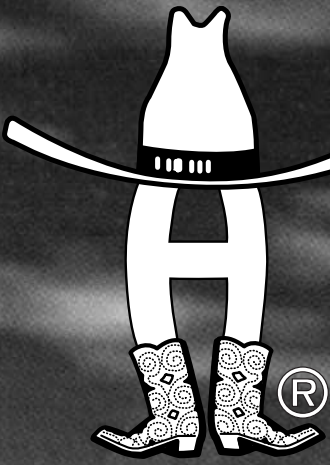


HOUSTON LIVESTOCK SHOW AND RODEO

May 2000 - Vol. VIII, No. 2



# MAGAZINE



**The Future  
Is Now...**

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# A MESSAGE FROM THE PRESIDENT

Record attendance, soaring auction prices, great weather and diverse entertainment — all the pieces fit at the 2000 Houston Livestock Show and Rodeo, making it an event that should have been remembered for a long time.

But with the official groundbreaking of the new Harris County Stadium held just days after the conclusion of the 2000 Show, all attention quickly shifted to the future.

With construction of the much heralded Rodeo/NFL stadium and the 1.3-million square foot exhibition building scheduled simultaneously, the Show is now faced with one of its biggest challenges ever — how to produce the first-rate event that people have grown to expect with the space limitations presented during the building of these great facilities.

Most of you have seen drawings or diagrams of the stadium and exhibition building, and there is no doubt that our new facilities, when completed, will be the finest in the world. Before we move into our new “homes” for the 2003 Show, however, we have a lot of work to do.

The questions I hear most often are those you are probably thinking about right now — how is parking being addressed, and how am I going to get to the Show? Indeed, those are high on everyone’s list and are undoubtedly the most complex issues we face. After examining the following numbers, it’s easy to see why:

	2000 Show	2001 Show
Total parking spaces available	27,400	13,400
Spaces used by Show operations	7,100	2,700
Actual parking available	20,300	10,700

As you can see, available parking spaces are going to be cut nearly in half, while available space for Show attractions in the parking lot area will shrink by two-thirds. After reviewing these figures, it is obvious that major changes and decisions must be made for the 2001 and 2002 Shows, and beyond.

With that in mind, we recently held a series of four “town hall meetings,” which were designed to provide and gather information and ideas regarding the operation of the Show during the next few years. It was a positive experience, and I commend the committee volunteers who participated.

There were some great ideas presented and many questions were posed. Obviously, all of them could not be answered as the final layout and design for the Show is not yet complete. However, I can assure you that everyone is working hard to create a setup that will be enjoyable while utilizing available space in the most efficient way possible. All feedback is being considered.

Even though all the details are not yet available, there is one thing you can always count on — the Houston Livestock Show and Rodeo will continue to be a first-class event.

Now, we must turn our attention to the Show’s greatest resource — its people — to tackle these challenges. With nearly 13,000 volunteers and many more members, it is vital that we approach this situation as a “family” and work together to present the best Show possible. In order to do that, we are all going to have to make some sacrifices of convenience and learn to live with change. We have done this many times in our past, so this should be no exception.

As you can tell by the numbers above, we will have to reduce the size of some of the Show’s attractions (carnival, educational exhibits, The Hideout) and will have to move portions (if not all) of other events to off-site locations yet to be determined.

Obviously, parking will continue to be the hot topic. After careful analysis, we are in the process of designing an off-site parking/shuttle bus system expansion to accommodate our needs. This will require most of us (including board members, committee volunteers, exhibitors and staff) to park off-site and use the shuttle bus system.

Rest assured, it will accommodate the needs of everyone involved, whether you’re working a late shift or have to be on the grounds at 7 a.m. I believe that our Rodeo METRO Express is already one of our greatest assets — nearly 300,000 patrons used the service during the 2000 Show. With this service already in place, we are now exploring the addition of several more nearby parking facilities that already exist and some that are still on the drawing board. Regardless, I am confident that we will provide the quality service in the tradition of the Houston Livestock Show and Rodeo.

Will we experience problems? Sure, we will. Will there be inconveniences? You bet. Is it all worth it? The answer is a resounding yes! If you have any doubts about that, I ask you to think about our mission — Benefiting Youth and Supporting Education. There is no question that it’s worth the effort.

Next year, when you’re waiting in line for a shuttle bus, think about the teachers in our RITE program who are opening up new worlds by helping potentially at-risk children learn to read. Think about the awe-filled eyes of a child seeing a 1,200-pound steer for the very first time. Or how about the excitement on the face of the young exhibitor who just learned that her animal was named grand champion. Think about the pride and appreciation of the high school senior who now can go to college thanks to a scholarship from the Houston Livestock Show and Rodeo.

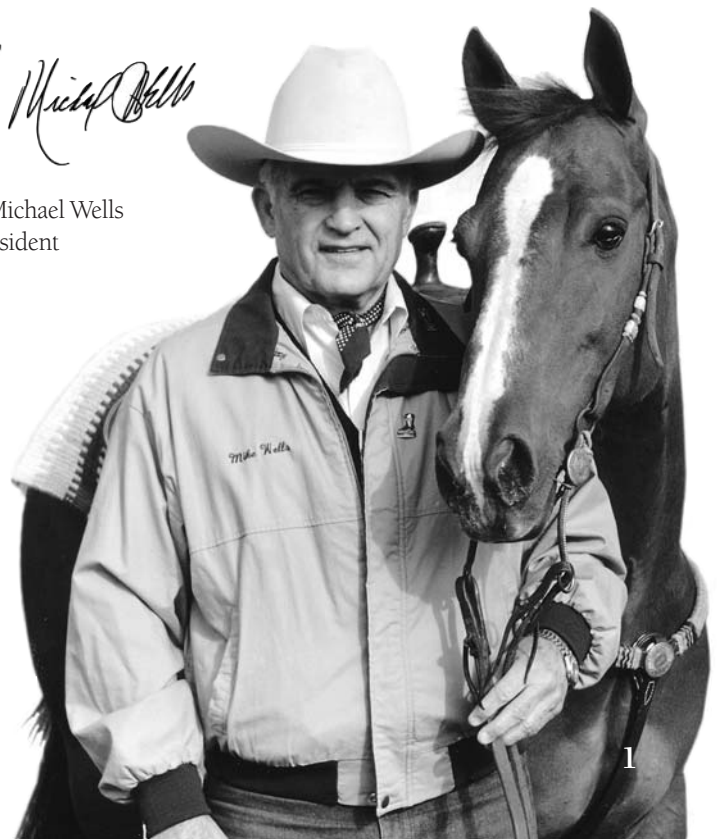
Yes, our sacrifices during the next few years will be rewarded. The new facilities will allow even more opportunities for people and exhibitors to attend our Show. But more importantly, they will help increase our revenue sources, providing even more resources for our educational programs in the future.

In order to accomplish the monumental challenges facing us, it’s going to take a team effort in the truest sense. Our margin for error is slim, as every conceivable space is going to be needed. Schedules will be tight, and some very popular attractions may have to be moved or eliminated. Nevertheless, I’m confident that we will put on a great Show in 2001, one with which we will all be very proud to be involved.

And with your help, the “Show with a Heart” won’t skip a beat.



P. Michael Wells  
President



# Breaking Records and Breaking Ground

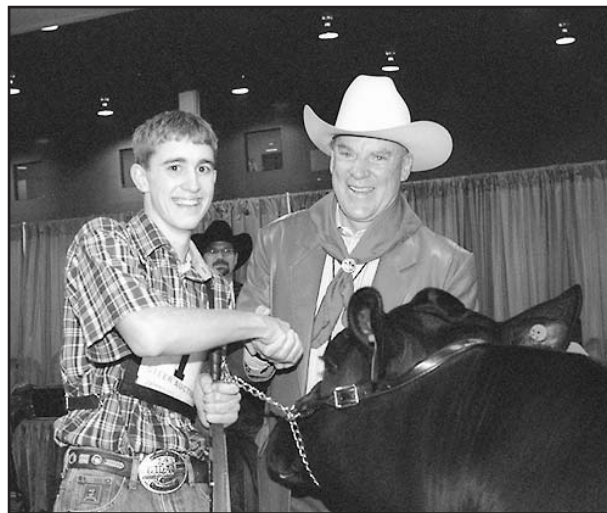
As the Houston Livestock Show and Rodeo made its first appearance of the new millennium, it was an event noteworthy for record-breaking action, celebrations of Houston's history and groundbreaking visions of the future.

More visitors than ever enjoyed the excitement of the Show's activities. A record 1,889,861 people entered the gates, breaking the 1999 record of 1,853,650. More than half of these visitors attended the Rodeo. The Rodeo's record attendance of 1,105,478 made 2000 the sixth consecutive year that paid Rodeo attendance has topped the 1 million mark.

Eleven of the 20 Rodeo performances were official sellouts, and 18 of the 20 performances had paid attendance in excess of 50,000. Two of the performances were among the highest ever in paid attendance. The 64,880 spectators who attended the Go Tejano Day performance with Los Tucanes de Tijuana and A.B. Quintanilla y Los Kumbia Kings were the fifth largest crowd of all time. Go Tejano Day also broke general attendance records, with 133,029 people at the complex. The 59,548 fans who attended the RODEOHOUSTON™ finals and the Clay Walker concert were the 12th largest paid crowd ever. The 2000 Show also marked the third year in a row that Clay Walker's performances garnered slots on the highest-paid attendance list.

Before the run of Rodeo performances even started, the Houston Livestock Show and Rodeo rocketed out of the starting gates with a Go Texan Weekend that included a parade through downtown led by grand marshal R.C. Slocum, Texas A&M University head football coach; the gathering of 6,000

riders from 15 trail ride groups at Memorial Park for their annual ride in the parade; the Conoco 10K Rodeo Run, which raised \$100,000 for the Show's Educational Fund; and the Area Go Texan Scholarship Banquet,



*Clayton Parker of Uvalde, Texas, exhibitor of the 2000 Grand Champion Steer, receives a hearty congratulations from Bob McNair, who purchased the steer for a record \$560,000.*

which awarded scholarships to students from the 60 Area Go Texan counties.

The first weekend also found a record-breaking 176,290 visitors taking in the flavors and aromas of the World's Championship Bar-B-Que Contest. Filling 350 spaces, teams vied for honors based on cooking, recycling, cleanliness and showmanship. The excitement didn't end with the food, as American Music Association Favorite New Country Artist winner Montgomery Gentry performed on the entertainment stage opening night, and regional artists entertained the crowds on subsequent evenings.

