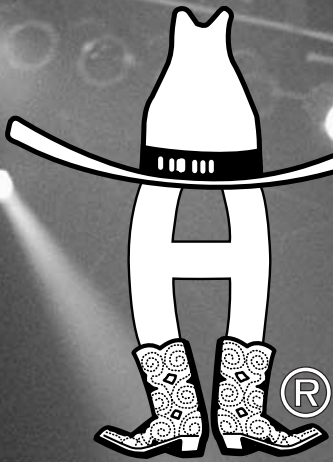


HOUSTON LIVESTOCK SHOW AND RODEO

August 2000 -Vol. VIII, No.3



# MAGAZINE



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The Cover: Country music duo Brooks & Dunn made their ninth RODEOHOUSTON™ appearance in front of an Astrodome crowd of 56,806 fans at the 2000 Show.

## Houston Livestock Show and Rodeo

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# A MESSAGE FROM THE PRESIDENT

If you haven't been by the Astrodome complex recently, you should come see what's happening for yourself — crews digging, concrete being poured, dump trucks whizzing by, dust flying, traffic detours — all the signs and inconveniences of progress.

But give it time, because in less than three years, the transformation into a world-class attraction is going to put Houston back in the spotlight as the premier sports/entertainment center for decades.

It has been well established that the Houston Livestock Show and Rodeo will enjoy significant benefits from the construction of the new Harris County RODEOHOUSTON™/NFL Stadium and the Exposition Center. By now, you've seen the spectacular drawings and proposed features of the new buildings. The 2003 Show is expected to help christen these new facilities, and there is no doubt that this will be another milestone in our history. But between now and then, we have the challenge of hosting not one, but *two* Shows.

Our options are clear — we can lower our expectations for two years, we can significantly scale it back in size and scope, **OR we can accept the challenge**, and 13,000 of us can resolve that 2001 will be a traditional Show and success in spite of the inconveniences.

We've had "Town Hall" meetings to discuss the situation, and management and Show officials have met numerous times to review options and feedback. We've done surveys and examined and analyzed all aspects of the Show. I've given numerous speeches and visited with our volunteers, and the consensus is the same — our goal is to make the 2001 Show our best yet!

I am continually amazed and energized by the can-do attitude of our volunteers and staff. We could easily fall into the trap of accepting a couple of below-par years, but no one is even considering that as an option.

Instead, our people are working, literally around the clock, to make sure that the "impossible" does happen. There are still many questions unanswered, but the pieces are beginning to fit together. Recently, I met with Rodeo Express Committee Chairman John Sandling, Vice President Doug Doyle, and Manager – Special Events Mike DeMarco, to discuss the transportation and parking plan for 2001. After leaving this meeting, I went to Assistant General Manager John Sykes' office to meet with Sheep and Goat Committee Chairman Bob Johnson, volunteer Elaine Martinez and staff representative Wes Allison, who were developing a new plan for this year's Show. This teamwork in action is what has made our Show unique!

There no doubt will be problems, and not everyone will be pleased with all of the decisions made. Certainly, we will face some limitations that we won't overcome completely, but that is true even during the best of times. Now is the time for the Show family to "circle the wagons," join forces, and support each other and our organization. When that occurs, extraordinary things will happen.

There are tens of thousands of people, perhaps even hundreds of thousands, out there who are counting on us — farmers and ranchers from all over the world who will exhibit animals and learn from the industry's finest; commercial exhibitors who depend on sales of their products; local businesses who thrive during the Show; rodeo contestants and the ticket-buying public; and, of course, all of the young people who benefit from our scholarship and educational programs.

Our strength as an organization is our diversity — we come from all walks of life and cut across all socio-economic backgrounds. We represent many different neighborhoods, businesses, lifestyles and age groups. Each of our committees consists of dedicated people who are focused on a specific area of the Show. What we must do now is work in harmony as a team to achieve the results we desire. At a time when we face our biggest challenge, it is critical that we provide exceptional customer service to our patrons. Rather than work only as a member of a committee, we must see the **BIG PICTURE** and work for the success of the entire Show.

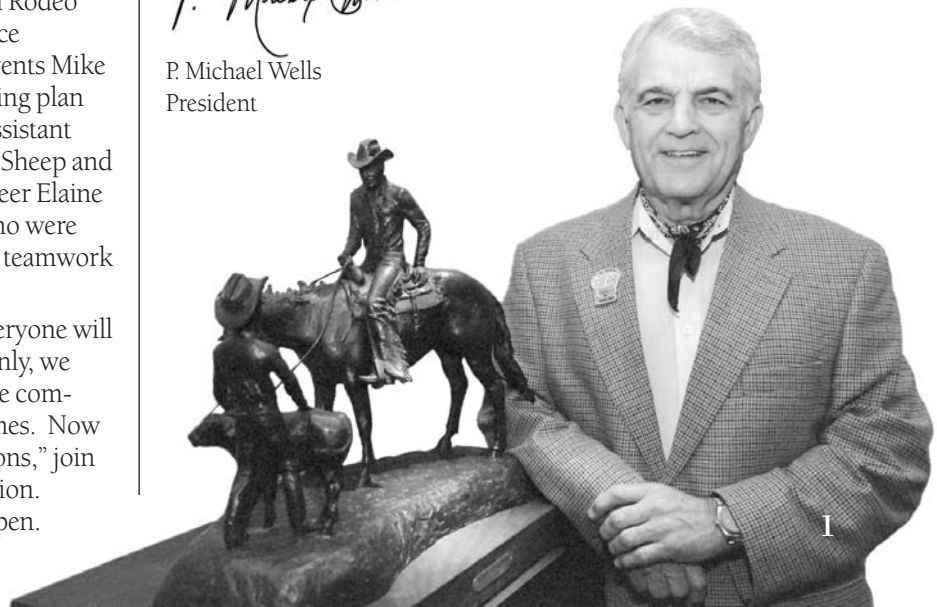
There has been much said about the changes and inconveniences that can be expected in 2001. Though true, this is not the end of the story. We must realize that the transportation and parking plan that is being developed is probably better for our customers than the gridlock of past years when nearly everyone tried to park on the grounds. We usually dread changes in life, but most of the time they are positive in the long term. Many of the lessons we will learn in the next two years will make the Show better, not only in the future, but also during this period.

The Houston Livestock Show and Rodeo achieved its success in the past through the commitment of our volunteers and staff. The same people will secure success in 2001, and the youth of Texas will be the beneficiaries.

Remember, they are counting on us!



P. Michael Wells  
President





# Boot Sco

By Whitney Horton

**L**ike a good roux, Louisianan Kix Brooks cooks up just the right amount of spice to be exciting but not too hot. Add Oklahoman Ronnie Dunn and his soulful voice to the mix, and the result is an award-winning, Astrodome rockin' and, yes, "boot scootin'" fun time for all.

For each of the past nine years, this all-time top-selling country duo has looked forward to coming to RODEOHOUSTON™. During their 2000 performance, the guys, known for their sensational entrances, drove out on the Dome floor to the stage in modified miniature cars. "We had no idea what those cars were going to do in the dirt. As far as we knew, they might ground out and go nowhere, and we'd just have to get out and walk. That's kind of fun, because it left that big unknown out there. It's always fun going into something not knowing what's going to happen," said Brooks.

Although there may be unknowns when they perform, Brooks and Dunn always promise energy, action and interaction with the crowd. In the Dome, where there is a greater distance between the stage and the crowd than at other venues, the two work hard playing to the cameras and reaching out to the audience. The guys enjoy leaping from the stage from time to time and getting reoriented with the crowd they can't see up-close from the stage. This year, Brooks jumped onto the Dome floor and headed toward the chutes. He two-stepped with

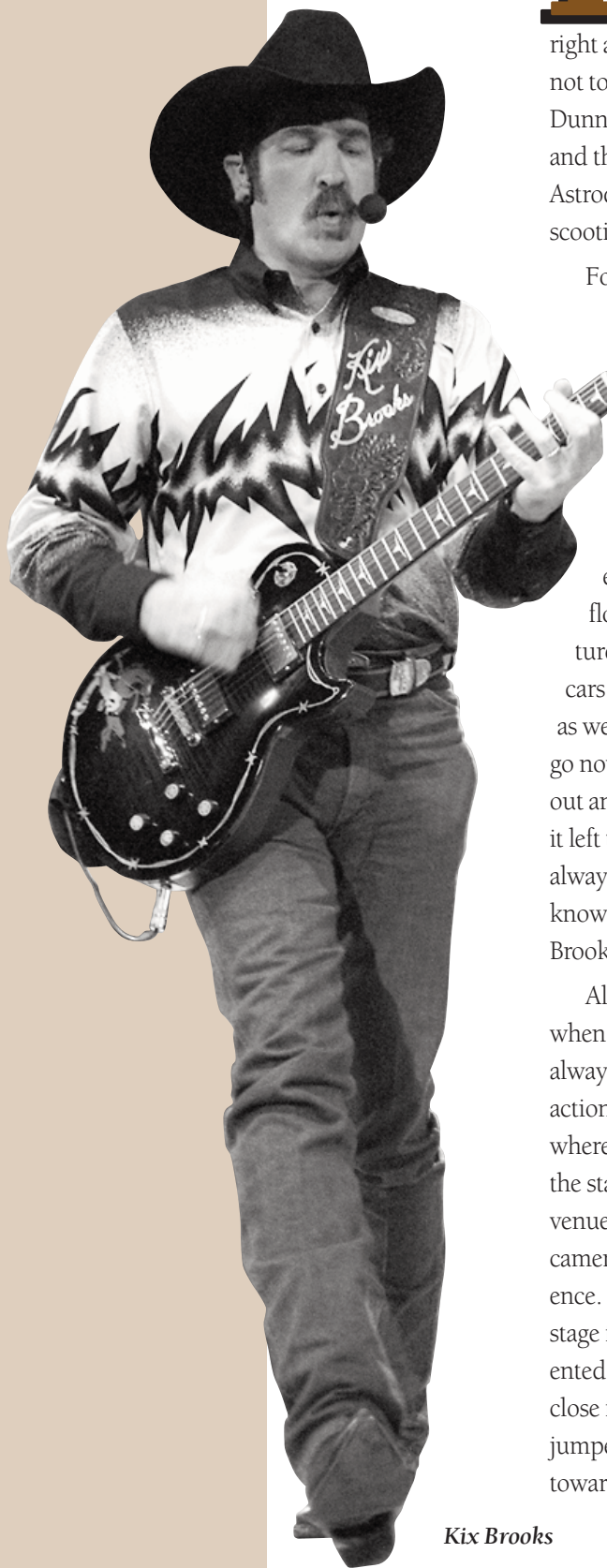
an excited fan and claimed he was lucky that there was a girl near the chutes standing among the bull riders. "Sometimes, I don't know if I'm gonna dance or fight, but something is going to happen when I get there," said Brooks.

