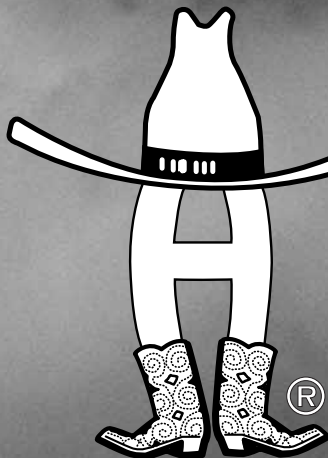


HOUSTON LIVESTOCK SHOW AND RODEO™

August 2002 - Vol. X, No. 3



# H MAGAZINE



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### The Cover

After decades of being at home in Reliant Hall, the Show offices have more space and a new look on the second floor of Reliant Center.

## Houston Livestock Show and Rodeo™

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A M E S S A G E F R O M T H E  
**P R E S I D E N T**

The year 2002 has been one of great historical significance for the Houston Livestock Show and Rodeo™. We have seen the spectacular Dome Finale at the conclusion of the 2002 Show. We have moved the Show offices to the new Reliant Center, and we have witnessed Reliant Stadium rise to near completion as the new home of RODEOHOUSTON™, while our beloved Reliant Hall was leveled and became a parking lot.

Although all of our great plans and successes of the past are many and impressive, they are no guarantee of similar success in the future. The only thing that will assure future success is the continued hard work and teamwork between the Show staff and the Show's many volunteers.

There are many huge challenges facing both staff and volunteers as we mold and shape our Show of the past to fit into the configurations of our new venues. While the task at hand is large, it will be made easier by the tremendous amount of additional space available in Reliant Center and Reliant Stadium.

The Show is experiencing other changes in addition to those physical changes as result of the new facilities. We all look forward to working under a new Executive Committee, as John O. Smith takes the reins as the Show's new chairman of the board of directors and John T. Cook lends his talents as the newest member of the Executive Committee.

If you have had an opportunity to visit, you have probably noticed that heightened security measures are in place at Reliant Park and its venues. This, of course, is a result of our nation's increased awareness and our more vigilant way of life. It is also because we share our facility with other unrelated entities — more so than before.

I believe that with the energy and flexibility that we have shown in the past, we can exceed our previous goals and expectations. We will begin a new chapter in the history of the Show upon which we can and will build. And, we will continue to promote programs that benefit youth and support education as the foundation of our state's future.

Sincerely,



P Michael Wells

President and Chief Executive Officer





# We've Moved!

By Stephanie Earthman

Imagine a building with rooms that can be sized and shaped to fit the needs of any event. Imagine a place where adaptability and hospitality are all Texas-sized. Imagine a structure that will bring entertainment, education and commerce together in unsurpassed fashion. That's exactly what visitors will discover at the recently completed Reliant Center, the new home of the Houston Livestock Show and Rodeo™



