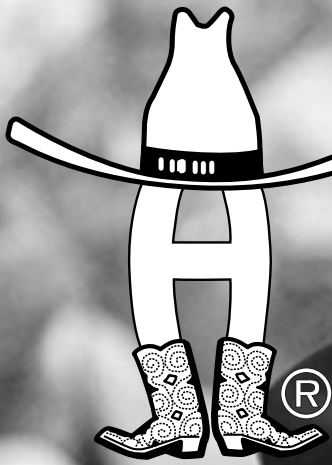


HOUSTON LIVESTOCK SHOW AND RODEO™

May 2001 - Vol. IX, No. 2



# MAGAZINE



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### The Cover

A young exhibitor in the Open Boer Goat Show focuses intently in this fast-growing competition.

## Houston Livestock Show and Rodeo™

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 Houston Livestock Show and Rodeo.  
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# A MESSAGE FROM THE PRESIDENT

The sometimes-feared 2001 Houston Livestock Show and Rodeo™ has come and gone, and in spite of some disappointments and miscalculations, I would summarize by saying that I was pleased, but not satisfied. The most encouraging thing about the Show was that we did the traditional features very well, and we recognized our mistakes early and corrected the major problems. We know how to deal with them in 2002.

The volunteers, staff and our sponsors/donors, as stakeholders of the Show, should be very proud of what they did this year. Together, we took what was called an impossible situation and got some very positive results. I would compare our rodeo, livestock show, horse show, school art show and junior market auctions on a favorable basis with any year of the past. The sales committees had records in almost every area. The Breeders Greeters, Horspitality and Transportation committees received more compliments from those they served than at any time I know of. Corral Club revenues were down, but, given the reduced attendance, the financial result was sur-

prisingly good. And Rodeo Express — what an incredible job — handled more than 750,000 riders, including Clay Walker and his band. Incidentally, I was very disappointed by the negative reporting we got from some of the media regarding our bus program.

I will not ignore that we had some negative results in a few traditionally high-profile statistical areas. Our general attendance was down 27 percent, and our paid attendance was off about 6 percent, although we still sold more than 1 million Rodeo tickets for the seventh consecutive year. Our bottom line will probably be lower than at any time in the last few years, but we will still make a significant transfer to the Educational

Fund, and our educational program will still top any other educational charity in Texas, and probably the country. One of the major car manufacturers boasts on national TV it has given almost \$8 million in college scholarships since it started its program more than 25 years ago. We will do more than that next year!

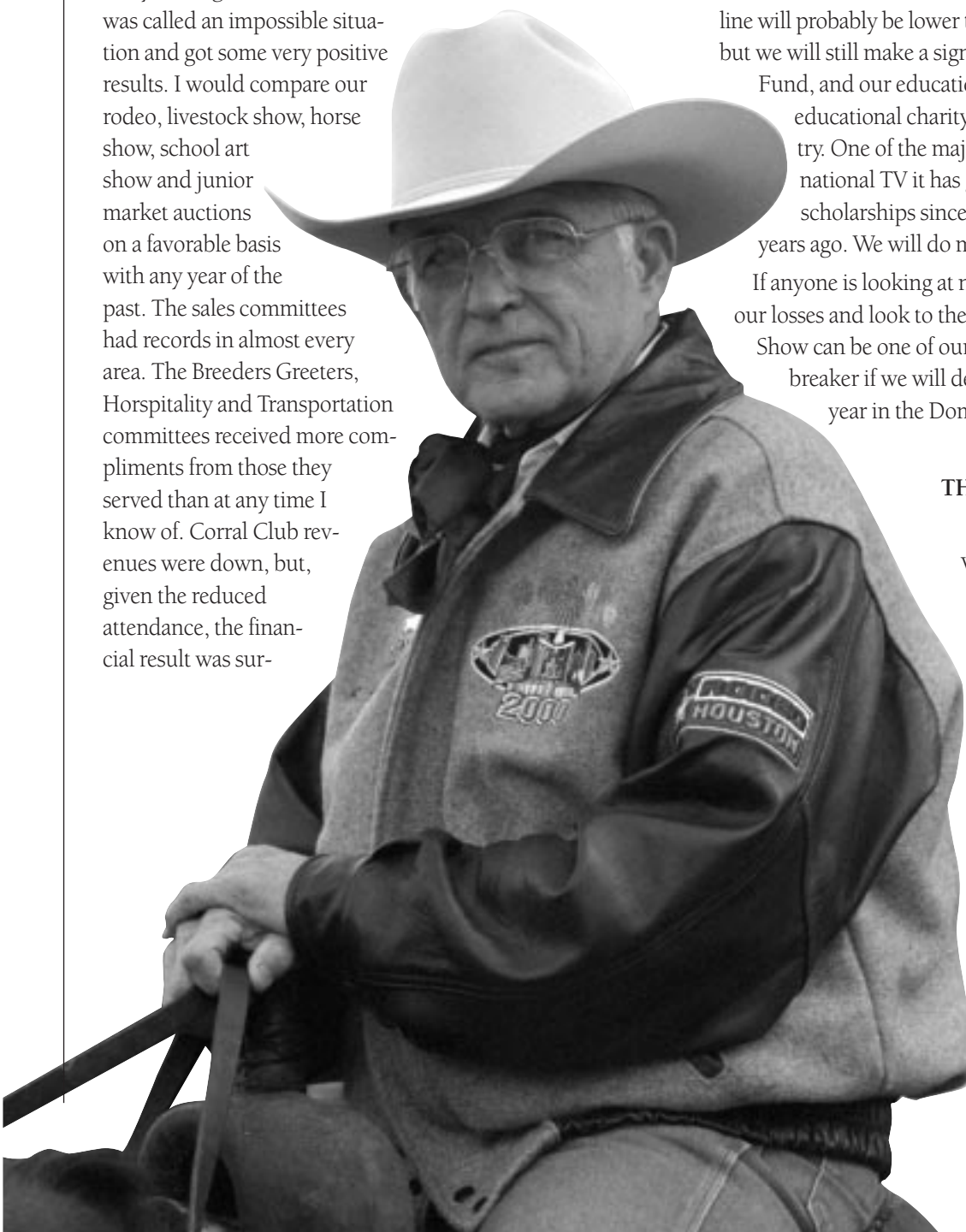
If anyone is looking at next year with an attitude of “let’s cut our losses and look to the future,” please see me. The 2002 Show can be one of our best and could become a record breaker if we will dedicate ourselves to making the last year in the Dome something to remember ...

## THE DOME FINALE!

Will you join me?



P. Michael Wells



# How the West Was Worn

By Tara Telage Wilson

**It is said that everything will come back in fashion if you wait long enough. That also seems to be true in the world of Western fashion. While designs, colors and fabrics have changed over the years, certain pieces of Western garb are still key in the wardrobes of cowboys and cowgirls today. And, there's no better place to get a good look at essential Texas Western attire than at the Houston Livestock Show and Rodeo™.**

## *A Historical Perspective*

Many groups and many circumstances have influenced what now is known as Western wear. From the Spanish explorers to American Indians, and from settlers and ranchers to oilmen, all contributed to the fact that modern Western wear has evolved to have a style all its own.

Western wear began more for reasons of function than form, having been dictated by the unique tasks of the working cowboy. The cowboy hat, said to have been inspired by the tall, wide-brimmed Mexican sombrero, was one of the most important pieces of Western attire. Hats provided shade from the sun and protection from the rain, and they even served as tools to fan the fire and carry water. Boots were just as critical for the early cowboy, but for different reasons. The boot was essential because the tall barrel of the boot protected the rider's legs from getting scratched and scraped as he rode in the saddle,

and the high heel kept his foot in the stirrup and helped him dig into the ground when he was holding on to a rope with a wild horse or a bawling calf at the other end.

As for cowboy clothes, the first Sears, Roebuck and Company general merchandise catalog in 1896 offered Model 1648, called the "Western," which was a pair of pants created with the cowboy in mind. The Western boasted a "high cut inserted gusset seat, and strengthened crotch" for those long days in the saddle. Around that time, the vest often was seen on cowboys and ranchers, mostly because vest pockets were more accessible than pants pockets when sitting in a saddle. Bandannas were worn in early days to keep the dust out, and chaps protected riders' legs against anything abrasive as they rode. As for buckles, those came at a later date, popularized as rodeo trophies. Before that, a cowboy was more likely to wear suspenders to keep his riding pants up, or even opt for overalls.

Many pieces of the original cowboy wardrobe made their way into popular fashion, being donned by more than just working cowboys. Of those still found in the Western closet, most have taken on some characteristics different from those of their earlier counterparts. They are geared more for how they look than what they do, and they come in more colors and styles for both sexes. Changes aside, the essence of Western wear has remained a popular part of American style for more than a century. So with that history in mind, one can take a look at what has stood the test of time in Western fashion and remains key to the Western wardrobe today.

## *Hats Off*

In earlier times, popular hat styles followed those of early-day Western heroes and legendary cowboys. Today, the most popular hat shapes still follow the styles of popular Western personalities: rodeo cowboys and country music stars. According to Show commercial exhibitor Myles Flatley of

*Rodeo fashion from the '60s had a distinct flair, featuring metallic lamé fabrics and pastel sets.*  
Archive photo.



Ft. Worth Hatters, among the most requested styles are those worn by rodeo cowboy Ty Murray and country singers George Strait, Tim McGraw and Alan Jackson.

But many are going back in time to the wide brims and tall crowns worn a hundred years ago. For those who like a more vintage look, hatters at the Show, like Buffalo Bayou Traders' Max Zanger, offer a variety of choices. He said that sales of these historically inspired hats have risen sharply during the past several years. The most popular style of vintage look, according to Zanger, is the "Gus crease," made famous in the movie "Lonesome Dove."