The duo admits there is no roar like the roar in the Dome. Even if they are a little tired from their hectic schedule, when they hit the RODEOHOUSTON stage, the crowd re-energizes them immediately.

Brooks and Dunn also enjoy shopping in the Astrohall among the commercial exhibits. They generally buy something every year. Brooks has a large Texas Longhorn skull — eight feet from horn tip to horn tip — that he bought one year, and it hangs over his fireplace. He and Dunn have Houston Livestock Show and Rodeo souvenirs displayed in their homes, and they even incorporate some items into their wardrobes.

Many fans wonder if they are as close as they appear. Brooks said he and Dunn are good friends and "have a mutual respect for each other, and the general feeling that we probably could have never accomplished singly what we did together. And, I don't know, we get along basically and have a lot of fun making music. I don't think you can hide that. If Ronnie and I weren't getting along off-stage, especially at this point in our career, I don't think you could stand us onstage."

One thing this duo rarely does together is an interview. "They quit letting Ronnie and I give interviews together seven years ago. After so many inter-



Kix Brooks

# otin' Buddies

views, we started feeding off of each other and playing around with the reporters — not that we can't lie on our own," said Brooks with a laugh.

Brooks' playful tone turned thoughtful and serious when he discussed the overall importance of the Houston Livestock Show and Rodeo's mission. "I know sometimes when you're in school, it is hard to appreciate how any of that is going to be useful to you in real life. I wind up using this stuff every day and looking back and going 'Oh, this is how it works.' Education is truly the most important thing out there. It is what makes all the wheels go around, and in my opinion, it's the one thing that can forever solve our crime and poverty problems."

Relating to the volunteers who make the Houston Livestock Show and Rodeo possible, Brooks and Dunn volunteer their own time to community service as much as they can. They both are involved in the public school system in Nashville, Tenn., and they are always trying to enrich the schools' music programs. They continue their involvement on various committees with the Vanderbilt Children's Hospital. In 1999, Brooks rode a waterbike 1,200 miles from Nashville to New Orleans and raised about \$75,000 for the St. Jude Children's Hospital.

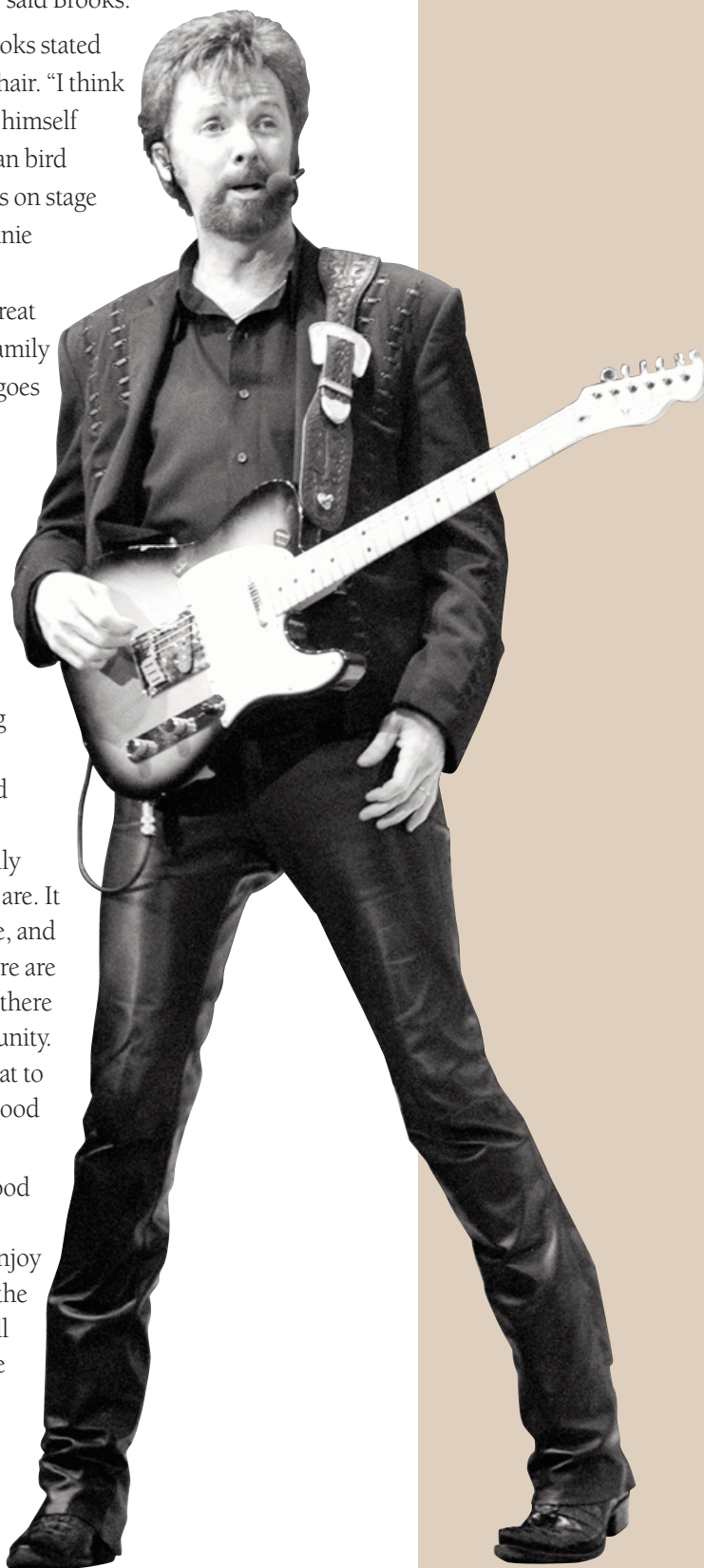
Although the duo holds more than 40 major industry awards and co-headlined the largest grossing tour in country music history, they derive a true sense of accomplishment from their family life. "To have well-adjusted children who seem to be real happy — that is definitely

the most important thing and a great accomplishment for me," said Brooks.

On a lighter note, Brooks stated that he admires Ronnie's hair. "I think the fact that he can make himself look like a South American bird every night before he goes on stage is something. I think Ronnie admires what a fantastic singer that I am, what a great performer, what a great family guy, and I'm sure the list goes on and on," said Brooks with a sheepish grin.

After countless awards, titles and album successes, Brooks and Dunn appreciate their success. "I think both of us — especially after beatin' up bars for so long and struggling to try to make it as performers and nothing happening for a long time — we both really appreciate how lucky we are. It can happen to any people, and we are fortunate. But, there are a whole lot of people out there that don't get this opportunity. You have to appreciate that to really enjoy this kind of good fortune," said Brooks.

Year after year, that good fortune has allowed RODEOHOUSTON fans to enjoy another performance by the greatest country duo of all time — the incomparable Brooks & Dunn.



*Ronnie Dunn*

# Not Just the Same Ol' Rodeo

From the original Houston Fat Stock Show in 1932 to today's Houston Livestock Show and Rodeo, people from across Houston, Texas and the world have always enjoyed this family event that celebrates Texas heritage. While that has remained a constant, the Show has undergone numerous changes as it moved from the Sam Houston Coliseum to the Astrodome complex and has grown from seven men with an idea to an organization with nearly 13,000 volunteers. It will continue to evolve, but that growth probably never has been as evident as it will be with the changes for the 2001 Houston Livestock Show and Rodeo.

The most apparent change is the dates. RODEOHOUSTON™ performances start three days earlier, beginning on Tuesday, Feb. 13, and continuing through Sunday, March 4. There still will be 20 RODEOHOUSTON performances since there will be no matinee performances on Saturdays. Monday through Friday performances will begin at 7 p.m., but will no longer be preceded by an early bird rodeo. All weekend performances will begin at 4 p.m.

All livestock show and RODEOHOUSTON ticket prices will increase by \$1, but the new price includes round-trip transportation to the complex on Rodeo Express from satellite parking areas. Admission to the livestock show is still free for children 5 years old and younger.

Unchanged from previous years, the first weekend of activities will kick off with the World's Championship Bar-B-Que Contest, downtown parade and Go Texan contests. Dates for these activities are Feb. 8-10, 2001. The World's Championship Bar-B-Que Contest will move to the southwest parking area of the Astrodome complex due to the stadium construction and will continue to have carnival rides, food and games adjacent to the contest area. All Go Texan contests will continue to be held at the Astrodome, except for the Go Texan Hay Hauling Contest, which has been cancelled for the next two years.

The livestock show schedule will expand to match the rodeo schedule, with the first livestock arriving for the open shows on Tuesday, Feb. 13. Before they even arrive at the Astrodome complex, all livestock exhibitors will first report to the Show's property on State Highway 288 and Reed Road to check in. This staging area will allow the livestock — cattle,

chickens, goats, llamas, rabbits, sheep, swine and turkeys — to have health papers checked and be assigned stalls before proceeding to the Astrodome. After livestock and tack have been unloaded, livestock exhibitors' trailers will be parked at Butler Stadium, the same location where they have been parked in previous years.

All livestock will be stalled in the south or west wings of the Astrodome or in the southwest corner of the Astroarena, where a new Pavilion arena and stalls will be set up in what was formerly the commercial cattle pen area. The Pavilion Arena will replace the East Arena and West Arena that were formerly utilized in the Astrodome. Events previously held in the Astrodome wings, such as the junior barrow, junior lamb and llama shows, will be showcased in this new arena. Shows for ostriches, Nigerian Dwarf goats and open breeding swine have been discontinued.

To best accommodate horse show exhibitors, two of the breed shows will move off-site. The Arabian/Half Arabian and Appaloosa shows will move to the Great Southwest Equestrian Center in Katy. The Miniature Horse show has been discontinued.

The Sales Pavilion in the Astroarena will continue to be the home of the junior market, Premier Horse and breed-specific cattle sales. The Registered Range Bull Sale and the All Breeds Commercial Female Sale will move to the Houston Farm and Ranch Club.

The limitation for space on the Astrodome grounds also has created a major shift in the location of some of the Show's educational exhibits. The AGVENTURE Plaza will move inside the Astrodome and occupy the entire east wing. Although at a new location, AGVENTURE will integrate Destination: AGVENTURE, Rodeo Experience and the dairy exhibits to continue to present family entertainment for all ages and educational displays promoting agriculture and the sport of rodeo. Families still will have the opportunity to visit petting zoos, the chick hatchery and Goat Mountain and to watch baby animals, spinning and weaving demonstrations, and entertaining shows.

