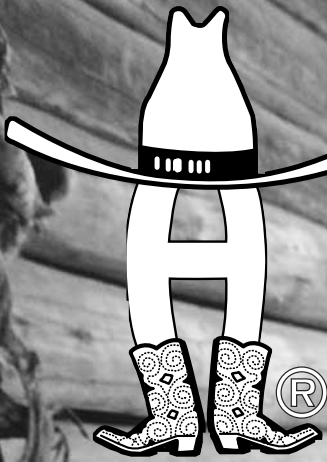


HOUSTON LIVESTOCK SHOW AND RODEO® November 1999-Vol. VII, No.4



MAGAZINE



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The Cover: Dylan Pierson grinds corn the old-fashioned way at the George Ranch Historical Park.

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

A MESSAGE FROM THE PRESIDENT

In looking back at the history of the Houston Livestock Show and Rodeo, there are many landmark dates and highlights crucial to the overall success and growth of the Show. But none will ever be larger than October 6, 1999, when the National Football League awarded Houston a new franchise and made the possibility of a new stadium a reality.

As citizens of the Houston area, we express our congratulations and appreciation to Bob McNair and his staff for their efforts to bring the NFL back to the city of Houston. There were many times during this arduous process that even the strongest person would have given up the fight and moved on. Always a gentleman, Bob McNair, however, was not to be denied. His optimism, tenacity and financial resources, combined with a comprehensive, first-class plan, pushed Houston to the top. Even those with the most serious doubts were inspired and impressed with his presentation.

There are still many details of the stadium plan which must be resolved, but we thank the Harris County officials and the Harris County – Houston Sports Authority for considering the interests of the Houston Livestock Show and Rodeo. We have had major input on the financing and design of the stadium since day one. I personally want to thank our staff leaders for the effort they put forth in making sure the Show was well represented.

More than just being a tenant, the Show will be an equal partner with the football team and Harris County, sharing revenues from naming rights and advertising rights. We will have exclusive use of the stadium for a 40-day Show period each year, along with an additional 18 consecutive dates mid-summer to early fall. This “co-tenant” relationship between the Show and Houston NFL Holdings will benefit both entities as we pool our resources and work together.

The Show will benefit from the additional seating which will be approximately 12,000 more seats than the Astrodome. The design of the stadium will allow fans better sightlines and will bring them much closer to the rodeo action and concert entertainers. This will allow us to meet the ticket demands of many individuals and corporations that we have been unable to accommodate in the past.

With the enhanced visibility and seating capacity, combined with the sharing of advertising and naming rights, the Show will benefit from new sources of revenue. This is paramount to the continuity of our scholarship and educational programs.

The new 1.3-million square foot exhibition facility to be built north of the Astrodome will replace the Astrohall, and is scheduled to be completed in time for the 2003 Show. With these and other planned improvements, the Astrodome complex will be one of the finest entertainment and convention facilities in the world.

We have enjoyed 35 years in the “Eighth Wonder of the World,” and now we are assured of at least 35 years in the greatest rodeo/football facility ever built!



P. Michael Wells
President



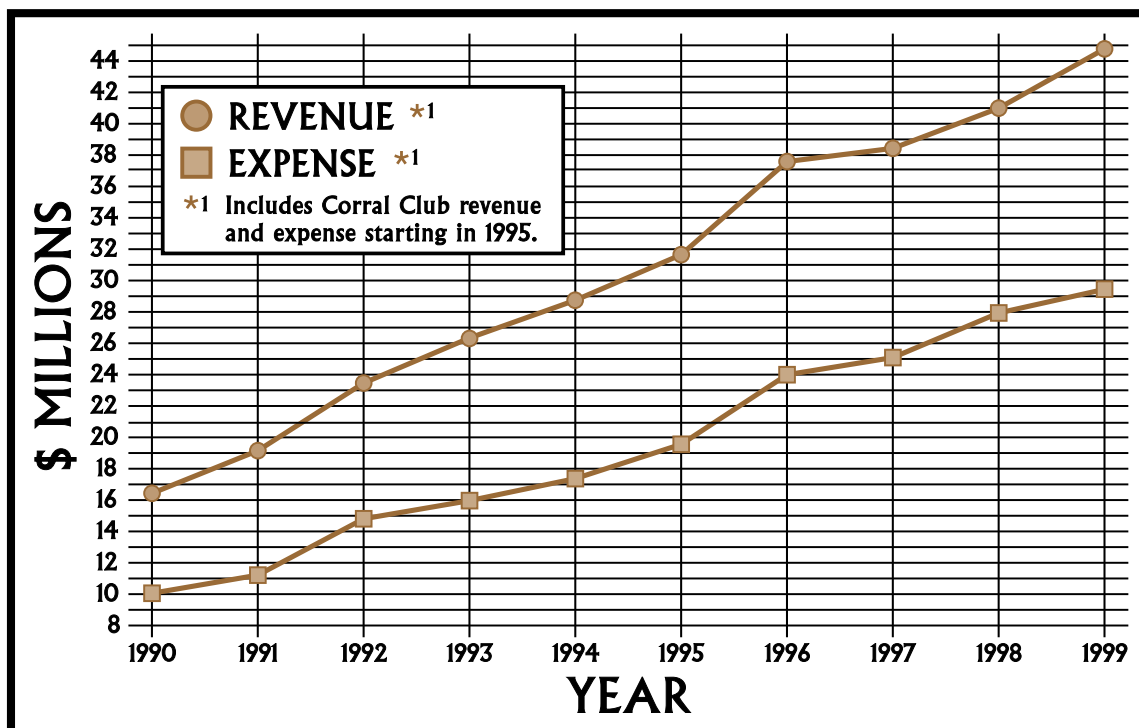
1999 FINANCIAL REPORT

FINANCIAL HIGHLIGHTS

(For the Year Ending April 30)

	1998	1999
Show Revenue	\$41,017,245	\$44,775,523
Show Expense	28,072,233	29,702,430
Net from Show Operations	*\$12,945,012	*\$15,073,093

* Before contributions and distributions to junior show exhibitors

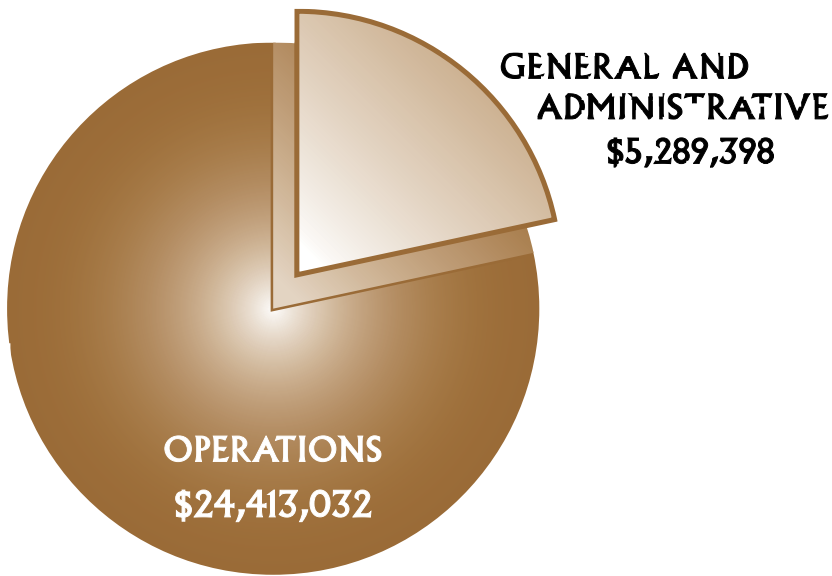


YOUTH AND EDUCATIONAL PROGRAMS

(For the Year Ending April 30)

	1998	1999
Junior Show Distributions ^{*2}	\$4,164,943	\$4,164,019
Scholarships		
FFA	500,000	600,000
4-H	500,000	600,000
Metropolitan	1,200,000	1,250,000
Area Go Texan	312,500	317,500
Other Scholarships	449,575	462,175
Graduate Assistantships	360,000	420,100
Endowments to colleges and universities	341,000	340,000
Research and other agricultural programs	980,981	1,108,014
Rodeo Institute for Teacher Excellence (RITE)	785,967	695,162
Total Programs	\$9,594,966	\$9,956,970