### *These Boots Are Made for Wearing!*

What would Western wear be without boots? The cowboy boot probably comes in second after the hat as the signature of Western fashion. And, more than any other piece of Western wear, the cowboy boot has found its way into mainstream fashion. It is common to see rock stars, models and "regular folk" wearing cowboy boots around town with otherwise "regular" clothes.

The style of boots, like much of Western fashion, has changed over time, but the basic construction has stayed the same. M.L. Leddy's boot company, which has been making boots for 80 years and selling them at the Show for 50 years, makes boots the same way it did when the company opened for business. There have, of course, been changes in toe shape and boot height, as well as changes in the colors, decorative stitching and skins used. Wilson Franklin, grandson of M.L. Leddy, said the trend today is to go back to the bright colors and intricate designs that were popular with boot buyers in the 1940s and '50s but that lost popularity during the next few decades.

Roosevelt Reeves agreed with that. Enjoying his 33rd year of shining boots at the Show, he said that he's happy to see that more colorful boots are back in style — in contrast to the "nothing but black and brown" of the 1970s and '80s. Reeves said he's happy that more ladies are wearing boots because they are good tippers.

### *More to Be Seen*

While we all must have our hats and our boots, there is so much more that goes into creating unique Western style. Women have endless choices: skirts and jeans, leathers and suedes, and jewelry that would dazzle any cowboy. Guys can mix it up with great vests, big buckles and Western bandannas to match any outfit. And, of course, there's nothing like a man in spurs to draw attention!

*Western wear is not only a Texas tradition, but also a popular American style that has endured for more than 150 years.*

### *Who's Wearing What?*

A walk around the Houston Livestock Show and Rodeo will be enough to see that Western fashion varies by group. Rodeo contestants at the Show wear a bit more gear than the average visitor, often donning chaps, spurs and riding gloves. One contestant described his wardrobe as more "rodeo armor than cowboy fashion." The Show's junior livestock exhibitors, on the other hand, seem to be more interested in comfort and flexibility, noting the long hours on their feet in the exhibit hall with their animals. You're more likely to see them in low-heeled, lace-up boots and T-shirts. And then there's the Show visitor. That's where high fashion gets into gear, with the best dressed this year wearing colored suedes, custom boots and stones of every kind!

Whatever the reason for choosing Western attire, most would agree that Western wear is here to stay, and whether functional or fun, it can be seen at the Houston Livestock Show and Rodeo!

*Regina Garouso of Atascocita, Texas, shopped at the commercial exhibits for new additions to her Western wardrobe while Max Zanger Jr. shaped a hat for a customer.*



## Dateline:

# HOUSTON LIVESTOCK SHOW AND RODEO

Every person at the 2001 Houston Livestock Show and Rodeo™ entered through the gates for a reason — whether it was to see the Rodeo and entertainers, exhibit livestock and horses, take a ride on the carnival midway, or to be one of the thousands of hard-working people who make the Show happen. Show officials, volunteers and staff all can take great pride that the Show has something to offer people of all ages from all parts of the city, state and nation. In fact, when you look at the highlights, no two days were the same ...

**Feb. 8** • The first aromas of the Show were here — the World's Championship Bar-B-Que Contest. Over the next three days 161,219 visitors were lured by the smell of barbecue.

**Feb. 9** • The first Houston Livestock Show and Rodeo scholarships of the year were presented to the winners from 60 Area Go Texan counties — including twins from Flatonia sharing the honors for Fayette County.

**Feb. 10** • Sen. Kay Bailey Hutchison, as official grand marshal, led the Rodeo Parade through downtown to kick off festivities. Nearly 5,000 pairs of running shoes preceded her in the Conoco 10K Rodeo Run as it wound its way through downtown to a new finish line at Enron Field.

**Feb. 11** • While the Go Texan Team Penning Contest was the only thing on the official schedule, Reliant Park was abuzz with activity. Barbecue teams loaded up their pits and headed out, while Show vendors were pulling in to set up the shopping meccas in Reliant Arena and Reliant Hall. Preparations continued on a 24-hour basis.

**Feb. 13** • Forget the custom buses and limousines — Clay Walker rode to the opening Rodeo performance the same way more than 757,000 visitors would over the next three weeks by taking the Rodeo METRO Express.

**Feb. 14** • Show patrons weren't the only ones catching a ride out of Reliant Park ... due to the carnival being relocated to the east parking lot, the rodeo stock contractor awaited the carnival's close each night so that the trucks could be brought in to take the bulls and broncs back to the off-site corrals.

**Feb. 15** • Showcasing riders that were a "cut above," the National Cutting Horse Association World Finals started its first round, with champions crowned four days later.

**Feb. 16** • It was a diva in the dirt as Diana Ross kicked off her shoes and left the revolving stage behind to be closer to the audience. In hot pink sequins and taffeta, one of four outfits of the evening, the divine Ms. Ross made her way to two sides of the arena before returning to the stage for more of her classic music.

- It took 22 shipping crates and 17 eighteen-wheelers to make it to its North American debut, but "La Grande Wheel" made its rounds in style with 36 gondolas carrying passengers a thrilling 15 stories above the parking lot. From a park bench

at the bottom, those who didn't want to ride could sit and look up at the marvel of Swiss engineering.

**Feb. 17** • What a camera angle! If it looked like the bull in RODEOHOUSTON'S™ bull riding event was coming right at the camera, it was probably a bull headed right for bullfighter Rick Chatman. He traded in his helmet cam for a hat cam and, with the help of a wireless microphone, gave rodeo fans a new perspective. Only the cowboys got a closer view!

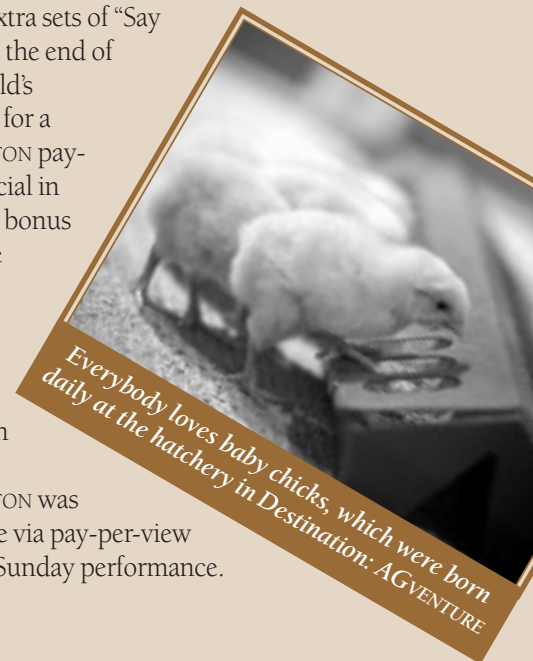
**Feb. 18** • With a paid attendance of 59,924, the crowd for the Sunday Rodeo and Destiny's Child performance made its mark as one of the 15 largest.

With some extra sets of "Say My Name" at the end of Destiny's Child's performance for a RODEOHOUSTON pay-per-view special in May, fans got bonus time with the Grammy winners.

- For those who could not make it in person, RODEOHOUSTON was broadcast live via pay-per-view during each Sunday performance.



Goat Mountain featured 12 goats, drawing kids of all ages to Destination: AGVENTURE.



Everybody loves baby chicks, which were born daily at the hatchery in Destination: AGVENTURE.

The finals on March 4 also were broadcast worldwide to audiences through Armed Forces Television.

**Feb. 19** • It was Texas times two with Lyle Lovett and Robert Earl Keen gracing the rotating stage. The Texas A&M University alums even teamed up for a duet version of the “Front Porch Song.”

**Feb. 20** • Forty feet of rotating stage wasn’t enough room for Neal McCoy. His exuberance spilled across the arena as he crisscrossed the Dome floor singing and shaking hands with fans.

- Rodeo fans who stayed for the entire performance were treated to a moment in history when steer wrestler Trav Cadwell of Oakdale, Calif., tied the Reliant Astrodome record of 3.3 seconds (set by Tom Duvall of Henryetta, Okla., in 1998).

**Feb. 21** • Visitors to [www.rodeohouston.com](http://www.rodeohouston.com), the Show’s Web site, could not only read about the Rodeo’s daily winners, but could see them, too, courtesy of video clips of the winning rides and runs.

**Feb. 22** • Headsets, scrolling text and rows of buttons flashing on and off ... Was that the cockpit of a 737 ready to roar out of Hobby Airport? No, that was how it looked behind the scenes as the announcers are cued and the lights fade for the introduction of RODEOHOUSTON newcomer Brad Paisley.

- It was one big check when Conoco made its annual presentation of proceeds from the Conoco 10K Rodeo Run. This year’s \$90,000 pushed Conoco’s total contributions to the Show’s educational fund above the \$1 million mark.

**Feb. 23** • The enthusiasm and joy could be heard throughout the Reliant Astrodome as the first Black Heritage Day Youth Choir performed between the Rodeo’s feature entertainers, Patti LaBelle and Gladys Knight.

**Feb. 24** • It was another record RODEOHOUSTON paid attendance for the top 15 list — 59,300 for the Saturday Rodeo and Kenny Chesney and Phil Vassar concert.

- While past RODEOHOUSTON performances have had transmissions from the space shuttle, this year’s transmission was from a new location — the International Space Station.

- Some of the countries that work with the space station were probably represented by foreign visitors who made the Show’s International Days part of their itineraries. In all, 2,327 visitors from 44 countries made their presence known at the Show.

- The Premier Horse Sale boasted sales of \$308,300.

**Feb. 25** • The top nine RODEOHOUSTON paid attendance records have all been Go Tejano Day performances, and 2001 wasn’t to be left out, as a standing room only crowd of 62,975 made the performance the seventh highest of all time.

- ¿Habla usted español? Each pay-per-view feature was translated into Spanish before being broadcast in Central and South America.