Outside of the east wing, food vendors will line a new plaza along Naomi Street. Between Naomi and Northeast Drive, visitors will find all sorts of action as the carnival moves to the east

side of the complex, as do the popular pig races. The Hideout will return at a new location.

Visitors to the Show will find Double E Plaza as it has been in the past, with food vendors and an entertainment stage between the Astrohalls and Astroarena. The daily Show parade through the plaza has been discontinued.

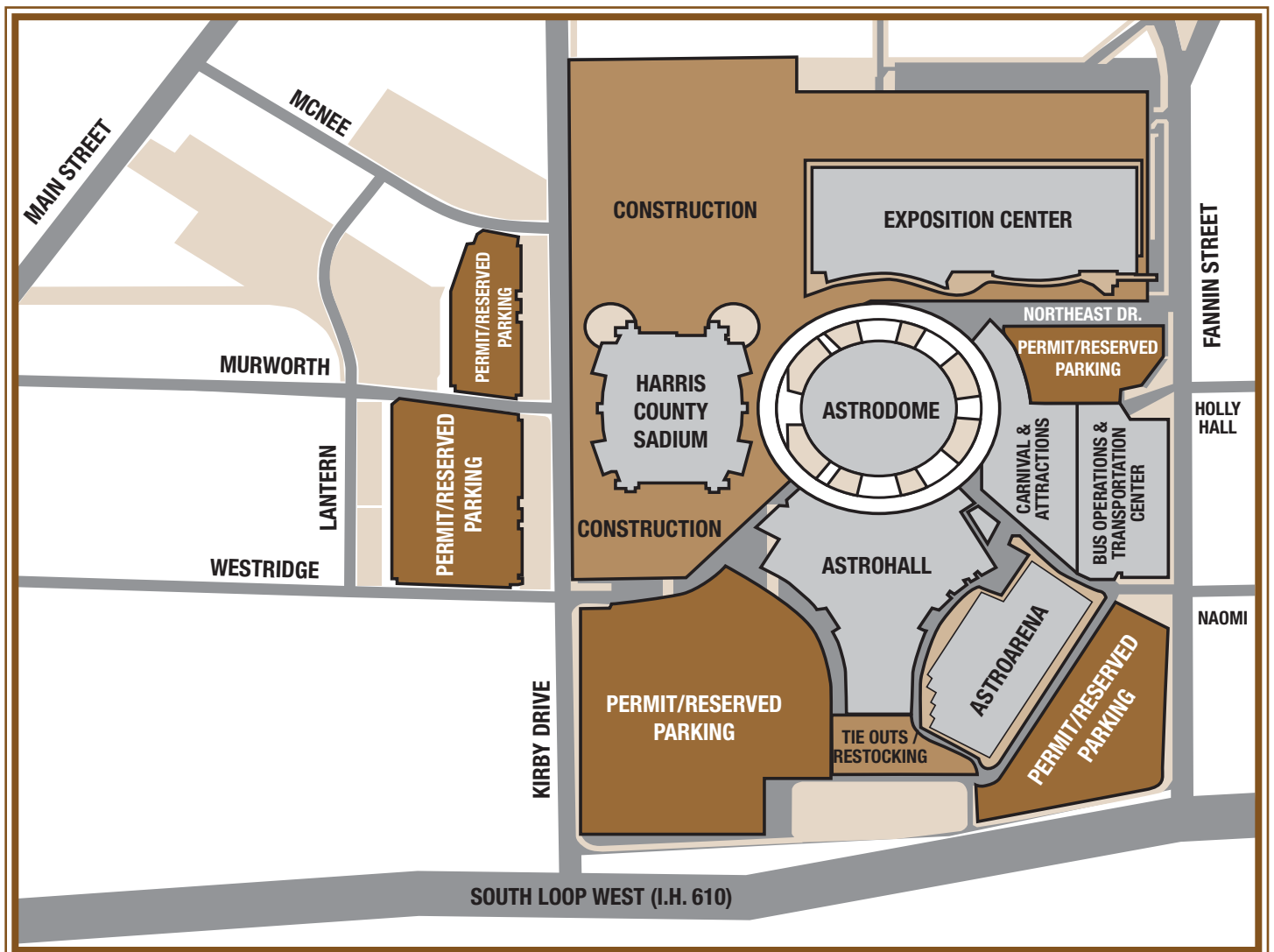
One of the biggest challenges for the 2001 Show has been meeting the parking needs of everyone who attends the Show — visitors, exhibitors, volunteers and many others. In order to accommodate everyone, a combination of on-site and off-site parking lots will be utilized. Public parking will be at satellite locations that include METRO Park & Ride locations, off-site Show lots and private lots. Most notable will be a parking facility being constructed on Show property on State Highway 288 that will have a shuttle running from 5 a.m. to 2 a.m. to serve off-duty committee volunteers and daytime visitors. This lot also will serve as parking for horse show exhibitors' trailers.

The new 3,000-space parking lot on the west side of Kirby Drive will be reserved parking. Livestock show, horse show and

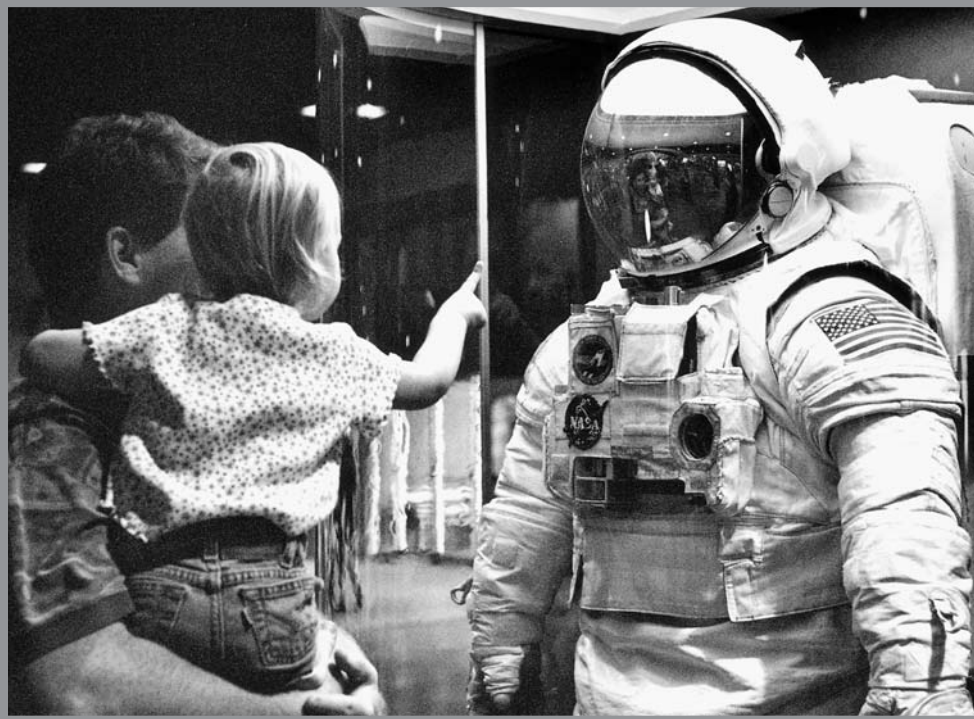
commercial exhibitors will be allowed to park, without trailers, on-site in the southwest corner of the grounds. This same area will provide parking to on-duty committee volunteers. Show officials, lifetime vice presidents and directors also will have a designated parking area on the premises.

Moving visitors and volunteers to and from off-site facilities will be expedited through an expanded bus operations and transportation center. Drivers will utilize the Naomi and Holly Hall entrances from Fannin Street to bring buses in and out of the complex in a streamlined process. A ticket window and will call at the transportation center will allow passengers to buy or pick up tickets once they are on the premises.

While the premises will look a little different than in the past few years, plans for Show operations have been designed to utilize every possible area and to compensate for losses due to construction. Houston Livestock Show and Rodeo officials and staff, as well as the volunteers, are committed to making the 2001 Show an incredible experience for all visitors.



# Rodeo Fans By Sonya Aston Are Out of This World



*The Johnson Space Center exhibit fascinated Show fans with displays that included a spacesuit and a computerized shuttle-docking game.*

The stars at night are big and bright deep in the heart of Houston, especially when the star is the space shuttle Endeavor. History was made at 7:14 p.m. on Feb. 19, 2000, when, from their orbit around the Earth, the Endeavor crew contacted RODEOHOUSTON™. The Rodeo crowd received this bonus on the night of Jo Dee Messina's performance, when the crew of the STS-99 Mission appeared in the Astrodome via a live audio and video feed from space.

The official purpose of Endeavor's flight was a shuttle radar topography mission, which used radar instruments to collect data for the most detailed, near-global topographic map of the Earth ever made. At the time of the broadcast, the Endeavor was flying over the West Coast of the United States with an international crew of six rodeo fans aboard.

This crew included Cmdr. Kevin Kregel, pilot Dom Gorie and four payload specialists: Americans Janet Kavandi and Janice Voss, Japanese Mamoru Mohri and German Gerhard Thiele. These six astronauts became rodeo fans when they lived and trained in Houston for their mission and experienced the unique culture of Texas. They took a shine to being "naturalized Texans," especially German-born Thiele. While training in

1993, Thiele arrived at a party dressed as a Texan. As soon as he walked through the door, someone shouted, "Hey, Hoss." From that moment on, Thiele traded his Alpine cap for a cowboy hat and went by the nickname "Hoss."

The broadcast to the Dome began with Kregel calling out to Rodeo fans, "Welcome aboard the space shuttle Endeavor traveling 125 nautical miles above the Earth." After Kregel established contact with the Dome, color announcer Bill Bailey talked with the crew. Bailey first joked with Hoss and then asked Kavandi how the mission was going. She responded, "Actually we have been quite pleased with the progress of the mapping so far. We have got over 90 percent of our goal of the Earth's surface mapped. We have about a day and a half left to get the rest of it done. We are very optimistic that we'll have all of that completed by the end of tomorrow night."

Kavandi and the rest of the crew have every right to be proud of the tremendously successful STS-99 Mission. The 11-day flight mapped about 47.6 million square miles of the planet's surface, covering 99.958 percent of the planned mapping area at least once. After returning to Florida, Kregel, jubilant from his crew's success, said, "That's an A+ on anybody's report card, so we're really pleased with the outcome of this mission."