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

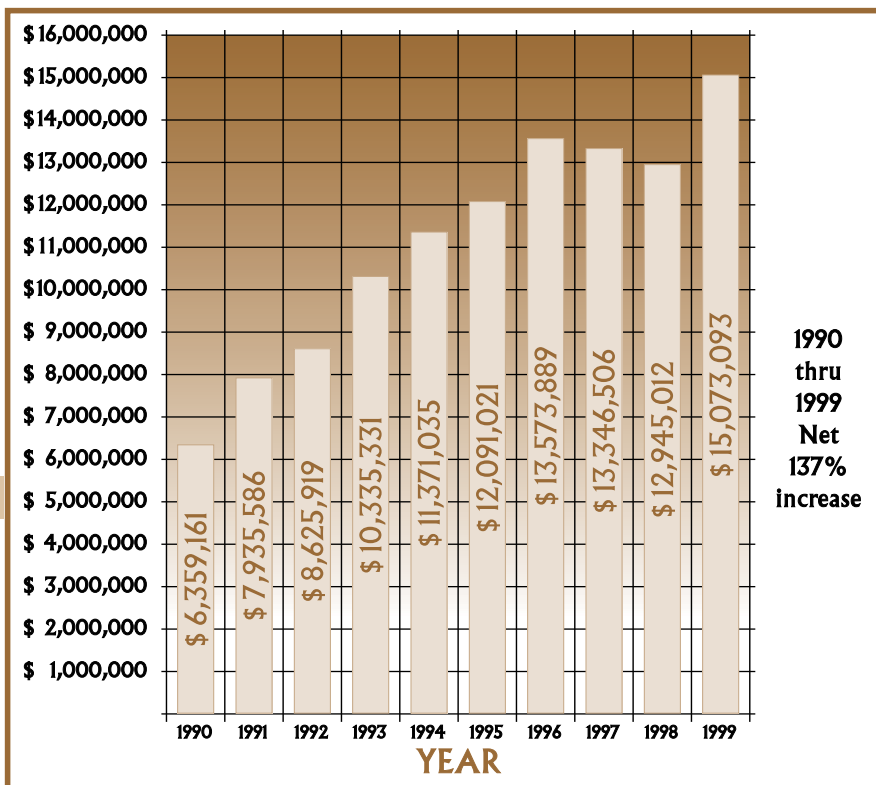


EXPENSE BREAKDOWN

Operations includes all man-power and other direct operating costs of the rodeo, calf scramble, livestock and horse shows, carnival, commercial exhibits, parade, barbecue contest, hospitality clubs, publications and broadcasting areas, membership office and numerous Go Texan events held throughout the year.

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

NET FROM SHOW OPERATIONS 10-YEAR FINANCIAL HISTORY



Portal to the Past

By Melissa Manning



The Davis House is one of several original structures on the premises of the George Ranch Historical Park.

The door of the school bus opens, and the city kids spill out. Their excited chatter mixes with the sound of pounding feet as they begin to explore the strange sights, sounds and smells that quickly distinguish the country from the city. Few of these children have ever been outside of Houston, and even fewer have actually seen a real working ranch or farm animals up close. A shy, 8-year-old girl takes timid steps forward to pet a horse for the first time. She squeals with nervous delight as she carefully strokes the animal's nose and realizes it is enjoying the attention.

Giving children a chance to experience the simple joy of this type of encounter was the intent of the Houston Livestock Show and Rodeo in approving the educational grant proposal from the George Ranch Historical Park. Founded in 1824 by Henry and Nancy Jones, members of Stephen F. Austin's first group of Texas colonists, the George Ranch is located in Fort Bend County, just south of Richmond, Texas, on FM Road 762. The George Ranch has been a working ranch for more than 175 years.

During 1998, the first year of the Show's involvement in this program, a grant enabled more than 1,100 Houston-area elementary schoolchildren to visit the George Ranch, where they learned firsthand about ranching and rural life in Texas. A second

grant allowed more than 2,500 inner-city children from 26 schools to visit the ranch in 1999.

"Funding an educational program to help inner-city children experience the realities of agriculture, ranching and rural life is very important to the Show," said Mike Nathanson, co-coordinator of the Show's educational program office. "The George Ranch is one of the jewels in our area, and their outreach program is a wonderful blending of the resources of the two organizations. The ranch helps us expand our educational outreach to teach Houston-area children and to be very true to our roots, which includes our Western heritage and an agricultural focus."

The George Ranch Historical Park opened to the public in 1988 as a partnership between the George Foundation and the Fort Bend Museum Association. In 1945, the ranch's owners, Mamie and Albert George, created the George Foundation to run and manage the ranch. The historic site includes 500 acres, and the working ranch still occupies 23,000 acres. Living history at the George Ranch focuses on life from three eras of the ranch's history and includes ranch homes and complexes from the 1830s, the 1890s and the 1930s.

"The Houston Livestock Show and Rodeo is a big-city legacy

of a very rural existence for southeast Texas' past," said Michael Moore, executive director of the Fort Bend Museum Association, which operates the George Ranch Historical Park. "We are excited to partner with the Show to bring urban and suburban children out to the country and have them experience ranching life, which is at the heart of the Houston Livestock Show and Rodeo," he said.

According to Moore, some of the funds from the Show grant also are used to educate local schoolteachers and to help them incorporate local living history into their classrooms. More than 36,000 schoolchildren, representing 37 school districts in 12 Houston-area counties, visit the ranch each year.

The following excerpts are from letters written by three Houston-area schoolchildren who visited the George Ranch Historical Park:

"I enjoyed coming to the George Ranch," wrote James, a third-grader. "I had fun. I like to grind corn, I got to feed the hogs, make dolls, and I got to make cornbread and pancakes and lots of stuff. We got to wash the pans and sweep the floor. I was the only one sweeping the floor. I had lots of fun."

Another elementary-school student wrote, "Thank you for the best field trip in my whole life. I learned a lot from this field trip. One thing I learned is that I don't want to live in the 1800s. I learned that it was hard for the entire family."

"When I got home, ... I told my parents about what I learned at the George Ranch and how much fun I had," wrote Allison, a fourth-grader. "I think I taught them a few things that they didn't know about the pioneer days. My four most favorite things we did were the plowing, shoveling horse droppings, petting a horse and watching y'all dip the cows. This school field trip was the most fun ever, and I learned more on this one than I ever learned on a field trip."

According to Kenny Rogers, a historical interpreter of African-American history for the park, many children who visit the George Ranch are surprised to learn that a majority of the cowboys who worked the ranch were African-American. "Hollywood would have us believe differently, but the black cowboy played a significant and crucial role in Texas ranching," Rogers said. "And kids don't often hear about the realities of daily living as farmers and ranchers — we want to show them how people really lived. We try to teach them about the work ethic of the people and how physically demanding ranch life was, and that

much of the work was manual. We teach them how country people are different from city people."

While this educational outreach program is relatively new, the association between the Show and the George Ranch is not. Albert George was a respected cattleman and businessman who was active in the early years of the Houston Livestock Show and Rodeo as an exhibitor and supporter. He frequently donated calves for the Show's calf scramble.

Mamie George, the matriarch of the George Ranch, also was known for her charity work and kindness to others. When oil and gas reserves were first produced from the ranch in 1927, Mamie used some of the proceeds to add electricity to the ranch, including all the tenant houses.

According to Gwen Lanning, lead interpreter at the George Ranch, "Miss Mamie loved children, she loved this ranch, and she was very committed to education. We think she would be extremely proud to see so many children visiting the ranch and learning about life on the land she loved."

The George Ranch Historical Park often plays host to Houston Livestock Show and Rodeo International Committee visitors and activities. The George Ranch is located off U.S. Highway 59, approximately 30 minutes southwest of downtown Houston. The park is open daily. For more information, call 281.343.0218 or visit the Web site at www.georgeranch.org.

Young Dylan Pierson admires the gourmet talents of Jason Batchlow and Gwen Lanning, employees of the George Ranch, as they prepare a meal from an authentic chuck wagon.



A GOLD METAL PRODUCTION

By Rhonda Rubin

They excitedly open the small packages. Their eyes widen, and their smiles beam as they pull out the shiny prizes inside. Are they children tearing into birthday presents? No, they are Houston Livestock Show and Rodeo volunteers receiving their gold committeemen's badges. Every year, just prior to the Show, they receive gold badges that grant them certain privileges and set them apart from other Show visitors. Whether the badge is worn on a necklace, on a leather badge holder or simply pinned to a shirt, it is an eye-catching accessory that just gets better every year — a fact not overlooked by the volunteers! In fact, the excitement of receiving the badge is matched only by the curiosity of what it will look like.

While it is difficult to imagine that an object so small could conjure up so much pride in so many people, it is hardly surprising. The gold badge is a symbol of a committee volunteer's dedication to the mission of the Houston Livestock Show and Rodeo. Volunteers consider it an honor to wear the badge and work hard to support the Show. To those who wear the badge, it signifies a mutual commitment to the organization and creates an instant bond with other committee volunteers.

What most people don't know is the amount of work and planning that goes into a badge that's only worn for two or three weeks. Designing and producing the gold badges is a collective effort among the Show's marketing department, the general manager's office and the vendors — one that begins almost a year in advance. It all starts with the development of an artistic theme to be used for the souvenir program and all brochures and publications promoting the Show. Once the theme is established and the artwork developed, the concepts are sent to the badge vendor to determine which design elements from the artwork can be reproduced in metal. "Sometimes specific concepts in the artwork either don't reproduce well in metal or

are cost prohibitive to include in metal," said Lori Renfrow, assistant manager of the Show.