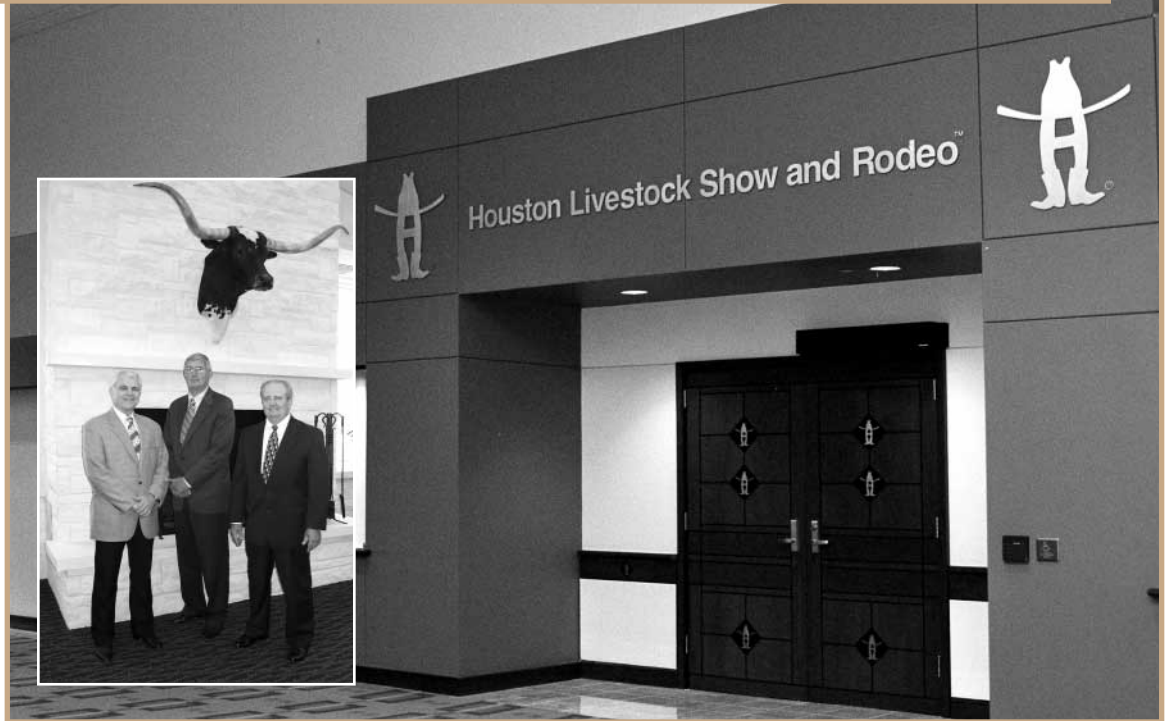
*In Reliant Center, the “Bowlegged H” greets visitors at the new Show offices. As part of the new facilities, the ranch-style Board Room includes a limestone fireplace and a Western setting for Show Chief Executive Officer P. Michael Wells, Chief Operating Officer Dan Gattis and Chairman of the Board John O. Smith to greet visitors and volunteers on special occasions.*

offices and the Houston Livestock Show™.

Located on the north side of Reliant Park, this 1.4 million-square-foot exhibit hall is one of the largest exposition centers in the country. The new facility is awe inspiring due to its size and scope. Inside, visitors' eyes immediately are drawn upward by the 50-foot-high ceiling and the lengthy escalators leading to the second level, which are all in great contrast to Reliant Hall's single-level, 16-foot-high wings. After signing in at the security desk, guests proceed up the impressive escalators and follow the overhead signs to reach the Show offices.

Once reaching the second level, visitors are impressed by the incredible length of the concourse. There appears to be plenty of room for a football game. In fact, the length of five football fields could fit within the 1,532-foot-long hallway! The Committeemen's Room and the Main Corral Club currently are planned to be located on the east end of the second level. One can no longer wait until the last minute to run from the clubs to RODEOHOUSTON™, which will be held in Reliant Stadium, located southwest of Reliant Center.

Walking across a blue and gray carpet, visitors arrive in front of double cherry-wood doors adorned with the bronze “Bowlegged H” logo uniquely set against a black, diamond-shaped background. Behind the double doors, the new Show



office walls are decorated prominently with repeated bronze “Bowlegged H's.” The furnishings within the offices reflect a tasteful Western décor, with brown leather sofas and chairs throughout the waiting area. The Show utilizes the space along the hallways and waiting areas to display its extensive collection of Western artwork.

One advantage of the new facilities is the increased amount of office space, affording Show personnel roomier offices. Some offices even have windows that overlook the first level of the exposition hall. These windows will allow Show personnel to have a bird's-eye view of the Houston Livestock Show.

The transition to the new facilities involved years of planning and anticipation. Still, the actual moving day seemed to happen quickly. No sooner had the 2002 Show ended when, on March 23, 2002, workers began moving fixtures and equipment across the parking lot. Show Assistant General Manager Tom Quarles likened the move and efforts to complete the “punch list” and additional change orders to challenges that face the owner of a new home, just of a much greater magnitude.

While Reliant Hall served the Show well for more than 30 years, Reliant Center is Harris County's newest exposition center. The Show, as well as many other events, will benefit firsthand from this state-of-the-art facility. The first major exposi-

tion in Reliant Center, the Houston Auto Show, generated rave reviews for the new building in mid-April 2002.

Quarles, who was the Show's liaison with Reliant Center's construction companies, spoke excitedly about a brand-new year in a great, new space. "We're starting over from scratch. We have nothing to fall back on," said Quarles, noting that laying out the new building plan and revising the complete grounds plan for the Show has created a huge challenge.