Superstars from every musical realm wowed the Astrodome crowds during the 20

Rodeo performances. The diverse lineup of 24 entertainers offered a little something for everyone — country, Latin, pop, R&B and Tejano. The concerts included unforgettable fun — Rod Stewart kicked soccer balls over the heads of the Dome floor crowd into the field boxes; Kenny Rogers tossed Frisbees™ to fans; Enrique Iglesias took to the air and flew above thrilled fans on a special platform; Brooks & Dunn kicked up dirt as they made their entrance in modified mini-cars; and Sammy Kershaw threw Mardi Gras beads to fans, plus gave two autographed guitars to thrilled audience members.

The concerts had their sentimental moments and tributes, too, as Willie Nelson and Merle Haggard brought Poncho and Lefty to life; Clint Black's wife, Lisa Hartman Black, joined him on stage for a heartwarming duet; Steve Miller donned a cowboy hat as he sang and then waved a Texas flag during his exit; Robert Earl Keen brought the crowd to its feet for a proud rendition of "Texas Our Texas"; and Clay Walker honored the Show's Western heritage by riding out on a horse.

Even entertainer Tony Bennett paid tribute to the Show during his concert. "One of the great reasons that I'm so thrilled to be on this stage tonight," Bennett said, "is what you folks in Houston are doing in helping and assisting the young people for education — I think it's the greatest thing that could ever happen, and I want to thank you."

There were quite a few young people that got a boost during the Show. Support of Texas youth continued to rise as records were broken in the junior auctions. During the 2000 Show, all of the junior grand champions and

## Top Bids

- \*Grand Champion Steer, \$560,000
- \*Reserve Grand Champion Steer, \$350,000
- \*Grand Champion Lamb, \$165,000  
Reserve Grand Champion Lamb, \$75,000
- \*Grand Champion Barrow, \$130,000  
Reserve Grand Champion Barrow, \$64,000
- \*Grand Champion Work of Art, \$129,000  
Reserve Grand Champion Work of Art, \$50,000
- \*Grand Champion Pen of Broilers, \$115,000
- \*Reserve Grand Champion Pen of Broilers, \$65,000
- \*Grand Champion Turkey, \$105,000
- \*Reserve Grand Champion Turkey, \$100,000

\*indicates new record



half of the reserve grand champions broke auction records.

The junior auctions totaled a phenomenal \$6,825,248. This amount included: steers, \$2,826,700; swine, \$1,103,750; lambs, \$1,068,360; poultry, \$924,950; school art, \$677,850; and commercial steers, \$223,638. Total auction sales, including the Premier Horse Sale, tallied in at \$9,537,083.

In an increase from previous years, the Premier Horse Sale alone brought in \$336,950. Besides the sale, the world-class Houston Horse Show activities included equine competition in seven breeds. Exhibitors competed for a share of prize money in excess of \$200,000.

More than 37,000 livestock and horse show entries were recorded for the 2000 Show, including more than 14,000 junior livestock entries. Entries also included the open show, as well as various sales and contests.

The International Livestock Congress held during the Show brought cattlemen, equine breeders and livestock enthusiasts from around the globe to Houston. With many international guests attending the Congress, the Show registered 2,714 foreign visitors from 56 countries.

Hands down, the guests who traveled the farthest to attend the Show were the crew of the space shuttle Endeavour. On Feb. 19, three of the astronauts took part in the evening Rodeo performance live from the shuttle's orbit where they were mapping Earth. In the spirit of the Rodeo, they even showed the audience the package of barbecue

*Many dignitaries traveled to Houston for the Show, including New Jersey Governor Christine Todd Whitman, right, who visited with U.S. Sen. Kay Bailey Hutchison of Texas and Show Chairman of the Board Jim Bloodworth.*

they had aboard the shuttle. Two weeks later, all six crew members and their families visited the Show again — this time in person.

The world's only regular-season invitational rodeo brought together 509 contestants representing the best athletes the sport has to offer from across the United States and Canada. These outstanding cowboys and cowgirls competed for a share of \$767,500 in prize money.

Joe Beaver of Huntsville, Texas, won his third RODEOHOUSTON All-Around Cowboy title, with total earnings of \$29,491.40. Competing in both calf roping and team roping, his earnings included a \$25,000 bonus, plus a trophy saddle, buckle and truck. He also won the All-Around Cowboy award in 1995 and 1997.

Beaver wasn't the only cowboy taking home a trophy saddle and a RODEOHOUSTON championship. Event champions included: bareback bronc riding, William R. Pittman Jr., Florence, Miss., with total earnings of \$13,892.24; barrel racing, Sherry Cervi, Marana, Ariz., with total earnings of \$16,497.36; bull riding, Tyler Fowler, Theodore, Ala., with total earnings of \$13,051.86; calf roping, Fred Whitfield, Hockley, Texas, with total earnings of \$9,750.08; saddle bronc riding, Billy Etbauer, Edmond, Okla., with total earnings of \$21,014.91; steer wrestling, Frank

Thompson, Cheyenne, Wyo., with total earnings of \$11,893.21; and team roping, Speed Williams and Rich Skelton, Llano, Texas, with total earnings of \$8,954.32 each.

Billy Etbauer also showed Rodeo fans something never seen before in the Astrodome — an 88-point saddle bronc ride. While Etbauer was the only cowboy to break an Astrodome record this year, Sean Culver of Grandview, Wash., tied the bareback bronc riding record with a score of 86 points.

Bad luck resulted in some good luck for bull rider Royce Jennings of Seneca, Neb. Rodeo fans chose Jennings to receive the High Flyin' Hard Luck Award after the bull he was riding first stepped on him and then turned around and rammed him.

The cowboys and cowgirls weren't the only rodeo athletes competing for honors. New in 2000, RODEOHOUSTON presented bucking stock awards to recognize the stock contractors who brought the best saddle bronc horses, bareback horses and bulls to Houston. Guidry Rodeo Company, Madisonville, Texas, took top honors for the best bulls, while Cervi Championship Rodeo, Sterling, Colo., took both saddle bronc and bareback awards.

For fans who wanted to view the Rodeo from their living room couches, RODEOHOUSTON produced two Rodeo

*continued on page 20*



# PRCA

## Hold on for the Ride

By Wendy Kyle

Recently, the Professional Rodeo Cowboys Association has taken unprecedented measures to increase the popularity of its sport. No longer content to take a back seat to other professional sports, the PRCA is aggressively pursuing avenues that will raise professional rodeo to the next level. The PRCA has a new, highly qualified commissioner, a charismatic new superstar, and, in Houston, a new stadium in the works that is sure to create fresh enthusiasm for a cherished local tradition.

In the top spot of the PRCA organization, Steve Hatchell brings strong leadership and solid business experience to the association. His résumé includes serving as the executive director of the Orange Bowl and as commissioner of both the Big 12 and Southwest conferences. Hatchell is no stranger to the spotlight, and he hopes to bring the same star power into the rodeo arena.

"Rodeo is an unbelievable sport, and, even though there is enormous competition for the entertainment dollar, we are only limited by our imagination on what we can do for this sport," Hatchell said. "Rodeo is very well-grounded, so now we need to develop a team that believes we can go anywhere and do anything."

One of the most important aspects of promoting the PRCA is increasing exposure to the sport by utilizing the media. Because rodeo has a dual function — a business operation and a sports venue — Hatchell realizes that without the proper amount of national attention, the PRCA will not attain a higher status within the sports industry. Hatchell strives to introduce rodeo to audiences who have never experienced the excitement of watching a thrilling bull ride or witnessed the challenge of calf roping.

One of the first major innovations to evolve under Hatchell's regime was the new ProRodeo Winter Tour, comprised of a series of eight rodeos, culminating in a Tour Finale. The Houston Livestock Show and Rodeo agreed that the **RODEOHOUSTON™** finals would be part of the tour, which also included Denver; Rapid City, S.D.; San Antonio; Tucson, Ariz.; Laughlin, Nev.; and Red Bluff, Calif.; and concluded in Lufkin, Texas, on April 29, 2000.



*PRCA board members Bob Thain and Jimmy Powers visited with Steve Hatchell, PRCA Commissioner, behind the chutes during a performance of the Houston Rodeo.*

Contestants qualify for the Tour Finale by earning points in the short go-round of the eight designated tour rodeos. The top 10 competitors in the tour standings in seven rodeo events advance to the Tour Finale, which will be held June 8-10, 2000, in Las Vegas. The short go-round of the eight tour rodeos is televised on TNN during prime time. Plans are being finalized for a summer tour, which will include a minimum of 15 telecasts on ESPN2.

"Undoubtedly, television is the key to gaining exposure," Hatchell explained. "If people can't get out to attend PRCA events, we will bring the PRCA into their living rooms. Our athletes have so much to offer. No audience would be disappointed after watching a PRCA rodeo."

As the current All-Around World Champion of this evolving association, Fred Whitfield has the rare opportunity to represent the PRCA as it explodes into the new century. Whitfield readily accepts the responsibilities of being a superstar athlete, role model and local hero. He shares with Hatchell the vision of increasing



PRCA recognition and creating a new fan base for professional rodeo.

“The PRCA has had great leadership over the years, but we have never had the right amount of exposure until recently,” Whitfield said. “We are taking a really aggressive attack to attract the big-time sponsors. Steve Hatchell is doing a great job getting that done. He has the intelligence and strong business background to take us where we want to go.

“The talent is here. We just need the right representation, and top rodeo cowboys will become household names. The general public has never had the opportunity to really identify with professional cowboys, and that is what we want to change. We have a lot to offer the sports community, and we are ready to stand up and make it happen.”

Hatchell fully supports Whitfield’s achievements and dynamic success, and he is quick to point out the important role Whitfield will play in generating widespread attention to the professional rodeo community. “Whitfield is a tremendous ambassador of the sport,” Hatchell explains. “He is smart and immensely talented. We will not be able to measure the effect he has on this sport accurately for another three or four years. He has his own following; he is the threshold of this sport. If there was ever a time to underscore the depth of the cowboy, that time is now.”

Growing up in the Cypress-Fairbanks area right outside of Houston gives Whitfield, also the 2000 RODEOHOUSTON champion calf roper, a unique perspective on the relationship between the PRCA and the Houston Livestock Show and Rodeo. “Houston has

always been an exciting stop on our [PRCA] tour,” Whitfield said. “The fans and local support are amazing. I have competed in Houston 11 times, and it is, no doubt, the most difficult to win, but it is definitely one of the best rodeos on the tour. Over the next few years, it should only get better.”

