Directions and Assistance, and Graphics and Signage committees.

The diversity of those six high profile committees enabled Kelley to see the Show from a unique perspective and to understand what a powerful force the Show is in our community. In addition, it gave him an appreciation of the contributions made to the Show by the committee members.

“I have always been impressed with the talented and dedicated individuals on all of our committees,” said Kelley. “No matter what the challenge, our volunteers always come through. This huge army energizes and motivates an entire community toward a common goal, and the success of our Show is a direct result of their efforts. Our volunteers should take great pride in not only what they do, but how well they do it. The Houston Livestock Show and Rodeo sets the standard for volunteerism in our community, and it is an honor to be a part of it.”

Kelley believes the Show’s future will always shine brightly. “I hope we always remember that what sets us apart from other organizations is the playful spirit that is woven into the fabric of our Show,” added Kelley. “No matter how great the cause, I hope that we are always able to keep the fun in it. I know of at least six committees that were able to do just that. It has been quite a ride.”

DAN LEHANE, M.D.

The year 1976 marked the beginning of Dr. Dan Lehane’s involvement with the Houston Livestock Show and Rodeo. That year, Lehane and his wife, Tina, purchased pigs at the Swine Auction and had so much fun they later bought a steer. After the Lehanes attended their first Steer Auction breakfast, they were hooked. Lehane subsequently became a member of the Lamb Auction Committee, where he achieved the Rookie Salesperson of the Year award. Every year since then, Lehane has been one of the leading salespersons on the committee.

As a vice president of the Show, Lehane oversaw seven committees: Calf Scramble, Calf Scramble Advisory, Calf Scramble Donors, Calf Scramble Greeters, Health, Lamb Auction, and Plant I.D. and Wildlife Habitat.

Lehane acknowledged that serving as a vice president is a lot of hard work. However, he considers it a labor of love as well as an honor and a privilege to have been able to share the hard work with his fellow vice presidents. “The vice presidents are a very cohesive group who work hard, are committed to each other and help each other.” He believes their success stems from the example Houston Livestock Show and Rodeo President Jim Bloodworth provides.

According to Lehane, all the hard work is well worth it, as he and the other vice presidents are rewarded by meeting the scholarship recipients. “They are very competent and successful individuals who will be the leaders of the future. Our future is safe in their hands — these kids are the good news. The Houston Livestock Show and Rodeo is an amazing behemoth that reaches into the hearts of people. We cannot begin to comprehend the impact the Show has made on people’s lives,” stated Lehane.



Steer Auction Committee

By Tracy L. Ruffeno



The Steer Auction Committee conducts the world's largest dollar volume junior steer sale and, once again, shattered all records at the 1999 auction.

It is often said that everything is bigger in Texas, and the Houston Livestock Show and Rodeo's Steer Auction Committee is one shining example of that statement. This committee undertakes huge responsibilities and, through tremendous efforts, makes big dreams come true for young Texans. In fact, the Steer Auction Committee conducts the world's largest dollar volume junior steer sale, consistently breaking records since 1993.

Formed in 1946, this committee is responsible for selling all winning steers at a floor price above current market prices on the day of the Junior Market Steer Auction. That morning, committee members host a pre-sale breakfast for prospective buyers and then assist with the auction's actual operation by seating buyers, hawking bids, assisting exhibitors with their steers and performing other tasks to ensure the auction's overall success. Members also organize and host the Hide Party, which honors the previous year's champion and premium steer buyers.

To earn their badges, members must obtain at least 12,000 points generated by a combination of steer pre-sales and cash donations. Remarkably, the average earned is more than 23,000 points per member. In 1998, the committee raised \$2.5 million in pre-sale commitments. Show vice president and officer in charge Ken Caldwell said, "The work these members do and the amount of money they raise is phenomenal."