Ever mindful of the main purpose of the Show, Bailey asked Kregel during the broadcast what he had to say to the young people in the Astrodome. After reflection, the commander replied, "Well, I think that if they study hard and reach for their dreams, they can achieve anything they want." The power of that simple but eloquent statement was felt throughout the Dome as everyone looked upon the faces of astronauts who were fulfilling their own dreams in space.

Much like the Show, the National Aeronautics and Space Administration is aware of its role in education. As Daniel S. Goldin, administrator of NASA, testified before the U.S. House of Representatives on April 28, 1999, "Education is the single most important issue our generation faces today that will influ-





**While most people only dream of being an astronaut, Michael J. Foreman is living that dream and took time from his schedule to sign autographs in the Astrohall.**

ence our nation's course for the future." The Johnson Space Center takes its promotion of education seriously and showed its commitment to education by its huge presence at the 2000 Houston Livestock Show and Rodeo.

During the Show, JSC occupied the entire west entrance of the Astrohall, where it overwhelmed visitors with information and exhibits about the space program. According to Louis Parker, director of public affairs for the JSC, "The spacesuit photo opportunity was the biggest hit." Visitors could capture their space fantasies with a free photo of themselves standing in a spacesuit. Almost everyone who visited the JSC exhibit posed for a photo in the spacesuit.

While astronaut wannabes posed for pictures in the spacesuit, numerous other displays from the JSC tantalized the crowd. Food, a main interest of astronauts and cowboys alike, was displayed in a variety of travel pouches. Although recognizable, some of the food, such as the spaghetti and meatballs, did not look as appetizing as Mom's. However, the food's appearance was a result of the fact that it must be freeze-dried and vacuum-sealed. This process decreases the size and weight of the food, an important factor in space travel. At mealtimes, the astronauts inject water into the pouches to reconstitute the food. While this process makes the food ready to eat, it does not improve its appearance. To add flavor and appeal to the food, astronauts use a lot of condiments. "Their taste buds tend to get dull in space," said Parker.

In addition to the spacesuit and food displays, there was a simulated space shuttle-docking game, which garnered the attention of many of the Show's younger visitors. The object of this game was to "dock" a space shuttle to a space station, which, according to the young players, was not as easy as it looked.

For visitors who wanted more than games and displays about the space program, there was information on the space station, the space shuttle and the educational opportunities associated with the JSC. And, if that were not enough, the JSC provided the "Benefits from Space" in a NASA semitrailer.

Inside the trailer, with a backdrop of a starry sky and space travel music, a soothing yet commanding voice described to the visitors the impact of space-related technology on people's daily lives. The development of equipment for space travel has led to the production of many everyday products.

Of course, the ultimate space experience at the Show was the out-of-this-world visit to RODEOHOUSTON by the orbiting astronauts. Although they could not see the crowd, the astronauts were overwhelmed by the cheering fans at the Dome. Bailey asked the crew if they would be able to attend the Show upon their return. Kregel responded, "There is only one place better than that we would like to be than in space right now, and that's the Houston Livestock Show and Rodeo." Kregel spoke from firsthand experience, since the first thing the crew did together last year was attend the Houston Livestock Show and Rodeo as a group. "So, we would be happy and honored to come back and see you all."

And come back they did. After they returned to Earth, the entire crew and their families visited the Show on March 4. Included in this group was Gerhard "Hoss" Thiele, who proudly sported his cowboy hat. His visit and the visit from the other astronauts proved the adage: you can take the cowboy out of Texas, but you cannot take Texas out of the cowboy.

**The following are some commercial applications that arose from technology developed by NASA:**

- Anti-Corrosion Coatings**
- Anti-Shock Trousers**
- Automatic Implantable Cardioverter Defibrillator**
- Bioreactors**
- Composite Materials for Bicycle Helmets**
- Cordless Power Tools**
- Digital Image Processing for Medical Applications**
- Excimer Laser Angioplasty Systems**
- Fabric Roof Structures**
- Fire-Resistant Fabrics**
- Heart Assist Pumps**
- Improved Firefighters' Breathing Systems**
- Infrared Thermometers**
- Liquid-Cooled Garments**
- Power Factor Controllers**
- Radiant Barriers**
- Reflectors for Bicycles and Signs**
- Retractable Arch Wires for Braces**
- Scratch-Resistant Lenses**
- Smoke Detectors**
- Stereotactic Breast Biopsy Technology**

# THE GENES ARE

*Many families have interests and talents in common, but not too many can boast more than one top-caliber rodeo professional in the family tree. Two legendary rodeo families who can are the Cervis and the Etbauers — perennial standouts at RODEOHOUSTON™.*

## The Cervis

**M**ike Cervi Sr. began his family's involvement in rodeo as owner of two of the top rodeo stock companies — Beutler Brothers & Cervi Rodeo Company and Cervi Championship Rodeo Company. Cervi has been the RODEOHOUSTON stock contractor for 28 years and still supplies the bucking horses and bulls, as well as the steers and calves for timed events included in each rodeo performance.

Because scoring in rodeo bucking events, such as saddle bronc, bareback and bull riding, is 50-percent dependent upon the performance of the animal, the quality of the stock is critically important. The stock contractor must provide strong, superior animals. "Mike Cervi brings an unparalleled level of professionalism and expertise to each rodeo performance," said Bob Tallman, one of the RODEOHOUSTON announcers.



*Mike Cervi Sr., who owns and operates the largest rodeo company in the history of the sport, has been the stock contractor for RODEOHOUSTON for 28 years.*

Cervi has a history of delivering winners. Two of his horses hold National Finals Rodeo records: Skoal's Rio Bravo for a 90 point saddle bronc ride by Billy Etbauer and Brown Bomber for a 90 point bareback ride by Billy Laye. Additionally, Cervi's company has furnished more stock for the NFR than any other contractor.

His son, Mike Cervi Jr., a team roper, and Mike Jr.'s wife, two-time world champion barrel racer Sherry Potter Cervi, have been around livestock their entire lives. Mike Jr. helped his father with rodeo production during his high school summers. He graduated with a history degree from Sacramento State University, which he attended on a football scholarship. He did not even begin team roping until the end of his college career in 1991, starting with a few jackpot rodeos each year. By 1999, however, Mike Jr. ranked 16th as a team roping header prior to the NFR, leaving him only one slot short of qualifying for the event.

"I have always been a competitive person," said Mike Jr. "I love the fact that rodeo allows me to be my own boss and that I don't have a 9-to-5 job. I have a 7 p.m.-to-10 p.m. job instead. It's a great way of life."

Being on the road, however, is not always green pastures. Traveling with four horses and two dogs is not an easy feat. This is especially true for the younger Cervis, who now reside in Marana, Ariz., and only spent one and a half months at home in 1999. When traveling, they live out of a 29-foot trailer — 12 feet for them and the other 17 feet for the horses that help make a living for them. Thanks to the Professional Rodeo Cowboys Association's "buddy-up" rule, which allows a husband and wife to perform at the same rodeos, the Cervis are grateful that they are able to travel together.

Sometimes togetherness is not easy. Sherry said, "If you get angry, the 1,000 miles to the next rodeo can be quite a long haul. The travel to and from each rodeo is definitely the greatest challenge in our careers." Not only are they on the road constantly, but they cannot stay just anywhere. They must look for fairgrounds where horses are allowed, which limits their options.

Another major challenge for rodeo competitors is avoiding injuries. Mike Jr. sustained a compound fracture in his leg once and considers himself lucky not to have experienced any more injuries. "Our sports are hard work, but we chose this life for ourselves, and we love it," he said.

"[RODEOHOUSTON] is definitely the best competition," said Mike Jr. "The best ropers are here. It is all about how well you compete during this Show." When asked what his next career

# IN THE JEANS

By Gina Covell



Right at home in their rodeo lifestyle, the Etbauer brothers — Billy, Robert and Dan — are natural-born cowboys.

## The Etbauers

**A**nother great rodeo family is the saddle bronc-riding trio of Etbauer brothers, who have combined to win five world championships and are the only three brothers to qualify for the National Finals Rodeo in the same event in the same year.

Robert Etbauer, 38, of Goodwell, Okla., is the eldest and the most talkative of the humble brothers. A PRCA member since 1985, he has earned two world championships and 11 NFR qualifications. In 1999, his earnings were \$90,694, and his career earnings exceed \$1 million.

When asked how he got into this sport, Robert said, “Our father wanted to be in the rodeo but did not have the opportunity. He made sure that my brothers and I had the opportunity. We grew up in 4-H in high school and have always loved being around horses. We can do a lot of things on horseback that other people cannot. The fact that we can make our living doing what we love sure does make life easier.”

Billy, 36, of Edmund, Okla., won world championships in 1992, 1996 and 1999. He set an Astrodome saddle bronc-riding record of 88 points at the 2000 RODEOHOUSTON. His 1999 earnings were \$194,840, and his career earnings are closing in on \$1.5 million. He also has 11 NFR qualifications and has been in the PRCA since 1988. “Rodeo has given us the opportunity to see places and do things that many people dream about,” said Billy. Ironically, traveling is also the biggest

challenge the brothers face. They sometimes attend as many as three rodeos in a day.

Although the Etbauers take it easy and don’t attend very many rodeos during the winter, the summer months can be very taxing. They once competed in seven rodeos in three days. “We had wives and children on planes going everywhere,” said Billy.

Robert added, “Most of the time it is tougher to try to bring the family than to leave them home. However, during the summer, we try to get them to a few performances. Other times, our wives are gracious enough to keep the children, houses and horses taken care of while we are traveling.”

Dan Etbauer, 34, also of Goodwell, Okla., is another brother well known on the circuit. This 10-time NFR qualifier was world champion runner-up in 1995.

RODEOHOUSTON announcer Bob Tallman said that these brothers can take extreme pressure and still perform well and keep their families together. “They are the epitome of success in their sport,” he said.

When asked if the brothers ever get into arguments as a result of spending so much time together on the road, Robert commented, “We really get along well. We have had a few knock-down, drag-out fights over the years, but for the most part, we are there to support each other and cheer for each other.

“What really makes my career special is that my family is all in this together,” he said. “I would not be able to do what I do without the support of my wife. My family has spent their lives following me; now the tables are turning.” Robert’s children are forging their own careers in rodeo. His daughter is now involved in high school rodeo, and his youngest son has begun roping. “Now that our children are getting older and following their own dreams, I am excited to support them in return.”

