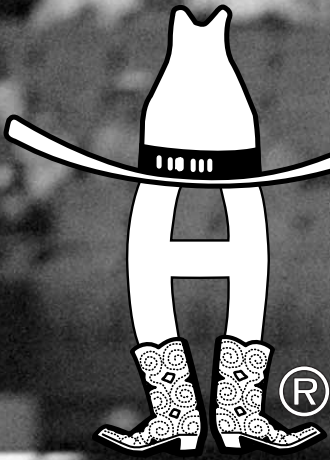


HOUSTON LIVESTOCK SHOW AND RODEO November 2000 - Vol. VIII, No. 4



MAGAZINE



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The Cover

The action continues after the buzzer as pickup men help bring a graceful, painless finish to a successful ride.

Houston Livestock Show and Rodeo

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A MESSAGE FROM THE PRESIDENT

Committee meetings are in full swing, and the Show offices are buzzing with preparations for the 2001 event. I have attended many of the committee meetings, and I continue to be amazed at the enthusiasm and effort of our nearly 13,000 volunteers.

The many changes and sacrifices that all of us as volunteers will have to make in order for the 2001 Show to be a success are being anticipated and discussed as merely bumps in the road and not as total roadblocks. Against the backdrop of our underlying purpose — benefiting youth and supporting education — we must press on and not forget the potential scholarship recipients in the classes of 2001 and 2002 that will benefit from our hard work during this growth.

We are all partners in this effort, and I have been impressed by the number of volunteers from other committees who have stepped up to lend a hand and answered the Rodeo Express Committee's call for assistance in its effort to triple ridership for the 2001 Show. Even with those who have already offered to help, we still need many more. If you can assist in that endeavor during the 2001 Show, please call the Show offices at 713.791.9000 to put your name on the list of those who are willing to give the extra effort to make sure our Show is as fantastic as ever, if not bigger and better.

A new program is being introduced to you in this issue of *H Magazine*. It is called "Hospitality Plus," and it is an opportunity for each of us to become an on-site ambassador for our 2001 Show visitors and guests. It is purely voluntary, and the only effort required is to offer a smile, a cheerful voice and a helping hand when you see a Show visitor or exhibitor in need of directions or assistance. For more details, please see the

article on page 3.

If you've driven by the Astrodome lately, it is easy to see that our two major construction projects are well underway. To the west, the football/rodeo stadium is taking shape as a wall of concrete and steel rises from where our carnival once stood. To the northeast, the steel columns for the exposition center are sprouting from the parking lot. By the time you read this, the entire first floor, more than 670,000 square feet of concrete, will have been poured, and construction of the mezzanine level will be underway.

As the buildings which will house the 2003 and future Shows take shape, we must remember that it is our Show, and it belongs to all of us who work to make it happen. Decisions that are made by a few, which might cause some of us temporary inconveniences, are being made so that the Show of which we are all so proud can be even bigger and better than ever before. Believe me when I assure you — there is no we/they distinction. The decisions of the Executive Committee, officers and directors of the Houston Livestock Show and Rodeo are for improvement of future Shows so that we can all continue to be proud of the magnitude of the results we achieve in benefiting youth and supporting education.

Here's to a great Show in 2001!



Photo by
Frank Martin

P. Michael Wells
President

The Progress Continues...

As time for the 2001 Houston Livestock Show and Rodeo approaches, more changes have been confirmed to improve access for Show visitors and volunteers.

Ride the Bus!

Since there will be no on-site public parking, the Rodeo METRO Express will be the best bet for Show visitors getting to and from the Astrodome complex. The shuttles will operate from 10 satellite locations, covering most of the Houston area.

From the northwest, riders can catch the shuttles at **Delmar Stadium** and **METRO North Shepherd Park and Ride**. On the northeast side, the shuttle location is the **METRO Eastex Park and Ride**. In the southeast, the **METRO Fuqua Park and Ride** and **METRO Monroe Park and Ride** serve as pick-up and drop-off locations. The **Aramco Building Parking at 9009 West Loop South**, **METRO West Loop Park and Ride** and **Westwood Technology Center** will serve patrons on the southwest side. Centrally located, the **Enron Field B & C Lots** and **Reed Road HLS&R Park and Ride** will offer longer hours of operation than the other locations.

Rodeo METRO Express service will begin for the World's Championship Bar-B-Que Contest Feb. 8-10. On Thursday, Feb. 8, all lots will run from 5 p.m. to midnight. On Friday, Feb. 9, all lots will operate from 5 p.m. to midnight, except for the Reed Road HLS&R lot and Enron Field lots, which will begin service at noon. All lots will offer service from 9 a.m. to midnight on Saturday, Feb. 10.

Daily shuttle service to and from the Astrodome complex will begin on Tuesday, Feb. 13. Starting then, the Reed Road HLS&R lot will have continuous shuttle service from 5 a.m. to 2 a.m. daily, and the Enron Field lots will be open daily from 11 a.m. to midnight beginning Wednesday, Feb. 14. All other lots will operate from 5 p.m. to midnight on weeknights and 9 a.m. to midnight on weekends.

Rodeo Format Change

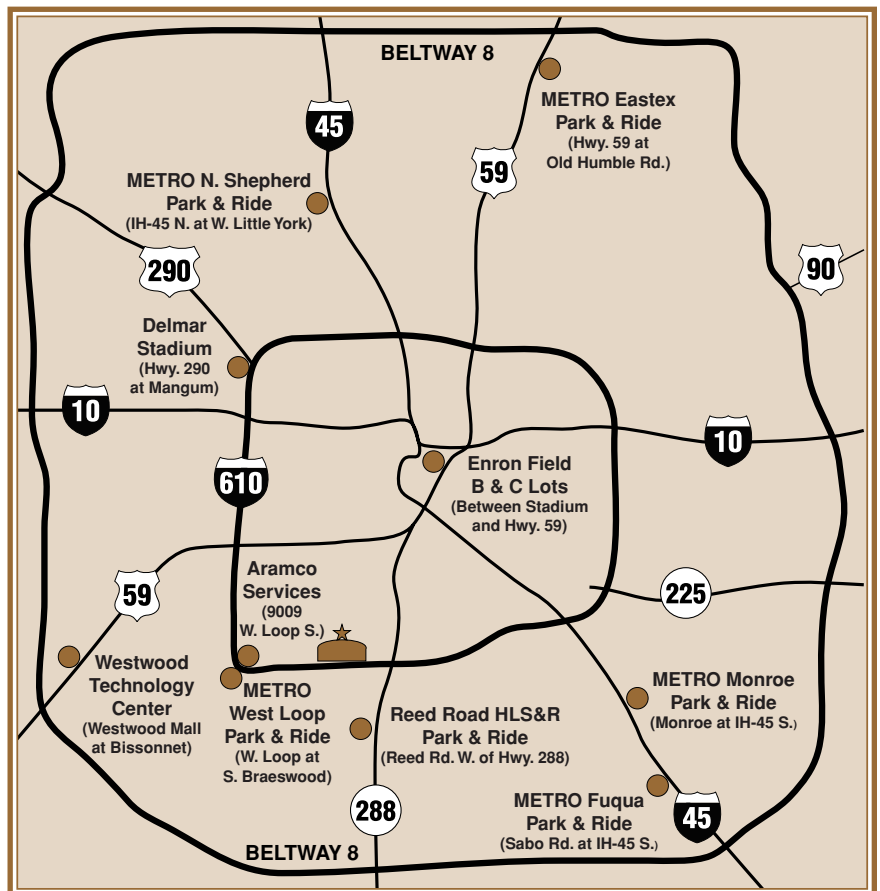
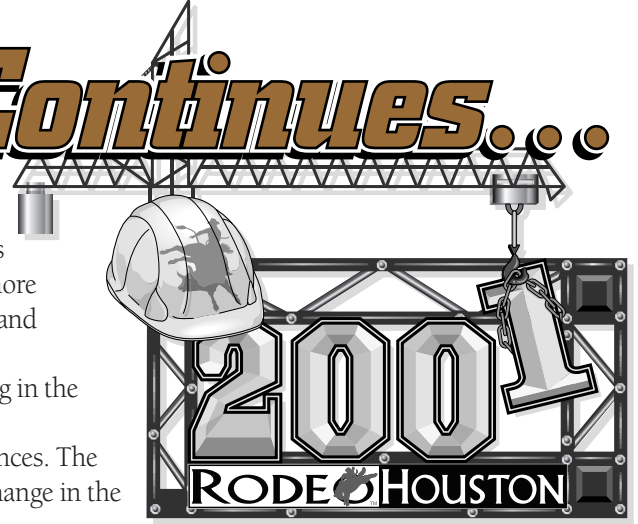
In order to accommodate the flow of Show patrons from the rodeo performances to the shuttles and satellite lots, a few changes have been made to the RODEOHOUSTON™ performance lineup. These changes should stagger the departure of visitors from the Astrodome complex and decrease congestion in the bus transportation center.

Weekday performances will continue to begin at 7 p.m., but without the early bird performance,

rodeo spectators will see more cowboys and cowgirls competing in the evening performances. The biggest change in the weekday

performances will be division of rodeo events before and after the featured entertainer. The performances will begin with six events — saddle bronc riding, team roping, bareback riding and barrel racing, plus the calf scramble and chuck wagon races — before the rotating stage is brought out for the entertainer, and will wrap up with three rodeo events — bull riding, calf roping and steer wrestling — after the entertainer.