On March 9, 2000, the Show participated in the groundbreaking of a new stadium at the Astrodome complex that will house a professional football team beginning in 2002 and RODEOHOUSTON in 2003. The stadium will seat 69,500 and will be the first rodeo/football stadium to have a retractable roof. “The new stadium is incredible, and Houston will be the home of the finest rodeo facility in the country,” Hatchell said. “Houston has done so much to create a knowledgeable fan base and unmatched community support. It would be impossible for the PRCA to not have a great relationship with Houston.

“Overall, the PRCA has an immense amount of respect for the Houston Livestock Show and Rodeo,” Hatchell continued. “The respect spreads in many directions. The board has some of the finest leaders in any organization in America. The entire rodeo industry needs to capitalize on the energy and expertise in Houston.”

Show Assistant Manager Lori Renfrow agrees. “Our working relationship with the PRCA is excellent. We want the same thing — to take the sport as high and as far as it can go. We know that one of the ways to achieve that is to focus on the contestants and their needs. The Show has made that a priority. We feature the best contestants, we have the biggest payout and we try to ensure that the Houston public knows who the contestants are.”

From the arena to the television screen, the PRCA is making changes. The athletes are ready to take their rightful place in sports history, gracing the covers of magazines and giving interviews on national television. In addition, the PRCA is counting on Houston to attract the media spotlight on the largest indoor rodeo every year. The new stadium is one example of how the Show is dedicated to align itself with the PRCA to rocket professional rodeo into the 21st century.

“We are focused on increasing our support on all levels with the PRCA,” Renfrow said. “The PRCA has great competitors and great entertainers, and Houston wants to feature these professional athletes with the best show and amenities possible.”

Evidently, the PRCA reciprocates the high expectations. The relationship continues to develop between both organizations. PRCA and Show leaders work in tandem to influence the sport they represent. The Show invites only the best PRCA athletes to compete every year. In turn, the PRCA relies on the Show to host the most notable competition in the industry.

“Television, the new tour and the Houston leadership are the architects of the new PRCA. Houston has what it takes to bring the rodeo to the people,” Hatchell said. “Houston has the leadership, a dedicated community and strong ties to rodeo. Houston has it all.”

*Steve Hatchell, PRCA Commissioner; Fred Whitfield, reigning PRCA All-Around Cowboy; and Dan Gattis, Show general manager, participated in the groundbreaking ceremonies for the new rodeo/football stadium.*





*These three outstanding women have served as Show vice presidents: Suzanne Epps, Jerry Johnston Andrew and Carolyn Faulk.*

# Women of Distinction

*By Tracy L. Ruffeno*

**A**lthough the Houston Livestock Show and Rodeo was established in 1931 by seven men, women have played increasingly important roles ever since. In the early years, Show officials' wives and daughters volunteered in supporting roles without official recognition. Today, women comprise more than 35 percent of committee volunteers and hold leadership positions throughout the Show's hierarchy. "The role of women in the Houston Livestock Show and Rodeo has mirrored the way society has evolved," said Show Vice President Brady Carruth, "and I think their roles will continue to expand."

The increasing feminine influence began in 1958, when a group comprised mostly of directors' and officers' wives took over the Advertising Committee's responsibility of advertising sales for the Show's souvenir program. The group operated as the Ladies' Souvenir Program Committee until 1988, when the ladies' and men's committees united to become today's Souvenir Program Committee.

In 1965, another exclusively female committee began as a subcommittee of what was then the Go Texan Committee. The original group, consisting of Show officials' wives and daughters, and a few other women who were involved with the Show, increased awareness and publicity for the Show. They assisted with the Go Texan Committee's activities, distributed Show posters throughout the city and conducted fashion show fundraisers. The Ladies' Go Texan Committee received committee status in 1973, and, today, its members continue to promote the Show as public relations ambassadors.

The Ladies' Season Box Committee was formed in 1970, when the Rabbit Auction Committee dissolved. Show leaders recognized the committee members' abilities and created this new committee to sell season box tickets to the Houston Livestock Show and Rodeo. The women soon sold all of these tickets and took on more responsibilities. In addition to season box sales, members hosted gala dinners and sold season box tickets for the National Cutting Horse Association competition held annually in the Astroarena. "These ladies sold the boxes when they weren't easy to sell. It was a hard job at the time, but they got it done," said Ladies' Season Box Committee Chairman Kathy Somerville.

Women have steadily risen through the ranks of these all-female committees, as well as other coed committees, to positions of leadership in the Houston Livestock Show and Rodeo. In fact, 16 of the Show's 91 current committees are chaired by women. Numerous women serve on the Show's board of directors, and three women have been elected as Show vice presidents. "The three lady vice presidents are exemplary in their dedication to the Show. They are outstanding examples of what women have contributed to the Houston Livestock Show and Rodeo," Somerville said.

Suzanne Epps served as chairman of the Ladies' Souvenir Program and Ladies' Season Box committees and was a member of several other committees before she was elected a Show vice president in 1992. Recalling her experience as the Show's first woman vice president, Epps said, "I couldn't have worked with a



nicer group of men. We did a lot of traveling, and, aside from the occasional teasing I received when I had to stop to buy lipstick, they treated me like one of the guys.”

The Western Art Committee dedicated the bronze statue entitled “Yes” — depicting a female Show competitor holding a ribbon — to Epps in 1995. Epps continues to serve as a lifetime vice president and on the International and Ladies’ Season Box committees.

The Show’s second female vice president, Jerry Johnston Andrew, carried on her family’s tradition of service to the Houston Livestock Show and Rodeo. Andrew served as a Show director, chairman of the Ladies’ Season Box Committee and as a member of the Ladies’ Go Texan and Special Children’s committees.

A longtime Show member and avid supporter of the junior market auctions, Andrew said her love of kids, animals and people inspires her involvement with the Show. Andrew currently serves as a lifetime vice president and as a member of the Ladies’ Season Box, School Art and Special Children’s committees. She said, “Women work in every aspect of the Show, and there are no boundaries as far as what they can accomplish.”

In May 1997, Carolyn Faulk became the third woman to serve as a Show vice president. Faulk’s official committee involvement began in 1978, when she joined the Swine Auction Committee. In 1983, she became one of the first female vice chairmen of a junior auction sales committee. Reaching top sales and honors in all of her endeavors, Faulk served as Swine Auction Committee co-chairman, as a member of the Membership Committee and as a Corporate Development Committee vice chairman, and, in 1988, she became a Show director. Faulk described her experience as an officer as fun, emotional, gratifying and full of lessons. She said, “Having my car towed by ‘Tow-away’ Stapleton’s horse committee taught me to never think you are too big for your britches!”

“The female officers are pioneers of the Show. They’ve done a fantastic job and are role models for volunteers,” said Carruth. “It is important to recognize the efforts of women who have dedicated themselves to the Show.” The Ladies’ Season Box Committee recognized six of those women at a luncheon and style show on Jan. 16, 2000. The honorees’ individual accomplishments are countless, but they share a common record of achievement at the Show. All have served on two or more committees, have been a chairman or vice chairman and have been active in the Show for more than 15 years. This group includes sale supporters, auction buyers and trail riders who have made huge commitments to the Houston Livestock Show and Rodeo.



*The Ladies’ Season Box Committee presented its first-ever Pearl and Trailblazer awards to Ethel Carruth, Tiny Butler\*, Cheryl Thompson-Draper, Angela Montalbano, Terry Walker and Mary Adams.*  
*Photo by John McCaine.*

Mary Adams, Tiny Butler\*, Angela Montalbano, Cheryl Thompson-Draper and Terry Walker received the inaugural Ladies’ Trailblazer Award. Somerville said, “These outstanding lady volunteers are forward-thinking, productive women who have shown their dedication to the Show through their time, talent and generosity. They promote the spirit of volunteerism and are the epitome of leadership at the highest level.”

At the luncheon, the Ladies’ Season Box Committee also presented the first-ever Pearl Award to Ethel Carruth for continually giving so much of herself to the youth of Texas. Somerville said, “This is a ‘Lifetime Achievement Award’ recognizing Mrs. Carruth’s long commitment of service to the Show.”

Mrs. Carruth said, “Volunteerism has been a way of life for me, but I have received much more than I have ever given!” She predicts a strong future for women in the Show and said, “I’ve been in close contact with some of the Show’s best officers, and they are the first to give credit to the women! Who knows how far we’ll go?”

The Ladies’ Season Box Committee selected an unparalleled group of women to honor in 2000, and committee leaders admit this group will be difficult to match. There are many deserving female volunteers, some following in the footsteps of these trailblazers and others blazing their own trails.

Women have had an enormous impact on the Show, and that impact continues to grow. Everyone can blaze trails as volunteers for the Show, and these women are outstanding role models who have demonstrated how it’s done.

*\*The Show lost one of its most dedicated supporters when Tiny Butler, wife of lifetime vice president Max Butler, passed away Feb. 24, 2000.*

# For IAFE — Dan's the Man

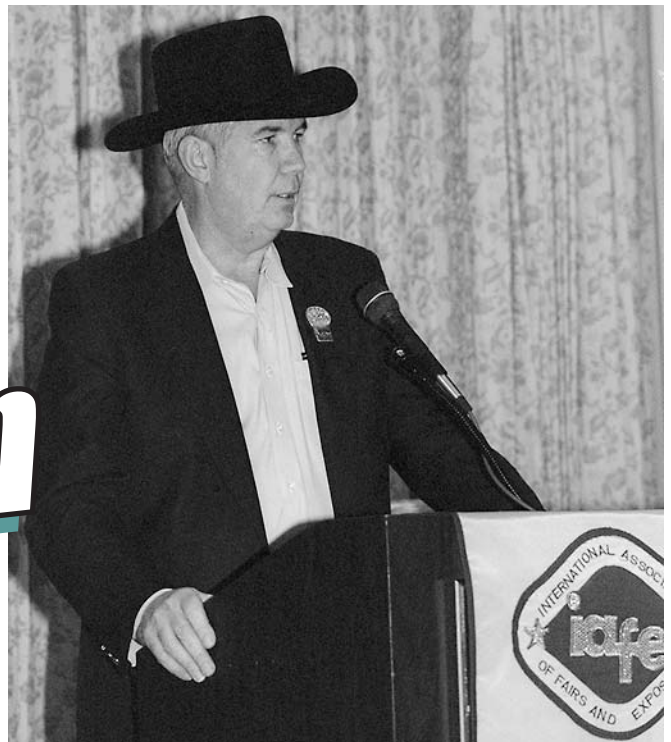
By Stephanie Earthman

For more than 30 years, the Houston Livestock Show and Rodeo has been a member of the International Association of Fairs and Expositions, the industry authority on fair management and development. Membership in IAFE has proven beneficial for the Show, and now IAFE will benefit from the Show's leadership. "What is good for IAFE is good for the Show and vice versa," stated Dan Gattis, Show general manager. Gattis took the IAFE reins on Dec. 2, 1999, when he was elected to a one-year term as president during the organization's 109th annual convention in Las Vegas. He stepped into this policy-making role after serving as an officer in three other elected positions.