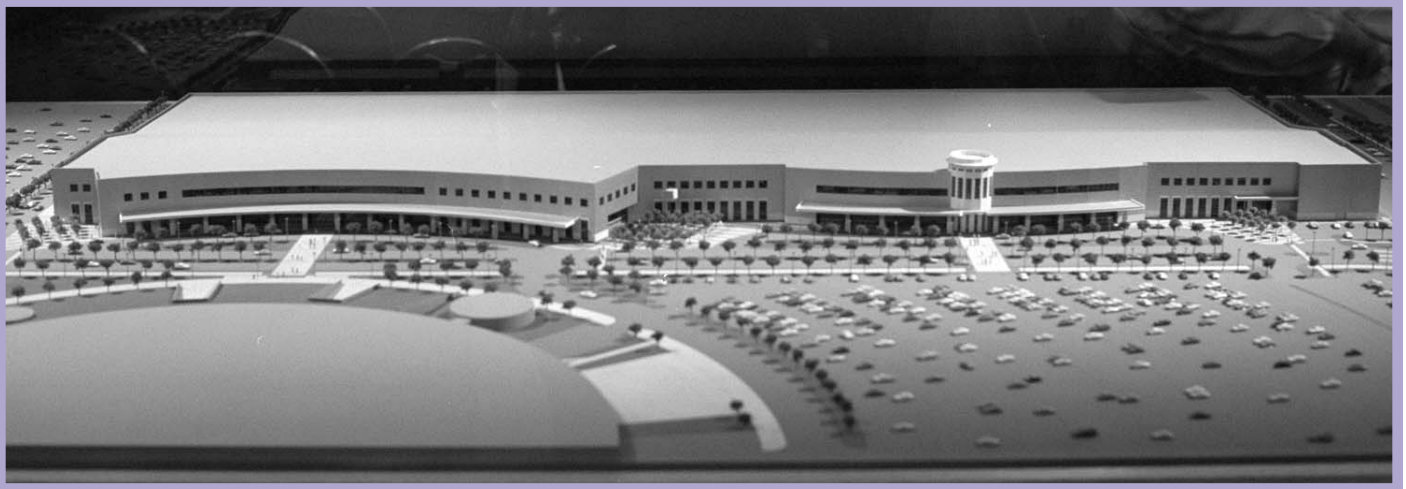
As far as injuries go, Billy has undergone back surgery, and both Robert and Dan have had knee surgeries. The brothers consider themselves lucky and keep on going.

Future goals for Robert include, of course, winning more world championships, as well as continuing to make a good living and having a nice life for himself and his family. Robert says that he will probably compete for a few more years and then follow his children’s rodeo careers.

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# From the Ground Up

By Tara Telage Wilson



When completed, the Harris County Exposition Center will be the new home of the Houston Livestock Show and Rodeo offices and will have exhibition space equal in length to five football fields.

Photo by Frank Martin.

**O**n March 9, 2000, ground was broken on the 50-yard line of what will be the new RODEOHOUSTON™/NFL stadium. Groundbreaking for the Harris County Exposition Center followed on June 8. This momentous project of a revolutionary retractable-roof stadium and a new exposition center will make Houston one of the top sports, entertainment and convention destinations in the world.

## The New Landlord

When talk of this project began, Harris County purchased the lease for the Astrodome from the departing Houston Astros baseball organization and formed the Harris County Sports and Convention Corporation. HCSCC is a local, nonprofit entity created to oversee the development and operation of the new facilities. This group is governed by a county-appointed board of directors that includes representation from the Harris County Sports Authority, the Houston Livestock Show and Rodeo and the local NFL franchise. HCSCC has hired SMG to be the lease operator on behalf of the county. SMG also manages such venues as ALLTEL Stadium in Jacksonville, Fla., the Louisiana Superdome in New Orleans, Mile High Stadium in Denver and Three Rivers Stadium in Pittsburgh.

While the Show has always had a close relationship with Harris County, this new arrangement will allow the Show's management to have a more direct relationship with the on-site management organization, SMG, as compared to past dealings with Astrodome USA, the previous lease operator. The Show worked very closely with the new NFL franchise to determine stadium needs and continues to work with the group on joint sponsorship opportunities. The two groups also have agreed to make annual contributions, projected to be \$1,250,000 each,

into a capital reserve fund for repair and replacement so that the stadium will remain updated and in great condition for the world's greatest rodeo and the new football team.

## The New Stadium

Imagine football under the open Texas sky, super-suites accommodating 150 guests and scoreboards and sound presentations like you've never seen nor heard before. Starting with the 2002 football season and the 2003 Rodeo, such concepts will become reality. The new stadium will seat almost 70,000 people, boast 11 mega-suites and employ the latest in presentation technology. Wider concourses will allow freer travel between entrances, exits, seats, restrooms and concession stands. The interrelationship of the different seating levels is such that, wherever you are sitting or standing, you will have an unobstructed view of the action. In addition, open-air terraces will be available on each concourse. According to Skip Wagner, Houston Livestock Show and Rodeo assistant general manager, Operations Department, "It will be an experience unlike anything anyone has ever seen."

While all the expanded capacity and added luxury of this innovative new facility is great for visitors, it is especially good for the Show. This is the first facility of its kind to be designed specifically with the sport of rodeo in mind. Due to the facility's size, almost 12,000 more attendees will be able to enjoy each RODEOHOUSTON performance, which will result in increased ticket sales and revenue for the Show. The new stadium also should make the Show more enjoyable, because both the seats and suites will be closer to the field, and a better pen and chute system will be utilized. Wagner explained, "The new facility will allow us to offer a higher quality presentation and much

better operation from a behind-the-scenes standpoint. All in all, we'll be presenting a much better experience to the ticket buyer."

The Show also will benefit from an advantageous contract with HCSCC that allows use of the facility for an additional 18 days per year. According to Wagner, "This would allow the Show to take advantage of some additional revenue-generating opportunities like festivals, concerts or other events, and more revenue means the Show can better live up to its mission of benefiting youth and supporting education."

The new stadium will be situated between the Astrodome and Kirby Drive. Although future plans for the Dome are undetermined, it is expected that it will be maintained as an operating facility and could possibly hold certain Show events once the new stadium is completed.

### **The New Exposition Center**

In addition to the new stadium, the Harris County Exposition Center is currently under construction. The 1.3 million square foot facility will be almost twice the size of the Astrohall and will offer more in terms of office space and meeting facilities. This new space also will house some exciting new features, including first-class kitchen and catering facilities; new Tejas, vice presidents' and board rooms; and new Corral Clubs during the Show.

While these new features are great for committee volunteers and staff, visitors to the Show also will benefit from the improvements. There will be a significant increase in the number and size of restrooms, an improvement in concession stands and a larger exhibit area. Additionally, visitors will find it very easy to get around the new facility. According to Tom Quarles, Houston Livestock Show and Rodeo assistant general manager, Logistics and Service Support Department, "The new facility will be first-class, inside and out. We'll see a better operation in terms of service and maintenance, catering, exhibit



*In the shadow of the Astrodome, the new RODEOHouston/NFL stadium begins to take shape. Updated photos of stadium construction are available on the Show's Web site at [www.hlsr.com](http://www.hlsr.com).*

*Photo by Frank Martin.*

logistics and visitor traffic. It truly will result in a much smoother Show all the way around."

After the 2002 Show, all Show offices will be moved into this new building. Beginning with the 2003 Show, all animal and commercial exhibits previously housed in the Astrohall will relocate to this facility. Most of the commercial exhibits previously set up in the Astroarena will move to the new facility as well. Because the Horse Show is not moving to the new facility, at least for the time being, some horse-specific commercial exhibitors likely will remain in the Astroarena.

The Astrohall will be torn down upon completion of the new facility to make room for additional parking. Currently, there is discussion of future construction, which might include a new arena adjoining the west end of the new exposition center. However, the current plan is for the Show to operate in the new facilities and to use the existing Astroarena.

### **Short-Term Impact, Long-Term Gain!**

The first major challenge during construction of these amazing new facilities will occur during the 2001 and 2002 Shows, when 14,000 parking spaces will be lost due to construction. Show management is actively working on parking solutions to compensate for this loss. These solutions will include increased Rodeo Express shuttle service, additional off-site parking locations and use of the Show's property near State Highway 288.

But any inconvenience will be worth the benefits that these new facilities will bring to the Show and to its organization. The completion of these facilities truly will mark a new era for Houston and will usher in an exciting future for the world's greatest livestock show and rodeo!

*On June 8, 2000, Show Chairman of the Board Jim Bloodworth, President P. Michael Wells and General Manager Dan Gattis were among the dignitaries bearing shovels for the groundbreaking of the Harris County Exposition Center.*

*Photo by Frank Martin.*



# Past Scholarship Recipients - The Five Omans

By Cheryl D. Kennedy

The Houston Livestock Show and Rodeo's educational program has awarded more than 17,000 scholarships to help Texas students receive a college education. As impressive as the statistics are, so are the individual lives behind them. Through the years, the Show has made an impact on the lives of countless young people. For one family, the Omans of Erickdahl, Texas, which is north of Abilene, the scholarships have equaled success multiplied by five.

All five of the Oman daughters earned Show scholarships, and all five daughters are shining examples of well-chosen investments made in the lives of Texas students. With this financial support, Jennifer, Jessica, Judith and Johnna earned their bachelor's degrees from Texas A&M University. The youngest daughter, Ingrid, is set to receive her undergraduate degree from the College Station, Texas, school within the next two years. Each of the five daughters received a scholarship, ranging from \$8,000 to \$10,000, based on their involvement in 4-H or FFA programs, leadership potential and grades. Each majored in an agricultural or life sciences field of study.

"Receiving the scholarships has been a dream come true for my family," said their father, John Bill Oman. "Growing up, neither my mother nor father had a college education. I was the first to get a college degree, and it was very important to me that my daughters get college degrees."

For both John Bill and his wife, Belinda, involvement in 4-H and FFA was a family tradition. Both spent their youth raising and selling animals. John Bill raised sheep, and Belinda raised steers. In fact, Belinda raised one of the Show's champion Charolais steers.

From the time the girls were old enough, they, too, were

encouraged to participate in 4-H and FFA. For them, it was as much about the discipline of watering, feeding and grooming animals and learning the necessary skills that would help them become successful adults as it was about raising money for college.

Today, each of the women is pursuing a career of her own. One has received a prestigious honor reserved for educators. Another has caught the attention of two of the highest-ranking members of this nation's Congressional agriculture committee. One daughter works in the private sector of agriculture, and another is a key mover and shaker in today's cotton industry.

Jennifer is the eldest. She earned her bachelor's and master's degrees in animal science. Today she teaches seventh grade science in the Cuero Independent School District. She has been named a Teacher of the Year by her school district and advanced to win the honor for the Region 3 Education Service District. This is the most prestigious award a school district gives its teachers, who are nominated by their peers. "I love teaching. It's incredibly rewarding to invest in the life of a child," Jennifer said.