The rodeo maintains the entertainer-last format for the weekend performances, but, with the discontinuation of matinee performances, Saturday and Sunday performances will begin at 4 p.m. Although there will not be a split in the rodeo events, the events will take place in the same order as during the week.



Hospitality Plus +++++

This year's Show will be one of the most challenging in the history of the Houston Livestock Show and Rodeo. While the Show always has been known for its hospitality, this year will require a greater commitment by everyone involved to ensure that the Show's customers, visitors and guests have an enjoyable and entertaining experience in 2001.

To achieve that goal, Show President P. Michael Wells has instituted a new program — Hospitality Plus — which simply asks committee volunteers to extend their contribution to the Show beyond the boundary of their individual committee. He asks everyone to adopt a proactive attitude to help guarantee that all guests experience exceptional hospitality.

Several committees, such as Breeders Greeters, Directions and Assistance, Horspitality and Rodeo Express, do an outstanding job assisting visitors at the Show. "The goal of Hospitality Plus is to draw upon the Show's greatest resource — the 13,000 committee volunteers — and supplement the activities of those committees," said Wells.

Those who become involved in the Hospitality Plus program agree to welcome visitors at the Show and assist them in any

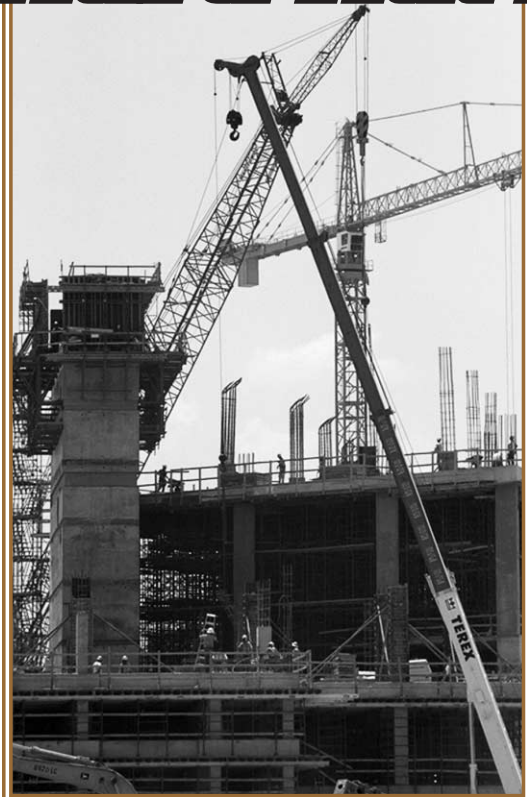
manner possible. It might require answering a simple question or just pointing them in the right direction to get additional help. Involvement in Hospitality Plus is strictly voluntary. Participants in the program will be asked to sign a card stating they will adopt a positive, friendly and helpful attitude throughout the 2001 Show.

Every committee volunteer is invited to be part of the Hospitality Plus program. Pledge cards will be available at each committee's badge meeting. Those who join will receive a special pin that signifies a commitment to the program and their pledge to provide exceptional hospitality to visitors at the 2001 Show.

The gold committeemen's badge always has represented a special dedication to the Houston Livestock Show and Rodeo by those individuals who proudly wear them. This year, those who wear the Hospitality Plus pin will signify a revitalization of their commitment to the Show.

The  has a new meaning. It stands for Hospitality Plus — that's what the Houston Livestock Show and Rodeo is all about!

Hard Hat Area



The skyline around the Astrodome changes daily as crews work seven days a week on the football/rodeo stadium and the exposition center. To check out the most recent developments, visit the Show's Web site at www.rodeohouston.com/dailynews.html and see the latest view from the RodeoCam. Still shots from the camera are updated each weekday and show the progress of both facilities.



Show President P. Michael Wells and General Manager Dan Gattis survey the progress as additional levels are added to the west side of the stadium.

Photos by Frank Martin



THE

COWBOY'S COWBOY

By Sonya Aston

Although they might own pickup trucks or have a line or two for pretty women, that is not how pickup men got their name. Pickup men are the lifeguards of the rodeo. The audience might not notice them, but the competitors do, because their lives depend on the pickup men. These silent heroes carry the competitors to safety and corral the bucking horses and the raging bulls into the animal pens. Their job requires skill, courage, knowledge, strength and plenty of hard work.

In the arena, a goal of a pickup man is to encourage the bucking horse perform to the best of its natural ability. As avid rodeo fans know, not all horses buck the same way, which is part of the rodeo's excitement. Some horses buck in circles around a motionless pickup man, while other horses stop when they see the pickup man. In the latter case, the pickup man stays away from the horse until the end of eight seconds so the horse is not distracted. Because the pickup man's positioning and stance can enhance the bucking patterns of the competitor's horse, the pickup man can greatly impact the score of the competing cowboy.

Of course, one of the biggest challenges faced by the pickup men is retrieving the competitors safely from the bucking horses. After the eight-second buzzer goes off, the pickup men immediately flank the competitor's horse, which can continue to buck or might take off running. One pickup man rides slightly ahead of the competitor's horse so that the cowboy can grab the pickup man's waist, pull himself off the bucking horse and slide off the back of the pickup man's horse, hopefully landing on his feet. Competitors depend on the skill of the pickup men to keep them competing ride after ride.

RODEOHOUSTON™ uses four pickup men at its performances, because the Astrodome is so large. Working in pairs, the pickup men alternate each ride. Four of the top pickup men in the world, Chuck Halloway, Robert Chapman, Emory Weekly and Scott McClain, worked the 2000 Show.

The life of a pickup man is tough. There is no such thing as a slow day for these cowboys, especially at RODEOHOUSTON.

Usually, their day begins at 7 a.m., when they feed, load, unload and work the livestock. During the rodeo performance, they ride several miles around the Dome arena, assisting the competitors and chasing horses and bulls. Then, when everyone else is heading home to bed, the pickup men load, transport, unload and bed down the livestock, finishing their day around midnight or 1 a.m. Passion for their work is the only explanation for the pickup men's long hours. To be a successful pickup man, "You have to live the rodeo," said Halloway.

The rodeo is Halloway's entire life. He began work as a pickup man at the age of 10, when his father needed a stand-in pickup man for his rodeo in South Dakota. While some pickup men only work weekend rodeos, Halloway works rodeos on a full-time basis throughout the year. In 1999, Halloway received the highest honor a pickup man can receive, when he was voted by the Professional Rodeo Cowboys Association membership to be one of the two pickup men to work the National Finals Rodeo. According to Halloway, "the Las Vegas rodeo is the Super Bowl of rodeo, and you have to be good enough to go."

For Halloway, the fun part of his day is the rodeo performance. According to him, when the chute opens, the fun begins. The pickup men position their horses around the bucking horse to help give the competitor the ultimate ride. Horse skills are what distinguish a great pickup man from a good one. A great pickup man knows exactly where he and his horse need to be during that eight seconds of high energy, the following seconds of rescue work and the remaining corralling time. Not only does the pickup man need to have a good horse and a good roping hand, he also needs to know the bucking horses. It is this knowledge that gives the pickup man the edge he needs to excel in his job and help the competitors' scores.

Cowboys have a great deal of respect for pickup men. Dan Mortensen, five-time world champion saddle bronc rider and 1997 PRCA World Champion All-Around Cowboy, said, "They are respected by all cowboys for their abilities, because they are good cowboys in a broad sense, not just a rodeo cowboy."



According to Mortensen, pickup men are well versed in ranch activities. As Western film fans might know, breaking a horse became a sport among ranch hands and started the sport of saddle bronc and bareback riding in the rodeo. It is their ranch skills and experience that prepare pickup men for their rodeo jobs. During the performance, a pickup man's main responsibilities are to get the cowboy safely off the bronc, get the flank strap off the horse as soon as possible and lead the horse out of the arena. According to Mortensen, it takes a lot of skill on the part of the pickup men to accomplish their goals, because the "young horses are pretty wild, and you have to be careful with them."

The relationship between competitors and pickup men is very important. Competitors discuss the horses they will ride with the livestock owners and the pickup men in order to learn the bucking tendencies of the horses, so that they can anticipate their rides and figure out how to maximize their scores. The competitors see the pickup men as team players. "What they do depends a lot on how the horse performs," said Mortensen.