Gattis asserted that the Show must continue to look for ways to improve and to better serve the customer. Participation in IAFE is one way he seeks new ideas for maintaining the Show's status as the best attraction in town. "We must turn our attention outward and be aware of what others are doing in fairs, education and the livestock business. This position will provide a unique opportunity to interact with fair executives throughout the world and gain from their knowledge and experience," said Gattis.

IAFE, with headquarters in Springfield, Mo., serves as the official organization of the fair industry. What began in 1885 with a half-dozen fairs has grown into an international, non-profit corporation with more than 2,700 member fairs, carnivals and concessionaires. Ever alert to changing business conditions that could affect its members, this group provides invaluable resources, information regarding fair trends and ideas, access to industry studies and statistics, and representation on legislative issues. It also honors industry leaders with various annual awards, several of which have been bestowed upon the Houston Livestock Show and Rodeo in years past.

Seeking to infuse the Show with fresh ideas, Gattis travels to fairs and rodeos throughout the year. He broadens his exposure



*Dan Gattis wears two hats in the fair and exposition industry – general manager of the Houston Livestock Show and Rodeo and president of the International Association of Fairs and Expositions.*

to new ways of doing things by visiting different venues each year. He noted, "Some large fairs are currently struggling to be successful, while many small fairs are prospering and implementing creative ideas."

Gattis encourages the Show's management team to attend IAFE seminars and conferences related to their areas of responsibility. Skip Wagner, the Show's assistant general manager, Operations Department, is disappointed if he does not collect at least 10 ideas from each activity. He appreciates Gattis' encouragement to be innovative. Wagner said, "If only one idea is carried out and it makes a difference, it was worthwhile."

As IAFE president, Gattis said his priorities are to create a more compelling international focus and to select the best qualified candidate to replace the IAFE executive vice president, who steps down at the end of 2000. "Just as our name reflects, I think it is important to gain more recognition for our members outside the United States and Canada if we are truly an international organization," said Gattis. So far, IAFE outreach includes fairs in Australia and Great Britain. "With Houston and the Show having an international attitude and reputation, my position offers IAFE a chance to emphasize this perspective of the organization," he added.

Securing an effective leader to replace IAFE Executive Vice President and General Manager Lewis Miller will be of major importance. Miller will be a tough act to follow after successfully managing the day-to-day operations for the past 20 years.

While visiting the 2000 Show, Miller expressed support for Gattis' election as president and praised Gattis' ability "to hold his own opinion and not be easily influenced by others."

Gattis brings many years of fair experience to his IAFE position. His involvement in fairs stems from his Texas childhood. "My whole family attended the Waco Heart O' Texas Fair, where my father served as a volunteer," explained Gattis. Also active in FFA, Gattis exhibited livestock at fairs throughout the state, including the Houston Fat Stock Show held at the Sam Houston Coliseum. He joined the Show staff in 1976 and has served as general manager since 1984.

His career as a rodeo general manager was as unexpected as his move to Houston. "It seemed more likely that I would be working in a large agribusiness corporation," said Gattis, who received a bachelor's degree in agriculture and a master's degree in education from Southwest Texas State University. But after holding agriculture-related positions with Round Rock High School and the Texas Education Agency, he found himself in Houston — a place he never planned to be. "I used to make speeches saying that I would move anywhere in Texas but Houston," he said with a grin. "I had to change my speeches."

Gattis spoke fondly of Houston as he welcomed IAFE members to an exhibits seminar hosted by the 2000 Show. Though here to gather ideas for their own fairs, the IAFE members were happy to provide their feedback for improving the Houston event. Appreciative, Gattis was quick to credit the guests for

their contributions and commented, "Everything they see came from them in some way."

Tapping the Show's general manager to lead IAFE was no surprise to Wagner, who said, "They are generally looking for leaders of the most successful member fairs." Recognizing that the Show is considered the best fair in the United States, Gattis acknowledged the need to work to maintain that position.

"If you don't have vision, you won't stay number one," said Gattis. His own number one position with IAFE will help him maintain his vision and play a key role in keeping the Show one of the most internationally recognized fairs in the world.

## Rodeo afFAIR

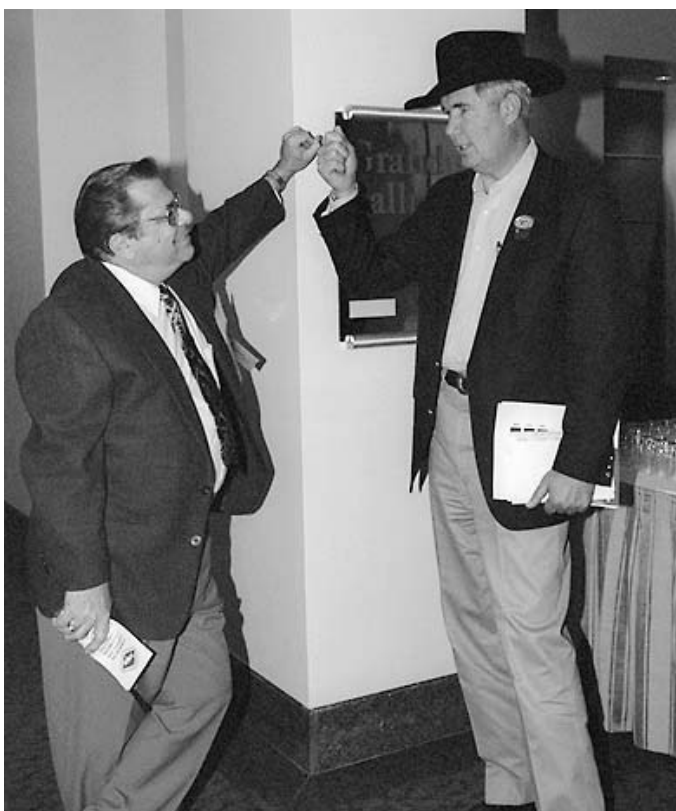
With their actual roots in fiestas put on by trail hands eager to blow off steam, the first rodeos of the mid-1800s were also an evolution of ancient fairs. While historical records are incomplete, fairs and exhibitions are rooted in a tradition that began before the birth of Christ.

Biblical references to fairs are mixed with allusions to commerce, trade, the marketplace, festivals and religious feasts. Fairs were commercial in character from the beginning. Merchants from distant lands would come together to trade native wares with one another, but there was also a religious link. The word "fair" is derived from the Latin word "feria." A feria was a day when large numbers of people assembled for worship around temples in great cities, including Athens and Rome.

This blend of commerce and religion continued over time and moved into western Europe. Marketplaces brought together producers of all types of commodities for the purpose of barter, exchange and sale. Early North American fairs shifted away from the European festival model into the development of agriculture and animal husbandry, while offering education, local industry promotion and entertainment. Competition became the cornerstone of fair programming. Youth development provided a social theme.

Today, more than 3,200 fairs are held in North America each year.

*Taken from Fair Management: A Reference, a publication of the International Association of Fairs and Expositions*



IAFE Executive Vice President and General Manager Lewis Miller and IAFE President Dan Gattis visit during a conference in Houston.

# Lifetime Committeeman

By J. Grover Kelley

The Houston Livestock Show and Rodeo can credit a large part of its dramatic growth and success to its volunteers. During the 1980s and 1990s, the ranks of volunteers experienced almost explosive growth from less than 5,000 to now nearly 13,000. In some ways, this has caused a predicament. With the committee slots near capacity, how does the Show add and attract the new members so necessary for its future growth and success yet honor and retain longtime volunteers who have dedicated so much of their time and effort. This posed quite a problem — until now.

The Executive Committee has approved the creation of a new membership category, that of “lifetime committeeman.” This new designation will become effective for the 2001 Show.

A few years ago, the Long Range Planning committee, under the leadership of now President P. Michael Wells, addressed many challenges that would face the Show over the next five to 10 years. One of the major issues involved the Show’s volunteers. The phenomenal growth in the number of committeemen could not continue. There was a need to limit the total number of committeemen, but the planning committee also realized that the Show must create opportunities for new committee members if it is to retain its level of success and continually reach out to the entire community. One of the challenges was to make room for new members without unduly increasing the number of active committee members.

The planning committee also realized that there was no system in place that would allow older members to retire from active committee participation without losing gold badge privileges. These experienced members are integral parts of the Show, and nobody wanted to encourage or force people to leave or retire, especially those who have served for many years and contributed so much to the Show. In order to retain their gold badges, longtime members had to remain active on a committee, and, in many cases, endure the physical or performance demands required by committees. The Long Range Planning committee asked that these issues be addressed and suggested that a category of lifetime committeeman be explored.

A task force was created to review the recommendation of the Long Range Planning committee that a designation of lifetime committeeman be established to honor those who have contributed to the Show for many years and to create room for new members. The task force was comprised of a very distinguished group of lifetime vice presidents, current vice presidents, directors and staff, representing virtually all 91 committees. Chaired by lifetime vice president John T. Cook, this committee examined how such a membership status would affect



*While this badge wasn't created for the 2000 Show, the lifetime committeeman designation will be a badge of honor in the years to come.*

the committees, and if such a designation were to be established, what criteria and qualifications would be appropriate for such an honor. “The task force was unanimous that this designation be seen as an honor and privilege. We also felt that lifetime committeeman status should be sought after and voluntary. A successful applicant is receiving a distinctive status that recognizes many years of dedicated and faithful service to the Show,” said Cook. The task force then made its final recommendation to the Executive Committee. In November 1999, the Executive Committee approved the concept for this new membership category.