**Feb. 26** • Can you see the Rodeo action?

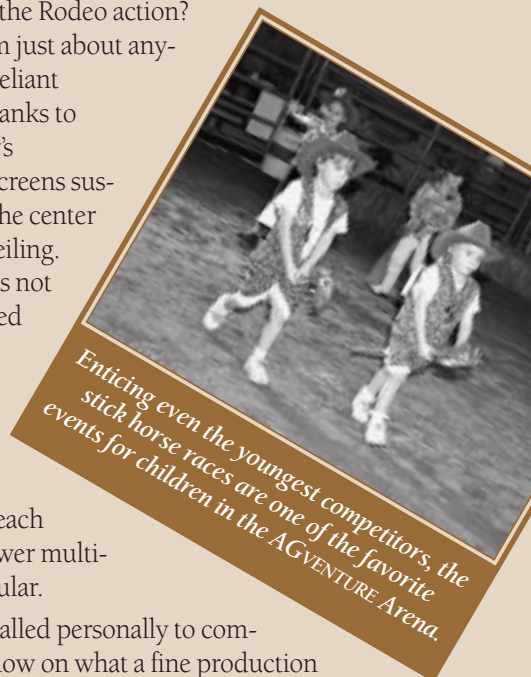
You could from just about anywhere in the Reliant Astrodome, thanks to Reliant Energy’s PowerVision screens suspended from the center of the Dome ceiling. The big screens not only highlighted Rodeo action, but also served as super-sized video scrap-books during each night’s Star Power multimedia spectacular.

**Feb. 27** • Diana Ross called personally to compliment the Show on what a fine production was done for her concert. She told the video director, “You captured the moment.”

- Ross wasn’t the only one impressed. One executive visiting the Show in preparation for creating interactive displays for Reliant Stadium remarked: “It was incredible to understand how many volunteer hours were devoted to such a good cause. It is unfortunate that more communities do not pull together in the way Houston does.”

**Feb. 28** • This little piggy went to market ... and it was a very good market, as the Grand Champion Barrow broke a world’s record and sold for \$135,000. The Reserve Grand Champion Barrow sold for a record \$72,000.

**March 1** • With a cluck, cluck here and a cluck, cluck there, the price kept rising, and three new entries were made in the record books with the Grand Champion Pen of Broilers bringing \$130,000; the Grand Champion Turkey selling for \$110,000; and the Reserve Grand Champion Pen of Broilers going for \$100,000.



*Enticing even the youngest competitors, the stick horse races are one of the favorite events for children in the AGVENTURE Arena.*



*With continual lanes of buses and lines of people, the Rodeo METRO Express moved more than 757,000 people to and from the Show.*

*continued on page 20*

# WHEN YOU'RE HOT, YOU'RE HOT

By Nan McCreary

If you've regularly attended the Houston Livestock Show™, you've probably noticed that livestock exhibits vary from year to year. For example, Angora goats are popular one year, and the next year they're gone. That's because animals, like fashions, are subject to the winds of change. But what are the kinds of forces that bring one animal to center stage, while putting another out to pasture?

"Exhibits are market driven," said John Sykes, the Show's assistant general manager, Agricultural Exhibits and Competition Department. "They reflect what's happening in the livestock industry."

To fully appreciate the nature of the exhibits, it's important to understand the history and culture of the Houston Livestock Show and Rodeo™. In 1932, the Show originally was called the Houston Fat Stock Show and Live Stock Exposition. Its roots were based on the development and improvement of the cattle industry along the Texas Gulf Coast. Over the years, the Show has continued to maintain that livestock focus. Today, it is the largest livestock competition in the world, with world-class

exhibitors bringing their best stock for evaluation by professional judges.

"Other than fulfilling the competitive spirit, the Show is a marketing tool," said Sykes. "Breeders come here from all over the world to buy, sell or trade animals that produce food or fiber. The animals you see here are the animals that are in the mainstream of livestock agriculture."

While the purpose of the Show has not changed, the exhibits have. According to Sykes, the Show was founded on the Brahman breed, because that's what was raised in South Texas at the time. Brahmans were common then and still are, because they have a high tolerance for heat and insects, and they're well suited to the Gulf Coast region.

Brahmans still form the nucleus of the Open Breeding Beef Cattle Show, but as the cattle industry has grown, the growth of other breeds has been reflected. At the 2001 Show, 25 breeds of cattle were exhibited in the Open Beef Cattle Show. According to Sykes, more composite animal breeds are now being raised. One such breed is the Brangus, which combines the durability of the Brahman with the quality carcass characteristics of the Angus. After the Brahman, the Brangus is the most popular breed exhibited at the Show.

As cattle breeds have evolved, shapes and styles of steers also have come in and out of fashion. Before the 1980s, cattle exhibited at the Show had short legs and fat, stocky bodies. Today, in response to health-conscious consumers' demand for leaner meat, tall, lean-bred animals are "in." These newer breeds

*From the very first Show, Brahman cattle have been one of the most popular breeds shown, and the breed has had the largest number of cattle exhibited at the Show in recent years.*





also are larger. In the 1950s and '60s, a 900 to 1,100-pound bull was considered large. Today, bulls may weigh more than a ton. This development, like many others, comes down to economics. "Breeders develop animals that will produce the most product in the most economical way," said Wes Allison, the Show's senior division manager, Agricultural Exhibits and Competition Department.

Livestock other than cattle have left their footprints in Texas ranching and, by extension, the Houston Livestock Show. The Angora goat, for instance, maintained popularity so long as mohair — its chief product — was in demand. But as interest for this specialty fiber declined, so did that goat's status. Consequently, the Angora show was dropped in 2000. At the same time, the meat goat moved into the spotlight because of the increasing world demand for goat meat. Currently, the goat receiving accolades is the Boer goat, a meaty, durable goat that flourishes in the desert climes of West Texas. Offspring from this breed were extremely popular among junior market exhibitors at the 2001 Show.

Year after year, exhibits in the Houston Livestock Show tell the tale of what's "in" and what's "out" in the agricultural livestock market. For instance, there were fewer lambs exhibited in 2001 than in years past, because demand for their meat has waned, and the industry is less economically viable. Similarly, fewer dairy cattle were exhibited in the junior breeding competitions. Why? Because junior exhibits are primarily family affairs, and family dairy farms have dried up, having been replaced by corporate dairy farms.

The specialty exhibits reflect trends in the market, but,

*Llamas are a favorite among breeders as well as Show attendees, with 221 llamas exhibited at the 2001 Show.*



more often, these trends are related to human interest rather than to economics. "We bring in some of the more exotic animals just to entertain and educate," said Sykes. "We want people to experience all forms and all species of livestock. If someone tells us about an interesting species or breed, we will consider exhibiting it at the Show."

Today, there are llamas, rabbits, cavies and breeding poultry in the Show because these are popular among breeders, and they are popular with Show attendees. Llamas, in particular, are enjoying a boost in popularity. Often, these animals are raised as pets and entered in the Show in the spirit of competition. But these exhibits, too, are subject to the whims of the public. For example, 10 years ago, pot-bellied pigs were a novelty item and made a brief appearance at the Show. When the interest declined, they disappeared.


Regardless of marketplace demand and breed popularity, exhibits ultimately are limited by the availability of facilities in which to show and stall them. "We only have so many hours and so much room in the 'barn,' so the Show has to revolve around those items that are popular," Sykes said. There were more than 37,000 entries in the 2000 livestock competition. Due to construction in Reliant Park, there were considerably fewer in 2001. Nigerian dwarf goats, miniature horses, open breeding swine, youth dairy goats and ostriches were cut from the competition in 2001. This was purely a scheduling decision, according to Allison.

What's in store for the future of the Houston Livestock Show? "Whether it's cattle, hogs or chickens, breeders will produce what consumers want," said Sykes, "and these are the animals we can expect to see at the Show. Other animals will be exhibited because they can provide a learning experience for both exhibitors and the general public.

"The Show prides itself on being education oriented," Sykes said. "Historically, we're an agrarian society, but now we're an urban society. As a result, many kids today don't realize that milk comes from cows and that bread comes from wheat. The Show provides a great opportunity to educate the world."

Livestock breeds, like fashion trends, come and go in popularity. And, like fashion, livestock always will be with us — it will just evolve in the way it looks and performs. And, as long as an animal species or particular breed is popular, the animals will find their way to the Houston Livestock Show. Who knows, even the Angora goat might make a comeback.

# Focus On Family



By Cheryl Kennedy

For today's students, becoming well-adjusted adults has as much to do with developing character and leadership skills, learning to manage money and understanding the dynamics of raising a family as it does with learning to read and write. In classrooms across the nation, students are acquiring these critical skills through involvement in Family, Career and Community Leaders of America. The Houston Livestock Show and Rodeo™ has been involved with FCCLA in Texas for more than three years and offers 10 academic scholarships to program participants each year.

FCCLA, formerly known as Future Homemakers of America, is the only in-school student organization that has the family as its central focus. It promotes personal growth and leadership development through family and consumer sciences education in public and private schools throughout Texas. This popular student organization has a national membership of almost 240,000 young men and women. There are 53 state associations, including the District of Columbia, Puerto Rico and the U.S. Virgin Islands. The Texas chapter, FCCLA's largest, is coordinated by the Family and Consumer Science Education Unit of the Texas Education Agency.

As part of its association with FCCLA, the Show awards each of 10 college-bound students a four-year, \$10,000 scholarship. Winners are chosen based on community and school involvement, financial need and academics. The decision-making process involves a panel of community representatives selected by the TEA that reviews all applications and selects the winners.

"Each year, the panel has faced a very tough job, because all the applicants are outstanding young men and women who are each well deserving of the scholarship," said Sharon Pierce, state advisor for FCCLA.

The partnership between the Show and FCCLA is fairly new, beginning in 1999 when five four-year, \$10,000 scholarships were offered. In each of the past two years, the Show provided 10 four-year, \$10,000 scholarships.

While the partnership between FCCLA and the Show has just begun, the student service organization is not new. FCCLA has been around in some form since 1945, helping prepare teens for their roles as family, career and community leaders. Young men have become increasingly involved in FCCLA, driven in part by real-world needs such as the

changing roles of men and women in today's society. As a result, programs have evolved to include such areas as financial management, career planning, the art of balancing family and career, leadership development, and community service.