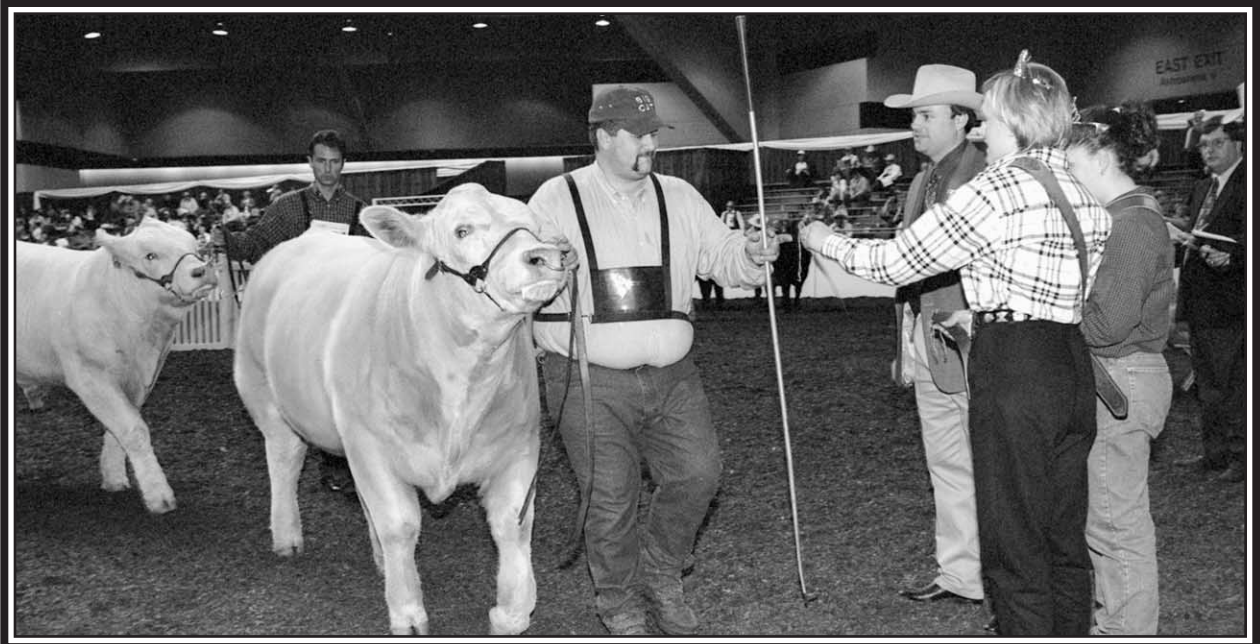
Not only are pickup men responsible for the safety of the cowboy, they have the added responsibility of ensuring the safety of the animals during the performance. As employees of the stock contractor, the pickup men make sure that the animal athletes are well maintained for a variety of reasons. Rodeo livestock is very valuable. Top bucking horses can cost as much as \$25,000, while some top rodeo bulls can go as high as \$65,000. In addition, PRCA rules prohibit the use of sore, lame, sick or injured animals, or animals with defective eyesight. The health of the animals is paramount for the safety of all of the participants, because the better-conditioned animal will provide a better ride for the cowboy.

While the pickup men have an important responsibility at each rodeo, it does not seem to dampen their enthusiasm. According to Hallway, nothing is going to keep a pickup man off his horse or far from the rodeo. As Hallway said, "Once rodeo gets in your blood, you can't get it out."

Following an intense ride, the pickup man positions himself so the competitor can slide onto the back of the pickup man's horse and lower himself to the ground.



SURVIVAL OF



Hard work pays off for Herdsman of the Year Zack Kraenow as he leads out the Reserve Grand Champion Charolais Bull.

Having to travel 250 nights in a single year matters not to Zach Kraenow. He's doing what he loves, and that is being a fitter in the cattle industry. A fitter — sometimes referred to as a “herdsman” — is a person who readies animals for show and can be the one doing the actual showing.

Kraenow started showing animals while in high school for his 4-H group in Hemingford, Neb. He has groomed, worked and shown his way to owning his own fitting company. “I really had lots of fun in high school and learned by watching other people,” Kraenow said. “The people I meet are really neat, and it's fun to see them at various shows throughout the year.” It might sound easy, but after watching fitters work, there is a quick realization that it isn't a pretty job, and it certainly is not an easy one.

“My work begins at home in Nebraska,” said Kraenow, who handles mostly Charolais cattle. “Breeders send their cattle to me a few months before the show. My job is to feed and condition them, get them halter broke, clipped and trimmed. You can't just do this at the show. The show work is following up on what has already been done at home and finishing the product for the actual show. It's hard work, long hours, and you have to love what you are doing.”

So how does one get into the business? “I started out working for someone who had his own company. I started from the ground up. That meant watering, feeding, cleaning stalls, washing, drying, grooming; I did it all. I still do, for that matter. You learn by watching. It's hands-on experience, and you can tell who is cut out for the job. I hire mostly by word of mouth from

other fitters. You don't sleep much. You don't eat right. Those that don't like it don't last long,” said Kraenow.

“Shows are great places for training. I brought six fitters of all experience levels with me to this show. In traveling, you have to make sure the livestock are fed, watered and rested. There's no place for sickness. Cattle should look full. Their tops should be flat, and coats should be smooth. They have to be tied out at night, bedded in straw. This creates some pretty dirty cattle. They are usually washed four times before the actual show.”

Kraenow certainly has proved himself. He was voted “Herdsman of the Year” last year. “A herdsman is someone who is hired for a specific job in the livestock field. It can be showing, grooming, selling, et cetera. I was very excited about the award, because everyone in the field votes on it.”

Kraenow also proved himself in the arena. He showed the Reserve Grand Champion Charolais Bull at the 2000 Houston Livestock Show. He said, “That makes it all worthwhile — to be able to tell the owners they have champions. I think working with one breed helps, too. You get to know how they should look. You then get close to the people in that breed organization. I love doing this. I believe in these cattle and want to promote them. I have been doing this for 10 years, and it's definitely a way of life. I can't imagine not doing it.”

So where does family fit in? “So far I have stayed single,” Kraenow said. “I suppose there is a family in my future. It would certainly be tough to have a family and travel this much.”

THE FITTERS

By Leslie Worsham

Charlie Phillip is a fitter and a family man. His family has been in the cattle business in Boerne, Texas, since the 1840s. “The traveling is certainly tough. My father is now 76 years old, and he holds down the fort at home while I take the cattle — we raise Maine-Anjou — on the road. I am a fitter for our own cattle and bring other fitters to work with us, too. For instance, I brought 10 head of cattle in for this show and have a fitter for each one.”

Phillip reiterated what a tough job it is and that, for the beginner, it is a hands-on, get-your-feet-wet kind of job. “We get to the show and have to get the cattle out and comfortable. Then we have to get the display area up. The second day is washing off the road dirt. You start rinsing and clipping as soon as time permits. You also have to visit with potential customers. The main reason we are out here is to keep our name out there and promote the Maine-Anjou breed.” Phillip also proved his ability in the fitters circle. At the 2000 Houston Livestock Show, he exhibited the Grand Champion Maine-Anjou Bull.

Phillip said that this type of experience is great for kids. He doesn't think there is any better way than showing and working cattle for young people to learn about hard work, ethics, honesty and integrity. Phillip said, “They also get hands-on experience on business procedures, teaching and people skills, public relations, and accounting experience — staying in the black.”

Phillip and Kraenow both have been active in helping kids get involved in the field. Kraenow remembers his 4-H days. “I really never had any help and didn't have my own cattle. I just had to learn by watching. Now, any time a young person wants to get involved, I will do anything to help them — especially letting them know that it's no walk in the park and that they really have to want to do it.”

Fitters at a livestock show can be compared to make-up artists of the theater. Both strive to accentuate their subjects' strong attributes while minimizing less flattering features.

At the Houston Livestock Show, fitters are permitted only to care for animals that are exhibited in open shows. Professional breeders and ranchers realize the role fitters serve — to draw judges' and buyers' eyes to solid breed characteristics. That way, trained eyes can assess the value of any given animal by comparing sound traits against undesirable ones.

Junior exhibitors at the Show must bring their livestock ready for judging. Additional fitting, other than washing and brushing, is prohibited. Junior shows are events where 4-H and FFA youngsters develop their eye to recognize quality livestock. With animals fit to enter the show ring, these youngsters are able to focus on presenting their animals to the judges.



Building on 160 years of family tradition, Charlie Phillip has proven himself as one of the best fitters in the cattle business today.

What's in Store?



FROM COWBOY HATS AND SILLY SOCKS TO HANDMADE FURNITURE AND RATTLESNAKE KEY RINGS, SHOPPING AT THE HOUSTON LIVESTOCK SHOW AND RODEO OFFERS A LITTLE SOMETHING FOR EVERYONE AND INCLUDES MERCHANDISE BEARING THE SHOW'S LOGOS AND TRADEMARKS. WHILE THE AVAILABILITY OF SHOW MERCHANDISE WON'T CHANGE, REVISIONS TO THE SHOW'S LOGO AND TRADEMARK POLICY WILL RESULT IN A NOTICEABLE DIFFERENCE IN HOW THOSE PRODUCTS ARE MERCHANDISED.

To maximize branding, merchandising, naming rights and promotional revenues in the football/rodeo stadium and the exposition center, it has become more important that the Show direct additional attention to the management and marketing of its “marks.” Even though the Show’s move into the new facilities is still a couple of years away, the marketing transition is starting now.

Why all the effort? The Show is pursuing the changes to increase the quality and variety of available merchandise; to protect volunteers and the public from poorly made merchandise; to protect the Show’s logos and marks; and to increase revenue for its charitable endeavors.

Under the current program, Show licensees work as both suppliers and retailers. During the Show, patrons have to visit a number of vendors throughout the complex to see and purchase the variety of official Show products. Sometimes unintentionally, committees, sponsors and other groups create products with Show logos that do not come from official licensees. This has created problems because the organization is unable to protect the integrity of its marks and can lose royalty revenues.

Beginning with the 2001 Show, the Houston Livestock Show and Rodeo will have a fully implemented merchandising procedure covering all products bearing any of the Show’s marks, including committee logos. This will have limited impact on committee merchandise but will be a complete transformation in the overall marketing and manufacturing of Show products.