A lifetime committeeman will receive a gold badge each year with that designation and will have all the rights and privileges of regular volunteers. Parking will be provided at an off-site location with shuttle service. Lifetime committeemen will not count against their respective committee’s designated maximum complement, thus freeing up a slot for a potential new member. They also have the right and privilege to determine what level of participation, if any, they wish to have on their committee. Participation will be determined in cooperation with and approval of their committee’s chairman.

The designation of lifetime committeeman may be awarded to individuals with a minimum of 15 years of committee service, when their age added to their years of service equals 75 or greater.

# - A Just Reward

Age (no minimum)  
+ Service (minimum of 15 years)

---

**Must equal 75 or greater**

With regard to the formula, a person's age is determined as of August 1. Also, no matter how many committees a person serves on, an individual receives only one year of service credit per year. Years of service do not have to be consecutive, nor do they have to be on the same committee. A volunteer member who worked nine years on the Parade Committee and subsequently worked eight years on the Magazine Committee would have 17 years of service credit.

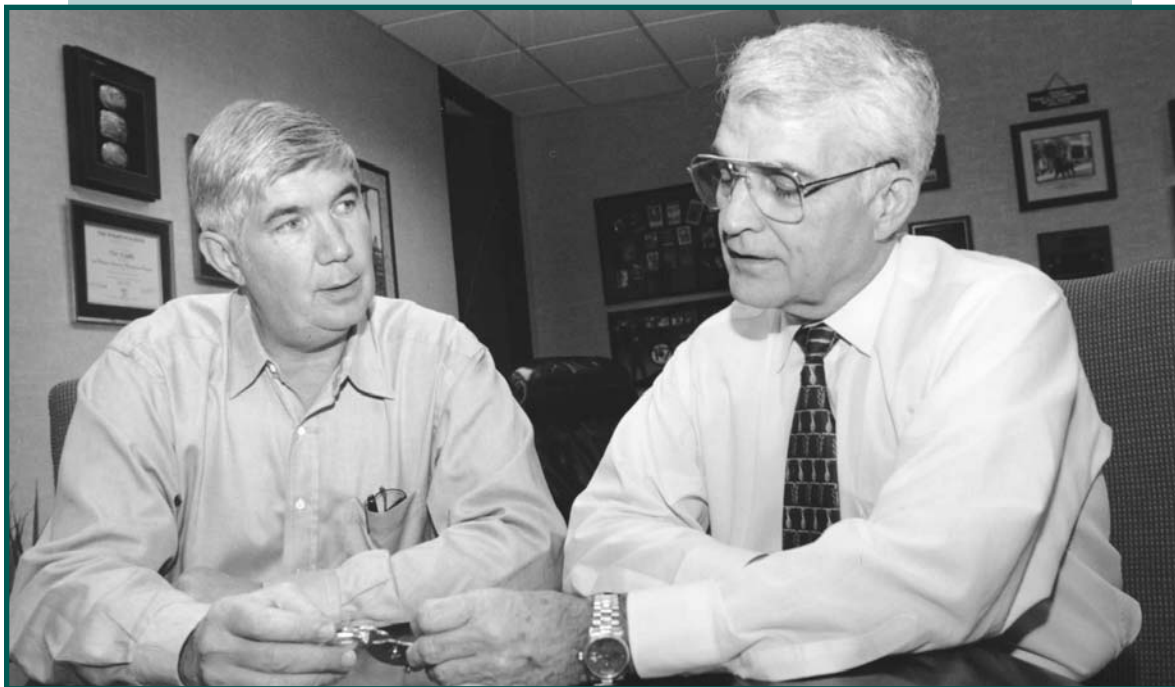
As an example, a committee member who has 21 years of service credit and is 57 years old would be eligible to apply ( $21 + 57 = 78$ ). But, if a 70-year-old member has 10 years of service credit, even though the total of age plus service equals 80, the member would not qualify because of the 15 years of service minimum.

Once granted lifetime committeeman status, a member would hold this designation for life as long as he or she remains a member in good standing with the Show. The term, in good standing, applies to all membership categories and simply means that all the member's bills are paid and that the member complies with all Show rules and policies. Annual dues and committee dues, if applicable, remain in effect.

An eligible committee member must submit an official application in order to be considered for designation as a lifetime committeeman. Applications may be obtained from the membership office beginning May 1 each year. An application will also be available in the future on the Show's Web site, <[www.hlsr.com](http://www.hlsr.com)>. The completed application must be submitted to the president's office by June 1. A review committee, appointed by the president, will verify the requests and make recommendations to the president for final approval. The president will then notify the applicant if the designation is approved.

President Mike Wells said, "This is a significant step in the right direction. We are acting in the best interest of the Show and volunteers by recognizing the work and loyalty of those who have served well over a long period without losing their involvement. At the same time, we are also opening a door for new committeemen who are so vital for continued growth and leadership. All win if we follow this plan conscientiously."

It is imperative to recognize and retain those who have proven their dedication and whose leadership, knowledge and guidance are so crucial. It is equally important to be able to continually replenish the ranks with new volunteers whose enthusiasm and resources help re-energize the Show's efforts. With the new lifetime committeeman program, the Show will be able to accomplish both of these meaningful goals.



*Show General Manager Dan Gattis and President P. Michael Wells look over previous commemorative badges in anticipation of the new lifetime committeeman program.*

# INTERNAL Works

By Rhonda Rubin

The motto of the Houston Livestock Show and Rodeo, “Benefiting Youth and Supporting Education,” is evident throughout the Show in high-profile events such as the calf scramble and the junior market auctions, as well as through the millions of dollars in scholarships awarded to deserving students each year. Meanwhile, with no fanfare or acclaim, another group of young people benefits and learns from the Show, quietly making its presence felt to visitors, exhibitors and Show staff. By the time the gates open to the public each morning during the Show, student interns from Texas A&M University and Sam Houston State University are already toiling behind the scenes, applying skills they will use in their future careers.

The various intern programs employ more than 175 students each year in offices throughout the Show. Aside from being a source of extra income, internships allow students to use their skills in a professional setting, meet people already employed in those fields and make valuable professional contacts. In some cases, it can be an eye-opening glimpse into the “real world.”

Nowhere was this fact more evident than in the pressroom, where 90 journalism and agricultural journalism majors from Texas A&M University worked long hours to provide live video feeds for the Show-wide video network, to assist with technical support in the audiovisual facilities and to produce more than 125 press releases during the 2000 Show.

Leroy Shafer, assistant general manager; Marketing, Information Systems and Presentations Department, started hiring journalism students for the pressroom internships in 1975 to write press releases and develop photographs in the Show’s darkroom. That year, eight students participated. “Prior to 1975, ag students worked as press runners and would relay results to the ad agency’s typists,” said Shafer.

Today, press releases written by the students are posted on the World Wide Web and submitted to newspapers around the

nation and the appropriate breed magazines. Dr. Douglas P. Starr, professor of journalism, and Dr. Stephen A. Banning, assistant professor of journalism and agricultural education, both at Texas A&M University, were a constant presence in the pressroom, where they helped students adjust to the hectic pace and offered assistance when needed. Banning said the real pressroom experience that students gain while covering stories at the Show is invaluable. “Some students, who have worried about the real world, come out here and find they really like the adrenaline rush and pace of a working pressroom,” he said.

What kind of adrenaline rush can a pressroom generate? Imagine the pressure of walking into a class you’ve never taken, being handed an overview, attending a lecture, talking to the professor and then being told to write a perfect recap of the events by the end of that day. Each day, the interns, some of whom had never seen livestock up close, received assignments to cover various livestock competitions. They attended the events and took careful notes. Afterward, they interviewed the winners and judges, wrote the stories, waited until the stories returned from the editor and then made required changes.

Sharon Priddy, a junior journalism major from Alvin, Texas, said she was a little surprised by the amount of time and work required for one release. “The first show I covered was the Brahman show. I thought I’d watch the show, write a story and spend about an hour on the whole thing. It took seven hours. I had no idea how long judging would take, but after a while, I started to understand and learn what they were looking for.” Priddy said the experience taught her quite a bit about how a real pressroom operates. “At first I was a little scared, but I got a lot of really good experience here. If I could get a job doing this, I would.”

Because the pressroom internships require a certain skill level, applicants must have an acceptable grade point average and interns writing releases must have passed the journalism course, Media Writing 1. Students meeting those criteria apply for the internship in droves. Banning said the number of



*Journalism students like Sharon Priddy are enthusiastic to get hands-on experience by serving as interns during the Show.*

students participating in the program rose from 75 in 1999 to 90 in 2000. In addition, approximately 30 applicants were turned away because all shifts had been filled. One reason for the rising popularity of the internships is the opportunity to add work experiences and press clippings to a professional portfolio. "Articles written by these students will be published somewhere, whether it's breed magazines or the hometown newspapers of the livestock winners and owners. This is great for portfolios and has helped students get jobs after graduation," said Banning.

Students from the Texas A&M University Department of Animal Science participate in other Show internships, where

*The Houston Livestock Show and Rodeo has had student interns who have gone on to careers that have kept them involved in agriculture, communications and even the Show. Here's just a sample of where some are now:*

**Charles Carter** – political lobbyist in Austin, Texas

**Doyce Elliott** – director – information/publications, Houston Livestock Show and Rodeo

**Dennis Engelke** – director of member services, Texas Electric Cooperatives

**Tommy Engelke** – executive vice president, Texas Agricultural Cooperative Council

**Teresa Ehrman** – public relations manager, Space Center Houston, and member of the Magazine Committee

**Martha Hollida Garrett** – contributing editor, Southern Livestock Standard

**Gene Hall** – information and publications director, Texas Farm Bureau

**Randy Lemmon** – host of GardenLine on KTRH and KBME radio, and member of the Communications – Broadcast Committee

**Dr. Frank Martin** – veterinarian and the official Rodeo veterinarian and Show photographer

**Fred McClure** – managing director, Public Strategies, Inc.; former assistant to Presidents Reagan and Bush for legislative affairs; and on the Show's board of directors

**Rhonda Rubin** – technical writer and project manager, Kitba Consulting Services, Inc., and member of the Magazine Committee

they hope to gain practical skills and valuable contacts for life after college. Christian Foster, a senior animal science major from Belton, Texas, worked in the livestock office during the 2000 Show. Foster, one of approximately 35 Aggie animal science interns, returned for her third straight year as an intern, having previously worked with the Open Dairy Cattle and Junior Market Steer competitions. Her duties with the livestock office included administrative tasks, handing out exhibitor passes and tags, stuffing exhibitor packets, and stalling cattle. Taking care of and interacting with the exhibitors required the interns to work several 18-hour days. "The work is hard. There are long days and short nights, but it's so much fun. Plus, as interns, we get to meet people who are tops in the field we want to work in when we graduate," Foster said.

