

HOUSTON LIVESTOCK SHOW AND RODEO™ November 2001 - Vol. IX, No. 4



# MAGAZINE



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### The Cover

*Bullfighting Bossie, sponsored by the Houston Livestock Show and Rodeo, stands outside the Galleria during CowParade Houston 2001.*

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# A MESSAGE FROM THE PRESIDENT

On September 11, we were all shocked by the attack on our country in New York, Washington, D.C., and Pennsylvania. It got our attention and has caused a great deal of reflection and soul searching in all segments of this country. This may be the greatest challenge this nation has ever faced — certainly the greatest since early in World War II.

Our president has responded decisively, and virtually all Americans have rallied behind him. He has asked that we resume our normal activities and not be frozen by this tragedy. The enemy would relish the knowledge that this country has been permanently stymied by its aggression.

It would be a victory for these terrorists if we allow the success of our 2002 Show to be impaired. Our mission of “benefiting youth and supporting education” strikes at the very heart of what we face today and in the future. The leaders of the future are in our high schools and colleges today.

Education is not a guarantee of success, but it is a tremendous weapon against the overall insanity that threatens our way of life. We must respond in the best ways we can. Ensuring that the Houston Livestock Show and Rodeo™ can continue our educational programs is a wonderful start.

Let's pray for wisdom for our president and all our leaders and send a message that we will not be distracted from our commitment to the youth of Texas.

One way you can demonstrate your support is through the Houston Livestock Show and Rodeo Blood and Food Drive on Dec. 17. From 8 a.m. to 4 p.m., we will have the good people from the Gulf Coast Regional Blood Center set up to collect your blood donations in Reliant Arena. I challenge our committee volunteers to show their spirit and see which official Show committee has the largest percentage of its members donate blood. Cookies and orange juice won't be your only incentive! We'll take your food donations to the Houston Food Bank.

God Bless America! See you Dec. 17.



P. Michael Wells  
President



Photo by Frank Martin

Wells, Harris County Judge Robert Eckels, Texans owner Bob McNair and other dignitaries recently took the opportunity to personally thank many of the workers making Reliant Stadium and Reliant Center a reality.

# WHEN THE COWS

By Leslie Worsham

**H**oly cow! A herd of bovine beauties stampeded into town as CowParade Houston 2001 made its debut Sept. 6. More than 300 life-sized fiberglass cow sculptures — painted and decorated in just about every design imaginable — can be seen in locations throughout the city until Nov. 7, 2001.

One of the many sponsors for CowParade Houston 2001 is the Houston Livestock Show and Rodeo™. “In approaching sponsors, I couldn’t imagine having CowParade Houston 2001 without the Houston Livestock Show and Rodeo,” said Emily Crosswell, chairman of CowParade Houston. “I have been a supporter of the Show for a long time, and it just seemed like something that would be right up their alley.”

It’s not unusual for the Show to get involved in other charitable events. When it was approached about CowParade Houston 2001, which will support the Texas Children’s Hospital and Texas Children’s Cancer Center, it seemed a perfect fit for the Show’s image.

Each cow in the CowParade is sponsored by a company or an individual. The sponsor is responsible for “decking out” its cow. There are no rules for decorating the cows, other than refraining from displaying anything offensive or showing any company logos. The door is wide open for creativity, and the artistic endeavors in CowParade Houston 2001 are unique, to say the least.

“This event really caught our attention,” said Dan Gattis, general manager of the Show. “Having seen the CowParade, I knew what a tremendous impact it made on the cities involved. CowParade Houston 2001 supports a great cause, and it was in our interest and pride to be involved. We made the decision to sponsor a cow and turned it over to the Western Art Committee.”

Rick Wilson, chairman of the Western Art Committee, learned of the committee’s new responsibility from Jack Lyons, a Show vice president and the committee’s officer in charge. “He told me the Show bought a cow for the CowParade, and after telling me about the charitable side of it and what our committee would be responsible for, I told him we’d pull it off,” Wilson said. “I wasn’t sure how we’d do it, though. The Western Art Committee is not known as being a committee of artists, but as custodians of the Houston Livestock Show and Rodeo art, like the paintings, bronzes and sculptures, etc. My question was did we have the creative ability to do this?”

“When I went home that night I knew the CowParade was consistent and parallel with what the Rodeo represents,” Wilson said. “It is charitable and for the children. This project really hit home. These kids are in a difficult situation, and we are just trying to help them out.”

Susie Austin, a member of the Western Art Committee, remembered getting a call from Wilson saying the Show was sponsoring a life-sized fiberglass cow and that their committee had been given the task of decorating and painting it.

“He told me when it had to be done, and I remember thinking, ‘you want it when?’ I was very surprised it had to be done so soon — in four weeks! We, along with May Bentley, another Western Art Committee member, met the next day for lunch and discussed how we would decorate the cow. We knew we wanted it to represent the Rodeo and were looking at photos in a CowParade brochure from another city and saw a clown. Almost immediately, we knew it needed to be a rodeo clown,” Austin said.

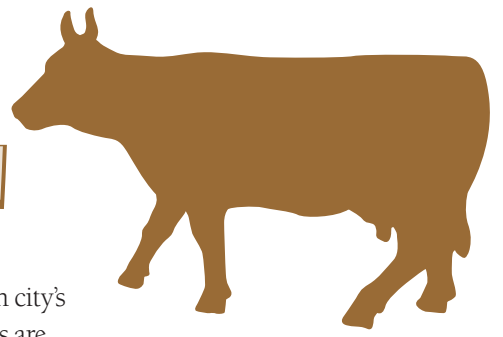
Austin went home with a drawing of the cow and the idea of rodeo clowns. While looking for inspiration, she found an issue of *Life* Magazine that featured rodeo clowns and spent the day creating a rendition of a bullfighter.

“I used a combination of the old style — as in Quail Dobbs with the painted face, the hat and wig,” Austin said. “But, I also felt we should incorporate the new breed of rodeo bullfighters, too. So, I drew in the shin guards and the knee pads. I passed on the drawing to Wilson, ... he sent it on for approval from

*Members of the Show’s Western Art Committee designed Bullfighting Bossie, the Houston Livestock Show and Rodeo’s contribution to CowParade Houston 2001, on display on the north side of the Galleria.*



# CAME HOME



CowParade, and the work began. The actual cow was transferred to a lease space at Uptown Park, and May and I worked about 40 hours over the next four weeks putting her together.”

Bentley was excited about working on the cow. “I was overwhelmed at first,” she said. “I didn’t know what to expect at all. When I heard that Texas Children’s Hospital and the Texas Children’s Cancer Center would benefit from the event, I felt very honored to be a part of it. I had been an art teacher, so the work didn’t scare me. Susie had great ideas, and the timing was really good for both of us. I felt confident we were going to finish on time, even though we had such a short deadline.”

“Bullfighting Bossie” is the culmination of all their hard work and is on display at the Galleria. “We wanted a design that the children would recognize, and I think Bullfighting Bossie is just that,” Bentley said. “She’ll be seen by thousands of people, and I think she represents the Rodeo well.”

“Susie and May embraced this project wholeheartedly,” Wilson said. “They are 100 percent responsible for the idea and its execution.”

CowParade is the world’s largest public art event, and it also is a charity event. In 1998, CowParade began in Zurich, Switzerland, as a public art exhibit. It moved to Chicago in 1999 and then on to New York. It has been viewed as the most successful public art program in those cities’ histories.

At the end of each city’s CowParade, the cows are rounded up and auctioned, with the proceeds going to charity. In Chicago alone, the CowParade had a significant impact, with auctions raising more than \$3.5 million for charity. Organizers hope for a similar response in Houston.

Crosswell saw CowParade in Chicago and New York and thought it would be a wonderful charity event for Houston. “Texas, and especially Houston, and cows just go together,” said Crosswell. “Kids learn to say ‘moo’ before they say ‘mom.’ It takes a city like Houston to make an event like this come together. It’s so much more than just companies sponsoring the cows. We have had help citywide from city parks and public spaces made available, in the way of supplies being donated and transportation being provided, as well as 45 schools and their art programs having participated. There aren’t many charitable events that directly impact that many people.”

“A superb job has been done,” said Gattis. “I think Bullfighting Bossie is one of the best in the parade because we have such great volunteers. I hope that the committee will get together and try to bring her home to the Rodeo, which will generate even more money for Texas Children’s Hospital and the Texas Children’s Cancer Center.”



*Before being displayed throughout Houston, the artfully enhanced cows were collected at a warehouse near the Texas Medical Center.*

# Unique Boutique

By Gina Covell

If you were on a scavenger hunt and were asked to secure a truck, a bull, a handwriting analysis, a chandelier made of antlers and a lamp made out of a rattlesnake, you might be in for a long search — unless you were at the Houston Livestock Show and Rodeo™. The various commercial exhibitors at the Show sell these items and more.

“The unique quality and variety of items that vendors from all over the United States bring to our exhibit area make it a shopping mecca and draw many visitors to the Show,” said Kathlene Reeves, Show senior director – exhibit sales and merchandising. “We are proud to host 320 exhibitors each year and, sadly, even have to turn down an additional 200 or so each year.” Visitors can find just about anything in the world from these merchants, but a few really make it a unique boutique.