Some of this state's most promising youth comprise FCCLA's membership, a fact that makes the Show's relationship with it so desirable, according to Mike Nathanson, education program coordinator for the Show. "We find in FCCLA a very strong program that builds values and leadership while promoting young people, who are the greatest asset Texas has," said Nathanson. "The partnership between the Show and FCCLA is good for both of us and consistent with our mission of benefiting youth and supporting education."

Locally and nationally, students involved in FCCLA participate in a variety of programs. In "Financial Fitness," for example, teens teach teens how to make, save and spend money wisely. "Families First" is a program where young people learn to be strong family members. In the process, they improve their ability to nurture socially, emotionally, mentally and physically healthy individuals in families of their own someday.

Brazos High School, located in Wallis, Texas, held a "Families First Health Fair" in 1999. It provided information and health screenings for the community, as well as the area's uninsured and underinsured families. FCCLA members worked with the Cooperative Extension Agency and the local Child Development Council to attract more than 300 people to the fair. It featured a dozen free health screenings, information on health and safety issues, a blood drive, and entertainment for the children.

In 2001, several Texas chapters will take part in FCCLA's national movement aimed at taking on prevention of youth violence. "STOP the Violence — Students Taking on Prevention" is a peer-to-peer outreach initiative that empowers young people to recognize, report and reduce the potential for youth violence. It includes a national FCCLA peer education program that provides young people with the attitudes, skills and resources to resist violence.

Many FCCLA students will compete in 2001 for an opportunity to participate in a Japanese exchange program. Selected students will spend six weeks with families in Japan, will visit fascinating places there and will learn about families in other countries.

Through FCCLA, students challenge themselves as individuals to become their very best. The "Power of One" is a self-directed program that lets students set goals for themselves and work to achieve them. Students work through a variety of units, including those that help them get along bet-

ter with family members, explore careers and improve personal skills.

"Youth Exchanging with Seniors" is a project exclusive to Texas that focuses on young people interacting with senior citizens. "Ready Set Read," another Texas project, has received national recognition. The reading program's goal is to strengthen literacy in the state by working with readers of all ages and abilities.

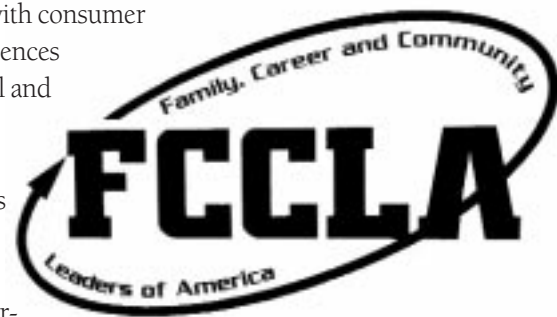
Focus on community service is very strong for FCCLA students in Texas. At regional and state conferences, students across the state participate in community service projects. In 2000, Texas students collected books and donated them to various groups. This year's community project will focus on the "STOP the Violence" campaign, and students across the state are collecting donations to be used in family shelters.

"These students represent the type of leaders the Show wants to promote, and these are the type of leaders America needs to address the challenges of today and tomorrow," said Nathanson. "Strong families means stronger communities for all of us."

FCCLA not only helps students but schools also. The organization improves students' attitudes toward school and learning. Activities help schools develop partnerships with community and business leaders. By integrating life and family skills with consumer science classes, experiences associated with school and life become more relevant. But most importantly, FCCLA is a vehicle that schools can use to carry out their mission of preparing employable citizens.

As for the future of FCCLA, it looks bright. All too often, headlines talk about lost generations and misspent youth. Partnerships such as the one between FCCLA and the Show are examples of more positive results that focus on the exceptional youth of Texas. Pierce said being young is all about choices. FCCLA students are learning to make good choices, and many will choose to further their education. For FCCLA members in Texas, that's a choice that carries with it the potential for big payoffs in the form of \$10,000 scholarships.

"As we prepare students for their future roles, we emphasize the importance of education. The Show's support of education reinforces our goals," said Pierce. "We both have shared values, a common goal and a desire to help Texas youth."



# Thank Heavens

By Tracy L. Ruffeno

**O**n Feb. 7, 2001, the Houston Livestock Show and Rodeo™ and the world lost a hero, great friend and entertainer when Dale Evans Rogers passed away at her home in Apple Valley, Calif., east of Los Angeles.

Born Frances Octavia Smith, on Oct. 31, 1912, in Uvalde, Texas, the daughter of Hillman and Betty Sue Smith, she

In 1944, Evans was cast in “The Cowboy and the Senorita” — the first of 28 movies in which she would star with Roy Rogers, whom she had met while they were both entertaining troops on a United Services Organization tour during World War II.

Evans married Rogers, on Dec. 31, 1947, and together they raised a family of nine children, bravely facing hardship and heartbreak as they suffered the loss of three of their children. The Rogers are survived by six children, 16 grandchildren and more than 30 great-grandchildren. Married for 50 years, their family included one child from her first marriage and three from his. After marrying, they adopted four children and had a daughter whose death, at the age of 2, inspired Evans to write the book, “Angel Unaware.” In the 1953 best seller, through the voice of her daughter, Evans fondly mentioned what was then the Houston Fat Stock Show, stating, “Then Mommy and Daddy went off to the Houston rodeo — and what a show that turned out to be!”

Dusty Rogers, their oldest son, remembers trips to the Show as well. “As a family, we were all at the Houston Show many times, and it was always a fun time to come,” he said. “Mom and Dad always enjoyed coming to Houston, whether it was at the Astrodome or at the Stock Show. Mom especially enjoyed coming to Houston, being a native Texan.”

Ralph A. Johnston entertained the Rogers at his family’s home in Houston during the stars’ Show appearances and remained friends with the Rogers for years following his reign as the Show’s third president. Johnston’s daughter, lifetime vice president Jerry Johnston Andrew, recalled, “Dale was a deeply spiritual person, and she and Roy were so genuinely nice and kind to others.”

The Rogers lived an unselfish life full of charity, giving of their time, talent and treasure to benefit, among others, sick, orphaned and disabled children. A 1967 biography provided to the Show stated, “The Rogers family is well known for their adoption of orphans and for more than 5,000 charitable appearances.” One can only imagine what their total number of appearances was through the conclusion of their lives, which was almost 35 years later.

Evans appeared at the Houston Livestock Show and Rodeo with her husband in 1950, 1952, 1956, 1957, 1960, 1968, 1969 and 1972 — setting an attendance record in 1968 after the Show moved from the Sam Houston Coliseum



*Always giving of herself, Dale Evans took time out to sign autographs for admiring fans. Archive Photo.*

would grow up to be known as the “Queen of the West.” By the age of 15, she was working as a singer in Memphis, Tenn. It was there that a radio station manager convinced her, in spite of her protests, to change her name to Dale Evans.

After making her way to Chicago, Evans performed as a vocalist in big bands and as a soloist in popular hotel venues, such as the Balinese Room. Evans enjoyed a successful career as a pop singer touring with several big bands and singing on local as well as national radio shows. While a staff singer for a Chicago radio station, Evans was asked by Paramount Studios to screen test for a role in a movie starring Fred Astaire and Bing Crosby. Although she didn’t get that part, she played small roles in 20th Century Fox’s 1943 motion pictures “Orchestra Wives” and “Girl Trouble.” She continued singing on radio shows until Republic Pictures signed her for several movies, including one with John Wayne.

# for Dale Evans

to the Astrodome. In the book “February Fever,” author Lynne Chesnar recalled that, for the 1950 Show, Rogers and Evans arrived by train at Houston’s Union Station where a crowd of thousands had gathered to greet the “King of the Cowboys” and the “Queen of the West.”

Evans’ movie credits totaled 35 films, including “Don’t Fence Me In” and “Apache Rose,” but as Hollywood’s film focus turned to science fiction in the early 1950s, Rogers and Evans blazed a trail on the small screen, producing “The Roy Rogers Show” from 1951 to 1957. In the show, the gun-toting Evans rode her buckskin horse, Buttermilk, beside Rogers and his well-known mount, Trigger. The couple also starred in “The Roy Rogers and Dale Evans Show,” a variety show that aired in 1962 and 1963.

In a time when women rarely worked outside the home, Evans sustained a career in music, film and television, successfully balancing her career, marriage, children and countless charitable and religious activities. It’s no wonder why, among the many honors Evans received, she was named “California Mother of the Year” in 1967; Texas Press Association’s “Texan of the Year” in 1970; and grand marshal of the Tournament of Roses Parade in Pasadena, Calif. The community of Rogersdale, Ariz., was named in the couple’s honor in the 1960s. Evans has three stars on the Hollywood Walk of Fame.



*Whether by horse or by car, some of the most classic memories of Dale Evans and Roy Rogers are of them riding together in Houston’s Rodeo festivities. Archive Photo.*

Adding to her list of accomplishments, Evans wrote more than 20 books, and she penned many of the songs performed by Rogers and Evans, the most famous of which is undoubtedly “Happy Trails.” As the story goes, she wrote “Happy Trails” as a theme song for Rogers in 1950, less than an hour before a performance on a radio show. Evans also wrote the well-known song “The Bible Tells Me So.” Throughout their lives together, she and Rogers recorded more than 400 songs.

Today, more than 50 years after her big screen career ended, accolades are still flowing. A section of a California highway is now named “Happy Trails Highway,” the National Cowgirl Museum and Hall of Fame inducted Evans in 1995, and, in 2000, she was inducted into the Texas Country Music Hall of Fame.

“If any actress approached stardom as a cowgirl, it was Dale Evans. . . . for a generation of Americans, those boys and girls who spent the Saturday mornings of their childhood in the popcorn scented darkness of the local picture show, Dale Evans — fearless, loyal, outspoken, hard-working, pretty — remains cowgirl incarnate. When we think cowgirl, we conjure images of the Queen of the West,” wrote Gail Gilchrist in “The Cowgirl Companion.”