Internships don't benefit just the students. During the Show, staff members and volunteers need help ensuring all events, competitions and operations run smoothly. Interns provide a skilled, motivated and enthusiastic extension of the Show's workforce that helps ensure that even the smallest details are not overlooked.

Since many participating students don't live in the Houston area, their ability to stay in town while they work can be a factor in their decision to participate. For that reason, the Show provides them with accommodations at hotels near the Astrodome complex. "The folks at the hotel were great. They knew who we were and why we were coming in at crazy hours. They treated us really well and made sure our stay was comfortable," Foster said.

Each year, hours after the dust settles from the last Rodeo performance, exhausted student interns walk out the doors, leaving behind an experience they will always treasure and never forget. Priddy said, "If anyone asks me about the program next year, I'd say they should absolutely take part. It's fun, it's rewarding and you get to see the Rodeo!"



*Video supervisor Paul Bean, center, taught students how the Show operates behind the scenes. Kali O'Neal and Kelly Payne received experience in the video production facility switching camera shots for the closed-circuit monitors.*

# OUTGOING VICE PR

By Gina R. Steere

## Mike Blasingame

Mike Blasingame's involvement with the Houston Livestock Show and Rodeo began in the mid-1980s, when he became chairman of the Jacinto City subcommittee of the Harris County Go Texan Committee. Thereafter, he served as an area vice chairman over the Pasadena, Deer Park and Baytown subcommittees. Blasingame later served as chairman of the entire Go Texan Committee. In 1993, that committee changed its name to the Houston Metro Go Texan Committee, with Blasingame serving as the renamed committee's first chairman. In 1993, he was elected to the Show's board of directors.

For the past three years, Blasingame has served as officer in charge of the All Breeds Livestock Sales, Houston General Go Texan, Houston Metro Go Texan, Junior Commercial Steer Feeding and Management Contest, Safety, and Special Attractions committees.

Although Blasingame was officer in charge of only six of the Show's 91 committees, he said that being in charge of so many

different types of committees was challenging: "I had no idea how diverse the committees were. Each committee serves a very specific purpose. My tenure as vice president in charge of these committees has been a true learning experience every step of the way. The Houston Livestock Show and Rodeo is so large; I don't think you ever stop learning about the Show and what it has to offer."

Blasingame said that there were many benefits of serving as a vice president of the Show. But, for him, one of the most important benefits included spending an enormous amount of time with his fellow officers. "When you spend so many hours with these guys, you can't help but develop very close friendships." Blasingame believes that they are the kind of friendships that will last a lifetime.

Planning to stay involved with the Show, Blasingame stated, "I will contribute in any capacity they may need me in the future."

## John Ebeling

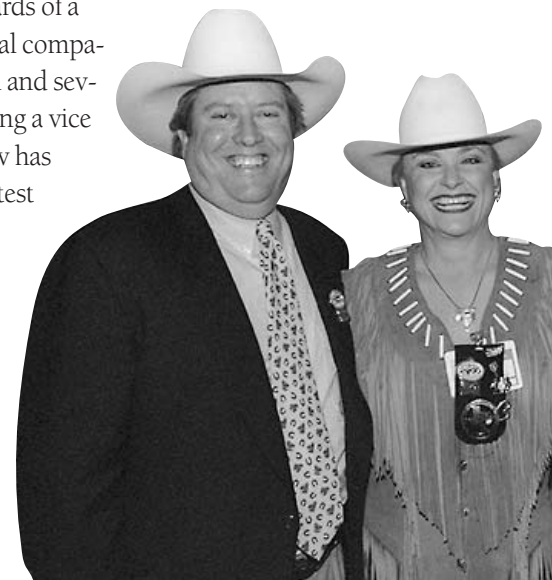
For John Ebeling, one of the most rewarding experiences of the past three years as a Houston Livestock Show and Rodeo vice president has been working with the Show's dedicated volunteers. "We all know the amount of good the Show does for the youth of Texas. However, one of the perks of being a volunteer is meeting others who share the same goal. My association with so many wonderful people is priceless," said Ebeling.

Ebeling began his involvement with the Show 15 years ago, when he became a lifetime member. Before he joined a committee, Ebeling contributed to the Show as an annual steer buyer for many years. In the mid-1980s, he joined the Steer Auction Committee. He quickly rose to become vice chairman of the committee and took over the responsibilities of organizing the Hide Party, the committee's annual gala to honor the previous year's champion steer buyers. In 1994, Ebeling was elected to the Show's board of directors.

As a vice president of the Show, Ebeling was officer in charge of five committees: Agricultural Mechanics, Area Go

Texan, Equipment Acquisition, Go Texan Contests and Swine Auction. Ebeling believes that the Show provides a benefit not only to the youth of Texas but to the city of Houston as well. According to Ebeling, the city of Houston is fortunate to have such a great organization like the Show as one of its tenants.

Ebeling believes he has been blessed to have been able to serve the Show as a vice president. "I have been on the boards of a bank, a major national company, a state association and several charities, but being a vice president of the Show has been, by far, my greatest honor."





# RESIDENTS' PROFILES

## Carolyn Faulk

Carolyn Faulk's involvement with the Houston Livestock Show and Rodeo began in the 1970s, when she started buying pigs at the Show's swine auction. Soon after, she joined the Swine Auction Committee, and, in 1984, was appointed as one of its first female vice chairmen. In 1987, she began a three-year term as co-chair of that committee, and, in 1989, she was elected to the Show's board of directors.

For the past three years, Faulk has served as officer in charge of the Corporate Development, Livestock, Membership, Poultry Auction and Trail Ride committees. Under her leadership, these committees have undergone significant development. "Changes were made to better the committees, improve communications, and show appreciation for the dedication and commitment that these committees make to the Houston Livestock Show and Rodeo," said Faulk.

Faulk attributes her successes to her fellow volunteers: "I owe it all to my chairmen and committeemen. It's a good feeling to be fortunate enough to be surrounded by such caring and dedicated people who become your close friends."

Faulk's dedication and commitment to the Show will not end after her tenure as vice president. She plans to stay involved with the committees over which she served as officer in charge. However, this time, she will be a committeeman. "I am on the Corporate Development Committee and on the Swine Auction Committee," Faulk said.

Thus, even though Faulk will no longer be a vice president of the Show, she will still be an active force in promoting the Houston Livestock Show and Rodeo and recruiting new members as volunteers.

## J.P. "Hap" Hunnicutt III

Hap Hunnicutt began his involvement with the Houston Livestock Show and Rodeo in 1977 when he joined the Parade Committee. The next year he joined the Breeders Greeters Committee and ascended through the ranks, serving concurrently as a vice chairman on both committees.

In 1988, Hunnicutt was elected to the board of directors. Since then, he has made the most of his time volunteering for the Show. He was appointed chairman of the Parade

Committee in 1993. As a vice president, Hunnicutt was officer in charge of six committees: Facility Services, Intercollegiate Meat Judging Contest, Llama, Parade, Rodeo Express and Veterinarian committees. These committees are

comprised of more than 1,500 volunteers, and afforded him the opportunity to make many valuable friendships.

"While the Facility Services and Rodeo Express are large committees like I was used to, having served on the Breeders Greeters and Parade committees, it was fun for me to work with some of the Show's smaller committees like the Intercollegiate Meat Judging Contest, Llama and Veterinarian committees," he said.

Hunnicutt is proud of his association with all of his committees. "Each committee played an important role and made significant contributions to the overall success of the Show," he said. "Obviously, the Rodeo Express Committee will be of critical importance in the future, especially during all the construction at the Astrodome complex the next two years. This committee worked extremely hard to encourage more of the public and members of the Show to ride Rodeo Express.

As for his future involvement with the Show, Hunnicutt remains enthusiastic. "The Houston Livestock Show and Rodeo has an impressive past and an exciting future. I look forward to staying active and helping out in any way I can."

*Concluding their three years of service to the Show as a vice president are J.P. "Hap" Hunnicutt III, Carolyn Faulk, Mike Blasingame and John Ebeling.*





# Souvenir Program

By Sonya Aston



*Sharing in the excitement of the 2000 edition of the souvenir program were: (front row) Judy Berndt, Committee Chairman Linda Henson and Shannon Halbert; (back row) Jan Jones, Joe Oliver, Clayton Lau, Beth Donley, Greg Berndt and Robert Henneke.*

**D**uring the summer, while some of us are throwing fishing lines in the water or sipping iced tea in the shade, members of the Souvenir Program Committee are pounding the pavement to sell advertising space in the more than 1,000-page souvenir program. As the sweltering summer heat fades into autumn, the 450 badge members of the committee raise more than \$1 million in advertising sales and scholarship donations.

According to Committee Chairman Linda Henson, one of the real challenges of this committee is to generate interest in the Show during the summer — a challenge these members have taken head-on. For example, six years ago, the committee's members met their goal of selling all available advertising space in the souvenir program. Rather than view this as an end to their responsibilities, they saw an opportunity to contribute further to the Show's mission of supporting education by creating an option for donations to scholarships. Now, as a result of its success and creativity, the Souvenir Program Committee is one of the few committees that, in addition to its main function, also directly collects scholarship donations.

The Souvenir Program Committee is not a committee for the faint of heart. To earn a badge, each member must sell \$1,500 worth of advertising or generate an equivalent amount of scholarship donations. The deadline for accomplishing this goal is mid-November, when community excitement about the Show is just beginning to develop. Beginning with the first summer meeting and continuing through the advertising contract deadline, the committee maintains a high level of enthusiasm among its members through a series of festive meetings. Even after contracts have been turned in, members must follow up on the artwork and copy for the advertisements they have sold. Officer in charge Bob Hux is impressed with the efforts of the members. "It takes a lot of tenacity to keep going to those

who say 'no' and finally get a 'yes.' It is an honor and privilege to work with these people."

All of this hard work began in 1952 with the Advertising Committee, which later became the Ladies' Souvenir Program Committee. In 1962, the Men's Souvenir Program Committee started. Both groups sold advertisements for the souvenir program, each competing within its own group to constantly increase advertising sales. In 1988, the two groups merged, and the committee has been on a record pace ever since.