By working with the vendors, Show personnel can select design elements relevant to the theme while making sure the badge looks its best. "We know people wear their badges proudly, so we try to make a design that symbolizes the Houston Livestock Show and Rodeo and is distinctive every year," said Renfrow.



Each year, between 17,000 and 18,000 badges are ordered. “What most people forget is we have badges for the 12,000 committeemen, but we also have badges for people such as guests, judges and superintendents,” said Beth Schaefer, director of membership for the Show.

Also included in this number is a silver version of the badge made for VIPs — sponsors, corporate contributors and donors. Unlike its gold counterpart, the VIP badge does not grant access to rodeo and entertainment events. However, it does allow entry to the livestock and horse shows, and it identifies the wearer as someone who has made an important and significant contribution to the Show.

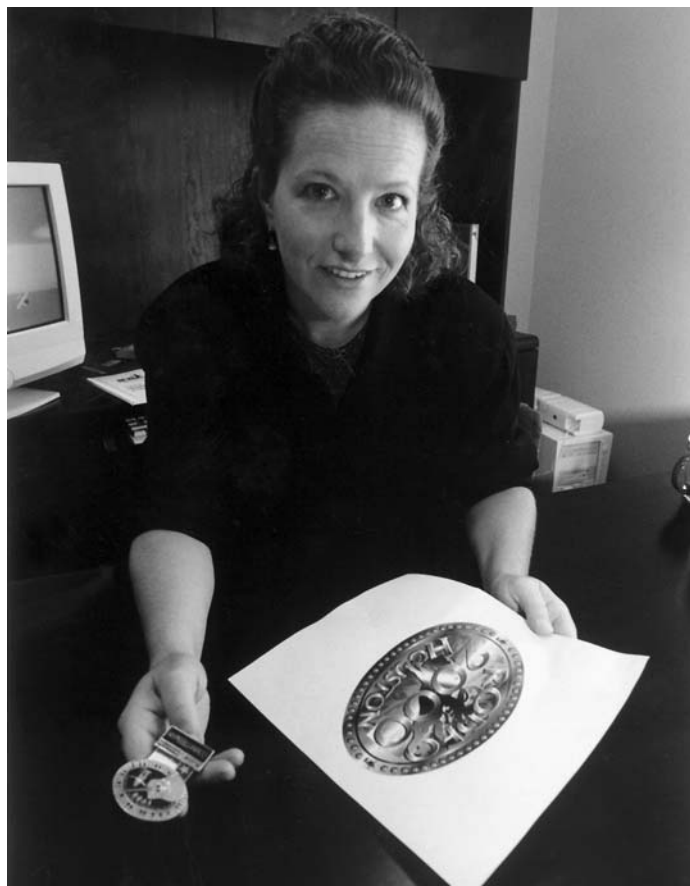
Schaefer orders the badges in August, and they arrive in a series of shipments. As the badges arrive, she inventories each by type and badge number. Once all the badges have been received, committee staff coordinators distribute them to their committee members at badge meetings, where each volunteer signs for an envelope containing a numbered badge, a parking permit and badge rules. Then, every badge number and its owner’s name are entered into a computer database. This allows the committee members who missed their committees’ badge meetings to pick up their badges at the membership office.

Badges have been a part of the Show since its inception in 1932. Initially, they were made of paper, not metal, and were issued only to officers, directors and others who needed access to the Show.

Metal badges were introduced in the 1940s and were issued only to members of the Executive Committee and officers and directors. Committeemen were eventually issued silver badges, which allowed them entry into the Show only for committee business. The policy changed in 1966, and since then all official Show badges have been gold, sometimes with a splash of red, white, blue or black.

In keeping with the 1999 musical theme, the centerpiece of the badge featured a guitar surrounded by piano keys. The badge sported other familiar icons, such as a red, white and blue Texas state flag and the Show’s signature “bowlegged H” logo.

Renfrow said these touches distinguish the Show’s badge from all others and help keep each Show’s badge unique. “There are a lot of livestock shows around that use badges to identify their volunteers and staff, but we make sure each year’s badge is different,” she said.



Lori Renfrow, assistant manager of the Houston Livestock Show and Rodeo, reviews a draft of the artwork that was incorporated into the design of the badge for the 2000 Show.

Wearing the badge means different things to different people. For some, the badge represents a reward for a year of hard work. For others, it signals the beginning of their hard work during the Show. Many committee volunteers perform the bulk of their duties behind the scenes, ensuring that events, competitions, exhibitions and auctions run smoothly, but for each committeeman there is something special about the badge.

While badges are worn during the Show, they tend to have a life beyond it. Some people have an extensive collection of badges, but possibly the most complete collection of gold badges — almost every badge issued since 1956 — resides in the Show’s archives. This impressive collection currently hangs in the Show’s offices.

As the gold badges for the 2000 Show are issued during the next few months, more than 12,000 volunteers on 91 committees can, once again, take special pride in having earned the distinction of being part of the greatest charity and entertainment event in the Southwest — the Houston Livestock Show and Rodeo.

Going Texan is Going Statewide

By Ken Scott

Go Texan! This 45-year-old slogan was born as the Houston Livestock Show and Rodeo launched a massive publicity campaign in 1954 to encourage spectators to dress Western and get in the rodeo spirit. That same year, the Show's Go Texan Committee was formed to further this campaign and to encourage businesses and merchants to decorate their storefronts in a Western theme.

These days, the Show boasts nine Go Texan committees, with almost 2,600 members. Their promotional efforts extend throughout 60 Texas counties, and several of these Go Texan committees are holding events, functions and fundraisers literally every month of the year. Go Texan embodies the spirit of this organization today just as fervently as it did in 1954.

The Texas Department of Agriculture has caught the Go Texan spirit, electing to incorporate this slogan into its own marketing campaign to emphasize the importance of the state's second largest industry — agriculture. It represents 16 percent of the gross state product and contributes more than \$45 billion to the state economy each year. Many people are surprised that the industry employs one out of every five working Texans. However, they are more surprised to learn that 98 percent of those working in this industry do not work on farms or ranches.

In order to increase awareness, Baseball Hall of Famer Nolan Ryan and actor Tommy Lee Jones are teaming up to endorse "GO TEXAN," a comprehensive TDA marketing campaign. The campaign is designed to encourage Texans to choose Texas products first. It promotes Texas food, natural fibers, leather, wine and horticulture, and all other products processed and produced within the Lone Star State.

Although not part of the Show or any of the Go Texan committees, Show officials endorse this new campaign by the TDA, which has been a longtime supporter of the Show. John Sykes, assistant general manager, Agricultural Exhibits and Competition Department, said, "We are proud to lend the Show's 'Go Texan' slogan to assist in marketing Texas agricultural products. For years, 'Go Texan' has been a part of the Houston Livestock Show and Rodeo, and it will continue. The Texas Department of Agriculture's marketing initiative may help create an even greater awareness of the Show's good will and mission to assist in the education of Texas youth."

"Going Texan" shouldn't be a hard sell. A TDA survey of shoppers found that almost 90 percent would buy a product identified as coming from Texas. Studies also have shown that Texans are unique in terms of state pride. "With a few exceptions, Texans are different than consumers in other states," said State of Texas Agriculture Commissioner Susan Combs. Some states have found that their residents prefer some of their local products, but Texans really are interested in supporting Texas products. "I want to tap into that loyalty. GO TEXAN is a first for Texas agriculture, a high-profile presence that will simply make it un-cool and un-Texan to buy anything but Texas products," Combs added.

There is a great need for this campaign. Combs explained that 20 or 30 years ago people had a better understanding of the origin of agricultural products and a much closer relationship with many of the people who produced them.

Texas leads the nation in cotton, spinach, cattle, sheep, goats, and wool and mohair production. Texas produces 6 percent of the world's cotton, which would make 1.3 billion pairs of denim jeans; enough corn for more than 4 billion pounds of corn flakes; 5.7 million pounds of milk for those corn flakes; enough wheat to make more than 8 billion loaves of bread; and enough peanuts to assemble 9 billion peanut butter sandwiches.

Combs pointed out that states with much less agricultural production than Texas outspend Texas in self-promotion. For example, New Jersey, which ranks 40th nationally in agricultural cash receipts, spends more than \$1 million a year on promotion. Until now, Texas, ranked second with nearly \$14 billion in agricultural cash receipts, has spent only \$200,000 each year. However, the Texas Legislature has authorized \$1 million in available funds that will be supplemented by GO TEXAN members, which include producer and commodity groups, cooperatives and other businesses.

Combs said dramatic results have occurred from successful agricultural promotions in other states. Washington's \$5 million advertising campaign over a year resulted in apple sales increasing 12 percent. A \$10 million California campaign boosted cheese sales by 9 percent. Combs added, "That's the kind of success I envision for GO TEXAN."