In Gilchrist’s book, Evans wrote, “The cowgirl role fit me just fine, on screen and off. Roy and I raised our family on a ranch. Even though Hollywood can sometimes warp personal perspective, we always tried to teach our children the importance of cowgirl/cowboy values — courage, compassion, family, and faith.”

Few celebrities’ ideals and personal lives were as closely aligned with the Houston Livestock Show and Rodeo’s goals as Evans and her leading man of 52 years, who died in 1998. Akin to the Show’s theme of being “The Show With a Heart,” through her work in films, television, rodeo, music, books, and many charitable and religious causes, Dale Evans Rogers touched countless lives, and she made the world a better place. A song recorded by the Dixie Chicks in 1992 said it best: “Thank Heavens for Dale Evans.” Undoubtedly millions of people share those exact sentiments.

*Happy trails, Dale...  
until we meet again.*

For more information about Dale Evans Rogers, visit the official Roy Rogers - Dale Evans Web site at [www.royrogers.com](http://www.royrogers.com).

# Go Texan Contests

*All-for-Youth*

By Ken Scott

You don't have to ride a raging bull or bucking bronco to compete in the Houston Livestock Show and Rodeo™. If you can pitch, pen, shuffle, stitch, cook, haul or click (a shutter), there is a place for you to compete at the Show. That place is in one of the many Go Texan contests. Each year, the Show hosts the finals of the Go Texan contests, which traditionally include horseshoe pitching, dominoes, washer pitching, quilting, photography, hay hauling, team penning and barbecuing.

The photography and quilt contests are two pursuits that require extensive time and unique talents. Individuals or groups of quilters can enter the quilt contest, where they compete in five divisions: appliqué, piecework, pictorial, wall hanging and mixed media, a category which includes any technique not covered in the other four categories. Awards are presented for best of show, best of division and judges' choice.

The photography contest is for amateur photographers only. It is divided into three classifications, adult, high school and middle school. All entries must reflect a Western or Texas theme and fall under one of six categories: animals, people, humor, rodeo/fair activity, scenic Texas or Western still life. Winning entries in both the photography and quilt contests are displayed in Reliant Hall during the Show.

The washer pitching competition is something almost anyone can enjoy, even if they don't possess the skill to win. In this competition, each contestant must pitch three metal washers a distance of 21 feet toward a cup the size of a tuna fish can, the top of which is flush with the ground. After each throw, the player with the washer closest to the cup scores one point. A washer that lands

with part of the washer over the edge of the cup earns three points, and a washer that lands in the cup is worth five points. The contest continues for 10 minutes or until one of the teams scores 21 points, whichever happens first.

For those who like to play with "bones," the Show hosts a dominoes contest. In this tournament, four players play a standard game of dominoes. The first player in each group of four who wins two 250-point games is declared the winner of that go-round. Ultimately, the contest winner is the contestant who wins all the go-rounds.

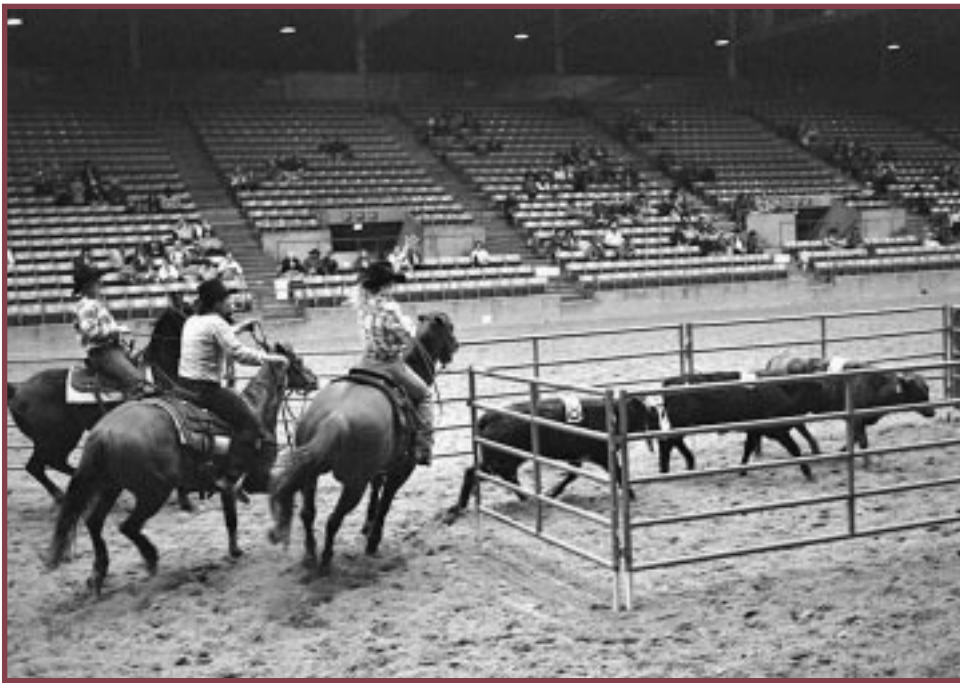
Anyone who likes riding horses should try the team penning contest. In this competition, three riders have to cut three head of cattle with the same identification number from a herd of 30 and pen the cattle within 90 seconds. The contest begins with the herd bunched on one side of the starting line. As the nose of the first team member's horse crosses the starting line, the judge drops a flag, and the contestants are given the identifica-

tion number of the cattle they need to pen. Ten teams compete in each go-round, with top honors won by the team with the fastest time. This event is the ultimate example of teamwork among the riders and their mounts.

Requiring intense concentration and pinpoint accuracy, contestants in the horseshoe pitching contest are required to hurl tempered-steel horseshoes weighing approximately 2 pounds toward pegs set in the ground. "Ringers" may be valued at three points each, "leaners" may be counted as one point, and horseshoes within 6 inches of the stake may be valued at one point. According to Show rules, only one team may score per frame. Therefore, the score of a close horseshoe may be canceled if the opponent has a horseshoe equally



Allison Smith, 14, of Deer Park, Texas, displays her skills in the Go Texan Horseshoe Pitching Contest.



*With only 90 seconds to reach their goal, competitors in the Go Texan Team Penning Contest have to work with their horses and with each other.*

close or closer to the peg or has a ringer. Games are played until a team scores 21 points or 10 minutes elapse, whichever happens first.

Perhaps the most popular Go Texan contest is the World's Championship Bar-B-Que Contest. What started in 1973 with a handful of competitors has grown into the largest charitable barbecue cook-off in the world, with 350 teams and 161,219 visitors in 2001. In this contest, the teams try to outcook each other in three barbecue categories: brisket, chicken or ribs, with trophies awarded in each category as well as to an overall winner. Awards also are given to the most colorful team or contestant, the team with the most unique pit, the team with the cleanest area, and the best recycling team. The highest placing Go Texan teams win awards for best barbecue, most colorful team and recycling.

For anyone interested in entering one of the many Go Texan contests, the only eligibility requirement is residing in one of the 60 Area Go Texan counties or 25 Metro Go Texan areas. Each year, about 1,400 contestants vie for the coveted trophies or ribbons. And, that figure does not include the thousands of others who participated in the local preliminaries.

Long before the Go Texan contest finals, which occur the weekend before the Show starts, preliminary contests are held in participating counties and designated Metro areas. "What people don't realize is that there are thousands of Texans who participate in the contests on the local level long before the finals at the Show," said Mary Murphy, Area Go Texan Committee chairman.

The purpose of these Go Texan contests is not simply to win the contest and receive a trophy or a ribbon, but to compete for money for academic scholarships. The scholarships do not go

to the winners of the contests.

Instead, they go to deserving youths who are selected from each Area Go Texan county and to students in the Metro areas through the Metropolitan Scholarships. Participation in the Show can result in larger scholarships for the Area Go Texan counties and in additional scholarships for the Metro groups.

But that is not to say that winning contestants are not rewarded for their participation beyond their ribbons and trophies. "Everyone involved, from the participants to the volunteers, is really working together to get the largest scholarship possible for that deserving student," Murphy added.

Some counties and areas hold their local events as early as March, but most events are conducted later throughout the year. Counties often include a variety of events to coincide with the Go Texan contest preliminaries that provide something for everyone. "These 'Go Texan Days' are the heart and soul of the contests. They have everything from cowpatty bingo to sack races for the kids, while mom and dad are playing dominoes or barbecuing," said Murphy.

The competition in the preliminaries is fierce. Only the winning team or individual from each county in each contest gets the chance to go to the Show in Houston. "Although it is always fun to get to go to the finals, all the competitors know it's about winning scholarships for the kids, not the trophies," Murphy stated.

The people who organize and make these events happen throughout the state and the Houston area are the backbone of the Go Texan contests. "How well each county and area does for their designated student depends on the efforts of everyone," said Murphy. Because the amount of scholarship money for each area's designated student might be increased through their actions, committeemen make a personal commitment to fulfill their volunteer positions by participating in these local events.

"If there ever was an all-for-youth thing, the contests are it," said Henry Ostermann, chairman of the Go Texan Contests Committee, which oversees the competitions. He added, "There are probably 87 different ways to get here, but everyone competing in Houston is the home team. They are representing their county or area and are all playing to win for their local students, and if that's not all for youth, I don't know what is."

# OUTGOING VICE PRESIDENTS

By Bill Bludworth

## BRADY CARRUTH

"If the opportunity presents itself, say 'yes.' It's a great experience you won't regret," said Brady Carruth when asked what advice he would give to potential future Houston Livestock Show and Rodeo™ vice presidents. Carruth comes from a family of Show volunteers. Carruth's father, the late Allen H. "Buddy" Carruth, was a Show president and chairman of the board. His mother, Ethel, is active on the School Art Committee.