She is married to Tom Kelley, an assistant principal at Cuero High School and a former agricultural science teacher. Tom's college education was partially paid for by a Show Go Texan scholarship. The couple has a daughter, Emily June, and soon they will add twins to the family tree. "It would have been terribly difficult to complete my college education without the help of the scholarship I received from the Houston Show. It made all the difference to me," Jennifer said.

Next came Jessica, who earned her bachelor's degree in animal science and master's degree in meat science. She is married

to Dennis Detten, who is a farmer. Jessica's college education and involvement in 4-H and FFA have helped her gain the attention of the nation's two leading members of the House Agriculture Committee, 19th District's Larry Combest (R-Texas), who is chairman of the committee, and 17th District's Charlie Stenholm (D-Texas), who is the committee's ranking minority member. This committee is critical to the agriculture industry, because it oversees all federal agriculture agencies, laws and regulations and forms new agriculture policies. Jessica works as an office manager for one of Combest's three district offices. She says her job is exciting and challenging.

"A big part of my job is casework where I work on behalf of individual constituents who are having problems with various federal agencies," she said. "It's very rewarding. I attribute my experiences in FFA to helping me be where I am today." Through FFA, she said she learned to work hard, and she learned about teamwork. Both, she said, are important lessons no matter what career a person pursues after graduation.

Judith has been busy completing her master's degree in arts and communication. Her undergraduate degree is in animal science. She is married to veterinarian Christopher Grotegut. The couple farms and ranches in Hereford, Texas. Judith is also a part-time instructor and admissions advisor at West Texas A&M University in Canyon, Texas. "I don't think I would be here today without the scholarship," Judith said. "With my background, I can uniquely relate to my husband's business, which is wonderful. Being involved in the private sector of agriculture is dear to me, because it is how I grew up."

As an admissions advisor, Judith said she sees a variety of students cross her path, but she can always distinguish between those involved in 4-H or FFA and those who aren't. "Those coming from a 4-H or FFA background understand the impor-

tance of education and take their schooling seriously," she said.

Next is Johnna, who is just embarking on her career. She graduated in May 1999 from Texas A&M University with a degree in agriculture development. Today, this 22-year-old is executive director of the Rolling Plains Cotton Growers Association. Through her office in Stamford, Texas, she works on all issues affecting the cotton industry in Texas. She said her career path and involvement in agriculture were influenced by the success of her sisters. Hearing of their exciting travels and interesting meetings with some of the state's most influential leaders motivated her to make her own mark.



*The Oman family: Judith, Jessica, Johnna (front), Belinda, Ingrid (front), John Bill and Jennifer.*

Ingrid, the youngest sister, was active in 4-H and FFA. She raised steers and pigs and exhibited them across the state, making many friends along the way. While active in FFA, Ingrid was awarded that organization's highest state honor – the Lone Star Farmer Degree. When she graduated from high school, she was the only person from her graduating class of 63 students to be admitted to Texas A&M University.

In the fall of 1999, when Ingrid entered college and began her studies in agriculture business, Texas A&M's

enrollment had grown to a record-breaking 43,442 students. It would have been easy for her to get lost among so many students, she said, but, thanks to her involvement in 4-H and FFA, her first day at school was more like a reunion of old friends.

Each year, approximately 1,300 students attend college on Show-sponsored financial assistance. Each, like these five women, has demonstrated academic potential, citizenship and leadership. Most would agree that if these students represent the future, then the future looks bright indeed — thanks in no small part to the Houston Livestock Show and Rodeo scholarship program.

# Meet the Show's N

By John Crapitto



## Douglas L. Doyle

As a native Houstonian, Doug Doyle attended the Houston Livestock Show and Rodeo for many years. It wasn't until 1983 though, a few years after graduating from The University of Texas at Austin, that he decided to become a member. "I had friends who were members of the Show, and I decided to join. As a committeeman in 1983, I had no illusions about ever becoming a vice president. I didn't even know what an officer in charge was," he said.

Doyle joined the Parade Committee and has been an active member. He has served in capacities ranging from block captain to vice chairman. From 1994 to 1996, he was chairman of the Rodeo Express Committee, which organizes the Show's shuttle bus system.

Doyle will serve as officer in charge of the Facility Services, Llama, Parade, Rodeo Express and Safety committees.

"The more time I have spent working on committees, the more I have come to appreciate the mission of the Show, and the more I have wanted to contribute," said Doyle. "I remember the milestone of the first Million Dollar Banquet, and now we are exceeding 8 million."

Doyle's wife, Sheryl, actively supports his Show involvement. They have been Junior Market Lamb and Poultry auction buyers for many years. The Doyles have two children and reside in Houston. Doug also spends time volunteering with the Post Oak Little League, the Briargrove School Dad's Club and the PTA. He is a home builder and president of D.L. Doyle Construction Company.



## Charles R. "Butch" Robinson

Butch Robinson first attended the Houston Livestock Show and Rodeo as a child and joined as a life member in 1983. "I bought a ranch and needed livestock, so I decided to join," he said. "It is one of the best things that I have ever done."

Robinson joined the Range Bull and Commercial Heifer Committee (now the All Breeds Livestock Sales Committee), served on the Resource Renewal Committee during its inaugural year and just wrapped up his third year as chairman of the Cutting Horse Committee. He was elected to the board of directors in 1997.

A native Houstonian and Rice University graduate, Robinson is president of Andrus Resources Corporation, specializing in oil exploration and production. In addition to his participation in the Show, he is active in the Rice University "R" Association and the Owl Club.

Robinson and his wife, Paula, who also is a life member of the Show and former member of the Ladies' Go Texan Committee, live in Houston. Together, they have been champion buyers at the Junior Market Lamb, Poultry and Steer auctions for many years. They have three children, and their oldest daughter, Monica, serves on the Quarter Horse Committee.

"I am really looking forward to serving as an officer of the Show, and I am excited to learn more about the Show as a whole," he said. "It is truly amazing to see how it has evolved over the years and to realize the Show's true purpose."

Robinson will serve as officer in charge of Agricultural Mechanics, All Breeds Livestock Sales, Junior Commercial Steer Feeding and Management Contest, Livestock and Trail Ride committees.



# ew Vice Presidents



**Gregory A. Schroder**

Greg Schroder joined the Houston Livestock Show and Rodeo in 1986. “I wanted to join a charity that was a large part of the city and felt that nothing represented Houston more than the Show,” he said.

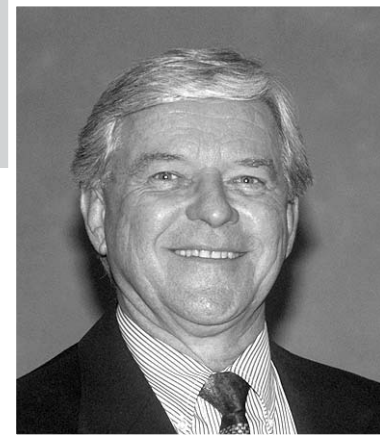
Schroder became a member of the Poultry Auction Committee. He quickly rose through the ranks and served as a vice chairman and, ultimately, three years as co-chairman. He also serves on the Corporate Development Committee and was elected to the Show’s board of directors in 1994.

Schroder’s wife, Angela, also a life member of the Show, serves as a vice chairman on the Ladies’ Season Box Committee. They have two children. “I know that the Show stands for youth, but when I brought my son out and got to see the Show through a child’s eyes, it opened a whole new world for me,” he said.

Schroder is a native Houstonian and a graduate of Southern Methodist University. He is the president of Statewide Capital Investments, a financial services company. When he is not coaching his children’s baseball or basketball teams, he plays golf and collects “muscle” cars from the 1970s.

He and Angela are champion buyers at both the Poultry and School Art auctions, and they donate the artwork pieces to Ronald McDonald House. “I will never leave this organization,” he said. “It does so many great things for our community.”

Schroder will serve as officer in charge of the Area Go Texan, Corporate Development, Go Texan Contests, Membership and Poultry Auction committees.



**Keith A. Steffek**

Friends are what led Keith Steffek to the Show in 1985. “I had so many friends involved, and I felt it was a great cause, so I joined,” he said. He eventually became captain of the Houston Metro Go Texan Katy subcommittee and moved on to vice chairman of the then Harris County Go Texan Committee. Steffek went on to serve as the chairman of the Houston Metro Go Texan Committee.

He also served on the Parade Committee and continues to serve on the building committee — a standing subcommittee of the Executive Committee. He was elected to the Show’s board in 1995.

“In the beginning, I was so naïve being a ‘grass roots’ Katy Go Texan member,” said Steffek. “I didn’t know the magnitude of the Show, how much good it does and what a tremendous effort the volunteers and staff put into the Show.”

Steffek’s wife, Jonnie, also is a Show volunteer. She, too, is a past subcommittee captain of the Houston Metro Go Texan Katy subcommittee and is currently on the Commercial Exhibits Committee.

A native Houstonian, Steffek graduated from the University of Houston. He is the owner and president of S&V Surveying, a land surveying company.

Steffek will serve as officer in charge of Equipment Acquisition, Health, Houston General Go Texan, Houston Metro Go Texan and Special Attractions committees.

“I’m really looking forward to the next three years,” he said. “It will be very challenging with all of the construction issues, but I am looking forward to that challenge.”



# Calf Scramble Committees

By Ken Scott



*After a successful catch, Calf Scramble Committee members step in to assist a scrambler with her calf.*

**H**as there ever been a child who has watched the calf scramble at the Houston Livestock Show and Rodeo without hoping that someday he or she could be one of the scramblers? Not likely.

But if you think that the calf scramble is about a bunch of loosely organized kids chasing a small herd of reluctant calves around the arena, you need to take a closer look. This perceived chaos is actually carefully orchestrated through the efforts of Show volunteers serving on the four Calf Scramble committees.

These committees have missions that dovetail to ensure that what has been called the most popular rodeo event comes off flawlessly. They plan, organize and execute almost every aspect of the calf scramble performances at the Show. This involves more effort than the spectators can imagine.

The calf scramble first appeared in Houston at the 1942 Show and has become one of the most popular events. In that first year, 48 boys scrambled for a total of 24 calves. During the 2000 Show, 360 calves were awarded to both boys and girls. In the early days, the Calf Scramble Committee consisted of 16 volunteers who were responsible for all aspects of the scramble. Things have changed more than just a little. Today, 500 committee volunteers collectively serve on four committees: Calf Scramble Donors, Calf Scramble, Calf Scramble Greeters and Calf Scramble Advisory. These committees work closely together to make the scramble a success at all 20 performances.