## The Rattlesnake Roundup

Whether they have a grudge against snakes or just enjoy the way snakeskin looks, Show visitors often are in awe of the snake paraphernalia offered by the Diamond Back Company. Owner Don Bennett began crafting his rattlesnake lamps, wallets, walking canes, hatbands, belts, key chains, and rattle and fang earrings by a fluke. “I was an injured saddle bronc rider when a friend at a VA hospital in Salt Lake needed rattlesnake antivenin,” recalled Bennett. “We have so many rattlesnakes where I live in Colorado City, Texas, that it was easy to capture them. I did so, and then I milked them and gave the venom to the hospital for their antivenin serum.” His wife made some hatbands for bronc riders out of snakeskins, and their popularity turned into a business.

So, where does he get all of those snakes? Bennett said that the overpopulation of rattlesnakes poses a serious problem to business on his 2,000-acre cattle ranch and the surrounding area. “We caught five [rattlesnakes] one week just going to the mailbox. When we go hunting on the neighboring Spade Ranch, a good day can produce 200 snakes.”

Bennett trained to capture and milk such dangerous reptiles with cobra expert Bill Hoss in Miami. Even after the specialized

training, chasing venomous snakes is still a dangerous way to make a living. Bennett has been bitten eight times and had to have his heart restarted several times after one of the bites. “That is actually not a bad average considering that I milk 25,000 snakes per year and have been doing so for more than 30 years,” stated Bennett.



*From paperweights and key chains to hatbands and belts, rattlesnake merchandise is both eye catching and unique.*

Bennett has been a commercial exhibitor at the Show for many years and is excited about exhibiting in the new Reliant Center. “This Show and the people here have always been good to us,” said Bennett. “We know that the growing pains will be well worth the wait and are anticipating great sales at the 2003 Show.”

## The Handwriting on the Rodeo Wall

Have you ever wondered what your handwriting says about you? Well, Televac’s Keith Oxford can tell you. Oxford has been an exhibitor at the Show for a decade and has been in the handwriting analysis field since the late ’50s.

“Very few people in the country provide the type of service

that we do,” said Oxford. “We attend more than 100 shows throughout the year, and Houston is in the top four for us. Many people come to my booth each and every year to compare their printout to the previous year’s. It’s like their annual check-up from the doctor, except it is a lot more fun!

“Houston is a unique event and one of the highest caliber shows that we attend, and we have a great time there,” said Oxford. His employees must enjoy their work too, because he has not had to hire any new employees in 10 years.

Oxford attributes his success to always keeping his equipment updated and the ideas fresh. “I customize the programs to fit the audience of each Show to make the experience more enjoyable for visitors,” said Oxford. “Last year, we introduced rodeo trivia. In addition to the handwriting analysis, we offered Show visitors rodeo facts and horoscopes that coincide with their personality, as well as rodeo celebrity horoscopes.”

Oxford said that he doles out handwriting analyses and horoscopes to as many as 10,000 people at the Show each year. “People of all ages enjoy this fun and inexpensive entertainment, and I enjoy bringing them a laugh,” said Oxford.

### **Racking It Up and Raking It In**

What is that hanging from the ceiling? That is what visitors to the Austin Antler booth ask when they see chandeliers made from antlers of deer, elk, moose, caribou and other animals. “I was always interested in wildlife, hunting, fishing and the outdoors,” said Kent Austin, owner of Austin Antler. “I began making antler chandeliers but did not really have a way to market them until I met John Morgan, the owner and exhibitor of Wild Interiors. He asked me to display my chandeliers in his booth, along with his African art.”

Austin was not ready for the success that he had at that first Show. “I sold all 15 pieces in the first two days,” said Austin. “I was a country boy and didn’t realize the demand for such unique products. That Show is what kick-started my entire business, and I quickly applied for my own booth.”

One question visitors ask him is where he gets all his antlers. The many dealers in the United States sell between



*Decorative cowboy boots are just one of the many unique items offered for sale by the more than 300 commercial exhibitors during the Houston Livestock Show and Rodeo.*

200,000 and 275,000 pounds of shed antlers — antlers that fall off naturally — per year. Austin uses approximately 20,000 to 30,000 pounds per year in his designs.

At the time of this interview, Austin was leaving for Jackson Hole, Wyo., for an antler auction at an elk refuge. “The Boy Scouts are the only people allowed to collect antlers at this refuge,” explained Austin. “There is an auction, and the Boy Scouts receive a percentage of [the proceeds], and the remainder goes back to feed the elk when the snow gets deep.

“Antler chandeliers are not a new idea,” explained Austin. “The art goes back to medieval times. Our store has developed more styles than anyone else in the world, and [we] are one of the largest manufacturers.”

Austin began his business in Texas but moved to Woodland Park, Colo. With the launch of his new custom leather furnishings company, he now has two stores. Just as his business is expanding, he is excited about the Show’s expansion and new facilities as well. “If you don’t grow, you die,” he said. “I am just a grain of sand in this project, but I am proud to be a part of it. The Show has the entrepreneurial attitude to be the largest in the world. This Show and the people of Houston are the reason my store has been successful,” said Austin. “I plan on exhibiting at the Show as long as they will let me.”

Each year, vendors at the Show offer fun and excitement for just about any kind of shopper. From clothing and accessories to animal supplies, hot tubs and even trucks, the Houston Livestock Show and Rodeo is truly a one-stop shopping venue.

# A Festive Farewell

RODEOHOUSTON™ SAYS GOODBYE TO THE DOME WITH TOP ENTERTAINERS FROM BEGINNING TO END

“Would you like to live in Houston, where the cowboys come to town ...,” sings George Strait in his recent single “If You Can Do Anything Else.” It is clear that George enjoys coming to Houston, and it will be a great moment for both George and everyone else when he plays RODEOHOUSTON’s last performance in the Reliant Astrodome, wrapping up the Rodeo’s 37-year history in the Dome.

The March 3, 2002, sold-out performance will be a bit of a contrast from when George made his RODEOHOUSTON debut in 1983. That year, he wasn’t even scheduled to perform, but he became a last-minute replacement for an ailing Eddie Rabbitt.

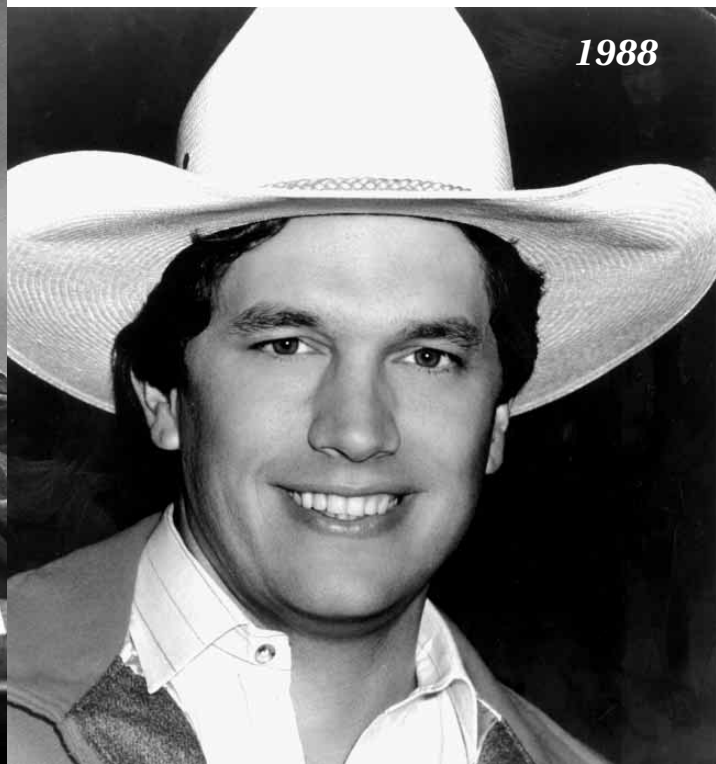
According to “February Fever,” a book chronicling the Houston Livestock Show and Rodeo™’s history, “A newcomer named George Strait was suggested by agent Tony Conway, but one problem existed — Strait was on a hunting trip with his band in San Marcos, Texas. Louis Pearce Jr. [past Show president and current Executive Committee member] offered his plane and pilot to retrieve the entertainer and bring him and his band to Houston in time for that night’s Show.

“Although a hasty replacement for Eddie Rabbitt, the handsome cowboy singer stole the Show. Strait won over even more fans when he rode a horse around the arena, shaking hands, in true, old-time cowboy style.”

It was a style that Houston Livestock Show and Rodeo fans loved and have flocked to see over the years. So many fans came to see George in the Astrodome from 1983 to 1997 that he is one of only two entertainers to perform for more than a million fans at the Rodeo — the other being country music legend Charley Pride.

In recognition of his success and contribution to RODEOHOUSTON entertainment, George was inducted into the Houston Livestock Show and Rodeo Star Trail in 1996. With this honor, he joined an elite group of entertainers that includes Gene Autry, Elvis Presley, Charley Pride and Roy Rogers.