The result will be actual Houston Livestock Show and Rodeo merchandise “stores.” Through an independent, third-party retailer, the Show will establish as many as six or seven locations throughout the Show venues, as well as some stores that can travel to off-site events. These stores will carry all logo merchandise, bringing all official Show merchandise together in one location for the first time. The actual products will come from licensees with whom the Show has contracted during the year — both from suppliers that currently produce the products and from new suppliers that are being enlisted to add new merchandise to the product showcase.

Not only will these stores make Show products easier to buy, the consolidation allows for the creation of a “company store” that will market the available products on the Internet. A third party e-tailer will manage the fulfillment of orders and customer service. A launch date has not been set, but plans are for it to open prior to the 2001 Show. Check the Show’s Web site at www.rodeohouston.com in the coming months for the Web store’s “Grand Opening” announcement.

How Does This Affect Committee Products?

Although there are minor differences, the new logo and trademark policy will not have a large impact on the merchandising of committee logo products. Committee leaders will be able to fill their committee product needs from a list of official licensees and will be able to work directly with these licensees throughout the year.

Show staff will be more aggressive in policing for unlicensed merchandise produced for committees. As in the past, it will continue to be mandatory for any committee or staff member wishing to purchase any items bearing the Show marks, including committee logos, to use a Show licensee.

If a licensee is unable to provide committee members with the product lines they want, written permission must be requested from Kathlene Reeves, senior director – commercial exhibits, Marketing and Presentations Department, to use another vendor via an official form in advance of any merchandise production agreement. The form will include information regarding the type of product, an estimate of the number of each product, the product’s unit price, full information on the potential vendor and a reasonable rendition of the artwork involved. Any future jobs with that same vendor must go through the same process.

Any unauthorized jobs will not be reimbursed by the Show, and persons creating merchandise with the Show’s marks without permission are subject to legal action. Committee volunteers may not pay for services or merchandise and seek reimbursement.

It also will be required that any committee or official group marks be used in conjunction with an official Houston Livestock Show and Rodeo, RODEOHOUSTON or other official Show mark. In other words, there should not be any merchandise, apparel, trophies or other similar items that bear the mark of a committee but not the Show. This is to further promote the fact that these committees are part of the Show family and promote that identity.

Great Asspirations!

By Melissa Manning

Patience Pays for Donkey and Mule Exhibitors



Assessing the top-level competition can be challenging work for judges who evaluate the donkeys in their appropriate classes, such as miniature, best matched pair, coon hunter's jumping, multiple hitch driving, snigging and pleasure riding.

Attend the Houston Livestock Show and Rodeo's Donkey and Mule Show, and you are likely to notice that the event is full of characters, some with long ears and some without.

Kathryn Bradley, a founding member and past chairman of the Donkey and Mule Committee, said, "Donkeys are highly intelligent animals with a strong sense of self-preservation — they like to think about something before they do it. They are unique animals that'll make you laugh and cry, and their owners are usually good-natured characters, too."

To understand the differences between a horse and a donkey, some say to look beyond the length of the ears to what's between them. To survive, donkeys seem to have been given the ability to reason, according to Bradley, whereas horses have the ability to run fast. Like a dog, a horse wants to please. A donkey, however, is more like a cat. Generally, it is concerned with self-interests.

So what makes a person choose to exhibit an animal that often has its own idea of participation? Sporting a cap with the words "Barn Goddess," exhibitor Dianne Smith of Smithville, Texas, explained. "The atmosphere here is much more fun and relaxed than a horse show, and, with these animals, every day is different," she said. "One of the things that makes us different from horse people is we can actually say we're going to show

our asses and get away with it." She is quick to mention that "ass" is a correct reference to the donkey's scientific name, *Equus asinus*. "We're really down-to-earth people. You have to have a sense of humor and can't take yourself too seriously when you walk into an arena leading an animal with ears like that."

Despite their reputation for stubbornness, donkeys and mules are intelligent, hard-working animals. The donkey's roots can be traced to the wild asses of Asia and Africa. The male donkey is referred to as a jack. The female donkey is called a jennet, also known as a jenny. A mule is the offspring of a mare (a female horse) and a jack.

To provide an opportunity to display the skills and breeds of animals, the Show's Donkey and Mule Committee was formed in 1982. The first show was in 1983, and committeemen had to prove it would draw participants and spectators. Early events often combined entertainment and competition. One contest required competitors, holding raw eggs in their mouths, to ride bucking mules without breaking the eggs. Although events have become more traditional, fun is still a key element. The 2000 Show attracted more than 1,000 entries in 64 classes for draft and non-draft mules, and miniature and standard-sized donkeys. Competitors are divided into adult, junior and sub-junior categories. Awards also are given for the donkey and mule with the widest earspans.

“Our goal is to offer the best donkey and mule show in the world,” said Kenneth Bellew, immediate past chairman of the Donkey and Mule Committee. “There are several donkey and mule associations in this part of the country, but few shows give exhibitors the level of competition, the prizes and exposure found at the Houston Rodeo.”

Most folks who show donkeys and mules earn little money for their efforts; however, the Houston Show offers a larger purse than others. Competitors are eligible to win saddles, buckles, ribbons and a \$10,000 jackpot, which is split among the pull divisions. A pickup truck also has been donated as a prize each year since 1987.

“While this is a family show, the great thing about it is what they do for children,” said Smith. “They’re dedicated to educating kids about all aspects of care and competition. The committee is especially good about being flexible and allowing all children to participate. This is tremendously important to these kids, especially the kids with special needs.”

Don’t let the fact that she is only 11 years old fool you. Beth Johnson of La Grange, Texas, is an old hand when it comes to riding mules. She’s been riding competitively since age 3 and enjoys competing with her mule, WIN-Chester. “I like to come here to see everybody. Riding also teaches me a lot of responsibility, but I also have fun doing it,” she said.

Participants in the “Most Versatile Junior Exhibitor” contest endure a combination of tests to prove their skills in riding, showmanship and knowledge of the history and care of donkeys and mules. Participants accumulate points in three of four show classes, which are added to points earned from taking a comprehensive examination. The winner of the contest receives a \$2,000 savings bond, and the runner-up receives a computer. “This contest evens the playing field,” said Bradley. “Kids who may not have the most expensive animal or who may not always show well but are willing to study have a chance to win.”

In the Championship Mule Pull, a team of two mules pulls a sled loaded with weights equaling a percentage of the mules’ combined body weights. Some teams can pull 300 percent of their combined body weights. As Jane Ann Gassaway from Summer Shade, Ky., watched her husband, Wallace, move his mule team into the arena, she addressed the appeal of this event. “People do this because they love it and enjoy seeing friends they’ve made through the years.” And many, like Wallace, are continuing a family tradition. “Wallace has been pulling since he was a boy, and he loves it,” she said. “These people are all like family. Although there’s a competition and they all want to win, they also help each other.”

“We’ve been coming to Houston since 1985,” said Jerry McKee, from Lexington, Tenn., who traveled 14 hours with his son, Shane, to participate in the mule pull. “This Show has

some of the friendliest people — they’ve been real nice to us.”

“The most difficult challenge in any donkey and mule show is finding a qualified judge,” said Bradley. There are no nationally accepted accreditation programs for donkey and mule judges. While most shows recruit horse judges to judge their donkey and mule competitions, Bradley said these animals have significantly different body styles and characteristics that make it difficult for some horse breed judges to evaluate them effectively.

“Our best judges are professors of equine studies at major universities,” she said. “By nature of their profession, they need to know about major breed types and don’t carry the biases about body and breed styles that judges of specific breed types might have. These judges might also have experience driving horses or mules, which is important.”

However, according to Smith, when it comes to deciding the outcome in a donkey and mule show, even the judges don’t always have the final say. “When a donkey or mule doesn’t want to move or follow instructions, we call that a vapor lock. Sometimes they just shut down, and you have a donkey kind of day.”

The Donkey and Mule Show always has been one of the most popular and well-attended events in the Astroarena. In 2001, the show has been expanded to provide an even better forum for exhibitors who come from all over the South.

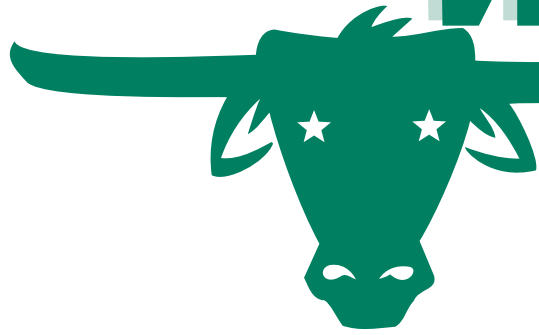
Committee Chairman Rance Barham stated that members of the committee already are working hard to make the 2001 event the best ever. “This committee has a great heritage and tradition, and has been blessed with outstanding leadership,” said Barham. “With the enthusiastic support and dedication of all the committee members, I am confident we will have an outstanding event and, once again, bring down the curtain on a high note on the final Sunday of the 2001 Houston Livestock Show and Rodeo.”



Before each team competes in the championship mule pull, officials perform a final inspection of the mules rigging.