Because it is difficult to identify Texas-grown products among the many choices in stores today, GO TEXAN labels will be used to assist shoppers. “The GO TEXAN logo will clearly identify items from Texas,” Combs said. To date, about 1,000 Texas producers and companies have become GO TEXAN members.

When it comes to throwing, most of us couldn’t hit the side of a barn with a vegetable. That is not a problem for Nolan Ryan. One of the campaign’s television public service announcements features Ryan pitching out-of-state fruits and vegetables at the side of a barn. Referring to the difference between pitching baseballs and chunking foreign produce, Ryan admitted, “It was a little difficult to get a really good grip on a cabbage.”

Ryan agreed to assist with the project because he believes people need to know about the impact agriculture has on them as consumers. “We need to make consumers aware of many good Texas products,” Ryan said. His favorite Texas produce includes Pecos cantaloupe and Ruby Red grapefruit.

Movie star Tommy Lee Jones also will appear in television ads that will introduce consumers to the distinctive GO TEXAN

logo in the shape of Texas. Both of these nationally recognized Texans have donated their time and talent to promote Texas products.

Although the Texas agricultural industry has promoted itself in the past, previous efforts were more segmented. Texas cotton was promoted as “Naturally Texas.” Wines have been advanced with the phrase “Vintage Texas.” State horticultural products have used the tag line “Texas Grown.”

“What we have done is bring all of these Texas products under one umbrella. Consumers will only need to remember and look for that one logo to reach for the products we know they really want,” Combs said.

“Texans need to know that Texas products are fresher and better. Plus, they also need to support the people who work hard to produce these products for them. These people are their friends and neighbors,” she said.

Don’t wait for February fever; it’s time to GO TEXAN all year long!

Houston Livestock Show and Rodeo Go Texan committees:

Area Go Texan

Black Go Texan

Go Tejano

Go Texan Contests

**Houston General
Go Texan**

**Houston Metro
Go Texan**

Ladies' Go Texan

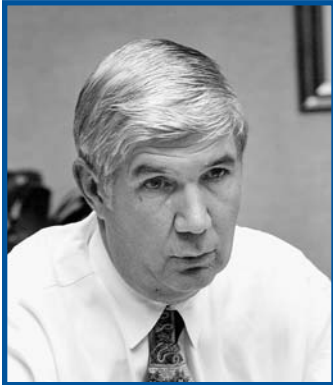
Parade

Trail Ride



Numerous items will be used to create awareness and promote the Texas Department of Agriculture’s new GO TEXAN campaign. The distinctive logo will make it easy for consumers to identify products that are produced in Texas.

You Asked for It



Several major changes loom prominently on the horizon of the Houston Livestock Show and Rodeo. The editorial board of *H MAGAZINE* recently had the opportunity to ask General Manager Dan Gattis and Show President Mike Wells a number of questions regarding issues that will effect everyone involved with the Show.



Q: Let's talk briefly about the new exhibition facility. Where will it be located, how big is it compared to the Astrohalls, when will it be finished, and what is the Show's financial commitment to this project?

A: The new exhibition facility will be located on the north side of the Astrodome between the present warehouse and Circle Drive, extending from Fannin west into what has been the barbecue contest location. The building will be approximately 1,300,000 square feet, compared to about 750,000 square feet in the Astrohalls. Construction will take about two years with completion by the 2003 Show. It will have enough exposition space for our current livestock show and commercial exhibits, including those commercial exhibits that are now housed in the Astroarena. The new building does have more office space for Show staff and considerably more meeting room space. The primary financial responsibility of the Show will be the build-out of the new offices and meeting rooms.

Q: What will happen to the Astrohalls and Astroarena when the new exhibition facility is complete?

A: After completion of the 2002 Show and relocation of staff to the new building, the Astrohalls will be demolished and the space will be surface parking. Presently, there are no plans to replace the Astroarena. It will remain a vital part of the Show, housing the horse show, sales pavilion, Stockman's Club, etc.

Q: While the new exhibition facility is under construction, on-site parking will be drastically reduced. What plans are being formulated to deal with the loss of this parking area?

A: In addition to the new parking lot on the west side of Kirby Drive, the Show's building committee is currently studying options and working with planners and engineers on the possibility of building a parking lot on our Highway 288 property. Offsite parking such as this will be necessary to accommodate the cars that will be displaced by construction. We also will have to rely on Rodeo Express more than ever. The shuttle busses transported a record 315,000-plus people to the Dome

in 1999. Although we used virtually all the available buses and made the maximum number of trips, we must do more in 2001 and 2002.

Q: What other plans are there to utilize the "Bowlegged H Ranch," the Show's property off Highway 288? Is there a possibility the World's Championship Bar-B-Que Contest will be moved there?

A: We presently have facilities there that house our rodeo stock, and it is possible that other support areas also will be considered in the future. There are currently no plans to hold any of the Show activities, such as the World's Championship Bar-B-Que Contest, on the 288 property. It is generally agreed that activities such as this one need to be held on the Astrodome grounds.

Q: A new stadium is in Houston's future. Where will it be located, and what details can you give us?

A: A new rodeo/football stadium is a reality. At this writing, plans are moving ahead at a rapid pace, not only with the NFL but also with the Harris County – Houston Sports Authority, Harris County and the Houston Livestock Show and Rodeo. All parties are ready to move and rapidly start construction. The proposed location for the stadium is the area west of the Astrodome out to Kirby Drive. Murworth would be approximately the "50-yard line" for a facility that seats approximately 68,000. According to current requirements, the project would be completed by the 2002 football season. As you may have read, the Show has agreed to a 35-year lease with annual rent of \$1.5 million. The terms of the agreement will allow the recovery of the lease cost through enhanced marketing and advertising opportunities in the new stadium as well as participation in the "naming rights" revenues from the stadium.

Q: What will happen to the Astrodome when the new stadium is complete?

A: The correct answer to that question is that no one is really sure. It seems to be a unanimous decision that the Dome will

remain. Whether or not it becomes an exhibition building with multiple exhibit floors, an amphitheater or a combination of those purposes is still to be determined. The ultimate decision will depend on funding — keeping in mind that this community is building a new baseball park, a new exhibition facility on these grounds, a new rodeo/football stadium and, quite possibly, a new basketball arena. It is not likely that money is going to be readily available for renovation of the Astrodome. Most of us feel that in due time it will be put to good use.

Q: With the Show committing a vast amount of financial support to these projects, does the organization have representation on these governing bodies?

A: The Show is involved in the planning of the new facilities — both the exhibition facility and the new rodeo/football stadium. With the stadium being built, the financial obligations of the Show changed somewhat. However, the added opportunities for sponsorships, concessions, etc., outweigh our obligations, and we feel that the Show will be quite well served in regard to spectator enjoyment and financial success. There are representatives on the Harris County – Houston Sports Authority and the Harris County Sports and Convention Corporation boards of directors who are also on our Executive Committee and our board of directors.

Q: Will the current level of funding for scholarships and research grants be maintained?

A: The Show's educational programs are what "Benefiting Youth and Supporting Education" are all about. It is our purpose to ensure the programs will be perpetuated and enhanced by the dramatic plans the Executive Committee has endorsed. Most of our members should be aware that we had a substantial increase in our scholarships following the 1999 Show, and another increase has been budgeted to follow the 2000 Show. Our leadership has worked diligently to make sure that our financial situation is such that the proposed building programs do not affect our scholarship and educational programs.

Q: The Professional Rodeo Cowboys Association has recently announced plans for a special circuit or tour of high-profile, champion cowboys to compete at select rodeos on live television. With that in mind, coupled with the growth of the Professional Bull Riders organization, how will this effect the Houston Rodeo?

A: The Professional Rodeo Cowboys Association is making plans at the present time for what they are calling a pro tour. The pro tour is, in a sense, a group of rodeo committees that will organize a television series of 10 or 12 well-produced rodeos with high profile champion cowboys. Dan Gattis has been on the committee to analyze the potential for such a tour and ultimately to organize the tour. Houston is included on the list, and the Show is considering whether or not participation in such an event would be in our best interest. In reference to the Professional Bull Riders Association, we did have a misun-

derstanding with the group last year, and, as a result, they had a performance that was scheduled on top of our final performance on March 7. We have had very open discussions with the PBR organization and with sponsors who are involved in both shows. We have been assured that we will not have a conflict in years to come.

Q: At the chairmen's seminar, it was announced that the Show was converting to a new computer system. What benefits will be derived from this new system?

A: The Show is converting to a new computer system that should give us more flexibility in tracking our members, customers, sponsors, etc. As a result, we should be able to service their needs much more efficiently. Most of us at the Show hope we have lived through the hardest part of the conversion, and we are looking forward to utilizing this powerful new tool.

Q: Recently, several committees have been, or are in the process of being, consolidated. What is the current stance on committees in terms of numbers and size — is there still a "freeze" on committee growth?