Members who raise at least 32,000 points receive the "Big Boy" award. Although committee sales positions were opened to women in 1996, the name Big Boy is carried on as a tradition from when the committee was comprised of 100 men. Many committee members win this award year after year, including Allen Kent, who has received it 20 consecutive years. And when asked how he has maintained Big Boy status for 12 years, Griffin Winn said he takes care of his buyers by treating them like his customers, recognizing them for their contributions and keeping them informed about committee functions.

Committee Chairman Jerry Hickman said, "The members are serious about their responsibilities, but they also have a lot of fun. The committee has set sales records for each of the last three years with total sales exceeding \$10 million and the 1999 Grand Champion Steer selling for a world record \$550,000." The combination of work and play keeps committee members coming back year after year. In fact, 20 of the 165 members are designated "lifetime honorary members" in recognition of their past contributions to the committee.

Approximately 25 members of the Steer Auction Committee are Steer Starlettes. Organized in 1988 to support what was then an all-male committee, the Starlettes gained official status in 1993. The Starlettes raise money through a silent auction held in conjunction with the annual Steer Auction Committee Kick-off Party and their "Bowling for Beef" event. In 1999, the Starlettes raised more than \$56,000 in support of the Steer Auction Committee. The Steer Starlettes use their fundraising proceeds to support the youth by bidding during the later part of the auction.

In addition, the Starlettes use a portion of these proceeds to present the Tommy Steele Perseverance Awards to exhibitors who overcome adversity while participating at the Show. This "hard luck" award is named in honor of Steele, who was an outstanding member and great supporter of the Steer Auction Committee. There were 12 recipients of this award in 1999, each receiving \$1000.

One thing Steer Auction Committee members have in common is their Texas-sized dedication to supporting the youth of Texas. Nine-year Big Boy and 1999 Steer Auction Committee Chairman's Award winner Mike Jolley said what motivates him is "a belief in helping kids who help themselves. The kids have made a huge commitment for a year in addition to their academics, and we support their efforts."



Transportation Committee

By Wendy Lester-Kyle



One of the functions of the Transportation Committee is to move a large number of people around the Show's complex in an orderly and timely manner.

Every year, the Transportation Committee evolves to meet the growing needs of a demanding organization. Currently in its ninth year, the group runs like a well-tuned pickup truck.

"The committee started off blindly," Chairman Curtis Renfrow said. "We weren't sure exactly what all of our responsibilities would include. We have definitely grown through the years with added responsibilities, as well as with additional committee members."

The Transportation Committee, originally referred to as "VIP Transportation," has two main functions. First, the committee receives and inventories all of the vehicles donated to the Houston Livestock Show and Rodeo.

"We start exactly two weeks before the Show begins, checking in and dispersing all of the trucks," Renfrow said. "These trucks are brand-new when we get them, and they are an important part of the rodeo operations. Different groups request vehicles, and we decide how all of the requests are handled. Every year we get more people needing more vehicles," he said.

Additionally, the committee shuttles groups to various scheduled events. Corporate sponsors, international visitors and dignitaries rely on it to provide efficient transportation on a tight schedule. Whether it is an airport pickup or a shuttle from the Astroarena to the Astrodome, the Transportation Committee is required to perform punctually and efficiently.

"Each night we have to move a large number of people in short order," vice president and officer in charge Red Griffin said. "There's definitely a speed factor involved. We have a vast area to cover every night."

However, the Transportation Committee does not handle the movement of rodeo performers. In order to prevent confusion, the committee dropped "VIP" from its title. "For a long time people thought we picked up the stars, but that's a whole

different group," Renfrow explained. "That's not to say we don't deal with important people. We are constantly transporting buyers and corporate sponsors. We still provide 'VIP' service, even though that word is no longer a part of our title."

Starting with 39 members in 1990, the committee has more than doubled in size. More demand for vehicles has created a need for a larger committee to help control the inventory and distribution. Renfrow, the Transportation Committee's third chairman, has witnessed the constant changes from the beginning.