Wish Upon a Steer

By Sonya Aston



Imagine a warm spring day. You are standing on an open veranda with the sun warming your face. The rough timber railing circling the building feels good and solid in your grip. A soft breeze rotates a windmill in the distance and carries the sweet fragrance of Gulf Coast grass to you. A look to the right reveals two big brown eyes looking out beneath a set of horns 88 inches from tip-to-tip in a serene pasture. A look to the left reveals a 363-foot rocket. This is no dream, it's the Longhorn Project — an outstanding, first-of-its-kind agricultural education facility that includes the Houston Livestock Show and Rodeo Western Heritage Pavilion, located at the National Aeronautics and Space Administration's Johnson Space Center.

The Longhorn Project began in 1996, when George W.S. Abbey, JSC's director, met with Dr. John E. Wilson, Clear Creek Independent School District superintendent, to discuss the possibilities for an educational interface between high schools in the district and NASA. Excited about the possibilities, Abbey said, "We see this as an opportunity to be a partner with the Clear Lake community and to help provide a resource for young people planning to enter the agribusiness field."

As Abbey and Wilson joined forces, they brought in two very key partners, the Houston Livestock Show and Rodeo and the Texas Longhorn Breeders Association of America. Show President P. Michael Wells, who was an elected member of the Show's Executive Committee at the time, thought that it was a

great idea, too, and he noted, "This is a unique achievement, for not only NASA and the folks in this area, but also for the Houston Livestock Show and Rodeo."

Each of these education-dedicated groups has put forth a tremendous effort to make the Longhorn Project a reality. The JSC provided the 60-acre tract adjacent to Rocket Park to house the entire Longhorn Project. CCISD provided the students from Clear Lake, Clear Brook and Clear Creek high schools, and the Show contributed a majority of the funding for the facilities. The TLBAA donated six Texas Longhorn steers, which provide a great opportunity to study the technology and science of agriculture, according to Don Limb, director of the Houston chapter of the TLBAA. Also, each year, they loan four heifers for students to care for, groom and show in local competitions.

While the Longhorns spend most of their days in the 30-acre grazing pasture, the students work the entire site, learning agriculture, aquaculture, soil preservation and recycling. A 15-acre pond provides a marshy habitat to support migratory waterfowl, predatory birds and other animals. A feedlot with a barn and storage shed occupies eight acres. The remaining seven acres are used for an aquaculture pond, gardening beds, orchards, a processing lab, a greenhouse and the Pavilion.

The aquaculture pond, scheduled to open in spring 2001, will be home to striped bass, tilapia and other freshwater fish. Abbey said, "We are responsible for providing food for astronauts in orbit and solving the problem of growing food in space



The almost-surreal view of Rocket Park from the pastures of the Longhorn Project reveals a connection between Texas' rich cowboy heritage and its Space Age accomplishments.

Photo courtesy of NASA/JSC



Show President P. Michael Wells, center, takes part in the May 24, 2000, ribbon cutting ceremony at the Western Heritage Pavilion with Don Limb, Texas Longhorn Breeders Association of America; Hal Hillman, past Show president; George Abbey, director of the JSC; and Dr. John Wilson, CCISD superintendent.

Photo courtesy of NASA/JSC

and on other planets. So, the Longhorn Project, the aquafarming and the raising of fruit trees and vegetables relates right back to what goes on at JSC in our own life science research. It's a very natural partnership and a good partnership, and we feel very fortunate to be a part of it."

On May 24, 2000, hundreds of people celebrated the grand opening of the Western Heritage Pavilion. This Show-funded structure is an important addition to the Longhorn Project. The 26- by 50-foot, open-air pavilion provides visitors to Space Center Houston and the Johnson Space Center with a commanding view of the Longhorn Project and tells the story of the Show and its contributions to education. It also displays a model of the project, tells the story of Texas' Western heritage and the Longhorn cattle breed, and disseminates information on the Longhorn Project.

The Pavilion is constructed with authentic Central Texas architecture. The fieldstone construction, with rough timber roof trusses, a wood plank roof deck and metal barn roofing, completes the setting for the Longhorns. The floor of the Pavilion is composed of inscribed brick pavers that were purchased by Longhorn Project supporters. Overhead televisions donated by Space Center Houston continuously show a video that tells the story of the origins and purpose of the Longhorn Project.

Astronauts also play a role in the Longhorn Project with their work in space. Scientific experiments are performed in space involving germination of seeds and creation of hybrids. These processes occur much more quickly in space than on Earth. Currently, NASA is developing turf grasses and working on experimental foods. Back on Earth, the seedlings are put in

NASA quarantine until they grow large enough to be planted by the students. Students continue the experiments in the greenhouse and vegetable beds.

Show members have taken the lead in fundraising for the Longhorn Project. There have been some significant contributors, including Texas A&M University, which provides technical expertise for agriculture and aquaculture projects. EARTH College of Costa Rica provides technical expertise for recycling and soil conservation. JSC life sciences engineers and scientists provide day-to-day program assistance, and local chemical companies provide scientists to assist with specific experiments, such as the proper use of fertilizer and the development of drought-resistant grasses.

The excitement of such a diverse group working together for education and betterment of science is evident. Donald H. Holick, JSC's architect/master planner, recognizes the Longhorn Project as a great opportunity for kids to experience a world-class learning center with some of the brightest minds. What is even more impressive is that this project is being developed without taxpayer funds. It is wholly dependent on donations from the business sector and from individuals.

This fantastic opportunity is not limited to Bay Area high school students — special projects and experiments are available to other local high school students. Future plans include NASA-sponsored programming to a worldwide student audience.

The Longhorn Project is something to be experienced. There are not too many cow pastures with a rocket ship right next door.



Corral Club

By Nan McCreary



Corral Club Committee Division III Vice Chairman Robert Yung has been making keys for the Corral Clubs for 24 years.

As an event that attracts nearly 2 million visitors and generates more than a quarter of a billion dollars a year, the Houston Livestock Show and Rodeo is big business. Serving as the host and hospitality committee for the Show is also big business. That's the responsibility of the 17 Corral Club committees, the Show's largest overall group of committees and certainly some of the busiest.

"The Corral Clubs give hardworking volunteers and their guests a place to relax, socialize and enjoy the ambiance and atmosphere of the Show," said General Chairman James Mushinski. But the Corral Clubs are more than that. According to officer in charge Richard Buddeke, the Corral Clubs give the Show an opportunity to strut its stuff and demonstrate that it is a world-class organization committed to excellence in customer service. "Our function is to provide hospitality and to support the goals and objectives of the Show," said Buddeke, "and we work very hard to make that happen."

The Corral Club Committee originated in the early days of the Show, when a small group of men opened a hospitality room for volunteers. As the Show has grown, so has the need to serve its patrons. Today, this massive undertaking requires the efforts of more than 1,400 committee members working on 16 separate committees organized into three divisions, all overseen by a general committee.

Division I consists of support services, such as At Large, Auctions & Receptions, Equipment, the Hideout and Special Services. Division II includes the Arena and Stockman's clubs in the Astroarena and the Committeemen's Club and Main Club in the Astrodome. Division III manages the clubs in the Astrodome — the Chute Club, Directors' Club, Executive Suites, Loge

North Club, Loge South Club, Press Club and Skybox.

Each division is supported by a chairman and two vice chairmen, and each committee is supported by a chairman, an assistant club chairman and captains. Guiding all of these committees is the Corral Club General Committee, led by Mushinski and comprised of veteran committee volunteers who have experience and expertise in all areas of the Show.

The Corral Club committees may be high profile, but few people know what really goes on behind the scenes, according to Buddeke. "It's a complex committee, and we have to be very professional," he said. Both Buddeke and Mushinski bring more than 20 years of Corral Club experience to the organization. Supporting them are committee members with expertise in everything from bar management to refrigeration maintenance. "We operate very systematically," Buddeke explained. As an example, he noted that inventory is controlled by a state-of-the-art computer system, so that at any given moment all liquor, beer, peanuts, popcorn and bar supplies can be monitored.

As with all Show committees, membership in the Corral Club committees requires commitment, dedication and hard work. Before joining the committees, prospective members are carefully interviewed by the committee development subcommittee to ensure that their interests fit the needs of the committees. Rookies are required to attend an orientation program that covers everything from Show history to the Responsible Alcohol Management Program. In addition, all members are required to attend a series of meetings held prior to each year's Show. When a Show is over, members are given a performance review. "Every single job on this committee is important," said Mushinski, "and members are recognized for their efforts."

To make a Show come together, Corral Club committee chairmen meet throughout the year. In the fall, chairmen and their committee members start by meeting to prepare for the January Membership Dance and for the Show itself. A week before the Show, volunteers begin to set up, decorate and supply the bars. This task is completed, precisely and efficiently, before a single patron ever sets foot on the Show grounds.

During the Show, committee chairmen spend as many as 12 hours a day at the Show. "A lot of people schedule their vacations then, because it's such a huge commitment," said Mushinski. During each Show, he said, the Corral Club committees set up a communications center in the Corral Club office, which is run by the Special Services Committee. This enables committee leaders to communicate throughout the complex, coordinate efforts and ensure that all operations run smoothly.

Each committee member works every third performance, putting in 80-plus hours per Show. Members often work late into the night, as they close bars and account for inventory. Mushinski and Buddeke have nothing but praise for their committee members. "Our volunteers work from the crack of dawn to ... the crack of dawn," said Buddeke. "They're extremely professional."