The Star Trail is only one of George’s countless accolades. He has won awards from the Academy of Country Music, Country Music Association and Country Weekly — including the coveted entertainer of the year honors. His list of honors also includes recognition from the American Music Awards, British Country Music Association, Billboard, Dutch Country Music Association, Radio & Records, and American Society of Composers, Authors





and Publishers. His music has resulted in 25 platinum records and 36 number one singles.

George will leave another mark in RODEOHOUSTON's history when he opens the Rodeo at Reliant Stadium in 2003. But, before the Rodeo gets to 2003, opening night of the 2002 RODEOHOUSTON will start with a bang with the Dixie Chicks on Feb. 12.

The Dixie Chicks — Martie Maguire, Natalie Maines and Emily Robison — sing "Wide Open Spaces," and that may be the feeling they get when they make their RODEOHOUSTON debut on the Show's rotating stage. "As Texas gals, you hear about the Houston Livestock Show and Rodeo all your life," said group member Emily. "It's the pinnacle of all rodeos and one of the greatest audiences a Texas musician will ever have."

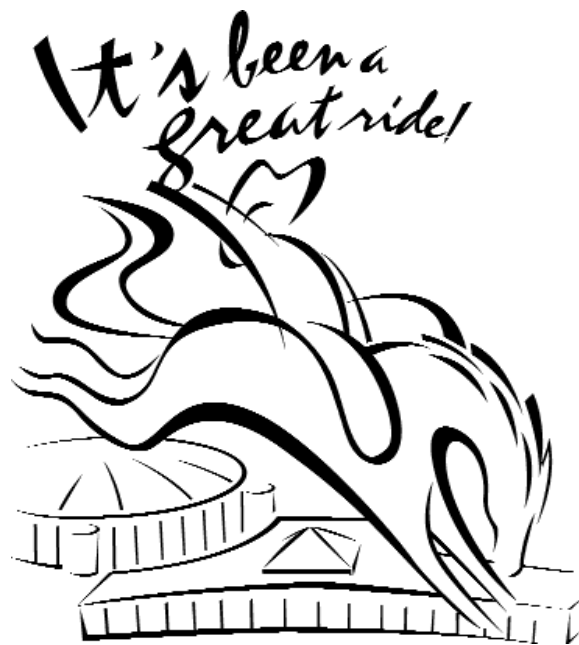
Even though this will be the Dixie Chicks' first Reliant Astrodome performance, the trio entertained Show visitors in 1998 at The Hideout. In just a few short years, this dynamic group has gone from singing on a street corner to musical super-stardom. The talented trio, with sales of 20 million records, is not only made up of vocalists — each member also is an accomplished musician. Natalie plays both the acoustic and electric guitar, while Martie plays the fiddle and the mandolin. Emily performs on the widest array of instruments, with skills on the dobro, banjo, guitar and acoustic bass.

The RODEOHOUSTON performance will be the Dixie Chicks' first concert since their successful FLY tour, which ended in December 2000. They already have started their list of 2002 accolades with the announcement that their album, "Wide Open Spaces," will be listed in the Guinness World Records 2002 for being the all-time best-selling country album by a group. The record adds to their already long list of accomplishments which includes awards from the Grammys, Country

Music Association, Academy of Country Music, American Music Awards, TNN/CMT, Billboard, Blockbuster Music, British Country Music, Canadian Country Music, WB Radio Music, Rolling Stone, Entertainment Weekly and National Association of Record Merchandisers. As the reigning CMA "Entertainer of the Year," the Dixie Chicks are the only artists in the history of the CMA Awards to be nominated for Entertainer of the Year as the result of a debut album.

"To have a chance to perform the opening concert at the Rodeo's last year in the Houston Astrodome is a historical and meaningful event for the Dixie Chicks," said Emily. This performance will be the only opportunity for fans to see the Dixie Chicks entertain Rodeo crowds in the "Eighth Wonder of the World."

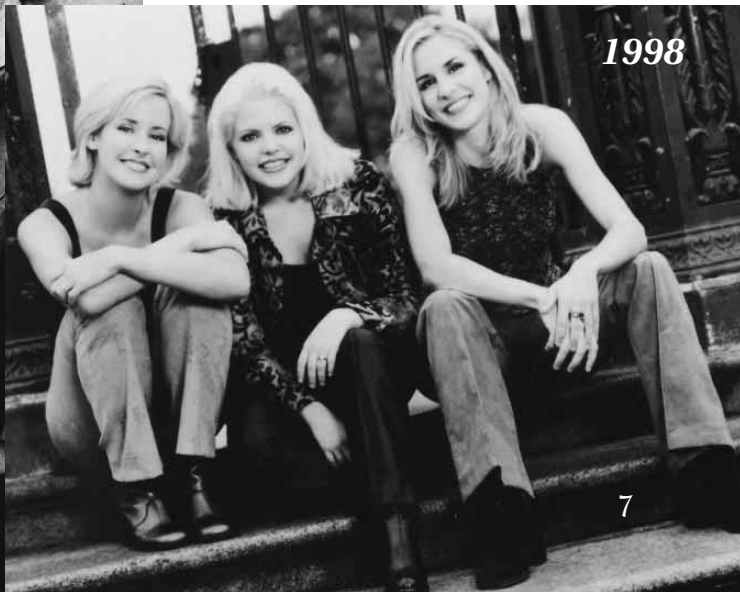
With such amazing stars to begin and end RODEOHOUSTON in 2002, it will be a year to remember!



**2001**



**1998**



# 4-H Healthy Competition

By Cheryl Kennedy

It's not just the thrill of victory that makes competition good for young people. A study of 4-H exhibitors documents how the

competitive process provides important experiences that help mold youngsters into effective leaders. The Houston Livestock Show™ contributes to this process in Texas by providing a tremendous competitive opportunity for its many participants.

In recent years, some researchers have criticized competitive educational programs based upon presumed negative side effects of competition. One perception is that competition intended to motivate youngsters also may limit their creativity and interest. The unique 4-H study, however, provides qualitative data to validate the benefits of competition. The study was conducted by Texas Tech University associate professors Lance Kieth and Steve Frazee during the 1997 fall and 1998 spring livestock show season. Working with them were Chad Davis, a doctoral student at Texas Tech University, and Kevin Williams, an agriculture instructor from Seward Community College in Liberal, Kan. Davis said that the study was the first of its kind and provides information of interest to those who volunteer or contribute their time and money to the Houston Livestock Show.

After collecting data through in-depth interviews, field observations and a review of historical documents, the research team coded and categorized the data and identified six basic themes that benefit 4-H members who participate in livestock shows. These fundamentals are development of social relations, development of character, stronger family relations, exposure to competition, exposure to new cultures and environments, and finance for education. The study found that livestock competitions provide youngsters with a solid opportunity for development in these areas and that the experience helps youngsters develop into young adults uniquely equipped to tackle future life challenges.

Tom Quarles, the Show's assistant general manager, Operations Department, said the research confirms what is at the heart of the Show — benefiting youth and supporting education. "This is an exciting study that validates what we are all about," he said. "This study offers actual proof to all our volunteers and supporters that what we offer is a tremendous educational experience for the youth of Texas."



*The 4-H study proves that participation in livestock shows strengthens the relationships between junior exhibitors and their family and friends.*

Source: "Validation of the Perceived Benefits of Competitive Livestock Exhibition by the Texas 4-H Members: A Qualitative Study" by C. Davis, L. Kieth, K. Williams and S. Frazee.

Davis said that most people would think the development of character would be the dominant theme, but social relations actually came out on top. “Research found that a high value is placed on the contacts these youth make while competing in the Show — oftentimes they develop friendships that will last well into college and career,” said Davis. He added that interaction with others, making friendships, and establishing relationships leading to college or careers are valuable skills necessary to be successful both in society and in the workplace, regardless of a youngster’s career endeavor.

The study also found that the activities performed by youngsters when preparing for livestock shows are effective catalysts for the development of various character traits: responsibility, work ethic, decision-making skills, sportsmanship and the ability to deal with the loss of something cared for, such as an animal. Students learn responsibility while raising an animal whose life is totally dependent on their decisions. Also, by putting in the effort it takes to raise and care for an animal for competition, a student will be more likely to develop a strong work ethic.

According to the study, when preparing for competition, exhibitors are required to make determinations as minor as how to hold the animal or as complex as the health status of the animal. It’s in the show ring, however, that young people learn such skills as showmanship and winning with humility or accepting defeat with grace.

The importance of family was the third major theme to emerge from the study. While students might perform many tasks on their own, the overall experience of exhibiting and showing livestock necessarily involves the entire family. It is one of few activities that place a parent in a position to do more than just sit on the sidelines and watch. Parents have opportunities to teach and set examples for their children to observe and follow. Competition also helps the entire family work toward a common goal.



*A study of junior exhibitors reveals that the competitive process involved in raising livestock helps mold the students into responsible young people.*

## *A 4-H Family Response:*

Jeanne Parr, Fort Bend County 4-H Program president, was active in 4-H when she was in school. She said, “All three of our children are very active in Clover’s 4-H club. Good families come from this type of family involvement — not doing [things] for the kids, but, as a parent, just sitting back to watch — letting them make mistakes and learn lessons from them.”