A: We have had a couple of committees that have been consolidated. We believe most of our membership and committee volunteers understand that the Show, like any other business, is always changing. New committees sometimes need to be created, some committees need to be dissolved and some need to be consolidated. We do not think that it is beneficial for a committee to be organized, or to remain, that does not have a specific purpose and a real need to exist. Change is one thing that we are sure will be constant as we try to keep the Show as lean as possible, both in staff and volunteers, yet able to serve our customers to the fullest. There is not a freeze on committee growth, just a desire to grow only when it is needed and to grow with good business sense in mind.

Q: In closing, when it's all said and done, where do you envision that the Show will be five years from now?

A: When it is all said and done, the Show will be much larger, it will be considerably more financially successful, and it will impact the lives of even more people throughout this community, state and nation than it does today. We have a wealth of talent involved with the Show, and as long as we all keep our eyes on the same spot in the future and are committed to helping youth and supporting education, the Show will continue to be a success. Keep in mind, it was not many years ago that when we had an attendance at the rodeo of 40,000, it was front-page news. Now when we have a crowd of fewer than 55,000 people, everyone wants to know what happened. It was not long ago that we were giving 20 scholarships worth \$4,000 each, and now we are giving 460 scholarships worth \$10,000 each. We have a great Show — it is a great entertainment event, it is a great educational event and it is a lot of fun. If we all keep working together, there is no end to the good that can be accomplished.

Saddle Up,

By Bill R. Bludworth

“Throughout history, from the most ancient art to the latest electronic visual entertainment, portrayals of horseback men accomplishing great feats have universally stirred the hearts of mankind. Images of man in the saddle fascinate and capture imaginations in every culture.”

— **Carson Thomas, Master Saddle Maker**

From the time when man began to use the horse for transportation, he has been challenged to design a better way of staying aboard. While the saddle is just a piece of equipment to the working cowboy, there are many variations on that equipment, depending upon whether the rider is a true cowboy, an event competitor or just a pleasure rider. The purpose of a saddle is to help the rider keep his balance and to adjust it smoothly while allowing the horse to change its balance, without interference, whenever it starts, stops or turns.

There are many separate components that go into a saddle. The intended use of the saddle determines the size, shape and relative locations of these parts. For example, a roping saddle will be shaped differently than a cutting saddle. For a working cowboy who does some of each, a compromise in specific features of the saddle has to be made.

The ultimate shape of the saddle is determined by the style and size of the saddle. The foundation, or skeleton, of the saddle is called the “tree,” because it is normally made of wood, usually oak. The tree is made up of five basic parts. The longitudinal, wide, flat pieces that lay on each side of the horse’s spine are called the bars. The bars are connected in the rear by the cantle and in the front by the fork. The horn is fastened to the top center of the fork.

The bars are the support system for the saddle and help distribute the weight of the saddle and rider evenly along the horse’s back. The cantle serves as the back of the seat, and the fork serves several purposes, including providing a place for the rider to brace his legs, depending upon the shape of the swells. The horn is for dallying or tying a rope onto, or as a handle for holding onto.

After the parts of the tree are fastened together with glue, nails, screws and bolts, the entire tree is covered with wet rawhide, which is stretched tightly over it and is then stitched and tacked into place. Once this rawhide cover dries and shrinks, it forms an extremely tough cover that not only helps hold the tree together, but makes it flexible and resilient so that it will return to its proper shape after it has been loaded and stressed by different riding maneuvers.



“Trophy” saddles, prized and treasured possessions, were presented to the champions in each of the seven events at the 1999 Houston Rodeo.

Although some manufacturers have made trees out of plastic, aluminum and fiberglass, none has proved to be as strong, flexible and durable as a rawhide-covered wooden tree.

The fork style and shape are determined by the use for which the saddle is most commonly ridden. A saddle used for barrel racing or cutting will have a high, wide fork or swell to provide a place against which a rider can brace his or her legs in sudden turns and side-to-side jumps. On the other hand, an “A”-shaped fork might be used by a roper to make the horn more prominent and clear for dallying and tying off.

The cantle varies as well. The higher the cantle, the more secure the rider is in the saddle. Calf ropers prefer a low cantle that will not inhibit a quick dismount as they swing their legs over the saddle on their way to the ground to tie the calf.

Depending upon their use, horns can be short and thick or tall and slender. Cutters and barrel racers prefer a tall and slender horn the diameter of a broomstick. This allows the riders to get a full handgrip on the horn for balancing in the twists and turns of their events. Roping horns are usually shorter and larger in diam-

Pardner

eter and are covered with rough-out leather or rubber to provide greater friction and holding ability when tying off a steer or calf.

The shape and material used in the saddle seat will have the greatest impact on the comfort of the saddle for the rider. Whether the seat is wide, has a steep slope and is the proper size all contribute to this factor. The size of the seat is the dimension from the top of the fork at the backside base of the horn to the top center of the forward edge of the cantle. It is better to have a saddle that is a half-inch too big than a half-inch too small.

If a seat is built up too much (too many layers of leather) and has too much padding, the rider's buttocks are farther from the horse's back, resulting in less "feel" between them. Whether there is padded, tooled, stitched, suede, rough-out or smooth leather in the saddle seat is a matter of personal preference. Suede and rough-out seats give the rider a better non-skid surface on which to sit.

The same considerations go into the choice of the jockeys, skirts and fenders. The fenders provide protection to a rider's legs and clothing from the friction, dirt and sweat from the sides of the horse.

Whether skirts are square or rounded also may depend upon the size of the horse. Rounded skirts look better and allow more freedom of movement on a short-backed horse like an Arabian. Larger square skirts may look better on a large Quarter Horse.

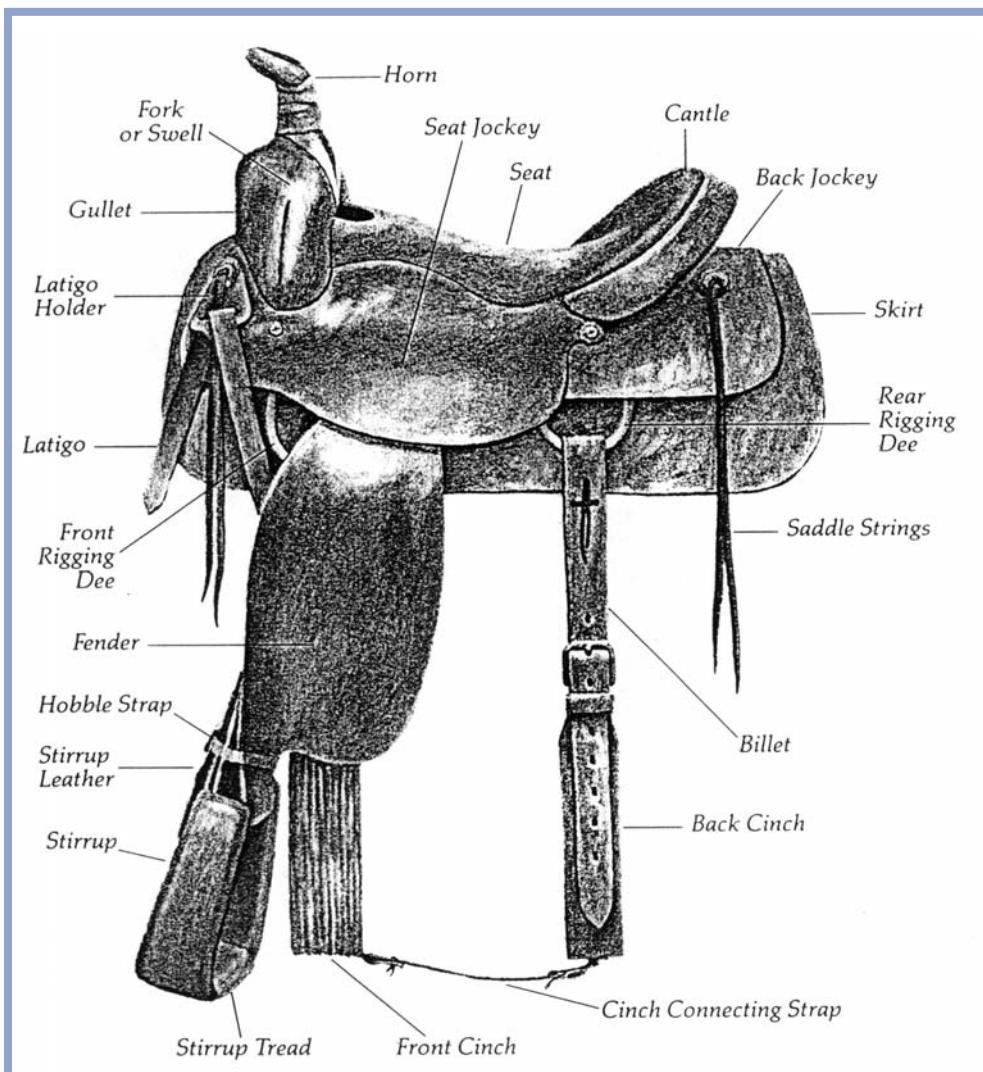
Another important part of the saddle's construction is how it is rigged. According to Carson Thomas, a master saddle maker from Wyoming, most Texans prefer "full double rigging." That means there are two stainless steel rings on each side of the saddle, one at the front and one at the back. They are linked together by a connector strap. The cinch and girth straps tie into these rings.