In spite of the work involved, the attrition rate for the Corral Club committees is low. "All of our members work together toward a common goal, and that's to provide world-class hospitality to our patrons, and that in turn goes to support the ultimate goal of the Show, which is in support of youth and education," said Mushinski. "It really brings us together."

This bond is evident both inside and outside of the Show arena. For example, the committees hold a December holiday party, where Corral Club belt buckles are presented to the outgoing committee chairmen, and the "Top Hand" from each one of the committees is recognized. Also, individual committees meet independently throughout the year just to keep in touch and maintain enthusiasm.

Led by precision management and supported by a cadre of loyal volunteers, it's no wonder that the Corral Club committees operate as smoothly as a finely tuned engine and as efficiently as a large and profitable corporation. "We're proud of the organization, the professionalism we display and the caring and respect we have for one another," said Buddeke. "As the host and hospitality committee, we have grown to be a family within a family."



Corral Club Leadership

Officer in Charge – Richard Buddeke

General Chairman – James Mushinski

• Division I •

Chairman – Buzz Abshier

Vice Chairman – Don McKoy

Vice Chairman – Richard Weiman

At Large – Frank Miller

Auctions & Receptions – Robert Richbourg

Equipment – Jim James

Hideout – Tom Markham

Special Services – Ollie Schwausch

• Division II •

Chairman – Ken McGuyer

Vice Chairman – Gary Hettenbach

Vice Chairman – Steve Gordon

Arena Club – Rick Waters

Committeemen's Room – Doug Westphal

Main Club – Smokey Burgess

Stockman's Club – Sam Brown

• Division III •

Chairman – Larry Kerbow

Vice Chairman – Robert Yung

Vice Chairman – Jim Grissom

Chute Club – Jeff Lewis

Directors' Club – Joe Bruce Hancock

Executive Suites – Chris Ennis

Loge North Club – Raymond Hartis

Loge South Club – Jim Schwartz

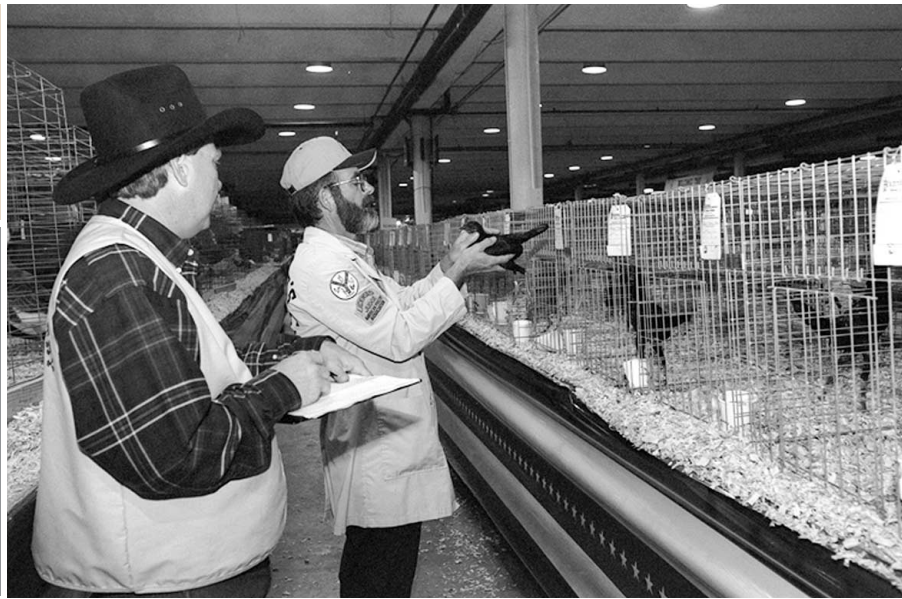
Press Club – Robert Hodge

Skybox – Tony Rich



Breeding Poultry

By Tara Telage Wilson



Ronald Lemma, vice chairman of the Breeding Poultry Committee, helps record a judge's scores.

White Silkie, Silver Sebright and Red Old English are descriptions that may sound like a designer paint palette, but they actually represent a few of the many breeds of fowl exhibited during the Houston Livestock Show's Breeding Poultry Show. You might have noticed these extraordinary birds in past years while walking through the Astrohall. With their brilliant colors and impressive plumage, they are hard to miss!

Each year, these birds and their exhibitors occupy the time and energy of the Breeding Poultry Committee. This committee, comprised of 34 volunteers, is responsible for setting up the two breeding poultry shows held during the Show. There is an open youth show for participants between 8 and 19 years of age, and an open show for participants of all ages.

Bob Hux, officer in charge of the Breeding Poultry Committee, proudly stated, "This is a terrific committee involved with exceptionally beautiful animals. Many of the committeemen are involved in raising their own show birds, so they have a unique appreciation for this committee, for these birds and for the exhibitors that come here from across the U.S."

Doug Dinsmore, the third-year chairman of the committee, believes that he is involved with a dedicated and hardworking group of people. "This committee puts on these shows from start to finish. In the three days of the Breeding Poultry Show, committeemen may be doing anything from setting up pens to helping exhibitors get situated to doing calculations of scores behind the scenes. They really make these shows happen."

While the committee obviously is busy during the Show each year, its duties actually start months earlier. One of the key

duties of the group is researching and offering recommendations for judges for the event to the Show staff each year. The proposed judges must be licensed by either the American Bantam Association or the American Poultry Association.

In the 30-plus years that the committee has been involved in coordinating this show, both the number of entries and the amount of awards have increased. Each year, 700 to 900 birds are exhibited and judged, representing some exquisite breeds of chickens, ducks, turkeys and geese. Winners receive trophies or cash, with awards ranging from \$5 for best of class winners to \$500 for the Grand Champion Bird.

The Breeding Poultry Shows take place over a three-day period during the Houston Livestock Show and Rodeo each year. Day one is check-in and move-in day for exhibitors. Judging begins on day two at 8 a.m. and concludes on day three at noon, followed by an awards ceremony and exhibitor checkout.

John Sykes, assistant general manager, Agricultural Exhibits and Competition Department, considers himself fortunate to be involved with the Breeding Poultry Committee and with these special shows. "The Breeding Poultry Show is an integral part of the overall Houston Livestock Show and Rodeo. Unlike the Junior Market Poultry Show, this is an open show and includes a wider range of participants, and we know visitors enjoy seeing such truly spectacular breeds."

Be sure to stop and enjoy these wonderful animals during the Show. From feather-legged to bearded breeds, you will have to agree that these birds are truly a sight to see!



Grand Entry

By Kenneth C. Moursund Jr.



With grand entries at all 20 RODEOHOUSTON™ performances, nearly 4,000 dignitaries and guests make the trip around the Astrodome floor.

Traditionally, each RODEOHOUSTON™ performance begins when grand entry announcer Bill Bailey tells Emmett Evans to “open the gate,” and the participants ride onto the Astrodome floor. During the grand entry, these riders, whether they are on horseback, on Texas Longhorns, in fire trucks or in wagons, circle the Dome floor waving to the spectators and welcoming them to that performance. This usually orderly process is the result of the hard work and dedication of the Grand Entry Committee.

Officially, the Grand Entry Committee is charged with carrying out the grand entry procedures, requirements and activities. Members of this committee help with participant releases and passes, escorts to the rodeo arena, and horse and rider placement. Formed in 1985, the committee now is comprised of 143 members, 17 of whom are lifetime vice presidents.

Like many of the Show’s committees, the Grand Entry Committee consists of dedicated volunteers, demonstrated by the fact that the committee members must work with an almost entirely new set of participants at each performance. According to Committee Chairman O L Harris, “There is almost a 65-percent turnover in grand entry participants from performance to performance, so the committee members take great pride and satisfaction in successfully and safely moving a new group of people through the grand entry process each performance.”

While most visitors to the Show are familiar with the fruits of the committee’s labor, few know how hard the committee members work behind the scenes. Two hours before each performance, the committee volunteers meet with the invited guests and participants who will ride in that performance’s grand entry. At this first meeting, the credentials that allow the participants access to the Dome floor are passed out, and the participants fill out their releases. One hour before the grand entry, the participants meet a second time with committee members to receive an official welcome to the Show and to hear

the final instructions for the grand entry. After this second meeting, committee volunteers escort the participants to the Dome and to their respective rides. At an average performance, 15 participants are escorted to horses to ride alongside Show officials, and 194 participants are escorted to their places on two buggies, three carriages, eight wagons, three fire trucks and three Texas Longhorns.

On an average night, the grand entry participants, in their procession of horses, Longhorns, fire trucks and wagons, take a mere 11 minutes to weave their way around the Dome floor. Because of the short amount of time it takes for the Grand Entry Committee to usher the participants into and out of the Dome, RODEOHOUSTON is one of the few large rodeos that has a grand entry of this variety and magnitude.

Aside from overseeing the operation of the grand entry itself, the committee members also serve as ambassadors for the Show by acting as a link between the Show and the special guests attending each performance. These guests include Go Texan county ambassadors, sponsors, donors and corporate representatives. According to Harris, “Many people think the grand entry is only about the horseback riders, but that is not true. The grand entry is a big event for the other riders as well. From the youngsters on the fire trucks to the corporate sponsors and their invited guests on the wagons, the grand entry allows the spotlight to shine on other members of the community.”