Carruth looked back over his three years as a Show vice president and remembered "the friendships that I have made with people that I would not have had the opportunity to meet had I not been an officer." He also favorably recalled the opportunity to meet and talk to Show scholarship recipients.

He joined the Show in 1970. After graduating from the University of Texas at Austin in 1981, he became firmly entrenched with the Lamb Auction Committee. During his three-year term, Carruth served as officer in charge of the Ladies' Go Texan, Ladies' Season Box, School Art, Special Children's and Western Art committees.

Carruth is the owner and president of Greenpros, a commercial landscape company, as well as Carruth Doggett Industries, a Case equipment dealership. He looks forward to

continuing working with the Show in any way he can but particularly with the Lamb Auction and School Art committees.

Carruth and his wife, Elizabeth, live in Houston with their two children. Now that his term is complete, he will have more time to spend with them as well as at his ranch and playing golf.

In commenting on his three years, Carruth said, "It was truly an enjoyable experience. There is plenty of work to be done, but we never lose sight of the fact that we are working for charity, and it's got to be fun for all involved."

## ROBERT C. "BOB" HUX

Reflecting on his term, Bob Hux said, "I have so many fond memories of my three years that it is hard to pick out only a few. I remember the excitement of receiving the vice president's ring. I'll cherish forever the time I got to spend with my fellow officers as well as the volunteers on the committees."

Hux's advice to every volunteer is to "serve the Rodeo with the idea of not only benefitting the kids through scholarships, but with the commitment to having fun while you are doing volunteer work." He has been a member of the Show since 1993 and has been active on the Lamb Auction and Corporate Development committees. He has served as officer in charge of the Breeding Poultry, Carnival Ticket Sales, Communications - Broadcast, Communications - Editorial, Souvenir Program and



Robert C. "Bob" Hux, R.H. "Steve" Stevens, Brady Carruth and Edward B. "Eddie B." Schulz wrap up three years of distinguished service as vice presidents of the Show.



World's Championship Bar-B-Que committees.

Hux plans to continue his volunteer service by raising money for scholarships. He also plans to continue his "quest" as a Texas Aggie to get the Show directors' name badges changed from the orange and white of The University of Texas at Austin to the maroon and white of his alma mater.

Hux has three children. His wife, Gail, is an active volunteer and serves on the Commercial Exhibits Committee.

Outside the Show, Hux is active in numerous charitable organizations, including being a director of the 12th Man Foundation at Texas A&M University, along with his directorship at the new Traditions Golf and Country Club. He is the owner of RRAM Investments.

Hux said of his term as a vice president, "My overall experience as an officer has been one of the highlights of my life. The friends made and the opportunity to meet scholarship recipients and their parents has been a wonderful experience."

### **EDWARD B. "EDDIE B" SCHULZ**

"I thought that, as a chairman of a large committee, I knew a lot about our Show, but I can truly say that I learned tenfold more as an officer," reflected Ed Schulz on his three years as a Show officer.

"The best part of my job was working with my committees and sharing in their successes," said Schulz. "I had a bunch of fun with my fellow officers and enjoyed the camaraderie we developed."

Although he joined the Show in 1973, he only later became active as a committee volunteer in 1987, when he joined the Breeders Greeters Committee. During his three-year term as vice president, Schulz served as officer in charge of the Agricultural Education Tour Guide (now part of Directions and Assistance), Go Tejano, Group Ticket Sales, Judging Contest Scoring (now Judging Contest) and Rabbit Show committees.

According to Schulz, he is fortunate to have been able to work on two special Show projects outside his committee responsibilities — Hospitality Plus and development of the Lifetime Committeeman honorary status. He plans to be active with the Show in the future by spreading the word in the community about the Show's positive influence on youth and education.

Schulz' wife, Janis, is a member of the Special Children's Committee. Schulz' daughters Laura and Emily also are involved with the Show. Schulz said that "Janis had an active role with my committees. It is a joint commitment."

Schulz hopes to have more time to devote to family, golf and watching his beloved Texas Longhorns. He is self-employed as a real estate appraiser with Edward B. Schulz & Co.

Schulz said, "I, through the vehicle of being an officer of the Houston Livestock Show and Rodeo, was given the chance to make many, many new friends. I was also lucky to have worked with two outstanding leaders of the Show — Jim Bloodworth in my first year and Mike Wells in my second and third years."

### **R.H. "STEVE" STEVENS**

When Steve Stevens was tapped to become a Show vice president, he looked forward to having the best horse shows possible. For the last three years Stevens has ridden herd over the Horse Sales Assistance; Horse Show – General; Appaloosa; Arabian/Half Arabian; Cutting Horse; Donkey and Mule; Junior Horse; Paint; Palomino and Quarter Horse; Horse Show Announcers; Horse Show Awards; Horse Show Equipment; Horspitality; and Livery Team committees.

Stevens has fond memories of "the people I met and the individuals I had a chance to serve with, especially the help from all the volunteers."

He became active in the Show in 1975 with the Calf Scramble Committee. He later joined the Steer Auction Committee. Stevens, having grown up around and with a love of horses, naturally became active with the numerous horse show committees, and he served as general chairman from 1995 to 1998.

Stevens recommends that committee volunteers, as well as officers, enjoy their time, because it passes very quickly. He also said, "Enjoy the friendships you make. They will last a lifetime."

Stevens' family is active in the Show. Wife, Kay, and daughter Courtney Taylor volunteer on the Junior Horse Show Committee, while daughter Elizabeth serves on the Cutting Horse Committee. In addition, his son-in-law, Jim Bob Taylor, is a vice chairman on the Breeders Greeters Committee.

Aside from his duties with the Show, Stevens is a self-employed certified public accountant, having previously been a tax partner with Arthur Andersen, L.L.P. He has served as president of both the 12th Man Foundation at Texas A&M University and the Texas Quarter Horse Association. He currently serves on the executive committee of the American Quarter Horse Association and on the Board of Regents of the Texas A&M University System.

Stevens looks forward to serving as a lifetime vice president of the Show and helping where he can. He described his experience as an officer as "a highlight of my life." Stevens said "I've enjoyed going to the Show since I was a little kid. I've enjoyed showing horses there, but to be able to serve as an officer, to see how the total Show works and be able to see the 'fruit of our labor' — the scholarship recipients — makes it a wonderful experience."



# Go Tejano

By Beverly Rosenbaum



*On Go Tejano Day, Frank Flores, Go Tejano Committee chairman, smiled as crowds lined up at the Tejano Diner to quench their hunger and, at the same time, support the Show's scholarship fund.*

In 1986, the Houston Livestock Show and Rodeo™ approved a request from Hispanic community leaders and several key members of the Los Vaqueros Trail Ride to form a new Go Texan subcommittee. It was named "Reata," the Spanish name for a rope used to lasso cattle. This subcommittee began with an initial membership of 15 volunteers and, in 1990, was accorded full committee status and renamed the Go Tejano Committee, which is now 200 members strong.

The mission of this committee is threefold. First and foremost, the Go Tejano Committee strives to promote RODEOHOUSTON™ in metropolitan Houston's Hispanic community. Second, the committee supports Hispanic culture and history. Third, the committee raises funds for the Show's Educational Fund.

"The name 'Go Tejano' was chosen as a literal translation of 'Go Texan' and is not meant to promote a straight Tejano type of music or entertainment," said Marie Arcos, past chairman and original committee member, "but, rather to involve the Hispanic community within the Show's endeavors."

"The committee has six major fundraising events, of which three are held throughout the year," said Chairman Frank D. Flores. "Our annual golf tournament in September begins our fundraising year. Our most anticipated event by far, however, is our February scholarship dance, which will be in its 17th year in 2002. Our annual fashion show in December, which also includes a dance, has now grown to 2,000 attendees." The other three activities are held during the Show.

"Last year we had 84,574 attendees on the grounds for Go Tejano Day, which is historically held, since 1990, on the middle Sunday of the Show," said officer in charge Ed Schulz, "and nine out of the top 10 attendance records for performers in the Dome have been held by Go Tejano Day entertainers. The 2001 Show ranked number seven."

In addition to the successful Go Tejano Day, the entertaining Mariachi Invitational contest commences the evening before at the Arena Theater. "For the last five years, it has been standing room only with more than 3,000 people in attendance," said Schulz.

"The six mariachi bands participating in the Mariachi Invitational also entertain the crowds on Go Tejano Day, both inside and outside the Dome, before the Rodeo begins. A panel of professional judges selects two finalists, which will perform before the thousands of spectators attending the Rodeo. The winner is chosen by audience applause," said Flores.

Another highly anticipated event is the Fiesta Charra exhibition. "The colorful Fiesta Charra exhibition is like a history lesson that recognizes the traditions of 'charros' from early working ranches. Included are Mexican folk dances, music and riding demonstrations," said Flores.

"This additional entertainment event held for our visitors on Go Tejano Day could be likened to a Wild West show, but with a Latin flair," explained Schulz.

Committee members also can be found on the Show grounds working at the Tejano Diner preparing and serving Tex-Mex food during the run of the Show. The Tejano Diner has been in operation since 1987, and all proceeds benefit the Houston Livestock Show and Rodeo Educational Fund.

"We have been very successful as a committee," said Arcos, "because we have introduced superb entertainment rich in Hispanic culture. We've been able to garner support from the Hispanic community and businesses to invest in and attend the events that ultimately benefit the Show's support for youth."

According to Schulz, "Full \$10,000 scholarships are given in the name of the Go Tejano Committee based on a formula the Show has, relating to the total fundraising effort. These could be either Opportunity or Metropolitan Scholarships."

Since its inception, the Go Tejano Committee has raised more than \$2.4 million for the Show's Educational Fund. But, more importantly, it has done an outstanding job of involving the Hispanic community and expanding the boundaries of the Houston Livestock Show and Rodeo.