Brandon Parr, 20, a college sophomore at Wharton Junior College, showed a Houston calf scramble project in 1996. He enjoyed the responsibility of raising and showing different types of animals and learning the breeds. With regard to the theme of competition, he said, “I learned to be a winner all the way around — whether you are a ribbon winner or not. Translating to the real world — life is full of surprises — but you stay level headed and keep going.”

Exposure to that competition is the fourth major theme identified by the study. While livestock shows always have a first and last place exhibitor, participants who finish far from first might still feel a sense of accomplishment. For example, just making a premium auction might be a satisfactory result to a first-time exhibitor.

Exposure to new cultures and environments also became a common theme. Prior to participating in a livestock show, many exhibitors never had experienced life in a city the size of Houston or never had been exposed to youth from different cultures. By gaining knowledge of other cultures and environments, exhibitors are able to grow as individuals.

The financial aspects of participating in livestock competitions — the sixth and final theme to emerge from the study — certainly was not surprising. Many students depend upon raising and selling their livestock projects in order to save money to support their education, which greatly contributes to their development.

“Students can learn many things by raising livestock and participating in livestock shows,” said Quarles. “These experiences help these young people grow into well-rounded and successful adults.”

As for the future, Davis said this study would open the door for more quantitative studies. He also suggested that each theme that emerged from the initial study might be a subject for future studies. He added, “This was a very unique study, and it has provided us with a good basis for emerging themes.”

# The Marvel of Technology

By Susan K. Williams

**C**ameras, lighting, audio and graphics, miles of cable and electrical wiring, rows upon rows of equipment that reach to the ceiling, buttons and lights that blink — all of this technology is what is needed to produce the Houston Livestock Show and Rodeo™. This equipment is used to bring the excitement and the action happening in the Reliant Astrodome to a global audience.

Behind the scenes, organizing the technology and equipment that is necessary to bring RODEOHOUSTON™ performances to a worldwide audience is a colossal feat. Getting ready for and producing a show like RODEOHOUSTON is very much like a major television network preparing and producing an event as large and complex as the Academy Awards®. “However, rather than just once a year like the Oscars, RODEOHOUSTON produces 20 of those complex shows each year,” said David Glodt, RODEOHOUSTON pay-per-view consultant.

Today, by using the best and most advanced technology available, RODEOHOUSTON is on the cutting edge of audio and visual communication. However, this position is not a new one for the Show, as it has long been at the forefront of broadcast technology. It all started in the 1930s — the “Golden Age of Radio.”

In 1932, when the Show was born, Western music began to gain popularity with people who loved to hear cowboys who sang of life in the Old West. By 1939, nearly 44 million Americans were listening to singers like Gene Autry and Tex Ritter. But, it wasn't until 1940 that the Show captured an off-site listening audience when it broadcast the Navasota High School Band. Radio not only brought cowboys and their stories to life, it also was the first broadcast technology that took the excitement of the Show beyond the walls of the Sam Houston Coliseum.

In those early years, people who wanted to see the Show but who were unable to attend could only read about it in their



*The 2000 Houston Livestock Show and Rodeo utilized the latest advances in communications technology to broadcast a downlink from the space shuttle Endeavour on the PowerVision screens in the Reliant Astrodome.*

local newspapers, while looking at black and white pictures taken by a folding, box-type camera. Print media served as the Show's only visual conduit to the city of Houston and to the surrounding area until 1950, when the first television images from the Show were broadcast. And, in 1954, the Show brought two of television's early stars, The Cisco Kid and his sidekick, Pancho, to the Coliseum.

Houston, technology and the Show have come a long way since then. Technological advances like video recording, cable television, high definition television, interactive television, communications satellites, fiber optics and digital cameras all have become vital parts of broadcasting RODEOHOUSTON to the world.

Today, when visitors walk into the Reliant Astrodome, they see television screens in strategic locations throughout the concourses. The television system is linked to a number of cameras in the Rodeo arena and throughout the entire complex, which allows guests to witness all the action and excitement the Show



*A network of 15 television cameras stationed throughout Reliant Astrodome helped bring the excitement of RODEOHOUSTON to the audience. Camera operator Chris Day got close-ups of team ropers, calf ropers and steer wrestlers as they prepared for their runs.*

has to offer, no matter where the guests are seated or standing.

Advanced digital technology has become a primary carrier of sound and video. This technology provides the Show with an improved signal and access to the information it needs to keep it running smoothly. Digital technology also gives the Show the ability to broadcast the Rodeo to the viewer in a manner that makes the events and the performers seem that they are almost close enough to touch.

Shots of cowboys in the chutes as they strap in their hands and adjust their gear before their eight second ride, sounds of bulls as they snort and anxiously paw the ground, and close-up shots of concert performers all help bring the audience at the Reliant Astrodome, and those at home, into the heart of the action. This closeness to the Astrodome's floor is accomplished through the use of 15 cameras, stationed throughout the Reliant Astrodome; 18 videotape machines; 64 different microphone lines; and the JumboTron and DiamondVision screens, all of which are manned by a hardworking crew of 49 production personnel.

All feeds from the cameras, audio, lighting and graphics come together in the control room of RODEOHOUSTON, where a show director coordinates and transforms the chaos of the audio/visual equipment into a smooth-running, exciting visual and audio experience that is then distributed throughout Reliant Park and to the world.

During the past several years, the newest in audio/visual technology culminated in international pay-per-view broadcasts, which are distributed via satellite to televisions all over the world.

Since the launch of the first artificial satellite in 1957, thousands of these "man-made moons" have been rocketed into Earth's orbit. Today, those artificial satellites play key

roles in communications, and that's especially true for RODEOHOUSTON.

The top rodeo athletes in the world are featured each year in action-packed satellite broadcasts from RODEOHOUSTON. During the 2001 Rodeo, three performances were broadcast via satellite — all three Sunday performances, including a special live broadcast of the RODEOHOUSTON finals.

In addition to the live feeds and satellite broadcasts, segments of the Show are recorded to produce versions that can be distributed to other audiences, such as the 2000 Clay Walker concert, which aired on DirecTV, and "Rodeo Uncinched," which is a video compilation of the wildest events at RODEOHOUSTON. The 2001 Destiny's Child concert from RODEOHOUSTON was recorded for a pay-per-view special and also was aired as a primetime broadcast on the FOX network.

"Since Leroy Shafer [Show assistant general manager] first brought video to RODEOHOUSTON back in 1979, the Show has been on the leading edge of television technology," said James Davidson, Show division manager, Broadcast and Audio-visual, Marketing and Presentations Department. "We go to great lengths to stay current on state-of-the-art developments in television. The benefits to RODEOHOUSTON are twofold. The live experience of the Show in the Reliant Astrodome is continually enhanced and improved by the use of this technology. Secondly, the quality of our broadcasts on pay-per-view and network television has earned the Show national acclaim."

As communication technologies continue to advance, RODEOHOUSTON takes advantage of new developments to reach its worldwide audience and remain the greatest rodeo on Earth.

# New Homes for Old Traditions

By Freeman Gregory

In late September, workers began to apply Reliant Stadium's innovative roof fabric to the roof's sides. From that lofty roost, they must have had a marvelous view of the Houston Livestock Show and Rodeo™'s future.

As they looked down, the workers saw the new Stadium's massive bones rise up to meet them, its concrete and structural steel skeleton almost complete. All around them, they saw the final shape of the world's only sport/rodeo-specific stadium. The familiar National Football League rectangle was there, but they also noticed built-in amenities peculiar to the sport of professional rodeo and the live entertainment events that will become so popular there.



*Visitors will be able to access Reliant Center by turning off Fannin Street onto Reliant Parkway.*

Gazing to the northeast, the workers were able to see Reliant Center, the soon-to-be home of the Show's main offices and exposition center. They probably noticed its simple but attractive exterior. Being construction workers, however, they were more likely to have appreciated its 1,532-foot-long, form-fits-function rectangular shape, a far more space-efficient configuration to house the Show's livestock and commercial exhibits than the beloved Reliant Hall.

Just a quick glance southwest of Reliant Center sits the venerable Reliant Astrodome. If the roof workers weren't from the Houston area, the total significance of the Dome's ongoing inclusion in this huge complex almost certainly eluded them. On the other hand, those who have lived here for any time at all must have reveled in the survival of the place where Elvin Hayes and Lew Alcindor wrote NCAA basketball history; where

Billie Jean King helped gender equality make a major stride forward on the tennis court; where pitchers with names like Mike Scott, Nolan Ryan and Larry Dierker baffled batters with no-hitters; and where men like George Blanda, Bum Phillips and Earl Campbell assured Houston a place in NFL annals. Maybe it seemed fitting to the workers that the building, where the Show flourished during the last four decades, grace the center of an ambitious exhibition development that will help define our city for decades to come.

The Dome and Reliant Hall had to be big to hold all the memories. It is comforting, then, to know the new stadium and exposition center have plenty of room to store new ones. Reliant Stadium alone covers more than 12 acres and measures 265 feet from ground to its highest point. That's 50 percent more surface area than that of the Dome, and it is 40 feet taller than the adjacent "Eighth Wonder of the World."