When asked about the committee, officer in charge Ray Hinsley echoed those sentiments. “The Grand Entry Committee is all about promoting the Show. The grand entry is a way to recognize the people who have contributed to the Show and who may not otherwise be involved with the Show,” he said.

MOVING AND SHAKING

Change at the Houston Livestock Show and Rodeo hasn't been confined to construction and parking. One of the biggest changes at the Show has been a staff reorganization — including departmental and employee changes. The change has resulted in new staff and management coordinators for some committees and the hiring of some new employees to meet the needs of growing areas.

“As the Show continues to grow, and as the number of committee volunteers grows, it is important to have a staff that can respond to the needs of the committees,” said Dan Gattis, Houston Livestock Show and Rodeo General Manager.

The reorganization also changed the management structure of the Show with the creation of divisions within departments. “The advantage is that it has a flattening effect on management,” said Gattis. “We hope this will empower the people directly involved in management and operation of the many facets that make up the Houston Livestock Show and Rodeo.”

A brief synopsis of each department, staff and committee responsibilities follows. Committees listed in bold are new to that department.

PRESIDENT'S OFFICE

Betty Jo Bankhead Administrative Assistant

GENERAL MANAGER'S DEPARTMENT

Dan Gattis General Manager
Kori Hamilton Administrative Assistant
Nan Elster Administrative Assistant

HUMAN RESOURCES DIVISION

Kathi Culbertson Division Manager

SPORTS & ENTERTAINMENT DIVISION

Lori Renfrow Division Manager
Dena Trocheset Stadium Program Coordinator
Julie Ballweg Supervisor - Production

The General Manager's Department is responsible for overseeing daily operations. This department also works closely with the Executive Committee and officers to ensure that Show policies and procedures are followed. The most noticeable change in the general manager's and president's offices is the creation of divisions. With the growing popularity of the sport of rodeo and the Show's partnership with the new Houston Texans, creating a Sports and Entertainment Division was a logical step. This division will coordinate all talent bookings and rodeo functions. In addition, the general manager's office coordinates the lifetime committeeman program.

Committees: **Grand Entry**, Legal Advisory and Lifetime Vice Presidents.

ACCOUNTING DEPARTMENT

Tom Bartels Assistant General Manager - Controller
Denise McCoy Division Manager
Pam Green Accounts Receivable
Karen Koepke Accounts Payable
Rebeca Mata Staff Accountant
Alicia Pierce Supervisor - Cash Room
Dixie Hughes Director - Membership

The Accounting Department is responsible for keeping accurate and complete financial records for the Houston Livestock Show and Rodeo and its affiliates. The functions of this department include preparation of financial reports and analyses; organization and direction of all Show accounting functions; coordination of financial information flow; supervision of accounts

payable and accounts receivable; management of the annual audit; tax reporting; and maintaining Show membership records.

Committee: **Membership**

AGRICULTURAL EXHIBITS AND COMPETITION DEPARTMENT

John Sykes Assistant General Manager
Darlene Lively Executive Assistant
Wes Allison Senior Division Manager - AE&C
Catherine Fertak Administrative Assistant
Tobie Jo Baker Calf Scramble Coordinator
Stacy Scott Managing Director - Horse Show
Jayna Farrow Administrative Assistant
Dee McGuire Director - Auctions & Sales

The Agricultural Exhibits and Competition Department is responsible for the coordination and supervision of all aspects of the livestock and horse shows, the calf scramble, and the livestock and horse auctions and sales. Responsibilities include coordination with livestock and breed associations; representation in planning the International Livestock Congress; building international relations within the livestock industry and hosting international guests; scheduling of all livestock shows, sales and events; and exhibitor assistance and hospitality.

Committees: **Agricultural Mechanics**; All Breeds Livestock Sales; Breeders Greeters; Breeding Poultry; Calf Scramble; Calf Scramble Advisory; Calf Scramble Donors; Calf Scramble Greeters; Horse Sales Assistance; Horse Show - Appaloosa, Arabian/Half Arabian, Cutting Horse, Donkey and Mule, Junior Horse, Paint, Palomino, Quarter Horse; Horse Show Announcers; Horse Show Awards; Horse Show Equipment; Hospitality; International; Judging Contest; Junior Commercial Steer Feeding & Management; Lamb Auction; Livestock; Llama; Poultry Auction; Rabbit; Sheep & Goat; Steer Auction; Swine Auction and Veterinarian.

INFORMATION SYSTEMS DEPARTMENT

Andy Sloan Assistant General Manager - Chief Information Officer
Mike Newman Division Manager
Dianna Furney End User Support Specialist
Robin Reeves Computer Technician
Leo Diaz Business Analyst
Beth Schaefer Data Entry Supervisor

The Information Systems Department is now an individual department with its own Assistant General Manager. The department's duties consist of: software development, application support, network/system design and administration, and desktop procurement and support. In addition to these duties, the department now will oversee data entry functions for all Show departments.

MARKETING AND PRESENTATIONS DEPARTMENT

Leroy Shafer	Assistant General Manager
Suzu Brown	Deputy Assistant General Manager
Melissa Hernlund	Senior Executive Assistant
Nalani Callico	Administrative Assistant
Bob Meehan	Administrative Assistant

ADVERTISING, PRODUCTION & CREATIVE DESIGN DIVISION

Johnnie Westerhaus	Senior Division Manager
Doyce Elliott	Senior Director - Information/Publications
Ida Nuncio	Supervisor - Production & Advertising

ATTRACTIONS, EXHIBITS & MERCHANDISE DIVISION

Gina Ritter	Division Manager
Kathleen Reeves	Senior Director - Commercial Exhibits
Tiffany Collins	Director - Attractions

BROADCAST & AUDIOVISUAL DIVISION

James Davidson	Division Manager
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MARKETING, SPONSORSHIPS & CORPORATE DEVELOPMENT DIVISION

Cathy Cundiff	Senior Director - Sponsorships & Advertising Sales
Janice Jolley	Senior Director - Go Texan

This department has both lost and gained in the transition. The information systems function moved out, but some of the attraction and exhibit functions moved into the department. The restructured Marketing and Presentations Department now includes four divisions that encompass advertising; public and media relations; sponsorships and corporate development; audio/visual production and presentation; merchandising programs; commercial exhibit coordination; and special attractions and exhibits planning and operations.

Committees: Area Go Texan, Black Go Texan, Commercial Exhibits, Communications-Broadcast, Communications-Editorial, Corporate Development, Go Tejano, Go Texan Contests, Houston General Go Texan, Houston Metro Go Texan, Ladies' Go Texan, Magazine, Parade, Souvenir Program, Speakers, Special Attractions, Trail Ride and World's Championship Bar-B-Que.

OPERATIONS DEPARTMENT

Tom Quarles	Assistant General Manager
Mike DeMarco	Department Manager - Operations
Dalinda Cauble	Senior Director - Administrative Division
Charly Hubenak	Senior Director - Carnival/Corral Club
Robert Fleming	Director - Food & Beverages
Julie Wilmore	Administrative Assistant - Operations
June Hensley	Mail Services Coordinator

BUILDINGS & GROUNDS DIVISION

Steve Woodley	Senior Division Manager
Helen Dempsey	Administrative Assistant
J.C. Burditt	Supervisor - Buildings & Grounds
Walter Conerly	Supervisor - Buildings & Grounds
Greg Golightly	Supervisor - Buildings & Grounds
Gary Richards	Supervisor - Buildings & Grounds
Joey Christopher	Welder/Equipment Operator
Lee Edwards	Welder/Equipment Operator
Jimmy Ferguson	Painter
Martin Huerta	Carpenter
Wayne Norman	Welder/Equipment Operator
Iggie Revear	Carpenter
C.W. Whitley	Carpenter

EDUCATIONAL PROGRAMS DIVISION

Brenda Gray	Division Manager
Mike Nathanson	Educational Programs Coordinator

TICKET DIVISION

Carol Wyman	Division Manager
Paula Kalmus	Director - Tickets
Kathy Hawthorne	Season Ticket Sales Coordinator
Leticia Rodriguez	Ticket Office Coordinator

Formerly the Logistics and Service Support Department, this department has been renamed and has taken on part of the responsibilities of the previous Operations Department. Under the new structure, the Operations Department oversees: ticket operations; buildings and grounds operations, including setup and teardown for the Show; mail room operations; scholarship and educational program administration; event scheduling; Show tours; special children's programs; Show office reception and telephone operations; and Show security. Also included in this department are contract personnel, such as ticket sellers, ticket takers, parkers, supervisors, ushers and security personnel; cleaning operations; safety and first aid; recycling; Show printing; all activities scheduling; and radio communications.

Committees: Carnival Ticket Sales; Corral Club Division I - At Large, Auctions & Receptions, Equipment, Hideout and Special Services; Corral Club Division II - Arena Club, Committeemen's Room, Main Club and Stockman's Club; Corral Club Division III - Chute Club, Directors' Club, Executive Suites, Loge North Club, Loge South Club, Press Club and Skybox; Directions and Assistance; Equipment Acquisition; Events and Functions; Facility Services; Graphics and Signage; Group Ticket Sales; Health; Ladies' Season Box; Livery Team; Rodeo Express; Safety; School Art; Special Children's; Transportation and Western Art.

RODEO INSTITUTE FOR TEACHER EXCELLENCE

Sharon Gregston	Office Manager
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A program funded by the Houston Livestock Show and Rodeo, the Rodeo Institute for Teacher Excellence maintains an independent staff of educators who work with the Show-employed office manager.