"My wife used to disperse vehicles as an administrative assistant in the general manager's office," Renfrow said. "Now, it takes an entire committee to run the operation effectively, because the Show has grown so much."

Each committee member is required to work five eight-hour shifts during the Show's 30 days of activity. The group also meets twice during the year to organize and to prepare for the season.

"We only require 40 hours, but typically a committeeman will contribute much more than that," Griffin said. "Of course, as the Show grows, we'll need additional personnel. We want to be able to handle all of the current obligations and be ready to do more if it's necessary."

The Transportation Committee will continue to control the heavy flow of transportation requests and grow at the same pace as the Show. "Every year is definitely a challenge! More and more people need to get to more places on a schedule," Renfrow said. "But we have a dedicated committee with a lot of road to cover!"

Without a doubt, the Transportation Committee is "ride on!"

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.

Danny Boze – Communications - Broadcast



From serving on the Speakers Committee and working as a radio personality and promotions director on FM 100.3 KILT, Danny Boze's voice can be heard all over the city of Houston. Danny has been a Show member for more than 10 years, actively involved on the Area Go Texan, Houston Metro Go Texan and

Speakers committees. He has been a member of the Communications - Broadcast Committee since 1993 and was the group's vice chairman from 1994 to 1996.

Kathryn Bradley – Judging Contest Scoring



Volunteering with the Show has been an important part of Kathryn Bradley's life for more than 22 years. In addition to her involvement with the Judging Contest Scoring Committee, which scores the judging cards for many intercollegiate judging contests during the Show, she also was a founding member of the Donkey and

Mule Committee. She served as its chairman from 1986 to 1988. Kathryn is a computer accounting consultant for Financial Accounting Resources Corporation.

Sammy Catalena – Go Texan Contests



As a member of the Show since 1983, Sammy Catalena has been "going Texan" for 17 years. He began his volunteer service as an ambassador for the Brazos County Go Texan Committee. In 1992, he joined the Go Texan Contests Committee, serving as a vice chairman for one year prior to becoming the group's chair-

man. Sammy also is a PRCA stock contractor and manages the Catalena Cowgirls, who open each performance and present the colors during the national anthem.

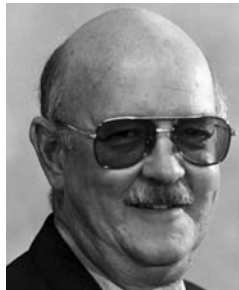
Alan T. Cooke – Corral Club - Division III



A life member of the Show for almost two decades, Alan Cooke has been actively involved with the Corral Club committees for just as long. In addition to serving as a division chairman, Alan was a club chairman of both the Directors' Club and the Chute Club. He also participates in the organiza-

tion as an auction buyer, supporting the Junior Market Swine and School Art auctions. Alan is a senior project manager for E.E. Reed Construction Co.

H. Tony De Haas – Membership



Tony De Haas has been actively involved with the Membership Committee since joining the Show as a life member in 1990. He also has been a member of the Livestock Committee for more than seven years. Tony helped facilitate the formation of the Show's resource renewal efforts while employed with Browning-Ferris

Industries. Currently, he is president of De Haas Associates Marketing Communications.

Bill Fussell – Calf Scramble Greeters



Because of his desire to support the 4-H and FFA organizations, Bill Fussell became involved with the Show 13 years ago and is a life member of the organization. He has volunteered on the Calf Scramble Greeters Committee since 1987, and has been a captain and vice chairman of the Western Art Committee. Bill is the

corporate services manager for AquaSource, Inc. His wife, Teresa, serves on the Calf Scramble Donors Committee.

Jerry Hickman – Steer Auction



For more than a decade, Jerry Hickman has enjoyed volunteering on several Show committees, including the Grand Entry and International committees. Since joining the Steer Auction Committee in 1990, Jerry has earned a “Big Boy” sales award every year. His wife, Dana, is a member of the Quarter Horse Committee. Jerry

also is a member of the Show’s board of directors and works in the natural gas division of Rio Vista Energy, Ltd.