Henson describes the souvenir program as a who's who of Houston. The souvenir program contains advertisements from large corporate sponsors to individuals, from oil companies to shoe stores. Just like the program's advertisers, committee members come from all types of business — from telephone line workers to bank CEOs. Henson remarked that everyone wants to be a part of the Show, and "the souvenir program is where the fun begins." Starting early has many advantages. The flurry of activity generates interest and enthusiasm and "gets the word out early about the Rodeo," according to Henson.

The success of this committee is an indicator of how well the economy is doing, and it projects the success of the Show. How well the Souvenir Program Committee does "sets the pace for the entire Show," said Johnnie Westerhaus, assistant manager; Marketing, Information Systems and Presentations Department.

Thanks to the outstanding efforts of the members of the Souvenir Program Committee, every year continues to be another success!



# Western Art

By Tara Telage



*Western Art Committee Chairman Rick Wilson, Chairman of the Board Jim Bloodworth and Susan Coleman admire one of three paintings donated to the Show in memory of Susan's husband, Jerry Coleman, past chairman of the Western Art Committee.*

**S**ome of us have had the pleasure of sitting on grandpa's knee and hearing stories of how the old ranches were run and how the first cowboys lived. Others have listened as cowboy poets have turned back time with tales and lore. A few of us may even have some treasured heirlooms that illustrate the Old West or the first rodeos. However, many visitors to the Houston Livestock Show and Rodeo lack such a close connection to our cowboy heritage. What better way could there be to help them share that heritage than through illustrations and depictions of our extraordinary Western history? At the Show, this is accomplished through an exceptional collection of art and memorabilia maintained under the watchful eye of the Western Art Committee.

The Show's Western Art Committee, created in 1989, was given responsibility for providing general oversight for all fine art, memorabilia, artifacts and other items of historical importance to the Show. The Show had been receiving donations of Western art and memorabilia for years, and there was virtually a treasure trove scattered throughout the Show's offices. It was decided that the collection was too valuable to ignore and needed the care and protection of a special, dedicated group — the group we now know as the Western Art Committee.

With its 58 members, the committee collects, catalogues, conserves and interprets the remarkable art that we see around the Show. In some cases, the committee also raises funds on behalf of the Show to acquire and properly display gifts of art. This committee makes decisions about where and how to present this collection and keeps detailed records on the artists and pieces in the collection.

Brady Carruth, officer in charge of the Western Art Committee, believes the preservation of our heritage through

art is a vital part of the richness of the Show. "The pieces of art that the Western Art Committee has been able to assemble, including sculpture and paintings, certainly enhance our visitors' rodeo experiences. They help transform a rather generic facility into more authentic surroundings of our Western heritage."

Western Art Committee Chairman Rick Wilson noted that the Show's collection holds an important place in the world of Western art and memorabilia, and he considers himself fortunate to lead the committee. "Through the art and exhibits inside the Rodeo headquarters and the bronzes within the Astrodome complex, we are able to continue the excitement of the Rodeo year-round. The committee consists of people that truly love cowboy art, and their efforts have greatly added to the collection over the past few years. We see it expanding even further with continued awareness of our role within the Show."

At the 2000 Show, some of the rotating collections featured a display entitled "Ladies of the Rodeo." This exhibit focused on the unique and significant contributions that women have made to rodeo and featured memorabilia including historical photos and colorful rodeo clothing worn over the past 30-plus years.

So look around closely the next time you are on Show grounds, take in the wonderful stories and moments depicted in the Show's amazing collection and then thank the Western Art Committee for making it possible for all visitors to the Show to share in our rich cowboy heritage.

# 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.*

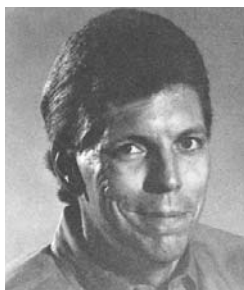
## Steve Albritton – Miniature Horse



A lifetime member of the Show, Steve Albritton joined the organization in 1987. He has been actively involved with the Miniature Horse Committee since the committee formed in 1995, serving as a vice chairman for two years. He also currently serves on the Horse Show Awards Committee and previously was a member and cap-

tain of the Fort Bend/Stafford Area Go Texan Committee. He is the general sales manager for Safety Lights, Inc., in Houston.

## Daniel Blade – Equipment Acquisition



In his decade of service with the Equipment Acquisition Committee, Daniel Blade served as a vice chairman of the committee before becoming the group's chairman. He joined the Show in 1990 as a lifetime member and volunteered on the Alief Southwest subcommittee of the Houston Metro Go Texan

Committee. Daniel is a sales manager with Hi-Way Equipment Company, Inc., in Houston.

## Mabry Dellinger – Corral Club - At Large



A lifetime member of the Show, Mabry Dellinger joined the organization more than 22 years ago. He has been involved with the hospitality area of the Show as a Corral Club volunteer for 16 years, serving as a team captain, assistant club chairman and chairman for the Corral Club - At Large Committee. Mabry

previously served on the Corral Club - Main Club Committee. His wife, Carolyn, is a volunteer on the Corral Club - Special Services Committee.

## Mike Ellis – Livery Team



Since the committee formed in 1992, Mike Ellis has been actively involved with the Livery Team Committee, which is the group responsible for coordinating logistics with the Show's rodeo contestants and their livestock. He has been a member of the Show since 1983 and served as a volunteer on the Livestock Committee for several

years. Mike is the business development manager for ECO Resources, Inc.

## Steve Gordon – Corral Club - Loge North Club



Steve Gordon has been involved with the Show as a lifetime member since 1991. He previously served on the Corral Club - Loge South Club Committee, where he served as a captain. He supports many junior market auctions at the Show and is a member of the High Bidders auction-

buying group. His wife, Belinda, is an assistant captain on the Souvenir Program Committee. Steve is the director of Latin American operations for Pentair Pump Group.

## Jack Greenwade – Calf Scramble



A retired rancher and an avid fisherman, Jack Greenwade feels rewarded volunteering on a committee that works directly with the youth of Texas as part of the Show's unique calf scramble program. In addition to his role as the committee's leader, he also served as a vice chairman on the committee from 1994 to 1996. Jack

joined the Show as a lifetime member in 1985.

### Scott Larimore – Corral Club - Main Club



Lifetime Show member Scott Larimore has been working with the Corral Club committees for more than seven years. He became a member of the Corral Club - Committeemen's Room Committee in 1992, serving as a coordinator and captain. He joined the ranks of the Corral Club - Main Club Committee

in 1996. Scott also is a member of several junior market auction-buying groups, including the High Bidders, and is employed with Tri-Star Precision Machine, Inc.

### Mark Newton – Horse Show Announcers



An annual member of the Show since 1993, Mark Newton joined the Horse Show Announcers Committee in 1994 and rose through the ranks of the committee before becoming chairman. He served as vice chairman in 1996 and 1997 and was named chairman in 1998. Mark is district vice president of sales for IKON.

### John A. Pace – Corral Club - Skybox



A lifetime member of the Show, John Pace has been an active volunteer for 20 years. A veteran member of the Corral Club committees, he served as a captain on the Corral Club - Skybox and Corral Club - Main Club committees, and as an assistant club chairman of the Corral Club - Arena Club Committee. John previously served

on the Speakers Committee, and his wife, Gail, is a captain on the Palomino Horse Show Committee. He is the regional credit manager for L.D. Brinkman.

### Charles R. "Butch" Robinson – Cutting Horse



Butch Robinson is enjoying his 15th year as a Show volunteer and lifetime member. He joined the Cutting Horse Committee in 1997, currently serves as a vice chairman on the Grand Entry Committee and previously volunteered on the Range Bull and Commercial Heifer Committee. Also a member of the Show's board of direc-

tors, Butch is an oil and gas executive with Andrus Resources Corporation.

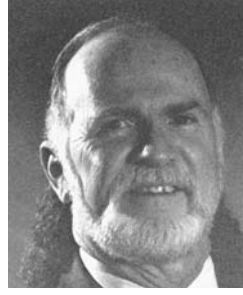
### Sharon Simmons – Carnival Ticket Sales



Sharon Simmons is celebrating a decade of volunteer service with the Show in 2000. She joined the Carnival Ticket Sales Committee in 1994 — the year the committee was formed — and served as a vice chairman of the committee. She also was a team captain for the Group Ticket Sales Committee. Sharon is the owner

of Kinderdance and is the founder of LIPS, a ladies auction-buying group that supports many of the Show's junior market auctions.

### George M. Treibel Jr. – Corral Club - Executive Suites



Shortly after joining the Show as a lifetime member in 1984, George Treibel became involved with the Corral Club Committee. He served as a captain and assistant club chairman for the Corral Club - Arena Club Committee and was an assistant club chairman for the Corral Club - Press Club Committee. From 1980 to

1988, George also worked as a coordinator for the Show's Texas Independence Trail Ride. He retired from Chevron Products Co. after 24 years of service.

### Ava Urbanovsky – Junior Horse Judging Contest



A member of the Show for more than 20 years, Ava Urbanovsky has worked on this committee since joining the organization. She served as a team captain on the committee prior to becoming its chairman. Her husband, Ernest, also serves on the Junior Horse Judging Contest Committee, and her daughter, Elizabeth, previously participated in the horse judging competition. Ava is

self-employed with EEI Graphics.

### K. Scott Van Meter – Arabian / Half Arabian



Since joining the committee five years ago, Scott Van Meter has been a dedicated volunteer for the Horse Show. He served as a captain in 1996 and a vice chairman for this group in 1997. He also volunteers on the Horse Show Awards Committee and previously served on the Palomino Committee.

His wife, Sharilyn, works with him as a vice chairman on the Arabian/Half Arabian Committee. Scott is a consultant with Navigant Consulting, Inc.

continued from page 3

telecasts — one of semifinal highlights and a live broadcast of the Rodeo's finals. In addition to RODEOHOUSTON being available through pay-per-view, men and women around the world were able to view it on Armed Forces Television.