Reliant Center is almost two football fields wide and 1,532 feet long. Ceiling height in the center averages 30 feet, ranging between 25 and 60 feet within its 706,213 square feet of contiguous exhibition space.

The Stadium will be the home of RODEOHOUSTON™, beginning with the 2003 Show. Houston's new NFL franchise, the Texans, will begin playing there in August 2002, shortly after the final touches to the building have been completed. Although not so widely known, the Stadium is designed to host a variety of other proceedings, including Major League Soccer, Olympic events, the NCAA Final Four, the Super Bowl, conventions, public assemblies, concerts and "dirt" shows (tractor pulls, motorcross, etc.).

Reliant Center also will remain in use year-round. Of course, the Show's livestock and exhibits will fill the building during February and March. However, its massive display space promises to attract trade and consumer shows, many of which will be coming to Houston for the first time. Visitor amenities at the Center are many. The structure features 72 meeting rooms, each with its own sound system. The design includes 12 concession stands and plenty of restrooms.



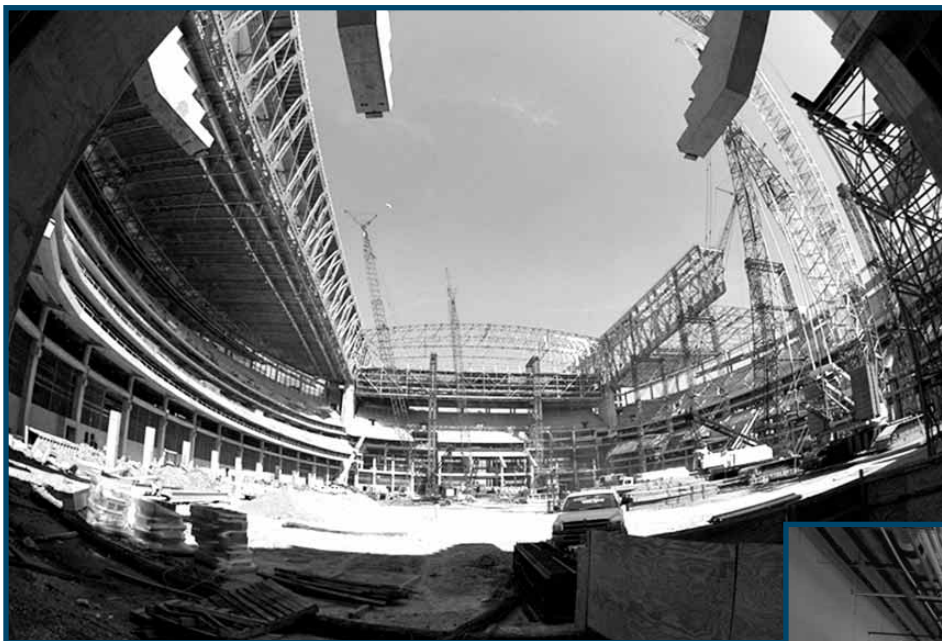
Ease of access probably is the Center's most attractive quality, according to Greg Golightly, the Show's division manager, Buildings and Grounds, Operations Department. "Over at Reliant Center, it has roll doors and side entrances," he said. "Our exhibitors are going to see a place where they're not jammed. It's going to be twice as easy to load in and load out." Golightly said the primary feature of the improvement in access is 1,382 linear feet of loading dock, capable of handling 118 trucks simultaneously at the building's rear. Reliant Hall has about 50 feet of dock.

"Reliant Hall has never had a back door," said Gary Wilson, the Center's architect. "You want to bring freight in through the back door and the public in through the front. They sort of meet in the middle and go their separate ways."

When not occupied by the Show, Reliant Center will be capable of handling five events at the same time, a product of its flexible design. "The good thing about this building is that it is a big, rectangular space," said Show Assistant General Manager Tom Quarles. "It will be a whole lot more efficient. No wasted space."

*Cranes and trucks currently in the north end zone will be replaced by bucking chutes when RODEOHOUSTON opens in 2003.*

*Photo by Frank Martin*



The Center will house the Show's executive and administrative offices. Also, it will contain those of the Harris County Sports and Convention Corporation. Copious meeting space is another premium that comes with the Center. Within the building, the Show will have eight full-time meeting rooms for committee volunteers, and it will have access to more than that when the Show is not in session.

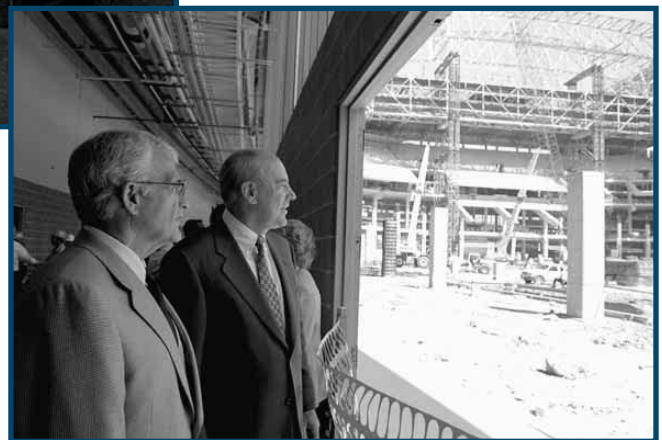
Build out of the Center's interior began in July 2001, and the facility is scheduled for completion in mid-March 2002, according to Quarles. "Once our Show is over, we've got a maximum of 60 days to vacate this building [Reliant Hall]. We'll come right out of this Show, and we'll have a lot of cleaning up and

putting up and bill paying to do. Then, we'll get everything boxed up and moved to our new facility." The urgency is based on a need to demolish Reliant Hall to make way for parking necessary to support the Texans' August 2002 inaugural home pre-season game against the Miami Dolphins. Reliant Arena will continue as the venue for the Houston Livestock Show™'s horse events for the time being.

Reliant Stadium "topped out" Oct. 1, 2001, meaning that the last bucket of concrete was poured to complete the basic building. Assembly of the roof's structural steel is ongoing and will be finished in spring 2002, along with application of the roof fabric, according to Rex Brown and Bill Bailey, engineers who monitor the Stadium's construction on behalf of the Show. During coming months, passersby also will notice the installation of the facility's exterior glass and its colorful red and blue seats. Build out of the Stadium's luxury suites, dressing rooms, restaurants, concession facilities, palletized grass playing field and scoreboard also will take place between now and summer 2002.

In the near term at least, the Reliant Astrodome's purpose rests in the hands of the U.S. Olympic Committee and International Olympic Committee. The Dome already has been approved as a venue for indoor track and field events. Selection of the U.S. host city candidate is scheduled for autumn 2002. Selection for the actual 2012 Summer Olympics host city will be made in 2005. Regardless of its role in future Olympics, the Dome likely will be preserved and renovated. Several uses already are being discussed.

The roof workers doubtlessly had the best view of Reliant Park and its growth into a place where the Show's future will flourish. From that vantage point, they surely could appreciate that dreams become real only by riding broad shoulders.



*Houston Livestock Show and Rodeo President P. Michael Wells and Texans owner Bob McNair look out into the bowl of the new Reliant Stadium.*

*Photo by Frank Martin*

# LAMANCHAS, SHROPSHIRES AND BOERS, OH MY!

By Melissa A. Manning

Since the 1950s, sheep and goats have been an integral part of the livestock exhibition at the Houston Livestock Show and Rodeo™. Visitors to the Show might be surprised by the wide variety of these animals that have been exhibited at the Show through the years.

## GET YOUR GOAT!

The Houston Livestock Show™ has expanded its goat shows over the years and now includes both meat and dairy goat competitions. With the growing popularity of meat goats, the Junior Market Goat Show is one of the Show's fastest growing divisions, and for 2002, goats have been added to the junior market auction lineup.

While goats are fairly adaptable to most Texas climates, Wes Allison, Show senior division manager, Agricultural Exhibits and Competition Department, said most sheep and many goats are raised in the dry climate of West Texas. "Much of our breeding sheep come from West Texas, which is more suited for sheep than, say, East Texas. West Texas is sheep and goat country," said Allison.

Five goat breeds and breed crosses are exhibited at the Houston Show. According to the breed listings on Oklahoma State University's Web site, the Boer goat, also known as the South African common goat, is an improved indigenous breed with some infusion of European, Angoran and Indian breeds. A horned goat, the Boer is stout and fairly fast-growing. It has lopped (drooping) ears and is found in a variety of colors.

"The dairy goats," said Allison, "are judged on [their] udder quality, their size and conformation, and their capacity to utilize forages to generate milk."

According to the American Dairy Goat Association, the Alpine, or French Alpine, dairy goat is a medium to large animal that is hardy and adaptable to most climates. Alpines have



*There were more than 600 junior market goat exhibitors at the 2001 Houston Livestock Show.*

straight faces and upright ears. They are found in many colors and color combinations, and have short to medium hair, although bucks have pronounced beards and spiked, long hair along the spine.

Nubian goats are relatively large goats of mixed Asian, African and European heritage. Known for their production of high-quality, high-butterfat milk, Nubians have a distinctive head shape. Their muzzles are strongly convex, and their ears are long and wide, forming a bell shape. The Nubian breed has fine, short and glossy hair, and is acceptable in any color or color combination.