Third-Year Committee Chairmen

P R O F I L E S

By Freeman Gregory

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.

Michael Curley — Horse Show Equipment



Michael Curley became involved with the Show in 1982, and became a life member in 1993. He serves on the Palomino Horse and Horse Show Equipment committees. Prior to becoming chairman, he served on the committee as its vice chairman. Michael raises cattle and owns CAM Concrete Construction, Inc. and

CAM Custom Builders, Inc. He also enjoys flying single-engine aircraft and saltwater bay fishing.

Todd Gaudin — Houston General Go Texan



Todd Gaudin joined the Show in 1979 and has served on numerous committees. He started the Freestone County Go Texan Committee in 1985 and was its first ambassador. Gaudin began work with the Houston General Go Texan Committee in 1992 as a division chairman, vice chairman in 1998 and

chairman in 1999. His father is D.J. Gaudin, a PRCA Hall of Fame bullfighter, known as the "Kajun Kid," who worked the Houston Rodeo for 25 years. Todd is president of the Woodcreek Bank's Copperfield Financial Center.

Jim James — Corral Club - Equipment



Jim James became a life member of the Show in 1987, one year after he joined the organization. He twice has been an assistant club chairman (1991-93 and 1996-98), and he served as a volunteer in the Corral Club - Committeemen's Room from 1994-95. Jim also is a member of the High Bidders auction-buying group.

He is a superintendent with Abshier Construction Co. Jim is a lifetime member of the Bass Anglers Sportsman Society and goes fishing every time he has the chance.

Harry Perrin — Parade



Harry Perrin became a life member of the Show and joined the Parade Committee in 1993. Prior to becoming chairman, he served as street marshals coordinator and vice chairman of the floats, wagon and balloon subcommittee. He also currently serves on the Legal Advisory Committee. In addition, Harry's wife,

Martha, volunteers on the International Committee. An attorney and partner at Weil, Gotshal & Manges LLP, Harry enjoys ranching, hunting, golf and college football.

John Sandling — Rodeo Express



A life member of the Show with a penchant for horses, John Sandling became involved with the organization in 1989. He served as the Rodeo Express Committee's vice chairman from 1994-96 and division chairman from 1997-98. His wife, Lisa, also contributes to the Show as a member of the Parade Committee, and their

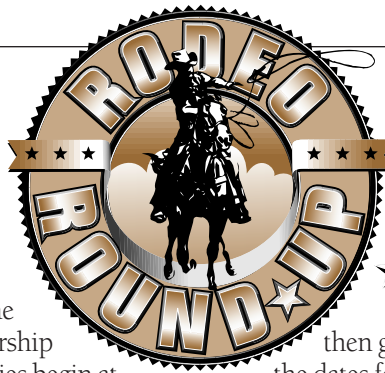
children exhibit projects at the Show each year. An operations manager with LEFCO Environmental Technology, Inc., John enjoys working with 4-H groups.

Doug Westphal — Corral Club - Committeemen's Room



A life member since 1977, Doug Westphal previously served as a captain with the Corral Club - Arena Club from 1992-95 and as the assistant club chairman of the Corral Club - Committeemen's Room from 1996-98. In addition, he served on the Corral Club - Main Club as a

committeeman. A purchasing agent with Kobelco America, Inc., Doug participates in the Show's junior livestock and art auctions, and he is a life member of the Houston Farm and Ranch Club.



★ Let's Dance

Put on your dancing shoes and head to the Houston Livestock Show and Rodeo Membership Dance on **Jan. 17, 2001**. The fun and festivities begin at 7 p.m. in the Astrohall.

★ RODEOHOUSTON.com

If you recently have been to the Show's Web site or received e-mail from Show staff, you may already have noticed the change — we have a new dot-com address! The Show's official Web site is now located at <www.rodeohouston.com>. This site was previously rodeo information only, but it now has a new look and just about everything you need to know about the Show.

The change to rodeohouston.com also has changed staff e-mail addresses. While the "hlsrmail.com" addresses still work, e-mail addresses should now end with "rodeohouston.com."

★ Volunteer for Rodeo Express

As most volunteers already know, Rodeo Express rider-ship will be critical to the success of the 2001 Show. With the expansion to 10 satellite locations, the Rodeo Express Committee will be busier than ever seeing that RODEOHOUSTON™ fans and visitors to the Houston Livestock Show get to and from the Astrodome complex safely and efficiently.

Would you like to help?

With more days and more buses to accommodate, the Rodeo Express Committee is looking for members of other Show committees to volunteer a little extra time. Show committee members interested in signing up to help should send their name, membership number and contact phone number to: Houston Livestock Show and Rodeo, Rodeo Express Committee, P.O. Box 20070, Houston, Texas 77225-0070, or fax to: Rodeo Express Committee at 713.794.9528.

★ Wild Rodeo Rides Again

Don't forget to check out *Rodeo Uncinched* in November on DirecTV. Premiering in 1999, the second edition of this Direct Ticket® pay-per-view broadcast returns with more excitement than ever — the bulls, the broncs and the barrel racing! *Rodeo Uncinched* includes RODEOHOUSTON appearances from World Champion cowboys and cowgirls displaying the skills that make them top athletes, as well as the wrecks that keep rodeo fans on the edge of their seats, including bone-crushing action by the late ProRodeo Hall of Fame bucking bull Bodacious.

★ Start Planning

If you are working on long-term planning, then get your calendar out now and mark down the dates for the Houston Livestock Show and Rodeo through 2005.

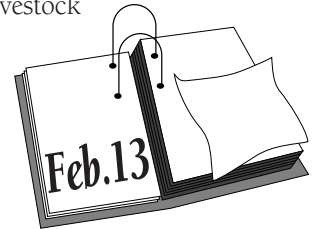
Feb. 13 – March 4, 2001

Feb. 12 – March 3, 2002

Feb. 28 – March 16, 2003

March 5 – 21, 2004

March 4 – 20, 2005



★ Do You Read What We Read

For the past eight years, *Magazine* has been providing volunteers and members with news and features on every aspect of the Show. Over the years, Magazine Committee reporters have shared interviews with dignitaries and stars, facts and figures on important events and insight on what makes the Houston Livestock Show and Rodeo a truly special and unique event. But is there something missing? If there is something you would like the Magazine Committee to consider writing about, drop the committee a line at: Houston Livestock Show and Rodeo, Magazine Committee, P.O. Box 20070, Houston, Texas 77225-0070.

★ New and Moving

The Houston Livestock Show and Rodeo staff is growing and changing! Joining the Show family are **Dee McGuire** as director - auctions & sales in the Agricultural Exhibits and Competitions Department and **Betty Jo Bankhead** as administrative assistant in the president's office. The new Information Systems Department has rapidly filled positions with **Andy Sloan** as chief information officer, **Leo Diaz** as business analyst and **Beth Schaefer** as data entry supervisor. With Schaefer's move, **Dixie Hughes** has moved into the Accounting Department as director - membership. In the Marketing and Presentations Department, **Tiffany Collins** has been promoted to director - attractions, **Bob Meehan's** duties as administrative assistant have shifted to support corporate development and sponsorships, and **Nalani Callico** has joined the department as administrative assistant to support the other divisions. The Operations Department welcomes the addition of **Greg Golightly** as supervisor - buildings & grounds, **Julie Wilmore** as administrative assistant - operations and **Joey Christopher** as welder/equipment operator.



CALENDAR OF EVENTS

NOVEMBER

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

DECEMBER

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

JANUARY

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

NOVEMBER

- 2 Jacinto City/Galena Park Dance
- 3 Alvin/Pearland Fashion Show
- 6 Alief/Southwest Golf Tournament
- 10 Black Go Texan Dance
- 10 Spring Branch/Memorial Diamonds & Studs
- 11 Aldine/Spring/Klein Spaghetti Western
- 11 Harrison County Go Texan Contests
- 11 Waller County Turkey Shoot, Photo and Quilt Contest
- 13 NASA/Clear Creek/Friendswood Golf Tournament
- 18 Alief/Southwest Style Show and Luncheon
- 18 NASA/Clear Creek/Friendswood Go Texan Contests
- 23-24 Thanksgiving holiday - Show offices closed

DECEMBER

- 22, 25-26 Christmas holiday - Show offices closed

JANUARY

- 1 New Year's holiday - Show offices closed
- 5-6 Crosby/Huffman Cookoff and Events
- 5-7 12th Annual Cy-Fair Go Texan Weekend
- 6 Crosby/Huffman Dance
- 13 Pasadena Denim & Diamonds Dance
- 17 Houston Livestock Show and Rodeo Membership Dance
- 19 Alvin/Pearland Kickoff Dance/Casino Night/Trail Ride
- 20 Brazoria Southwest Steak Dinner & Dance
- 20 Alief/Southwest Black and Blue Gala
- 26 Aldine/Spring/Klein Crystal Boot Ball
- 26 NASA/Clear Creek/Friendswood Fashion Show and Luncheon
- 26-27 Pasadena Cook-off and Dance
- 27 Fort Bend/Stafford Celebrity Waiter Dinner & Dance
- 27 Humble/Kingwood Annual Dance
- 27 Liberty Metro Kickoff Dance
- 27 Washington County Dance



Houston Livestock Show and Rodeo
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