John A. Hutchison III – Calf Scramble Advisory



Since joining the Show as a life member in 1977, John Hutchison has had vast experience with the Show’s calf scramble program. In addition to his involvement on this committee, he previously served as chairman of the Calf Scramble Donors Committee. John also has been a member of the International Committee since 1991

and volunteered on the Group Ticket Sales Committee. He is a member of the Show’s board of directors and is a self-employed attorney in Houston.

Nester Leamon – Jr. Commercial Steer Feeding and Management



This 20-year veteran volunteer has been actively involved with the Jr. Commercial Steer Feeding and Management Committee since 1985, also serving as a vice chairman. He previously served as an ambassador for the Robertson County Go Texan Committee. In addition to his volunteer service, Nester is a self-employed

real estate broker. His son, Brad, also is involved with the organization as a member of the Speakers Committee.

Karen Matthews – Souvenir Program



Karen Matthews launched a successful volunteer career with the Show on the Souvenir Program Committee, earning the “Rookie of the Year” award for top sales. Since joining the committee, she has continually won numerous accolades for high sales. She also served as a team captain and division vice chairman prior to

becoming the leader of this 450-member committee. Karen is a financial services advisor and stockbroker with New England Securities.

Mary Pennington – Horse Sales Assistance



Mary Pennington has enjoyed eight years of volunteer service with this organization since joining the Show in 1992. Under her leadership, the Premier Horse Sale recorded \$282,300 in sales at the 1999 event. A life member of the Show, Mary also is an executive assistant with Houston-based Service Corporation International.

Curtis Renfrow – Transportation



An 18-year veteran volunteer with the Show, Curtis Renfrow has been a member of the Transportation Committee since 1991, serving as both a captain and a vice chairman. He also is actively involved on the Houston General Go Texan Committee and was a subcommittee chairman for the committee from

1984 to 1987. In addition to his volunteer work, Curtis is a propane marketer with Gulf Coast L.P. Gas Co. His wife, Lori, is an assistant manager with the Show.

Torrey Roberts – Corral Club - Special Services



A life member of the Show for almost nine years, Torrey Roberts has been actively involved with the Corral Club since joining the organization. He first served on the Corral Club - Equipment Committee from 1991 to 1993 prior to volunteering on the Special Services division. Torrey also is a member of the “High Bidders”

auction-buying group. He works in the systems administration division of Texas Children’s Hospital.

Kenneth Rogers – Agricultural Education Tour Guide



Kenneth Rogers spends much of his life educating young people about the world of agriculture as the chairman of the Agricultural Education Tour Guide Committee. This group coordinates schedules for FFA members who act as tour guides for visiting school groups during the Show. Kenneth also is an agricultural science

teacher with Crosby I.S.D. and has been a volunteer with the Show since 1992.

1999 SHOW WRAP

Houston Livestock Show and Rodeo as a spectator for many years. After he was presented with the award, he told the audience that he remembered as a child

wishing that he could compete at the Houston Rodeo. The 1999 rodeo was his sixth year to compete.

The crowd went crazy at the championship finals when Myron Duarte from Auburn, Wash., broke a Houston Rodeo record and won the bull riding championship with an amazing score of 93. "This win will make this the best winter of my whole career," said Duarte. "I guess dreams really can come true." His total earnings were \$13,284.25.

Ohl and Duarte weren't the only champions of the Houston Rodeo: calf roping, Justin Maass, Giddings, Texas, with total earnings of \$9,380.41; bareback bronc riding, Jason Wylie, Stanchfield, Minn., with total earnings of \$15,309.10; saddle bronc riding, Dean Schlattmann, Basin, Wyo., with total earnings of \$16,804.35; team roping, Charles Pogue, Ringling, Okla., and Britt Bockius, Claremore, Okla., with total earnings of \$7,434.76 each; steer wrestling, Shawn Johnson, Checotah, Okla., with total earnings of \$10,344.35; and barrel racing, Kristie Petersen, Elbert, Colo., with total earnings of \$11,749.17.