In Montana, Wyoming and the western Dakotas, the "three quarter" or "three quarter double" is the favored rigging position. Riders from Nevada, Oregon, Idaho and parts of California favor the "center-fire" position. These descriptions relate to whether the front cinch ring is half-way from the cantle to the horn, the "center-fire" position, or directly under the horn, the "full" position.

Stirrups are a matter of style and personal preference as well as use. Wide, flat-bottomed stirrups are most commonly used for roping and pleasure riding because of the ease of release and the comfort and support provided by the large tread surface areas of

the stirrup. Cutting horse riders seem to prefer the "oxbow" shaped stirrup, the bottom of which fits snugly under the arch of the foot where the sole of the boot meets the heel. This tight fit "locks them in" to a firmly entrenched position atop a horse that moves quickly from side to side.

Whatever the type of riding one does, there is a style of saddle to match. Whether the saddle is plain or fancy, the saddle buyer should always keep in mind that the saddle should be of good quality, made so that it fits the horse and the rider, and is not so thick and bulky that the horse and rider cannot have a feel for each other.



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will be from Kirby Drive and from South Main Street by way of turning on McNee, Murworth or Westridge Streets. The portion of the property being paved does not extend to South Main Street. Both lots will border Kirby Drive, and the area between Westridge and Murworth will accommodate 2,000 cars, while the lot between Murworth and McNee will hold 1,000 cars.

Bids for construction of the parking area were let in early August 1999, and, weather permitting, the project should be completed just in time for the 2000 Show. "The lots will be a combination of concrete and asphalt," said Mike DeMarco, manager of special events, Logistics and Service Support Department. "Concrete will be used for the driveways and loading areas to accommodate heavier vehicles, while the parking spaces will be asphalt." There will be two walk-overs across Kirby Drive, one located on the south end of the property and another on the north end. If the walk-overs are not ready for the 2000 Show, security personnel will help move people across Kirby Drive at designated crosswalks.

These 3,000 new parking spaces will become even more crucial for the 2001 Show as existing parking spaces north of the Dome are lost due to the construction of a new exhibition facility and temporary storage areas for building materials and equipment.

On June 29, 1999, the Commissioners Court approved construction of the exhibition facility with work to begin by the first part of April 2000, and the projected completion within two years. The facility will be located on the north side of the Dome and extend east to near Fannin Street. Upon completion, the existing Astrohalla will then be demolished, and its former surface space restored as a parking area. The current Astrohalla will continue to be used through the 2002 Show during construction of the new exhibition facility.

"It's going to be a challenge to have two Shows during the construction time of the exhibition facility, because of the ongoing construction and the loss of parking," said Quarles, "so the additional 3,000 parking spaces across Kirby Drive are vital. However, it is very important to the future of the Show to continue to progress by expanding and upgrading all of our facilities. These facilities will be a great addition to the Show. We spent a great deal of time meeting with county officials and architects putting all these plans together."

By Beverly Rosenbaum

Each year, as time for another Show nears, discussions often turn to a familiar topic — parking. According to Tom Quarles, assistant general manager, Logistics and Service Support Department, the Executive Committee of the Houston Livestock Show and Rodeo and the Harris County Commissioners Court both have long recognized that two of the Show's major needs are reducing traffic congestion and increasing parking.

The Show has continually reinvented itself since moving from its downtown Sam Houston Coliseum location to the Astrodome complex more than 30 years ago. The planned changes will be no less dramatic. An entirely new building program at the Astrodome complex will begin by first addressing the need for increased parking.

In 1995, Harris County purchased a tract of land between Kirby Drive and South Main Street. "In the past year, Harris County officials decided to move forward with plans to construct additional parking on this property. Specifically, the new parking lots will be directly across Kirby Drive and on each side of Murworth Street," said Quarles. "There will be approximately 3,000 new paved parking spaces that will be well-lit and fenced for safety and security." Access to the lots by automobile



The Rodeo Express will play a major role in accommodating Show visitors. “We transported over 300,000 people on our Rodeo Express buses for the 1999 Show, a record number,” said

Quarles. Additional METRO Park and Ride lots may be added as construction requirements consume more of the existing parking at the Dome complex for the duration of the project. It

is conceivable that 90 percent of Show attendees could, at one point, be utilizing the highly successful Rodeo Express.

“We’re very excited about the prospects for additional parking, because we’re definitely going to need it just to maintain our status quo,” said Show General Manager Dan Gattis. “We’re very appreciative of the support from the county leaders to add to the quality of the facilities. The new Kirby Drive parking spaces will become sought-after, prime parking, especially after the stadium/rodeo facility is built.”

“The inconvenience that is inevitable with the major building projects to come will require cooperation and patience from all Houston Livestock Show and Rodeo members, but the major gain to the Show will make it all worthwhile,” said Show President Mike Wells. “We have to continue to change in order to move forward in the new millennium.”



Construction across Kirby Drive on both sides of Murworth Street will result in 3,000 new parking spaces being available for use during the 2000 Show.

Past Scholarship Recipients – *All in the Family*

By Gina Covell

Many family members have common interests. While the Pieniasek family is no exception, it seems they have more in common than most. Ray Pieniasek; his wife, Gail Watkins Pieniasek; and his brother, Ryan, followed the same educational and career paths. All three attended Texas A&M University, earned bachelor's and master's degrees in agricultural education, and received scholarships from the Houston Livestock Show and Rodeo.

"I consider it a real honor to have received my scholarship from the Houston Livestock Show and Rodeo," said Ryan. "I still brag to my students that both my brother and I earned scholarships, in hopes that they will be inspired."

Ray and Gail both received their scholarships in 1983, the year scholarship amounts were increased from \$6,000 to \$8,000. Ray graduated from East Central High School in San Antonio, and Gail graduated from Klein Forest High School in Spring, Texas. The two even attended the same scholarship banquet but did not meet until they attended Texas A&M University. Both received bachelor's degrees in agricultural education in 1987 and master's degrees in education in 1988.

"I probably would not have gone to college if I had not earned my scholarship," said Gail. "I grew up in a blue-collar family in which neither of my parents were college educated,

and attending college was really not discussed in our home. It was not discouraged, but it was not really encouraged or pushed either. As long as we were good kids and grew up to be good citizens, our parents were proud of us."

Gail admitted that, without her scholarship, she probably would have remained a veterinary technician, which is the

job she worked while in high school and during breaks from college. Gail's father passed away while she was a high school junior in 1982. Ray and Ryan lost their father as well when Ray was attending college and Ryan was in high school.

"I am indebted to the Houston Livestock Show," said Gail. "Because my mother was unable to give me much financial support, I was very frugal with my scholarship funds, and that helped with the brunt of my educational expenses. There are five children in my family, and I am the first one to receive a degree."

Following graduation, Gail accepted her first job at Clear Brook High School — a new Class 4A school at the time — where she literally began the agricultural program. She worked as the agricultural science teacher there for nine years.

"After the birth of our second child, I decided that all of the

extracurricular activities required to be an agriculture teacher made it difficult for me to be as supportive as I needed to be for my own family," said Gail, who went back to school and earned a master's degree in counseling from the University of Houston at Clear Lake. She now serves as a counselor at Clear Brook High School. "This way I can continue working with students. Being an ag teacher gets in your blood. Ag students are some of the best kids in the world, and I enjoyed teaching these kids. I



Ray Pieniasek, center, instructs his students in the fine art of meat processing during one of his classes at Clear Lake High School.

also like knowing that there are ways for them to go to college and pursue their dreams.”

“I always assumed that I would have a career in agriculture,” said Ryan, who also graduated from East Central High School and received a Show scholarship in 1990. “I admired my agriculture teacher, Dennis Ellebracht, more than any other teacher, and I just knew that I wanted to inspire kids like he did me.”

Ryan now teaches at Krum High School, just outside of Denton, Texas. “One thing I stress to my students is that if they maintain good grades and get involved in many activities, they may receive scholarships as well,” said Ryan. “I also tell them that the money is out there to help them, but only if they work hard to earn it. Sharing my own experience about paying on graduate school loans until the year 2009 also inspires them to apply for scholarships.”

Much like his brother, Ray said, “If it wasn’t for my involvement with the FFA, I would not have known what I wanted to do. My ag teacher really prepared us for life with the competitions and leadership, and that made me want to become an ag teacher so that I could do the same thing for other students.”

He added, “I love working with kids and enjoy seeing them succeed in winning contests, gaining self-confidence and watching them reach the goals that they set for themselves. Kids are different these days. Many are from single-parent homes and need extra attention from outside sources to keep them going and to boost their confidence.”