# Graphics and Signage

By Gina Steere



*To help visitors and exhibitors find their way, Graphics and Signage Committee volunteers like assistant captain David Schulze and Jackie Belt make thousands of signs each year.*

Whether you're going to the World's Championship Bar-B-Que Contest, taking the kids to AGVENTURE Plaza or heading to The Hideout for a night of dancing, chances are you won't get lost. Signs located throughout Reliant Park, as well as off-site, help guide guests to their desired destinations. That's what the Graphics and Signage Committee is all about: producing signs to assist patrons visiting the Houston Livestock Show and Rodeo™. If you need to get somewhere in a hurry, or if you're just looking for the nearest facilities, you can appreciate what this committee does for the Show.

One might be surprised by the number of signs required by the Show and its related activities. To help keep guests pointed in the right direction during the 2000 Show, the committee created about 5,500 signs. Production increased to more than 8,000 signs in 2001 due to the numerous construction-related changes. The increased function of Rodeo METRO Express alone required the creation of 1,000 signs! Lucky Long, officer in charge of the Graphics and Signage Committee, said, "With the increased demand for signage this year, the Graphics and Signage Committee was pushed to the max. However, instead of complaining, they just buckled down and got the job done."

The committee's efforts don't stop when the Show ends. Many committees host functions throughout the year. Such activities, plus regular committee meeting needs, keep the members of the Graphics and Signage Committee busy year-round.

The Graphics and Signage Committee is an offshoot of the Directions and Assistance Committee, which was responsible for creating signs for the Show beginning in 1991. In order to fulfill its responsibility, that committee created a sign department staffed with just a handful of volunteers. However, the committee as a whole grew quickly, and, in 1994, the sign department became a separate committee. Now in its seventh year, the Graphics and Signage Committee is 75 members strong and is headed by Committee Chairman Ricky Cegelski.

The committee maintains a shop near the Reliant Astrodome maintenance facility, which is equipped with all the computers and machinery committee volunteers need to do the job. "On an average size sign, which is about 24 inches by 24 inches, the job can be done from start to finish in about two hours. We try our best to help everyone as much as we can and as fast as we can," said Cegelski.

Each committee volunteer works an average of 60 hours each season. Based on the professional results and quality of the signs, the casual observer might expect the committee to consist mainly of people who design or make signs for a living. Almost 90 percent of these volunteers have no prior sign-making experience. They are taught in scheduled training sessions during the year, and refresher courses on operating the equipment are given before the start of each Show.

Committee volunteers begin working on weekends in January, and their efforts continue seven days a week through the end of the Show. The busiest time is immediately before the World's Championship Bar-B-Que Contest and continuing through the first week of the Show. According to Long, "If the committee had one wish, it would probably be to have more lead time for each order. Unfortunately, a great number of sign requests originate as a result of changes or problems that arise after the Show has begun, and this makes it almost impossible to anticipate these needs in advance."

The various Show committees are responsible for their signs and are asked to turn in those signs at the end of each Show. "We recycle signs as much as possible. Some signs have dates on them, but that's easily fixed, and we can re-use the sign again the following year," said Cegelski.

Hard work and dedication to perfection are the hallmarks of the Graphics and Signage Committee volunteers. They strive for every sign to be as helpful as possible and error free.

# Third-Year Committee Chairmen

P R O F I L E S

By Marshall R. Smith III

*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.*

## J.C. Burnham – Lifetime Vice Presidents



J.C. Burnham joined the Show as a life member in the early '70s and became involved with the Liberty County Go Texan subcommittee, where he worked his way up to chairman of the Area Go Texan Committee. He was elected a Show vice president in 1989, and considers it one of his greatest honors. J.C. serves on the Grand Entry Committee and was formerly on the Committee-

men's Barbecue Committee. A former automobile dealer, J.C. is retired and raises a few cattle with his wife, Kathleen. He is a director of the Texas 4-H Youth Development Foundation and active in Rotary Club.

## Jamie Ehrman – Horse Show – General



Riding horses on trail rides led Jamie Ehrman to the Show in 1978, when he became a life member. He has served on several horse show committees and is a director of the Show. His wife, Teresa, finds time to volunteer on the Parade and Magazine committees when she isn't working or taking care of their 13-month-old daughter, Ally. Jamie is a partner in

the insurance firm of Ehrman, Murphy & Co., LLP.

## Richard L. "Dick" Fuqua – Legal Advisory



Dick Fuqua, an attorney with the firm of Fuqua & Keim, LLP, joined the Show in 1990 as a life member. During the past 10 years, he has been active on several committees, especially the Steer Auction Committee, where he has won several honors. Along with being a Show director, Dick has served on the Legal Advisory Committee for

more than nine years. In his spare time he enjoys playing golf and hunting.



## Terry Walker – Ladies' Go Texan

Since becoming a life member in 1979, Terry Walker has been involved with the Ladies' Go Texan Committee for more than 20 years. She also serves as a vice chairman on the Parade Committee. In 2000, Terry was awarded the Lady Trailblazer Award and became a director of the Show. She is the owner of Walker Personnel and Associates and is involved with the My Friends Foundation. Terry's brother, Fred Humphrey, is a captain on the Breeders Greeters Committee.

## Robert R. "Bob" Johnson – Sheep and Goat



Bob Johnson joined the Sheep and Goat Committee in 1989, when it was a subcommittee of the Livestock Committee. He is a life member of the Show. In addition to holding various positions on the committee, he also has received its Outstanding Committeeman award three times. His wife, Karen, has been a member of the School Art Committee for

more than 10 years. Bob is employed as a trader by Washington Mutual. His hobbies are golf and fishing.

## Gregory Knape, D.V.M. – Veterinarian



After winning a Brazoria County Go Texan Scholarship in 1972 to attend Texas A&M University, Gregg Knape joined the Show in 1988, and he became a life member in 1989. He was one of the original members of the Veterinarian Drug Compliance Program. He and his wife, Cheryl, have two sons, Aaron and Ryan, both of whom are members of the Texas

Aggie Band. Gregg owns and operates the Gulf Coast Large Animal Clinic in Alvin, Texas.

## Charles Lamarr – Horse Show – General



In the 12 years that Charles Lamarr has volunteered his time to the Show, he has served as vice chairman and chairman of the Junior Horse Show Committee. He has been a life member since 1998. Charles and his wife, Kim, enjoy showing cutting horses, and Charles serves on the American Cutting Horse Association's executive board.

He is the president of Charles Lamarr Trucking and Excavating, Inc. His hobbies include riding Harley-Davidson motorcycles.

# Ride the Bus to the Rodeo

It was a message that was conveyed on television and radio and in magazines and newspapers – “Ride the Bus to the Rodeo – It’s the Only Way to Get There.” Hundreds of thousands of visitors to the 2001 Houston Livestock Show and Rodeo™ did just that.

*A “statistically significant” sample of the more than 757,000 total bus riders was surveyed each day to gauge customer satisfaction. Calculated from a scale of 1 to 10, with 10 being excellent and 1 being very unsatisfactory, a satisfaction score was calculated with multiplying factor of 10. Satisfaction ratings included:*

85.50 rating for overall bus satisfaction for all performances

93.40 was the highest satisfaction rating by performance, occurring on Friday, Feb. 23, Black Heritage Day

77.90 was the lowest satisfaction rating by performance, occurring on Monday, Feb. 19

90.00 was the highest satisfaction rating by lot, attributed to Delmar Stadium

81.80 was the lowest satisfaction rating by lot, attributed to West Loop Park and Ride

*The high satisfaction numbers also were from a high percentage of the riders:*

57.80 percent of the riders rated the shuttle bus experience as excellent (100 satisfaction rating)

4.40 percent of the rider rated the shuttle experience as less than satisfactory (49.99 or less)

*Even people that didn’t come to the Rodeo last year, when parking was available, rode the bus:*

40.40 percent of the riders did not attend the Rodeo last year

14.82 percent of the riders had never attended the Rodeo before

*While all the bus passengers were headed to Reliant Park, they were headed to the park for a variety of reasons:*

52.26 percent said they came to the Rodeo primarily to see the star concert

45.89 percent said came to see a combination of rodeo action and the star concert, or for some other reason

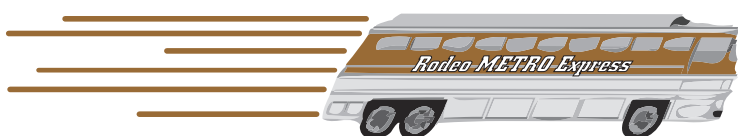
1.85 percent came to see the Rodeo only

*Some Rodeo fans may have decided not to attend, but tickets didn’t go unused:*

48.36 percent did not purchase their tickets themselves, instead receiving them as gifts or giveaways

*And, while most visitors were understanding of the construction and necessity of busing:*

Only 4.60 percent said they would not ride the bus to the Rodeo next year.



# Got a Life?

Following a successful launch in 2000, applications are being accepted now for the 2002 Lifetime Committeeman Program. The program recognized 394 lifetime committeemen during its inaugural year. These men and women averaged 63.7 years of age and 24.8 years of service.

To be eligible for the program, a volunteer must have a minimum of 15 years of committee service, and the years of service plus the volunteer’s age must be equal to or greater than 75. No matter how many committees a volunteer has served on, an individual receives only one year of service credit per year. Years of service do not have to be on the same committee.

Lifetime committeemen receive a gold badge with that designation and have all the rights and privileges of active volunteers. They also have the opportunity to determine their level of participation on individual committees, in cooperation with each committee’s chairman, since they do not count against an individual committee’s number of volunteers. But, lifetime committeeman will be the only title designation a volunteer may have on a committee, which excludes the volunteer from serving in hierarchy positions such as captain or vice chairman.

Applications for the program are due by **July 13, 2001**, and can be submitted by fax or mail. Application forms can be printed from the Show’s Web site at [www.rodeohouston.com](http://www.rodeohouston.com), or can be obtained from individual committee chairmen and staff coordinators or from Kori Hamilton, the program’s staff coordinator.



continued from page 5

Although not a record, the Reserve Grand Champion Turkey brought \$80,000 — which isn't chicken feed.