John Hutchison, officer in charge, has worked with the calf scramble for several years. Hutchison said, "The scramble is a great learning experience for these kids. It's all about opportunity, responsibility and commitment." He added, "Kids get a chance to take on a project that requires time, effort and fol-

low-through. The dedicated volunteers of our four committees prepare them for a lot more than just the scramble."

## Calf Scramble Donors

In the category of which came first, the calf or the kid, the Calf Scramble Donors Committee plays a pivotal role in the event. This group is responsible for securing 360 donors willing to contribute \$1,250 each.

Gary Nesloney, a 14-year committee veteran and chairman of the committee, said, "This really is something that is all about the kids. The process might start with finding willing donors, but it ends with the growth of these young folks."

This committee solicits new donors each year; however, many donors have participated for a long time. Committee members introduce the scramblers to the donors and assist with the Scramble Awards Banquet that brings the youth, their parents, agricultural science teachers and the donors together to celebrate this unique event.

Nesloney added, "We are one of the lucky groups of volunteers. We get the chance to work closely with the kids and their families and see firsthand the difference this event makes in their lives. That is what brings us back year after year."

## Calf Scramble

According to Jack Greenwade, who just completed three years as committee chairman, "This is not a one-shot thing. The indirect and long-term impact of the scramble is immeasurable. The scramblers' friends and all the people they come in contact with have a positive effect on the Show."

Each committee member is obligated to work four to five performances each year. However, Greenwade said most of them are out there working every scramble to help these kids. “They are there because they want to be.”

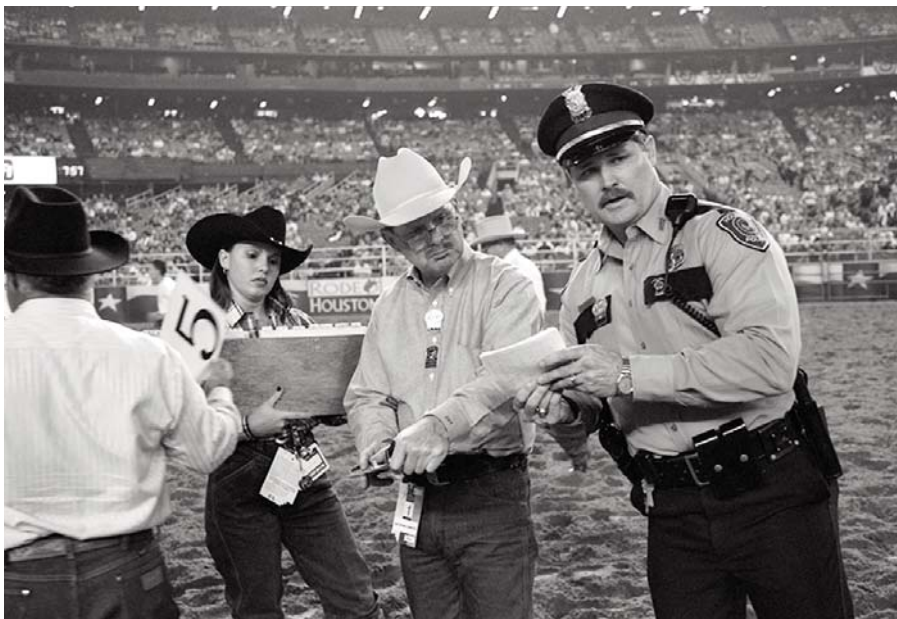
The duties of the Calf Scramble Committee, informally known as the arena committee, include members instructing and escorting the youngsters throughout this exciting process. Before the 10-minute competition in the arena, the committee works to prepare the scramblers for the chase. This process also includes assisting with the calves and keeping arena records. Committee members mentor the youth, and many of the scramblers develop lifelong friendships with the committee and the Show.

“The parents and spectators are too far away to see the kids faces when they cross the line with their calves, but we can! That’s the payoff for us. That makes the time and effort well worth it,” Greenwade said.

Also at each scramble event, at least one “hard luck” calf is awarded to a scrambler who did not catch a calf. These calves usually are awarded to a scrambler who made an extraordinary effort but still came up empty-handed. Committee members in the arena determine the winner of this award.

## Calf Scramble Greeters

If 360 certificates are awarded each year, then the following year 360 scramblers return to show their animals. “During the Show, our committee works about as hard any committee can,” said Byron Hamilton, committee chairman. Meetings for the Calf Scramble Greeters Committee begin in June, and planning continues right up to the Show. This team greets the



*Calf Scramble Committee members in the arena keep track of which scramblers catch calves so they can be matched with the donor.*

returning scramblers and assists them with everything from stall assignments to exhibitor schedules. “Our folks wrap things up for the day about midnight and do it all again the next day,” Hamilton added. In addition, the committee members coordinate the clean stall, showmanship and herdsman awards.

“Our committee is the alarm clock for these kids. When their families or agriculture teachers and friends need to know about the schedules and locations of each event, we work with them to make certain they have the information they need so everybody makes connections. When the kids need to be someplace, our folks see that they get there. You might say they herd the animals, and we herd them,” said Hamilton.

## Calf Scramble Advisory

The job of the Calf Scramble Advisory Committee is to assist the other committees with anything they need to get the job done. Judge Charles Hearn, chairman of this committee, said they have been described as the glue that holds it all together and the oil that makes things run smoothly.

Committee members distribute ribbons at the judging events and perform duties in all facets of the calf scramble program. They work wherever they are needed to keep the event on track at each performance. In addition, the committee is responsible for obtaining a motivational speaker for each training session that takes place before each Show. That means 20 different speakers to set the right tone for the scramblers. “We have had Dr. Red Duke and Marvin Zindler and other folks the kids would recognize and respond to in positive ways.”

Hearn, who has worked with the scramble since 1970, said Houston is tops in the calf scramble world. “Other shows have scrambles, but the kids know Houston’s is the pinnacle of calf scrambles. It gives the kids an experience they can’t get anywhere else.” He added that as the scramblers stick with their project for a year, “It builds discipline and character they can draw from the rest of their lives.”

So the next time you see 28 youngsters with halters in hand, frantically chasing 14 calves in every direction possible, think about the planning, hard work and the harmonious effort behind the scenes — all due to the efforts of the four Calf Scramble committees.



# Speakers

By Susan K. Williams



*Peggy Lane and volunteers on the Speakers Committee share information about the Show and its purpose with people of all ages, including up-and-coming cowgirls.*

**I**t might surprise you to learn that the most important criteria for membership on the Speakers Committee are not public speaking skills. “Those we can teach you,” said Dick Hudgins, chairman. “We judge future Speakers Committee members on their heart, their dedication to the Show and all it stands for, their enthusiasm and their attitude.”

Without enthusiasm and a good attitude, the best speaker in the world wouldn’t make it on this committee. “We’re here because we love what this Show is all about,” Hudgins said. “Every member on this committee is enthusiastic about what they take to their audiences. We’re here because of the kids. No other reason but that we want to tell our story — the story of what we, the Show, are all about.”

“The Speakers Committee is a year-round effort,” according to Jerry Hickman, the committee’s officer in charge. “Members make in excess of 7,500 speeches a year.”

The Speakers Committee provides public relations support for the Show by spreading information about its features, its history, its culture and the impact it has on the community. The committee’s 200 members have developed specific topics that are popular with audiences they visit, and they are versed in areas such as the histories of cowboys and rodeo, women of the rodeo, the history of the Houston Livestock Show and Rodeo, cattle industry history, trail rides and livestock branding.

The committee’s frequently updated database of topics and speakers makes it simple for a committee coordinator to find a speaker for any group or organization looking for a specific topic, often on short notice. Every speaker is prepared to speak on four to six topics.

It’s common for members of the Speakers Committee to visit civic organizations, such as the Lions Club and Rotary Clubs, but the committee’s responsibilities have expanded to provide resources for barbecue cook-offs, elementary school programs and other events. These programs require a more specialized presentation that can involve demonstrations, such as country and western dancing, roping, horseshoeing, acting (melodrama), and even cowboy and cowgirl singing. The committee features two singing groups — an all-women a cappella crew called the Texas Wildflowers and their gentlemen counterparts, the Lone Star Cowboys.

The Speakers Committee will be an important instrument the Show will use during the next few years to spread the word about the construction underway around the Astrodome, including the new RODEOHOUSTON™/NFL stadium and the new exposition center. Members will relate to the public what the Show is doing to reduce inconvenience and make everyone’s experience during the Show enjoyable.

“Their role will be vital in the coming years,” Hickman said, “because they will be a primary promoter of the Rodeo Express. Getting people to take transportation other than automobiles to the Show will be key to coordinating ongoing construction around the Astrodome and the movement of the large crowds we enjoy. They’ve got a big job.”

Wherever Speakers Committee members appear, you can rest assured they’ll be talking — maybe even singing — about the Houston Livestock Show and Rodeo.

## THE GENES ARE IN THE JEANS — THE CERVIS *continued from page 8*



***Exceeding \$1 million in rodeo earnings and garnering two world championships, barrel racer Sherry Potter Cervi has proved herself to be one of rodeo's top women competitors.***

goals were, Mike Jr. quickly said, “to make the National Finals and to stay healthy.”

The couple agrees that driving 100,000 miles per year is taxing on the body and the mind. “It takes a lot to make the Finals, and that means sacrificing time away from family and friends,” said Sherry.

The couple said that the rodeo culture is like one big family. “I think that the rodeo is a great atmosphere for raising children,” said Mike Jr., although the couple doesn't yet have chil-

dren of their own. “It makes them take on more responsibility, on average, than other children.”

They also mention that the rodeo family is very supportive of its members. “We don't think of it as competing with the other people in the circuit,” said Sherry. “We go out each night and compete with ourselves and our best record.”

For Sherry, that record is difficult to beat. She won the world championship in barrel racing in both 1995 and 1999. In addition to her top earnings title in 1999, she also won “the average” at the NFR, meaning she had the best combined times in her event after all 10 go-rounds. At the 2000 RODEOHOUSTON, she claimed first prize with a purse of \$16,497.36. Sherry won \$245,369 in 1999, and her career earnings exceed \$1 million.

Sherry has been competitive her entire life and began barrel racing in junior high. In addition, she found time to play high school basketball. Her father produced rodeos for 10 years, and both her mother, a barrel racer, and father, a calf roper, have been to the NFR in their respective events.

“I truly love barrel racing,” said Sherry, who joined the Women's Professional Rodeo Association in 1986. “My best horses are getting older, so I will be training some younger ones. In the future, I would really enjoy training horses for both myself and others to barrel race. I do see myself as always riding.”