Ray tells his students, “Life is like a merry-go-round. When you fall off, just get back on again. One day will be your day. Never give up.”

Ray began his career with a one-year stint at Poth High School, a Class 2A school 45 miles south of San Antonio. He taught biology for half of the sophomore class, which consisted of 32 people. The entire school had 189 students. Ray then relocated to the Clear Lake area, where he married Gail and accepted a job at Clear Lake High School. He still teaches meat processing and food technology classes there. He and one other agricultural science teacher are in charge of 150 students.

Ray and Ryan’s father and uncle were involved in FFA as well and were strong supporters of the field that the young men chose. Ray and Ryan have

a sister and another brother, who won \$31,000 for the Reserve Grand Champion Turkey at the Show. “That was a big moment for our family,” said Ray. “That win was also very ironic, because the day that we were to leave for Houston, our best toms were injured when frightened by a tractor, and we had to bring our second-string hens to the show. It was so great that they won.”

Ray and Ryan’s mother was a homemaker, and their father worked for a veterinary supply service. “I was picked on for not being in ag, because my father made me act as the courier from the supply store where he worked to my school’s ag class,” said Ray. “The students wondered when I would stop being the delivery boy and just join the class. I finally did, and that is how my career in agriculture began.

“One of the ways that my Houston Livestock Show and Rodeo scholarship helped me is that I was able to be very much involved in organizations in college,” said Ray. “I was involved in collegiate FFA, meats judging, college of education advisory council, Saddle and Sirloin Club, and ag education advisory council.”

Ray is a committee volunteer, and Gail and Ray are both life-time members of the Show. They have two children: Jared, age 6; and Johnna, age 1. When asked what they wish for their children’s futures, they both answered, “We would be very excited for our children to be involved in agriculture but want them to choose their own way.”

A former agricultural science teacher, Gail Watkins Pieniazek now spends her time consulting with students on a variety of issues in her role as a counselor at Clear Brook High School.





Breeders Greeters Committee

By Susan D. Emfinger



Assisting both open and junior exhibitors in moving their animals and equipment to their respective stalls is just one of the many functions performed by members of the Breeders Greeters Committee.

Any successful businessperson will tell you that one unhappy customer is one too many. The Houston Livestock Show and Rodeo operates by this philosophy, and from this belief the Breeders Greeters Committee was formed.

The informal beginning of this group included only three members. In 1963, R.T. "Bob" Herrin, a member of the board of directors and the first chairman of the committee, was called upon to give assistance to a Show exhibitor who was unhappy when checking in his cattle. After Herrin gave assistance to the exhibitor, he and other Show officials noticed these exhibitors needed care and attention. Herrin enlisted the help of two friends, who became an unofficial committee to greet breeders. The committee didn't actually form until 1966, when it assumed the name Exhibitors Reception Committee. Many people over the years referred to these volunteers as breeders greeters; consequently, the name was officially changed in 1980. Although the name was changed, the main objective of the committee has remained the same over the years, and its workload has increased significantly.

Today, the more than 400 members of the Breeders Greeters Committee have numerous functions. During the three weeks of the Show, the volunteers will assist all exhibitors, both open and junior, with their stock and tack from the parking lot to their respective stall assignments. On average, 80-plus members with 10 tractors staff the various livestock entrances every day. By the end of the Show, over 1,600 shifts will have been worked, and 25,000 exhibitors will have been met. Included in this process is overseeing the parking of the exhibitors' trailers at Butler Stadium. The committee also provides volunteers to staff an information booth in the Astrohall to help exhibitors and the general public locate animal and commercial exhibits throughout the Astrodome complex. "The largest part of our

job is being well-prepared and being able to adapt to change quickly. We like to say 'expect the unexpected,'" said Committee Chairman Bill Stallings.

The committee's work is not restricted to the Astrodome; the group is also responsible for three off-site functions. Each January, the committee travels to College Station, Texas, to assist the Poultry Science Department at Texas A&M University in wing-banding and distributing more than 50,000 1-day-old chicks to the youngsters who will compete in the poultry division at the Show. During the Show, the committee coordinates the move-in of the swine sift at the Washington County Fairgrounds in Brenham, Texas, where more than 4,500 pigs are prejudged to determine which 660 will advance to Houston for the final breed judging and the selection of the Breed, Grand and Reserve Grand Champions. The committee also coordinates the move-in of the poultry and the lamb sift at the Fort Bend County Fairgrounds in Richmond, Texas, where each of the divisions is prejudged prior to going to the Astrodome complex for final judging.

These off-site sifts came about as a result of overcrowding at the Houston facilities. Officer in charge Lucky Long said, "When it became necessary to have the off-site sifts, the Show asked if the Breeders Greeters Committee would assist in these efforts. Since the committee had greeted the exhibitors at the Dome for so many years, it only seemed natural that we would continue to greet and assist them at the off-site sifts. Not only was the committee glad to help, but we were also honored that the Show felt we were the best ones for the job."

There are a number of factors that attract many exhibitors to the Houston Livestock Show and Rodeo, and the hard work and the hospitality offered by the Breeders Greeters Committee is one of the reasons that keeps them coming back year after year.



Rodeo Express Committee

By Linda Henson



The Rodeo Express Committee accommodated more than 315,000 passengers who utilized the convenience of the shuttle buses to attend the 1999 Show.

Everyone has probably had to meet a group of people at a designated location; transport them to an event in a timely fashion; return afterwards to pick them up; and deliver them back to where you met them — all in a safe and courteous manner. Well, the Rodeo Express Committee was responsible for doing just that for the 315,524 passengers who rode the shuttle buses to the 1999 Show.

The Rodeo Express Committee was formed to coordinate the Show's shuttle bus service, to reduce parking congestion and handle the ever-increasing crowds enjoying the Houston Livestock Show and Rodeo. The committee has grown to 647 members since its inception in 1987.

The adult round-trip ticket is a bargain at \$2, and children under age 12 ride free. Committee volunteers wearing their badge always ride free. The shuttles run from six Houston-area lots: METRO North Shepard Park and Ride lot, Delmar Stadium, Aramco Building Parking at 9009 West Loop S., METRO West Loop Park and Ride lot, METRO Monroe Street Park and Ride lot and Gulfgate Mall. Rodeo Express service begins at 5 p.m. on Monday through Friday and 8 a.m. on Saturday and Sunday, and continues every day until midnight for general patrons and 2 a.m. for committee volunteers.

The committee is composed of the Satellite and Dome divisions. The Satellite division, led by subchairman Rick Mellas, oversees about one-half of the total committee members. The Satellite division is responsible for parking, ticket sales, signage and safety, as well as the loading and offloading of the buses at the satellite parking locations. The Dome division, led by subchairman Woody Edinburgh, receives and directs incoming patrons, collects valuable information and assists departing patrons.

Other committee subgroups are busy with less visible, yet equally important, tasks. One is responsible for setting up and maintaining bus access lanes into the Astrodome complex. Another monitors ticket sales, collects and records data on handheld computers to track passenger count and even provides real-time counts of people who have been transported and those who remain at the Astrodome complex. The Rodeo Express Committee volunteers collaborate to achieve maximum utilization of buses and to provide patrons with the best service possible.

The Rodeo Express Committee works closely with other committees, such as the World's Championship Bar-B-Que Committee, to make reaching the Show and its various events enjoyable and hassle-free. "The committee's mission is to provide the best possible service for Show patrons and make it possible for everyone to access the event," John Sandling, committee chairman, said. "As in the past, the committee will expand and change as required to meet the demands of the Show. We are fortunate to have excellent, dedicated committee members who make this challenging task not only achievable, but also well done and enjoyable to boot."

Hap Hunnicutt, officer in charge, said, "The Rodeo Express Committee is becoming one of the most important committees at the Show. Their job is not glamorous — in hot, cold, windy or wet weather, they still load the buses. In the next three years, this committee will be critical to the success of the Show. With the construction of the new exhibition facility and possibly a new stadium, on-site parking will be at a premium. Most attendees will have to get to the Show by our Rodeo Express shuttles. We will need to double our capacity to maintain our attendance levels. The committee is aware of this and is prepared to meet the challenges that lie ahead."

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 91 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.

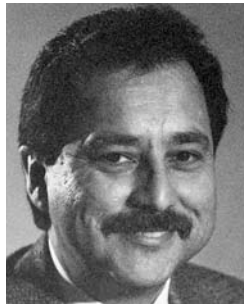
Mary Jane Albert – Communications-Editorial



Mary Jane Albert has enjoyed almost two decades of volunteering for the Show and on the Communications-Editorial Committee, along with her husband, Merv. Both are calf scramble donors, season ticket holders, and members of the High Bidders and Art Angels auction-buying groups. Merv also is a past chairman of the

Communications-Editorial Committee. Mary Jane is a vice president and corporate secretary for Technical Consulting Services, Inc.