Being stepped on by the bull he was riding turned out to be good luck for Royd Doyal of Pittsburg, Texas. He won the sympathy of the audience and the High Flyin' Hard Luck Award. For those who saw the actual fall, don't worry — Doyal's right shoulder was only slightly injured.

RODEOHOUSTON, the pay-per-view division of the Show, produced four exciting telecasts, featuring three rodeo events and one concert. The Armed Forces Radio and Television Service once again broadcast the rodeo finals live around the world to nearly 1 million men and women of the U.S. Armed Forces.

For the second year, Reliant Energy's multimedia show and line-of-sight PowerVision screens enabled audiences to see every minute detail of action that occurred on the Dome floor. The video presentation, "The Power of Dreams," showed how dreams, educational and otherwise, can come true with a little help from several thousand volunteers and students who believe the sky is the limit.

The Houston Livestock Show and Rodeo was seen across the nation when Prime Time Country, a national entertainment variety series on TNN, taped eight shows from The Hideout in AGVENTURE Plaza. Country music lovers everywhere got a small glimpse of why the Show is so successful.

The Hideout, which featured nationally recognized talent and even a few surprise visits from celebrities, was tremendously popular. The house was packed before, during and after rodeo performances.

The expansion of Rodeo Experience, located in AGVENTURE Plaza, proved to be extremely successful. Crowds of all ages came to see and participate in the stick-horse rodeo and mutton bustin' events. The mechanical bull and roping machine also brought in record numbers of visitors.

The Show's website <www.hlsr.com> has turned into an incredible marketing and informational tool. Many of the more than 2,500 members of the media who covered the Show used the website to access information and generate story ideas. Ticket buyers checked out concert star information, daily schedules and results. More than 5.6 million hits were recorded during the Show from more than 25 countries all over the world.

The Show registered 2,591 foreign visitors from 64 countries. Many of these guests attended the International Livestock Congress. The 1999 Congress focused on the many opportunities and challenges facing the beef industry, along with issues facing the horse industry in the new millennium.

Another outstanding area of the show, with the help of the

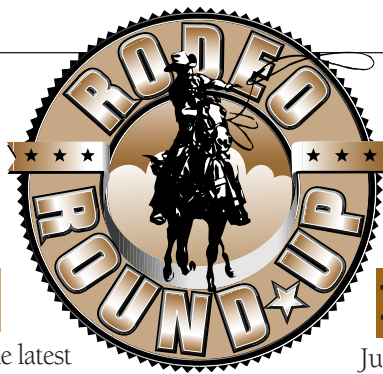


Steer Auction Chairman Jerry Hickman and vice chairman Tom Davis cheer on the bidding at this year's record-breaking Steer Auction.

volunteers, media and advertisements, was the Rodeo METRO Express shuttle program. The ridership for 1999 was 315,524, the largest ever recorded.

Incredible weather and an improved layout contributed to the success of the carnival. An all-time high of \$2.5 million in gross revenue represented an increase of 20 percent from the previous year.

The numbers and the media reviews tell the story — the 1999 Houston Livestock Show and Rodeo was a phenomenal success. The heart, soul and pride of the volunteers, staff, exhibitors and competitors was visible at every event. The last Show of the millennium was a rousing success and should set the pace for the 21st century.



'99 Video

"Bulls, Broncs & Bar-B-Que" celebrates the latest and greatest rodeo of the millennium. This thrilling 30 minute video highlights roughstock action from the 1999 Houston Livestock Show and Rodeo.