The LaMancha goat was developed in Oregon from goats of Spanish origin. An excellent dairy producer, the LaMancha



breed has a straight face and is distinguished by two types of ears, the extremely short “gopher ear,” which is the only ear type acceptable for a registered buck, and the “elf ear.” These goats can be found in any color or color combination, with hair that is short, fine and glossy.

The Toggenburg, which is considered the oldest known dairy goat breed, is a medium-sized, Swiss goat. It is sturdy and vigorous, and its ears are erect and carried forward. The Toggenburg’s facial lines may be dished or straight, and its hair is fine and soft, ranging from short to long. Acceptable Toggenburg colors include solid colors varying from light fawn to dark chocolate, with distinct white markings. High-milk producers, Toggenburgs prefer cooler climates.

## **SHEEP: WOOL RULES!**

Nine sheep breeds typically are represented at the Houston Show. Most of these breeds are of English or European origin. The wool breeds exhibited at the Show include Columbia, Corriedale, Delaine-Merino and Rambouillet. During competition, judges evaluate these sheep for wool quality and body conformation.

Sheep are primarily bred and raised for wool, but they are also a source of meat, called mutton. The meat breeds include Dorset, Hampshire, Shropshire, Southdown and Suffolk.

The first American sheep breed, Columbia, was originally bred to withstand dry, low-forage range conditions, although it is adaptable to many other areas. A large animal, it has a white face and wool on its legs. Columbia sheep yield heavy fleece classified as medium-fine wool.

The Corriedale originated in New Zealand and has a large frame, white face and wool on its legs. It is best adapted to situations where abundant feed is available. A dual-purpose sheep that provides both meat and wool, the Corriedale is believed to be the world’s second most significant sheep breed after the Merinos.

Delaine-Merino is an American breed and is well adapted to ranges in the Western states, although the breed is found nationwide. A medium-sized sheep, the Delaine-Merino has a white face, smooth body and wool on its legs. Its Merino wool is considered to be one of the world’s top wools because of its color, uniformity, strength, density and fineness.

Developed in France, the Rambouillet is the foundation of most Western-range flocks. It is a large, white-faced animal with wool on its legs. The Rambouillet is a fast-growing, gregarious breed that adapts to various climates and forage conditions. It produces a high-quality, fine wool fleece.

The Horned Dorset’s presence in the United States dates back to the 1860s, when Oregon pioneers imported the breed from England. In 1956, a hornless strain of Dorset, called the Polled Dorset, was developed in the United States. Both breeds are white, medium-sized animals offering good conformation. The Dorset ranks behind Suffolk as the second most popular breed in the United States.


A popular breed for meat, the Hampshire sheep originated in England. It is a large animal with a black face and wool on its legs. The Hampshire is adaptable to various climates and provides medium-fine wool.

Imported from England, the Shropshire breed is popular for its adaptability to different climates and pasturelands, its hardiness and its longevity. A dual-purpose breed, the Shropshire is a medium-sized, but meaty, sheep. The animal’s face and feet are black, and its body is white. The Shropshire is one of the heaviest-wool producers among the medium-wool breeds. Its gentle disposition makes it a perfect breed for children to exhibit.

The Southdown, another English breed, is one of the oldest sheep breeds and is best suited to farm-flock production. A medium- to small-sized animal, it has a gray to mouse-brown colored face and wool on its legs. A good meat-producing breed, the animal adapts to various climates and yields medium-fine wool.

The Suffolk originated in England and is highly adapted to farm-flock production. The Suffolk is a large animal with a bare head, black face and bare, black legs. A hardy, prolific animal, it adapts well to heat and cold, and it produces quality meat and medium-fine wool.

“The sheep and goat industry is a vital part of the Texas economy, with Texas being the largest producer of wool in the United States,” said Allison. “And, with goats being marketed internationally for meat and milk, the Houston Livestock Show continues to be a great marketing tool for this industry.”



*This Dorset ram represents one of nine breeds of sheep in the open and junior breeding sheep shows.*

# RITE

## THE NEXT PHASE

By Jim Windham

Chairman, Rodeo Institute for Teacher Excellence

Executive Committee member, Houston Livestock Show and Rodeo™

The Rodeo Institute for Teacher Excellence is now in its fifth year of providing research-based reading instruction, mentoring, coaching and evaluation to pre-kindergarten through second grade teachers in the Houston area. The program is in 23 elementary schools, 20 in the Houston Independent School District and three in the Aldine Independent School District, at work in 305 classrooms reaching more than 7,000 children who are considered “at-risk.”

Independent evaluation of the results of the program by the Texas Institute for Measurement, Evaluation and Statistics at the University of Houston continues to confirm that the program is greatly enhancing the capabilities of the teachers. As a result, the reading proficiency of their students is at levels beyond those of comparison schools.

RITE officials are particularly pleased with the new partnership with the Aldine schools, where the administration has provided great leadership in its Early Childhood Development Centers. The RITE program is being introduced this year in one of these centers, which serves approximately 600 pre-kindergarten children.

Another new collaboration is with the College of Education of the University of Houston. RITE methodologies and practices are being introduced to senior elementary education majors, beginning last August with a three-day seminar for several hundred students and continuing with a second seminar in January 2002. Officials hope to include in this initiative the other area colleges of education that collectively supply a major portion of Houston’s teachers. As an added bonus, the University of Houston is offering graduate credit to the teachers in the RITE schools who successfully complete the training during the year.

As this program continues to grow and reach more teachers and at-risk children, the RITE board of directors is busy developing a vision for the program and plans for the next five years. It is too early to report any final results from this planning, but a preliminary outline of the future of RITE would include the following points:

- Continue orderly growth in the number of schools and classrooms served in the greater Houston area, subject to program criteria and available funding.
- Expand the penetration of the RITE methodology and practices in the curriculum of Houston-area colleges of education.



- Consider the diversification and expansion of the program into contract teacher training, alternative teacher certification and early childhood development.
- Achieve a level of funding from other foundation and corporate partners at least equal to the annual financial commitment of the Houston Livestock Show and Rodeo Educational Fund.

The RITE program was founded because of the longstanding commitment of the Houston Livestock Show and Rodeo to youth and education. It was a natural extension of that commitment to intervene and help at-risk children. The program already has made a significant impact on the improvement of reading instruction in Houston and will continue to intervene on behalf of at-risk children. There now is an additional opportunity to apply what has been learned to the enhancement of teacher-education curriculum and related reading-instruction methods, which will enable the RITE program to reach even more children. The program’s objective is that every child read at first-grade level by the end of first grade. Thanks to the dedication of the volunteers of the Houston Livestock Show and Rodeo, the program is much closer to that goal.

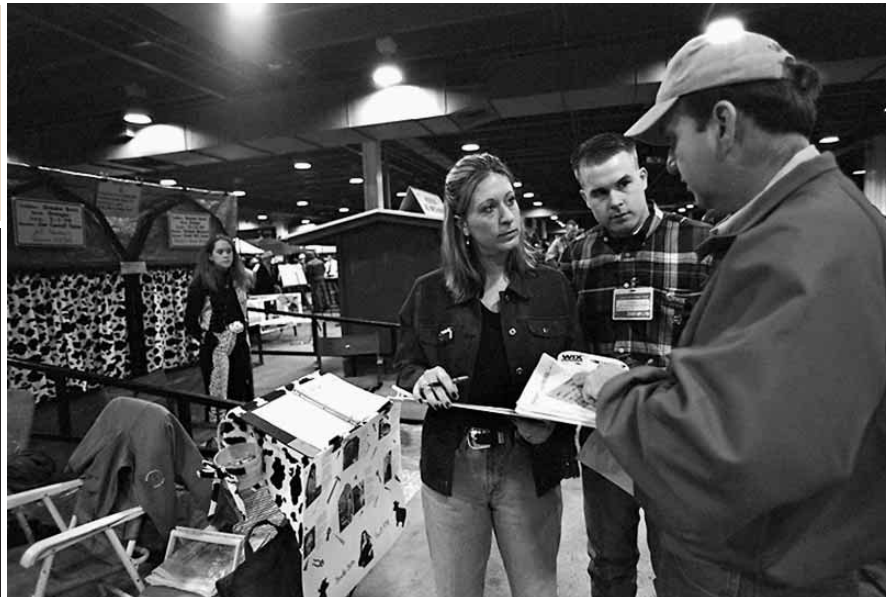


The RITE program trains teachers to utilize skills that help their students learn to read.



# Agricultural Mechanics

By Tara Telage Wilson



*A committee member assists a judge (right) of the Agricultural Mechanics Projects competition with his duties while an agricultural science teacher observes.*

**T**ake a group of high school students with mechanical aptitude, and add skills learned on the family farm or in shop class at school, and what do you get? How about some outstanding participants in some of the best contests held at the Houston Livestock Show and Rodeo™ — the ag mechanics competitions. For every great event that goes on at the Show, there is a committee of dedicated people that makes it happen. In this case, it is the Agricultural Mechanics Committee. This committee was formed to help run the State FFA Tractor Technician and the Agricultural Mechanics Projects contests.