For fans in the Astrodome, every seat had a good view of the action thanks to the PowerVision screens. For the third year, Reliant Energy sponsored the screens and a multimedia spectacular. "The Power of Heroes" paid tribute to the men and women of Houston who have made a difference through community service, leadership and education. The support for their contributions was echoed in the video's music:

*"Our hometown heroes / Embraced this land for me and for you / Faith and love / Made hopes and dreams come true."*

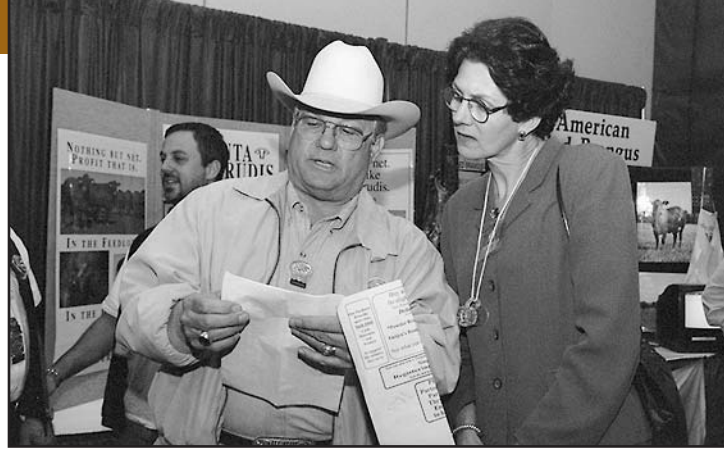
In conjunction with "The Power of Heroes," a different hometown hero was honored each day. Honorees included: oil well firefighter Red Adair; Olympian and University of Houston track coach Leroy Burrell; former football star Ray Childress; heart surgeon Dr. Denton Cooley; Houston Livestock Show and Rodeo's first scholarship recipient, Ben Dickerson; former basketball star Clyde Drexler; medical pioneer and Lifeflight founder Dr. Red Duke; Black Go Texan Committee Chairman Warner Irvin, representing all Houston Livestock Show and Rodeo volunteers; astronaut Scott Kelly; Houston Comets' Monica Lamb; restaurateur Ninfa Laurenzo; Assistant Fire Chief Fred Lozano, representing the Houston Fire

Department; HISD Superintendent Dr. Rod Paige; former football coach Bum Phillips; Olympian Mary Lou Retton; television news anchor Sylvan Rodriguez (who passed away on April 7, 2000); television personality Ron Stone; and reigning World Champion All-Around Cowboy, Fred Whitfield.

There was just as much excitement outside of the Astrodome with visitors flocking to the carnival, The Hideout, Destination: AGVENTURE, Rodeo Experience, petting zoos, pony rides and pig races.

Nationally and regionally recognized talent, including hot artists such as Gary Allan, BR5-49 and Sherrie Austin, gave visitors to The Hideout a stomping good time each evening. During the day, Suzy Haner, "America's Hottest Hypnotist," kept audiences mesmerized — and laughing — and up-and-coming amateurs gave their best performances in the Show's new talent show. With three divisions of competition, it was singer Bobbie Crow, singer Lauren Landin, and dance partners Alina Wilson and Josh Zuniga taking the honors for top talent.

For the little cowpokes with an urge to wrangle, the AGVENTURE Arena and the Rodeo Experience offered an array of activities including a stick horse rodeo, rodeo educational presentations and cowboy autograph sessions. Even a mechanical bull let visitors try for the thrill of a successful ride.



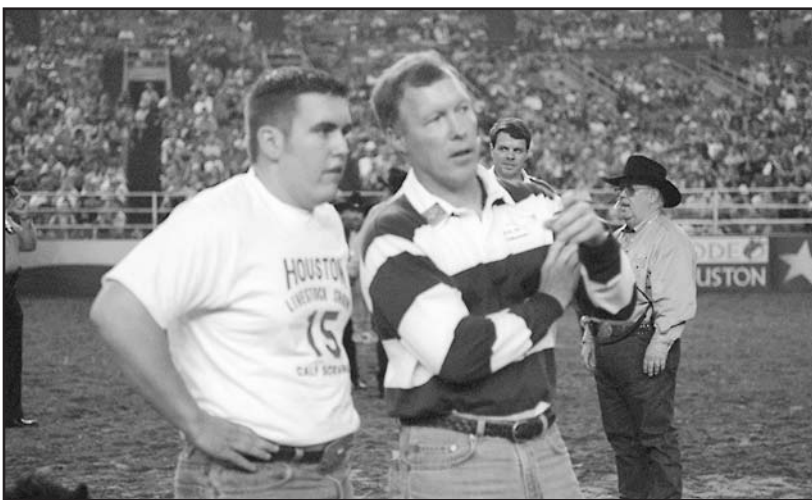
**Dr. Ernie Davis of the International Committee scans a list of international visitors with Texas Agriculture Commissioner Susan Combs.**

Another successful ride at the 2000 Show was the Rodeo METRO Express shuttle program. With an expansion to six locations, nearly 300,000 riders utilized the service to take them to and from the Show.

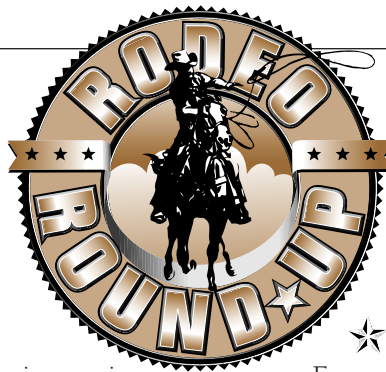
The Rodeo's sights and sounds were available on the Show's Web sites at <www.hlsr.com> and <www.rodeohouston.com>. These sites featured daily video clips of the Rodeo champions and hard luck winners, as well as updated information on performance and go-round results. For the more than 2,000 media representatives at the Show, press releases were available on the Web with downloadable photos of the livestock champions. A new service provided daily e-mail updates to subscribers during the Show and will continue throughout the year as a weekly update. The information didn't end there — the Web sites offered everything from daily schedules to reports on ticket availability.

And before the dust from the Show even settled, the shovels were in the dirt for groundbreaking ceremonies for the new Harris County Stadium. Dignitaries from the Houston Livestock Show and Rodeo, Houston NFL Holdings, Harris County, the Harris County-Houston Sports Authority, the Harris County Sports & Convention Corporation, the National Football League and the Professional Rodeo Cowboys Association were all on hand for the March 9 ceremonies for the Rodeo/NFL stadium.

The 2000 Show was truly one of breaking records and breaking ground that set the tone and marked the next step in the Show's shining future.



**Space shuttle Endeavour pilot Dom Gorie compares tactics with calf scrambler Cory Rains of Rotan, Texas, on the difference between capturing a satellite and catching a calf.**



### ★ Turn Here! Turn Here!

The Murworth entrance to the Astrodome now is closed for stadium construction. Visitors to the Houston Livestock Show and Rodeo offices will now enter the grounds from Kirby Drive at the Westridge gate.

### ★ 'Til We Meet Again

It's meeting time again! All annual and lifetime members can head to the Houston Livestock Show and Rodeo for the **Annual Meeting** on May 16 at 3 p.m. in the 200 series rooms of the Astrodome. The meeting will include election of the board of directors and lifetime directors, as well as reports from the officers and presentation of first-year chairman pins.



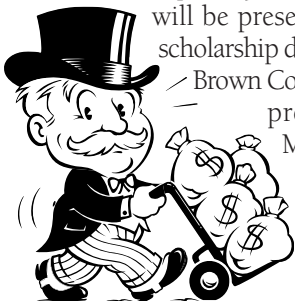
The Show's **Board of Directors Meeting** takes place the following week on May 25 at 5 p.m. in the 200 series rooms.

### ★ Under New Management

With the departure of the Astros and Astrodome USA, the Astrodome, including the Show facilities, is under the guidance of new leadership. SMG became the new management company April 1, and SMG staff and management are looking forward to a long and exciting association with the Show. You may notice some positive changes along the way as SMG and the Show work together for a bigger and brighter future for everyone involved with the complex.

### ★ Money, Money, Money

May 23 will be payday for the young men and women who are recognized at the 2000 Houston Livestock Show and Rodeo Scholarship Banquet. Each of the **298 students** honored will be presented with a \$10,000, four-year scholarship during ceremonies at the George R. Brown Convention Center. The scholarships presented are part of the Metropolitan, Opportunity and School Art scholarship programs.



### ★ New E-mail Updates

Ever wondered how you could instantly be informed of events and happenings at the Houston Livestock Show and Rodeo during the year? With the Show's new e-mail subscription service, you can receive weekly updates during the year and daily updates during the Show. Sign up on either one of the Show's Web sites at <[www.hlsr.com](http://www.hlsr.com)> or <[www.rodeohouston.com](http://www.rodeohouston.com)>.



### ★ The Write Stuff

For the third time in four years, *HLSR Magazine* was recognized by the Press Club of Houston with an Excellence in Journalism Award. The magazine received an award in the public relations magazine category — a category for in-house or external magazines judged on quality of writing, contents and presentation. The out-of-state journalists who judged the category commented that they "loved the stories" in *HLSR Magazine*.

The Magazine Committee proudly accepts this award on behalf of everyone involved with the Houston Livestock Show and Rodeo.



### ★ Hear Ye, Hear Ye

The next three years will be a time of vast change as construction reshapes the way that the Show plans and operates. The Show's volunteers are an integral part of succeeding through this change, so Town Hall Meetings were held April 17-20 to hear the questions and suggestions that volunteers had on their minds. Input from these meetings will assist Show leaders and management as they finalize plans for the 2001 and 2002 Shows.

### ★ Movin' and Shakin'

Although she has been on the Show's staff for three years, **Brenda Gray** will be a new addition to the Logistics and Service Support Department, where she will be co-coordinator of educational programs. With Gray's move, **Cathy Cundiff** has joined the Marketing, Information Systems and Presentations Department as director - sponsorships and advertising sales.

# CALENDAR OF EVENTS



## MAY

## JUNE

## JULY

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

### MAY

- 2 Tomball/Magnolia/Montgomery Golf Tournament
- 4 Matagorda County Go Texan Contests
- 12 La Porte Golf Tournament
- 13 Waller County Casino Night
- 16 Annual Meeting, 3 p.m., Astrohall 200 Series rooms
- 21 Spring Branch Memorial Crawfish Boil
- 23 Houston Livestock Show and Rodeo Scholarship Banquet
- 25 Board of Directors Meeting, 5 p.m., Astrohall 200 Series rooms
- 29 Show offices closed for Memorial Day holiday

### JUNE

- 10 Liberty County Cowboy Classic Golf Tournament
- 13 Freestone County Go Texan Events
- 13 4-H Scholarship Presentation, College Station, Texas
- 24 Cy-Fair Fish Fry and Dance

### JULY

- 1 Final deadline to clear all outstanding debts with the Show
- 3-4 Show offices closed for Independence Day holiday
- 4 Limestone County Go Texan Activities
- 13 FFA Scholarship Presentation, Corpus Christi, Texas



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