Feel the excitement as the world's greatest cowboys compete against the nation's most dangerous roughstock for the biggest cash prizes ever. Savor the sites as the country's most courageous chefs battle flaming grills in their quest to be the best in Texas barbecue. There has never

been a rodeo video like "Bulls, Broncs & Bar-B-Que," and it's sure to become a collector's item for every rodeo and barbecue fan. So, tighten your cinch, and fan your flames, 'cause it's time for "Bulls, Broncs & Bar-B-Que"!

This exciting RODEOHOUSTON video sells for \$9.95 plus \$3 shipping and handling. To order, have your credit card ready and call 1.800.238.9944, or send check or money order to BBQ Video, P.O. Box 5002, Katy, Texas 77491. Place your order now while supplies last.

Million Dollar Banquet

On May 19, at the George R. Brown Convention Center, the Houston Livestock Show and Rodeo will honor 285 exceptional students. Each will be presented with a four-year, \$10,000 scholarship award. The programs recognized at the Million Dollar Banquet are Houston Metropolitan, Opportunity and School Art scholarships.

The newest addition to the scholarship program family is the Opportunity Scholarship. One hundred deserving recipients were chosen based on 50 percent financial need, 35 percent academics and 15 percent leadership and community involvement. The competition was fierce. There were more than 1,200 applications for this program.

Congratulations to all the winners.



More Scholarships

June and July are special months for the Show. Seventy Texas 4-H and 70 FFA members each will be presented with four-year, \$10,000 scholarships. This \$1.4 million in scholarships will help 140 students become the future leaders and innovators of the Texas agriculture industry.

For the first time, the Show is awarding five, four-year, \$10,000 scholarships to Texas FHA students. Scholarships also are presented to school art students in the form of summer workshops at Houston's Museum of Fine Arts' Glassell School and the Cowboy Artists of America Museum.

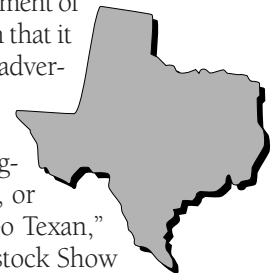
Welcome

A big rodeo welcome to new staff members Kori Hamilton, administrative assistant, General Manager's Office, and Jack Pennington, database administrator, Marketing, Information Systems and Presentations Department.

Go Texan!

Sound familiar? The Texas Department of Agriculture likes the phrase so much that it has incorporated "Go Texan" into an advertising campaign promoting the purchase of Texas agricultural products.

So, when you see a television, magazine or newspaper advertisements, or hear a radio commercial saying, "Go Texan," think not only of the Houston Livestock Show and Rodeo but also how the purchase of Texas agricultural products helps stimulate the economy of this state.



SHOW BUSINESS

The annual meeting of the Houston Livestock Show and Rodeo will be held on Tuesday, May 18, at 3 p.m. in the Series 200 rooms in the Astrohall. The agenda includes a summary of the 1999 Show, brief officers' reports, presentation of first-year chairmen pins and other pertinent Show matters.

In addition, elections of members to the board of directors and lifetime directors will take place. All annual and lifetime members are invited, so mark your calendars and make plans to attend.



CALENDAR OF EVENTS



MAY

JUNE

JULY

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

MAY

- 18 Annual Meeting, 3 p.m.; Series 200 rooms
- 19 Million Dollar Scholarship Presentation
- 22 Waller County Casino Night
- 27 Board of Directors meeting, 5 p.m.; Show meeting rooms
- 31 Show offices closed for Memorial Day

JUNE

- 6 Spring Branch/Memorial Crawfish Boil
- 8 4-H Scholarship Presentation; College Station
- 11-12 Deer Park Bar-B-Que Cook-off

JULY

- 1 Final deadline to clear all outstanding debts with the Show
- 2-5 Show offices closed for Independence Day holiday
- 8 FFA Scholarship Presentation; Amarillo



Houston Livestock Show and Rodeo
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