- Rock the Dome? Def Leppard certainly did, as they appeared to the sounds of "We Will Rock You." Their tour manager posted a letter on Def Leppard's Web site describing the experience and praising the Show's professionalism, and how the spirit of the event was evident in the group of special children being entertained backstage by singing clowns. He might not have known that these youngsters had just finished competing in their very own rodeo on the Reliant Astrodome floor — the Lil' Rustlers Rodeo.

- Just like a scene out of an old Western, it was stock contractor Mike Cervi to the rescue when a chuck wagon tipped over during RODEOHOUSTON's chuck wagon races. The driver walked away unharmed, but the ponies continued to race riderless pulling the wagon on its side until Cervi rode in to save the day.

**March 2**• The aliens have landed! No, it's only the Lamb Odyssey 2001, a.k.a. the Junior Market Lamb Auction. The Grand Champion Market Lamb sold for \$140,000 and the Reserve Grand Champion Market Lamb for \$60,000.

- It wasn't a bunch of construction workers walking on the beams of the new stadium. Show President Mike Wells, General Manager Dan Gattis and Leroy Shafer, assistant general manager, Marketing and Presentations Department, visited the construction site to get a first-hand look at the progress.

**March 3**• It was mania, alright, as the bidding started at \$60,000 and climbed all the way to the record-breaking top bid of \$600,000 for the Grand Champion Steer. Not to be outdone, the Reserve Grand Champion Steer broke a record with a \$365,000 price.

- Who was that sporting a red, white and blue RODEOHOUSTON shirt from Texas Style Mercantile? It was none other than the star of the evening, Barry Manilow. Rodeo fans must have liked the look, because the six Texas Style Mercantile locations sold out of the shirts after the performance.



*Preferring running shoes to boots, nearly 5,000 people took part in the Conoco 10K Rodeo Run, which preceded the Rodeo Parade through downtown.*



*Canadian Robert Bowers clinched the Top Dollar Award at 2001 RODEOHOUSTON despite competing in the finals with a broken clavicle.*

- The Houston Livestock Show and Rodeo Talent Contest wrapped up with judges naming three winners: pre-teen division, ventriloquist Meghan Miller; teen division, fiddler Brian Beken; and open division, vocalist Kaylynn Summers.

**March 4**• Just how badly do cowboys want to win? Robert Bowers of Brooks, Alberta,

Canada, rode in both the bull riding and bareback bronc finals with a broken clavicle. It paid off in the end after \$24,121.89 in winnings captured the Top Dollar Award for him, resulting in a \$25,000 bonus and a new truck.

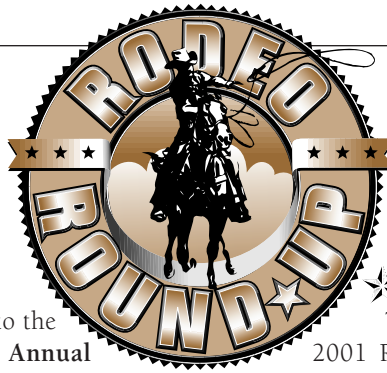
- With a purse of \$767,500 on the line, the best of the best made their presence known, and a new round of RODEOHOUSTON champions was crowned. The 2001 champions were: bareback bronc riding, Robert Bowers (\$14,081.29); barrel racing, Sherry Cervi, Marana, Ariz. (\$19,032.94); bull riding, Cory McFadden, Crane, Texas (\$15,661.80); calf roping, Trevor Brazile, Pueblo, Colo. (\$13,390.67); saddle bronc riding, Jesse Bail, Camp Crook, S.D. (\$19,473.03); steer wrestling, Spud Duvall, Checotah, Okla. (\$10,742.21); and team roping, Steve Purcella, Hereford, Texas, and Kory Koontz, Sudan, Texas (\$6,395.36 each).

- Proving that the big bucks aren't only spent on livestock, the Grand Champion Work of Art sold for \$115,000, and the Reserve Grand Champion Work of Art sold for \$58,000.

- Total auction sales for 2001 tallied in at \$8,886,284, with junior auction sales making up \$6,866,973 of that total.

- When the last passenger stepped off the bus and the Show's turnstiles stopped for another year, attendance records hadn't been broken, but attendance exceeded Show officials' projections. Rodeo paid attendance topped 1 million for the seventh consecutive year with 1,031,570 spectators. General attendance was 1,382,183 visitors.

**March 5**• After 20 days and 32,158 livestock entries, the sounds of animals were replaced with the sounds of machinery as the trucks, tractors and forklifts that assembled stalls, arenas and attractions returned to remove the exhibits and dirt until time to set up for the 2002 Show — the last one in Reliant Hall and in Reliant Astrodome.



## ★ A Meetin' Place

All annual and life members are invited to the Houston Livestock Show and Rodeo™ Annual **Membership Meeting** on Tuesday, May 15, 2001, at 3 p.m. in Reliant Hall's 200 series rooms. Officer reports and the presentation of first-year chairman pins will take place, as well as the election of board of directors members and lifetime directors.

The Show's board of directors will meet on Thursday, May 24, at 5 p.m. in Reliant Hall's 200 series rooms.

## ★ Show Me the Money!

Can you imagine \$3 million being given away in one evening? That will be a reality at the **2001 Houston Livestock Show and Rodeo Scholarship Banquet** on Thursday, May 17, as 300 students from Houston and surrounding areas will be presented with Metropolitan, Opportunity and School Art scholarships. These four-year, \$10,000 scholarships will be awarded during ceremonies at the George R. Brown Convention Center.

In April, 10 four-year, \$10,000 scholarships were awarded to deserving members of the Family, Career and Community Leaders of America (formerly Future Homemakers of America).

Houston Livestock Show and Rodeo scholarship presentations will continue through the summer with 70 4-H scholarships to be awarded on June 6 in College Station, Texas, and 70 FFA scholarships to be awarded on July 12 in Houston. These 140 four-year, \$10,000 scholarships represent an investment in the future of agriculture.



## ★ The Last Concert

On Feb. 26, 1995, a paid attendance crowd of 64,831 fans filled the Astrodome for a Sunday twilight Rodeo and music from hot Tejano star Selena. No one ever expected that to be Selena's last concert before her tragic death. But her music lives on with the recent CD release of that very special performance — "Selena Live: the Last Concert."

Selena set the RODEOHOUSTON all-time highest paid attendance record in 1993, when 66,994 paid to see her performance on Go Tejano Day.

## ★ The Winning Continues ...

What do Texans Heath Stoerner of Lockney, Lori Eckert of Hermleigh, Kris Clay Ede of Uvalde and William Robert Moczygamba of Kenedy have in common? Each of their entries won grand champion in the **Houston Livestock Show and Rodeo Carcass Contest** for their respective steer, barrow, lamb and goat junior market shows.

Complete contest results and photos of the champions can be accessed through the Show's Web site at [www.rodeohouston.com](http://www.rodeohouston.com) or at [meat.tamu.edu/HLSR/H2001/results.html](http://meat.tamu.edu/HLSR/H2001/results.html).

## ★ Independent Women

They captivated one of the largest crowds at the 2001 RODEOHOUSTON™, but anyone who missed **Destiny's Child's** standing-room-only performance has a second chance to catch their exciting performance via pay-per-view on DIRECTV in May. In addition to the dynamic music from this Houston-based trio, the broadcast will include exclusive backstage footage and interviews from RODEOHOUSTON, including a special trip down memory lane as the entertainers ride the rides at the Show's carnival.

Premiering on May 5, the 90-minute concert will have several encore presentations through the end of May. Consult the DIRECTV listing for dates and times.



## ★ Building On Up

The landscape at Reliant Park continues to change with the progress of Reliant Stadium and Reliant Center. For those who haven't made the trip around Circle Drive for a close-up look, Reliant Stadium can be viewed from Kirby Drive, and Reliant Center from Fannin Street.

Along the north side of the complex, all steel structure members are in place for Reliant Center, and installation of wall panels is in progress. The beginning of the landmark tower elevation already creates a distinct focal point on the south side of the center, and the curvature of that side of the building is becoming more evident as walls are installed.

With the progress on the east side of the stadium and the north end zone, Reliant Stadium continues to take shape. The supertrusses that support the stadium's retractable roof are being built on the ground and hoisted into place — a tremendous feat considering they weigh 3,750 tons, a weigh equivalent to more than 1,000 vehicles.



## ★ Welcome

After working seasonally in the membership office, **Margeaux Vernon** has joined the full-time staff in the Accounting Department as accounts receivable administrator. In the Information Systems Department, **Steve Gumerman** is the new division manager - software development, and **Mark Taylor** joins the staff as system technician. As an administrative assistant, **Julie Wilmore** moves responsibilities within the Operations Department, and **Angela Hunt** joins the department as administrative assistant as well.

# CALENDAR OF EVENTS

## MAY

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		

## JUNE

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

## JULY

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				

### MAY

- 6 Spring Branch Memorial Seafood Round Up
- 11,12 New Caney/Splendor Bar-B-Que Cook-off and Events Day
- 15 Annual Membership Meeting
- 17 Houston Livestock Show and Rodeo™ Scholarship Banquet
- 19 Waller County Casino Night and Dinner
- 24 Board of Directors Meeting
- 28 Show offices closed – Memorial Day

### JUNE

- 8 Channelview/Sheldon Golf Tournament
- 9 Liberty County Golf Tournament
- 12 Freestone County Go Texan Events  
4-H Scholarship Presentation, College Station, Texas
- 16 Galveston/Mainland 1st Saltwater Rodeo Fishing Tournament and Dance
- 25 New Caney/Splendor Golf Tournament

### JULY

- 1 Final deadline to clear all outstanding debts with the Show
- 4 Limestone County Go Texan Activities
- 4,5 Show offices closed – Independence Day
- 12 FFA Scholarship Presentation, Houston, Texas



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