Butch Robinson, a Show vice president and officer in charge of the Agricultural Mechanics Committee, said, “This committee is exactly what the Houston Livestock Show and Rodeo is all about. We work with great kids, and we have the honor of rewarding them for their hard work. Preparing for our contests equips these kids to go forward. Some take these applied skills to go on to make a good living in a mechanical field or on the family farm, while others are better prepared to continue on in a college ag mechanics program.”

The State FFA Tractor Technician Contest is the culmination of a year of competition for these youngsters. The high school students who compete in Houston have won regional contests and come here to contend for the state championship. In this contest, tractors are intentionally disabled with five specific and identical problems. The tractors are set up in the main arena in Reliant Hall, and three-person teams are required to diagnose the five problems, fix them and get the tractors back in operating condition. There is a time limit of 25 minutes, and the first

team to successfully drive its tractor around the arena with all five defects corrected is declared the winner.

The second program that this committee oversees is the Agricultural Mechanics Projects competition. High school teams build different types of agricultural implements, such as cattle trailers, hay rakes and sprayers. One team even built an entire welding shop on a flatbed trailer. Another group built a first-class horse trailer with air conditioning and living quarters. According to committee members, it’s hard to believe that high school students build these projects, a fact that often impresses spectators. The projects are judged by industry professionals and educators in different classes, and the winning schools are awarded tools and equipment that have been obtained by committee members from generous businesses and individuals. Each year, the project winners from the two competitions receive tools and equipment worth more than \$150,000.

The Agricultural Mechanics Committee has 63 committee volunteers who work intensely during the Show with setup, judging, awards and even feeding all the contestants and their families. They stay busy throughout the year as well, working to generate donations of cash, mechanical products and supplies that are used as contest awards for the winning teams.

Jack Heard Jr., committee chairman, said, “Our committee has hands-on interaction with truly great kids who know the value of dedication and hard work. It couldn’t be more rewarding.”



# Equipment Acquisition

By Sonya Aston

**Y**ou might call members of the Equipment Acquisition Committee “mechanical” cowboys and cowgirls, as they round up equipment during the year, operate the equipment during the Houston Livestock Show and Rodeo™ and load it up for return at the end of the Show. The committee’s crucial role has expanded quickly since its creation in 1982. Before then, Show volunteers in the equipment business collected donations from their associates for the Show’s use. As the Show grew, so did the need for more equipment, and it became obvious that a committee was needed to handle this function year-round. Once the committee was formed, its responsibilities grew to include supplying the World’s Championship Bar-B-Que Contest Committee with its equipment needs, as well as procuring the golf carts used for transportation during the Show.

Members of the Equipment Acquisition Committee fulfill between 60 and 70 percent of the Show’s equipment needs through donations alone. The remaining equipment is rented at reduced rates. For the 2001 Show, members of this committee arranged for the use of more than 500 pieces of equipment and saved the Show more than \$400,000 in equipment rental costs.

The equipment making up the committee’s mechanical stock ranges from portable light towers throughout the grounds to earth movers for the Reliant Astrodome floor. Committee members need not have equipment experience, but it does help. Any member operating heavy machinery must attend a training class before the Show and become certified to operate a forklift. Committee members also train other committee volunteers on the use of the equipment they have requested.

Of the 37 members, typically eight members, affectionately referred to as the “beggars,” call on companies directly for donated or reduced-price rental equipment. The rest of the group performs a variety of jobs, which include operations, tracking, check-in, hauling, maintenance and inspection. According to Scott Hinsley, committee chairman, “The two biggest jobs are bringing in the equipment and tracking the



*Equipment Acquisition Committee vice chairman Archie Peterson, chairman Scott Hinsley and vice chairman Larry Brewer review an equipment list in order to fulfill the Show’s operational needs.*

equipment — who has what and where.”

Hinsley noted that the 2001 Show was especially challenging. In the past, the committee was housed at the Reliant Astrodome warehouse, but due to access complications it had to operate closer to the Reliant Arena. This meant that it was not able to share the Reliant Astrodome’s permanent equipment, and more equipment was necessary. The committee supplied equipment to various satellite locations, including the Great Southwest Equestrian Center, Houston Farm & Ranch Club, Fort Bend County Fairgrounds and HLS&R Reed Road Park and Ride lot, making the tracking more challenging.

The committee leadership works with Show staff to determine the equipment needs of the Show through the requisitions received from other committees each October. During the busy holiday season, equipment is ordered and schedules are prepared. Hinsley is very impressed with the committee members and said he is proud that it takes only 37 members to accomplish this task every year. Each member works an average of 48 very busy hours during the Show.

“Being involved with equipment acquisition has given me another perspective of what Rodeo volunteers bring to the Show,” said Keith Steffek, a Show vice president and the committee’s officer in charge. “This committee’s dedication is evident when you realize they work most of the year gathering equipment, then move in two to three weeks prior to the barbecue cook-off, and don’t leave until two to three weeks after the last Rodeo performance when all equipment has been returned.”

Despite all of this hard work, being a mechanical cowboy or cowgirl must be a lot of fun, as positions usually open only when volunteers move away from Houston. So, the next time you see a “steel horse,” think about the hard working Equipment Acquisition Committee member riding it.



# Membership

By Gina Covell



*Under the leadership of Rodney Doutel, vice chairman; Sheila Schneider, vice chairman; and George Buschardt, chairman, the Membership Committee sold \$366,125 in memberships and life member plaques during the 2001 Show year.*

**T**he Membership Committee keeps the Show's family expanding each year, bringing new faces into the organization through either the \$50 annual or the \$500 life memberships.

During the 2001 Show year, the 150 committee members sold \$366,125 in memberships and life member plaques. "We want to sell as many as possible, but we do have set goals," said George Buschardt, committee chairman, who has been on the Membership Committee for 10 years.

Buschardt should know about setting and reaching goals. He broke an all-time committee record by selling \$23,000 in membership dues. "I asked everyone I knew and everyone I didn't know everywhere I went," stated Buschardt. "I believe in the Rodeo, and I talk it up wherever I go."

During Buschardt's term as chairman, membership revenue has increased steadily. Helping the Show continue to grow at this pace requires a consistent effort. Throughout the year, the entire committee meets once a month for training and updates, and some sales teams conduct additional meetings. Committee members also attend Show functions, including dances and other committees' meetings and parties to recruit members. The committee's job usually is completed by early January of each year.

Aside from the satisfaction of a job well done, committee members have another motivation for selling memberships: various types of sales-incentive awards.

Although members must be at least 21 years old to serve on a committee, there is no age requirement for annual or life memberships. "Our youngest life member was signed up on the day of his birth," said Buschardt. "I purchased life memberships

for my children when they were teenagers. They thought it was strange back then. However, they are all on Show committees now and realize the value of those gifts."

The last life membership dues increase took place about nine years ago, but that did not put a damper on sales. Currently, there are 37,269 Show members, which includes annual and life memberships.

"One thing that many annual members don't understand or know is that they can credit their current annual dues towards upgrading to a life membership," said Buschardt. "If you think about it, after a few years of annual [Show] dues, you have already paid for a life membership but just haven't received the extra benefits. Why not go all the way and not worry about it again?"

For Buschardt, the committee is not just about gaining more members. "It is about pulling in caring people who really want to be a part of an amazing [organization]," he said. "My favorite part of the committee is getting more people active in the Rodeo and this organization," added Buschardt.

"The primary goal of the Membership Committee is to enlist as much support as possible for our organization," said Tom Dompier, a Show vice president and officer in charge of the Membership Committee. "The membership is a driving force behind the Show. It not only provides a pool of talent that strengthens our committee structure, but is also an important economic force in accomplishing our goals — supporting youth and education."

# Third-Year Committee Chairmen

# PROFILES

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.



## **Sam J. Brown — Corral Club – Stockman's Club**

In 1981, Sam Brown became a life member of the Show and joined the Main Corral Club. Ten years later, he moved to the Stockman's Club. He also is a member of the Livestock Committee. Sam enjoys raising Braford cattle and registered Quarter Horses, as well as playing golf and trail riding. His wife, Karen, is a life member and former staff member of the Show. Sam is a geologist and the owner of Sam J. Brown Co., an oil and gas exploration company.



## **Gene Wayne Clark — Llama**

Gene Clark has been promoting llamas for more than 10 years at the Show. He also is involved with the Show's Corporate Development Committee, where he made the \$100,000 Club twice and the \$50,000 Club once. He joined the Show in 1990 as a life member and was elected to the Show's board of directors in 2000. Gene is an avid hunter and fisherman. His wife, Katy, also a life member, is a captain on the Rabbit Committee. Gene owns DLI, Inc., a heat treating equipment consulting firm.



## **Carole Craft — Communications – Broadcast**

With a degree in journalism from Texas A&M University, Carole Craft feels right at home on the Communications – Broadcast Committee. She joined the Show in 1984 as an annual member and has since become a life member. Carole previously was a member of the Communications – Editorial Committee. She works for Hispanic Broadcasting Corporation as a research and marketing director. When not otherwise occupied by her busy broadcasting activities, she enjoys cheering on the Astros, boating, golfing and horseback riding.