Mike Jr. considers being married his greatest accomplishment, and second is coming close to making the NFR. When asked how long he plans on continuing his career, Mike Jr. said he will keep participating as long as he remains healthy. He also said that he enjoys the stock aspect of the rodeo and would like to follow in his father's footsteps by working in rodeo production again with him in the future.

## THE GENES ARE IN THE JEANS — THE ETBAUERS *continued from page 9*

Billy wants to continue being his own boss. “That freedom is what I love most,” he said. “Enjoy life for what you can, and then help your kids to achieve their goals, whatever they may be. Our father supporting us is what got us where we are today, and we want to do the same for our children.”

Dan wants happiness and freedom just like his brothers. However, he is more focused on winning a world championship, because he has come so close but has not yet lassoed the title. “I probably have about five good years of saddle bronc riding left, but I don't think I will stop until I have obtained that championship. It really drives me,” he said.

“The epitome of success is family,” said Dan. “Our family

and friends have been extremely supportive to us, and that makes a huge difference in life. Of course, without the stock contractors and the fans, none of us would be here. The rodeo fan base is larger than the group of cowboys.

“The reason for my career choice can be summed up in one phrase,” he said. “When you have a good ride on a buckner, that is what it is all about. This career is like a dream come true, and we are very fortunate.”

When asked what it means to be successful, Robert said, “I believe in working hard for your goals and treating people as you want to be treated. If you do that, you will be truly successful in life.”

# Third-Year Committee Chairmen

P R O F I L E S

By Tracy Ruffeno

*Every volunteer who wears the gold badge contributes to the overall success of the Houston Livestock Show and Rodeo. Of the nearly 13,000 volunteers, a distinguished group of 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.*

## Darrell N. Hartman — Swine Auction



During Darrell Hartman's tenure as chairman, the Swine Auction Committee has enjoyed record sales and auction prices. Darrell joined the Show in 1985 and the committee in 1990. He served as vice chairman and sales captain and received the "Top Sales" award. Darrell is a member of the "High Bidders" and other buying groups. Darrell and his wife, Lynda,

are life members of the Show. Lynda's involvement includes the Llama and Souvenir Program committees. Darrell is the president and CEO of Coastal Doors, Inc.

## Janet Heard — Lamb Auction



Janet Heard joined the Show as a life member in 1988. Before becoming chairman of the Lamb Auction Committee, she served as a sales team captain. She also serves on the Membership Committee and received "High Sales" honors. Her husband, Jack, a champion buyer for seven years, serves on the Show's board of directors and Agricultural Mechanics Committee. Janet enjoys golfing and horseback riding. The mother of two, she devotes much of her time to her children and actively volunteers with the Amigas Para Niños.

## Dick Hudgins — Speakers



In 1973, Dick Hudgins joined the Show and the Speakers Committee, where he served as captain from 1986 to 1992 and vice chairman from 1993 to 1998. Dick earned the committee's "Big Mouth" and "Mega Mouth" awards and was 1998 Speaker of the Year. A life member, he was elected to the Show's board of directors in 2000. His hobbies include

flying, scuba diving, dancing, snow skiing, politics and studying parliamentary procedure. Dick is a real estate appraiser with Hudgins-Groover Appraisal in Wharton, Texas.

## Gregg M. Raymond — Special Children's



Gregg Raymond, a life member, joined the Show in 1989. He has volunteered on the Special Children's Committee since 1992 and previously served as vice chairman and captain. Gregg was a charter member of the Houston Metro Go Texan Spring/Branch Memorial subcommittee where he served for five years. He has been a member of the "High Bidders"

junior auction buying group and "The Happy Group" that supports calf scramble "hard luck" awards. Gregg is senior vice president and director of operations for TPMC Realty Corporation.

## Bill Stallings — Breeders Greeters



As the leader of the Breeders Greeters Committee, Bill Stallings oversees more than 400 volunteers. Before he became the group's chairman, he served as vice chairman from 1996 to 1998. Bill is a life member and joined the Show and the Breeders Greeters Committee in 1990. He is self-employed in the field of commercial real estate. In his spare

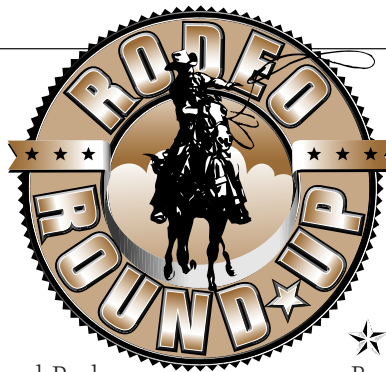
time, he enjoys hunting, fishing and team roping.

## Rick Waters — Corral Club - Arena Club



Rick Waters joined the Show as a life member in 1983 and has been involved with the Corral Club committees ever since. He first volunteered on the Corral Club - Skybox Committee and moved to the Corral Club - Equipment Committee in 1993. In 1996, Rick joined the Corral Club - Arena Club Committee, which he now

chairs. Rick is the president of Specialty Mechanical Products Inc. and enjoys hunting, fishing, and car and boat restoration in his free time.



### ★ Welcome on Board

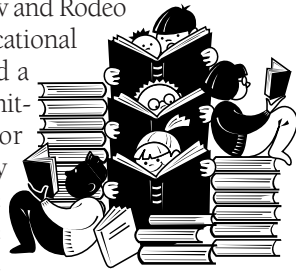
During the Houston Livestock Show and Rodeo annual meeting on May 16, the membership elected 11 new directors to the Show's board. Elected were Danny Boatman, Doug Bosch, W. Roger Campbell, Gene Clark, A.J. Dorr, Dick Hudgins, John Sandling, Joe Schindler, Sharon Simmons, Joe Van Matre and Terry Walker.

Three directors also were elevated to the status of lifetime director in recognition of their dedicated service to the Show. This honor was bestowed upon W.B. "Buddy" Bean, James Carroll Motley and Dick Shields.

Congratulations to these 14 volunteers on their new positions and to all the volunteers re-elected to the board.

### ★ Doing the RITE Thing

The Houston Livestock Show and Rodeo Executive Committee and educational fund trustees recently approved a **\$4.6 million**, three-year commitment to the Rodeo Institute for Teacher Excellence. Preliminary plans call for expanding the number of schools to 32 by the sixth year of the program. "RITE is proving that what we believed possible is probable," said RITE Chairman Jim Windham.



While the Houston Independent School District's standardized tests assessed entire classrooms of students, RITE received a \$43,000 grant from the Challenge Fund of Dallas for assessment of individual students' achievements over the course of the year.

In addition, extensive teacher evaluations contracted by RITE gave positive proof of the success of the program's efforts. "RITE is offering at-risk children a promising future by training teachers to teach them to read," concluded Windham.

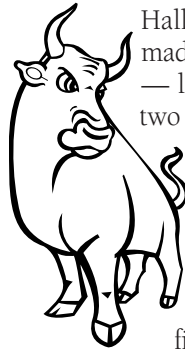
Because of RITE and its reading management involvement in HISD, nearly 17,000 at-risk children have learned to read since the program began in 1997.

### ★ Even More Scholarships

The Houston Livestock Show and Rodeo made summer even brighter for 70 4-H'ers and 70 FFA members who each received a four-year, \$10,000 scholarship during presentations in June and July. In addition, 10 four-year, \$10,000 scholarships were presented through the Texas FCCLA (formerly FFA/HERO) during its spring convention. These scholarships represent a \$1.5 million investment in the future of the youth of Texas.

### ★ Bye-Bye Bodacious

Bodacious, retired bucking bull and ProRodeo Hall of Famer, died on May 16. Bodacious made three appearances at RODEOHOUSTON™ — leaving all three riders unsuccessful and two of them injured. Bodacious also made a fourth appearance at the Show in 1999 as part of the Rodeo Experience in the AGVENTURE Plaza and was featured in the August 1999 issue of *R* Magazine. A memorial fund in honor of Bodacious has been established with all proceeds benefiting injured rodeo cowboys through the Cowboy Crisis Fund.



### ★ New Faces, New Places

Moving within the Agricultural Exhibits and Competitions Department, **Tobie Jo Baker** has new responsibilities as the calf scramble coordinator. The Agricultural Exhibits and Competitions Department also has two new staff members with the addition of **Wes Allison** as director — livestock, and **Jayna Farrow** as administrative assistant.

### ★ Tune In to the Show

DIRECTV® subscribers don't have to wait until February to catch RODEOHOUSTON™ excitement. Two DIRECTV features this fall will spotlight the Show's action with both musical entertainment and rodeo thrills.

Beginning the first Saturday in September and continuing throughout the month, DIRECTV's Freeview® concert series will feature country music star Clay Walker in his sold-out RODEOHOUSTON performance. In addition, Walker will be showcased with special interviews on the DIRECTV Big Event channel.

"Rodeo Uncinched" returns to DIRECTV in November for a second edition of bulls, broncs and barrel racing. The Direct Ticket® pay-per-view broadcast will include the wildest bulls, best broncs and fastest barrel racers that RODEOHOUSTON has to offer. Plus, the special will include classic RODEOHOUSTON footage of the late, great bucking bull, Bodacious.



# CALENDAR OF EVENTS



## AUGUST

## SEPTEMBER

## OCTOBER

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

### AUGUST

- 18 Channelview/Sheldon Golf Tournament
- 21 Ft. Bend/Stafford Golf Tournament
- 26 Aldine/Spring/Klein Rock-N-Bowl Rodeo
- 26 Tomball/Magnolia/Montgomery Turkey Shoot
- 28 Katy Golf Tournament

### SEPTEMBER

- 4 Labor Day holiday - Show offices closed
- 9 Hill County Cotton Pickin' Fair
- 14 Go Tejano Golf Tournament
- 16 Washington County Cook-off and Contests
- 18 Humble/Kingwood 10th Annual Golf Tournament
- 20 Spring Branch/Memorial Golf Tournament
- 23 Alief/Southwest 1st Annual Softball Tournament
- 23 Cy-Fair Oldies Gala
- 29-30 Aldine/Spring/Klein Bar-B-Que and Chili Cook-off
- 30 Walker County Go Texan Events

### OCTOBER

- 1 Deadline for committee listing in souvenir program
- 7 Calhoun County Cook-off, Contests and Dance
- 7 Channelview/Sheldon Dance and Casino
- 14 Cy-Fair Bake Sale and Contests
- 14-15 Katy Booth at Rice Harvest Festival
- 20-21 Humble/Kingwood Annual BBQ Cook-off and Events
- 20-22 Channelview/Sheldon Cook-off and Auction



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