Andrew Cantu – Corral Club-Loge South



Andrew Cantu became actively involved with the Corral Club Committee upon joining the Show 20 years ago. He served as a captain and an assistant club chairman prior to taking the leadership role of chairman in 1997. Andrew also previously served on the Conroe/Willis subcommittee of the Houston Metro Go

Texan Committee. A native of Conroe, he is a senior vice president of First Bank of Conroe.

John Ellis – International Committee



Under John Ellis' leadership, the International Committee has continued to spread the message of the Show outside the boundaries of the United States. A lifetime member of the organization for more than 23 years, John also serves on the World's Championship Bar-B-Que Committee and was previously a

member of the Steer Auction, Poultry Auction and Corral Club committees. His wife, Danielle, also enjoys her volunteer service as a member of the Ladies' Season Box Committee. John is a self-employed attorney in Houston.

R.M. "Mike" Moss – Group Ticket Sales



A 20-year volunteer and lifetime member of the Show, Mike Moss has been actively involved on several committees. In addition to serving as a captain and vice chairman on the Group Ticket Sales Committee, he is a new member of the Grand Entry Committee and has served on the Corral Club-Skybox Committee

since 1987. His wife, Doris, is a captain on the Directions and Assistance Committee. Mike is the general manager of Southwest Mower Service Center, Inc.

Diana Miller Seale – Plant I.D. and Wildlife Habitat



Almost two decades ago, Diana Seale joined the Plant I.D. and Wildlife Habitat Committee and enjoyed eight years as a vice chairman with the group prior to being named chairman. A lifetime member of the Show since 1980, she is currently a captain on the Miniature Horse Show Committee and previously volun-

teered on the Group Ticket Sales and Souvenir Program committees. Diana is a human resources administrator for EGC Corp.

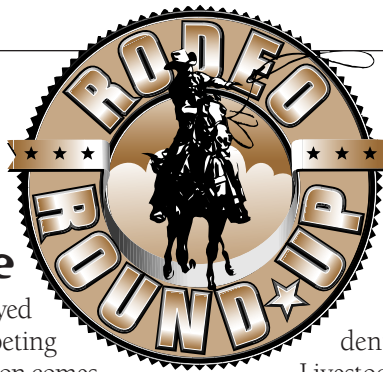
Clayton Stewart – Junior Horse Show



Supporting the Horse Show is a family affair for the Stewart family.

Clayton Stewart has been actively involved on the Junior Horse Show Committee since 1982, and his wife, Pat, and son Clayton Jr. also enjoy serving on the committee. Prior to taking over the role of chairman,

Clayton served as a captain and vice chairman. He is a pharmaceutical sales representative for Wyeth-Ayerst Laboratories.



Get Ready to Rumble

Houston Rodeo spectators have long enjoyed the skills and spills of rodeo athletes competing in the Astrodome. For the first time on television comes “Rodeo Uncinched: Bulls & Broncs,” a special pay-per-view presentation bringing together the best RODEOHOUSTON performances from 1997, 1998 and 1999. Exclusively on DIRECTV and PrimeStar by DIRECTV for \$4.99 in November, it’s a unique rodeo experience featuring the toughest bulls, the wildest broncs and the fastest barrel racers.

“Rodeo Uncinched” brings RODEOHOUSTON competitors right into your living room — great athletes like Clint Corey, Tuff Hedeman, Dan Mortensen, Ty Murray and Kristie Peterson. To add to the excitement, “Rodeo Uncinched” takes you up close for bone crushing falls and rodeo bloopers, including a special presentation of the best of Houston’s High Flyin’ Hard Luck Awards and an appearance by ProRodeo Hall of Fame bucking bull Bodacious.



Load 'em Up

Great news! The METRO Rodeo Express will have two locations in the southeast Houston area with the return of the Gulfgate Mall location and the addition of the METRO Monroe Street Park and Ride lot. The six METRO Rodeo Express locations for the 2000 Show will be: METRO North Shepard Park and Ride lot, Delmar Stadium, Aramco Building Parking at 9009 West Loop S., METRO West Loop Park and Ride lot, METRO Monroe Street Park and Ride lot and Gulfgate Mall.

New this year, advanced tickets for the METRO Rodeo Express will be available from the Group Ticket Sales and the Carnival Ticket Sales committees. Tickets will be \$2, which is the same as buying them on-site, but will allow ticket holders to avoid waiting in line to purchase them.

Building a Legacy

From its earliest beginnings, the Houston Livestock Show and Rodeo has built a legacy of preserving heritage and supporting youth and education. In July, the Texas Agricultural Extension Service recognized the Show’s longstanding support of Extension education, youth and agriculture programs with one of its first **Legacy Awards**.

New Arrivals

The Houston Livestock Show and Rodeo staff is growing! **Amanda Rodriguez** joins the Operations Department as special attractions coordinator, and the Accounting Department welcomes **Rebeca Mata** as staff accountant. In the Agricultural Exhibits and Competitions Department, **Darlene Lively** joins the team as an administrative assistant.

Dollar\$ for Scholar\$

In the 2000-2001 school year, more students than ever will benefit from the Houston Livestock Show and Rodeo Educational Fund thanks to increases approved by the Show. Eight additional four-year, \$10,000 **Metropolitan** scholarships were added to accommodate growing school districts, bringing the total number of Metropolitan scholarships to 183. The **School Art** and **Future Homemakers of America** scholarship programs were each increased by \$50,000, resulting in 15 four-year, \$10,000 scholarships for School Art and 10 four-year, \$10,000 scholarships for FHA. In 2000, the **Area Go Texan** scholarship program increases by \$40,000 because of the addition of four sweepstakes awards, complementing the eight sweepstakes awards already presented. The Houston Livestock Show and Rodeo has committed \$8.3 million to educational programs for the current fiscal year (May 1, 1999-April 30, 2000).

Best of Houston

There are a lot of great things about Houston, and when the Houston Press named their 1999 Best of Houston, the Conoco 10K Rodeo Run was on the list! Selected as the area’s Best Fun Run, the Rodeo Run is a 6.2-mile race from downtown to the Astrodome complex. More than 5,000 runners participated in the 1999 event, and all entry fees are donated to the Houston Livestock Show and Rodeo Educational Fund. The 2000 run will be February 12, and applications will be available December 1 via the Conoco Rodeo Run Web site at www.rodeorun.conoco.com.

Setting the Stage



In the liner notes of Clay Walker’s new album, “Live, Laugh, Love,” Walker writes in his thank yous:

“Houston Livestock Show and Rodeo: Thanks for ‘setting the stage’ for a wonderful career.”

Our thanks to Walker for being part of the Show and rockin’ the Dome year after year.

Voices of Distinction

Rodeo fans know their voices. For the past four years, Bob Tallman and Boyd Polhamus have teamed up to give Houston Rodeo fans the play-by-play on each rodeo athlete, everything from stellar rides to bone-crushing falls. Because of their talent and skill, Tallman and Polhamus have been selected for one of the highest honors in their profession – official announcers for the National Finals Rodeo. Both announcers have previously received this NFR honor on multiple occasions. The 2000 Houston Rodeo will mark Tallman’s 19th year at the Show and Polhamus’ fifth year.

CALENDAR OF EVENTS



NOVEMBER

DECEMBER

JANUARY

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

NOVEMBER

- 11 Spring Branch/Memorial Cowboy Dance
- 13 Waller County Turkey Shoot and Photo & Quilt Contest
- 13 Aldine/Spring/Klein Spaghetti Western Dinner
- 15 Deadline for committee appointments and roster changes
- 16 NASA/Clear Creek/Friendswood Golf Tournament
- 18 Board of Directors meeting
- 19-20 Rusk County Bar-B-Que Contest
- 20 Alief Southwest Style Show & Luncheon
- 25-26 Thanksgiving holidays – Show offices closed
- 26 Washington County Dance

DECEMBER

- 11 San Augustine County Go Texan Day
- 23-24, 27 Christmas holidays – Show offices closed
- 31 New Year's Eve holiday – Show offices closed

JANUARY

- 7 Aldine/Spring/Klein Crystal Boot Ball
- 7-8 Crosby/Huffman Go Texan Day
- 7-9 11th Annual Cy-Fair Go Texan Weekend
- 14 New Caney/Splendor Dance
- 14 Spring Branch/Memorial Diamonds & Studs Gala
- 15 Brazos County Scholarship Reception, Dance & Auction
- 15 Pasadena Denim and Diamonds Dance
- 19 Conroe/Willis Dance
- 21 Alvin/Pearland Dance & Casino Night
- 22 Waller County Dance & Cake Auction
- 28-29 Pasadena Annual BBQ Cook-Off, Dance & Go Texan Events
- 29 Alief Southwest 14th Annual Dinner & Dance
- 29 Liberty Kick-off Dance
- 29 Washington County Dance



Houston Livestock Show and Rodeo
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