## **Sally Green Griffin — Horse Show – Paint**

Being a chairman is a family tradition for Sally Green Griffin. Her father, Jimmie Green, was a past chairman of the Special Children's Committee. She has been working with Paint horses at the Show since 1985, the year she became a life member. When not working for Jimmie Green Properties, Inc., Sally shows her own Paint horses nationally. Her horses have made numerous honor rolls and some have been named national champions. She also enjoys quilting as a hobby.



## **Larry Ray Kerbow Sr. — Corral Club – Division III**

Larry Ray Kerbow Sr. has been involved with several Corral Club committees. He started with the Main Club when he joined the Show in 1978 as a life member. He later moved to the Directors' Club and became its chairman in 1994, before becoming chairman of Corral Club – Division III. He also is a member of the Horse Show – Arabian/Half Arabian Committee. In his spare time, he enjoys fishing, golfing, hunting and raising Quarter Horses. Larry owns Auto Glass Installers, Inc.



## **Harold R. Lostak — Livestock**

Harold Lostak joined the Show and the Livestock Committee in 1986 and became a life member of the Show in 1989. Since joining the Show, he has worked with the Livestock Committee in various positions before becoming co-chairman. Harold gives a great deal of thanks to his family for his success on the committee. His wife, Risa, and two daughters, Amanda and Brittany, all have helped him, even though they are not members of the committee. Harold is vice president and chief financial officer of Exterior Architectural Concepts, LLC.



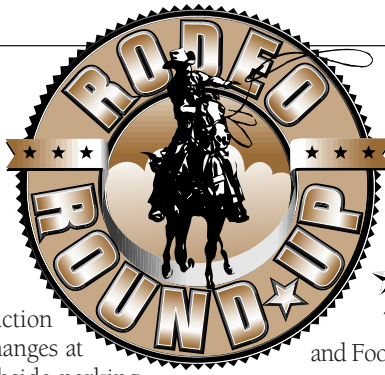
## **Mary F. Murphy — Area Go Texan**

Mary Murphy, a life member, joined the Show in 1979. Ten years later she joined the Area Go Texan Burleson County subcommittee. She held the positions of vice chairman and district chairman before becoming chairman. Although her chairmanship includes traveling throughout a 60-county area, she still finds time, along with her children, Justin, Jonna and Kadi, to support her local Go Texan committee. Mary is a day care director at Miss Mary's Day Care. She enjoys barbecue cook-offs and decorating clothes.



## **Kelly S. Rowland — Livestock**

A member of the Show since 1971, Kelly Rowland has held several committee positions. She was chairman of the Ladies' Wristband subcommittee before it was incorporated into the Livestock Committee. Kelly also served as a captain and a vice chairman of the Breeders Greeters Committee. Her daughter, Brande Miller, also is on the Livestock Committee. Kelly is a vice president and banking center manager with Bank One, N.A. When not working, Kelly enjoys reading and spending time with her grandson, and she is an avid NASCAR fan.



### ★ No Parking Zone

Due to security procedures and the construction projects, there are a few parking and routing changes at Reliant Park. First, there will be no curbside parking allowed on Circle Drive. This policy will be strictly enforced, and vehicles parked in violation of this will be towed.

Second, depending on events occurring at Reliant Park, the route to the Houston Livestock Show and Rodeo™ offices and the E-6 parking lot may be altered to accommodate vehicle and pedestrian traffic. You may be asked to drive around the south end of the complex and to take Naomi Drive to reach the Show offices.

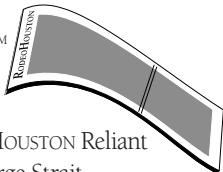
Please pay attention to all directions from security personnel and parking attendants each time you visit Reliant Park. Show officials and facility management appreciate your cooperation in these efforts.



### ★ A Season to Remember

A limited number of RODEOHOUSTON™ season tickets are still available in upper-level seating areas. These are tickets to all 20 shows, including the sold-out RODEOHOUSTON Reliant Astrodome farewell finale, featuring George Strait.

Remaining season tickets are available on a first-come, first-served basis at a cost of \$577 for two seats for all 20 shows, and \$1,149 for four seats for all 20 shows, with a limit of 10 seats per order. Please contact the Houston Livestock Show and Rodeo ticket office at 713.791.9000 to order these tickets by credit card.



### ★ Enjoy the Ride

Ten locations once again will be utilized for off-site parking and serviced by the Rodeo METRO Express shuttles. The 2002 locations are:

- Aramco Services Company – 9009 West Loop South
- Delmar Stadium – Highway 290 at Mangum
- Enron Field lots B & C
- METRO Eastex Park and Ride lot – Highway 59 at Old Humble Road
- METRO Fuqua Park and Ride lot – I-45 at Sabo Road
- METRO Monroe Park and Ride lot – I-45 at Monroe
- METRO N. Shepherd Park and Ride lot – I-45 at West Little York
- METRO West Loop Park and Ride lot – 610 South Loop at South Braeswood
- METRO Westwood Park and Ride lot – Highway 59 at Bissonnet
- Reed Road HLS&R Park and Ride lot – Highway 288 and Reed Road

The METRO Westwood Park and Ride lot is the only new location and replaces the Westwood Technology Center lot that was used in 2001. This free service transported more than 700,000 Show patrons during the 2001 Houston Livestock Show and Rodeo.

### ★ Are You Up for a Challenge?

The Houston Livestock Show and Rodeo Blood and Food Drive will give Show members and volunteers an opportunity to support the Houston community on Monday, Dec. 17. From 8 a.m. to 4 p.m., the Gulf Coast Regional Blood Center will be set up in Reliant Arena to accept blood donations, and a donation station will be available for people to drop off nonperishable food for the Houston Food Bank. Make a difference for your committee! The Show president has issued a challenge to see which official Show committee has the highest percentage of its members donate blood. Will it be yours?

### ★ Swing Your Partner

Come celebrate the 2002 Houston Livestock Show and Rodeo at the Membership Dance for all life and annual members. The festivities will be **Jan. 16, 2002, 7 p.m.**, in Reliant Hall.



### ★ Big Dollar Days

The Show's Executive Committee recently approved the 2002 budget for the Houston Livestock Show and Rodeo Educational Fund. The \$8.5 million budget for scholarships and educational programs increases the Show's historical educational commitment to more than \$85 million since 1957.

### ★ RODEOHOUSTON Ride

Among the rodeo bucking stock selected for the Professional Rodeo Cowboys Association's 2001 Finale in October was a name that sounded familiar to Show fans. One of Cervi Championship's saddle broncs for the event was named "RODEOHOUSTON."

### ★ Full-Time Family!

The Show's four newest full-time staff members already have a tremendous amount of Show experience, having all been former seasonal or part-time employees. A former intern at the Show, **Cori Cox**, joins the General Manager's office as administrative assistant. **Andrena Wheeler** became a full-time member of the Marketing and Presentation Department as Supervisor – Production. In the Operations Department, **Peter Shaw Jr.** joins Buildings and Grounds as a carpenter/equipment operator, and **Dorothy Arnett** becomes full time as administrative assistant in Tickets.

### ★ Correction

In the article on the Go Texan contests in the May issue, the youth competing in the horseshoe pitching contest was inadvertently misidentified. The young competitor was actually Alessandra O'Kaitland, representing the Houston Metro Go Texan Alief/Southwest subcommittee.

# 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 30	24 31	25	26	27	28	29

## 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

- 1 Ft. Bend/Stafford Gourmet Bake Sale
- 3 Alief/Southwest Fajita Round-up
- 10 Goliad Domino Tournament
- 10 Waller County Turkey Shoot and Go Texan Events
- 11 Aldine/Spring/Klein Spaghetti Western Dinner
- 11 NASA/Clear Creek/Friendswood Olympics
- 17 Galveston/Mainland Dinner and Dance
- 22-23 Show offices closed – Thanksgiving holiday

### DECEMBER

- 7 Spring Branch/Memorial Diamonds & Studs Gala
- 17 Houston Livestock Show and Rodeo™ Blood and Food Drive, Reliant Arena
- 24-26 Show offices closed – Christmas holiday

### JANUARY

- 1 Show offices closed – New Year's Day
- 11-12 Baytown Highlands Goose Creek Chili When It's Chilly and BBQ Cookoff
- 11-12 Crosby/Huffman Go Texan Cook-off
- 11-12 Cypress Fairbanks Cook-off, Bake Sale and Go Texan Contests
- 16 Houston Livestock Show and Rodeo Membership Dance, Reliant Hall, 7 p.m.
- 19 Alief Southwest 16th Annual Dinner and Dance
- 19 Brazos County Go Texan Dance and Reception
- 25 Aldine/Spring/Klein Crystal Boot Ball
- 25 Conroe/Willis/Woodlands Dance
- 25 NASA/Clear Creek/Friendswood 36th Annual Fashion Show and Casino
- 25-27 Jacinto City/Galena Park Cook-off
- 26 Humble/Kingwood Annual Dance
- 26 Liberty County Kick-Off Dance
- 26 Tomball/Magnolia/Montgomery Go Texan Dance



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