Quarles indicated that current plans for the upcoming 2003 Show will be similar to what they have been in recent years, but many things will be more user-friendly. With Reliant Center's five exhibition halls, most of the shopping and food booths will be located in close proximity to each other. Reliant Center features television monitors to display information about the daily Show schedule as well as permanently installed ATM machines for guests' convenience. To accommodate large crowds, Reliant Center has more restrooms, including family restrooms. When the 2003 Show arrives, copies of the Show's Official Visitors Guide, distributed by members of the Directions and Assistance Committee, will help visitors navigate the new venues.

For committee volunteers, new meeting space is a great benefit. Located on the ground floor and mezzanine level, all 72 meeting rooms, averaging 1,200 square feet, feature individual sound systems and air-conditioning controls. Membership, ticket and grand entry service windows are conveniently located to the right of the Show office entrance.

On the west end of the Center, the Board Room is impressively bright with walls of white limestone in an enlarged

ranch-style setting. Though rooms such as the Board Room have changed, the Tejas Room remains virtually unchanged at its new location. The Tejas Room retained its Western décor while gaining some space.

Reliant Hall was demolished between mid-April and the end of May 2002 to make way for much-needed on-site parking. For the 2003 Show, parking space returns almost to the year-2000 parking levels. However, the Show's continued growth will keep the Rodeo METRO Express in greater demand than ever.

"While on-site parking for the general public will return, more than 40 percent of Show visitors still will need to ride the Rodeo METRO Express due to the increased capacity of the new facilities," said Mike DeMarco, the Show's department manager - operations. "Because Reliant Stadium has a higher seating capacity and there is more space in Reliant Center, the shuttle system still will be an extensive operation that will be a quick and easy way to reach Reliant Park."

More than a home for the Show, Reliant Center serves as office space for the Harris County Sports and Convention Corporation, the Reliant Park executive offices and SMG, the center's day-to-day management company. Reliant Center is a pivotal part of the 300-acre Reliant Park, which is transforming into the largest, most versatile sports and entertainment complex in the United States.

Volunteers and Show visitors will be impressed by the Show's new home. It is part of a truly amazing building that will continue to make Houstonians very proud to be associated with the Houston Livestock Show and Rodeo.



*On May 1, 2002, demolition reached the rotunda of Reliant Hall, which had been the center of Houston Livestock Show activities for 37 years. The site has been paved to provide additional parking at Reliant Park.*

#### **HELPFUL HINTS:**

- ☞ BE PREPARED TO SIGN IN AT THE SECURITY DESK.
- ☞ WEAR COMFORTABLE SHOES, AND BE PREPARED TO WALK.

#### **NEW VERSUS OLD:**

- ☞ 1.4 MILLION SQUARE FEET VERSUS 644,840 SQUARE FEET
- ☞ 706,213 SQUARE FEET OF EXHIBIT SPACE VERSUS 550,000 SQUARE FEET
- ☞ TWO FLOORS VERSUS ONE FLOOR
- ☞ 1,382 FEET OF LOADING DOCK VERSUS 50 FEET
- ☞ 72 MEETING ROOMS VERSUS 23 ROOMS
- ☞ MEMBERSHIP, TICKET AND GRAND ENTRY WINDOWS LOCATED JUST OUTSIDE THE SHOW OFFICE ENTRANCE

# Reflections

By Melissa A. Manning

## of a Rodeo Secretary

Hazel Turner certainly knows the Houston Livestock Show and Rodeo™, having served as a rodeo secretary for the Show since 1956. Although many rodeo visitors never notice the rodeo secretary, the competitors know exactly who the secretary is for each rodeo, because it is the secretary who collects entry fees and pays the winners after each event.

While Turner initially did not intend to be involved in rodeos, she always has loved animals and loved to ride horses. “I rode as a member of a square dance team on horseback during the 1930s,” Turner said. “I had a few injuries and broken bones, so I don’t think my folks liked it much. During the Depression, I made my living by working cattle in East Texas. I got \$10 a day and had to furnish my own horse and my own lunch,” she said. “And, they didn’t have trailers then either, so we rode everywhere. It was also open range back then, so the cattle just roamed through the woods until we rounded them up using cow dogs.”

Turner came to Houston in 1934. She got her start in rodeos, more for her mathematical abilities than for her riding skills. “Frank Harris was a rodeo producer,” Turner said. “I was at his rodeo one day when his secretary fell short on funds. One of the pickup men from the square dance team told Mr. Harris I was good with figures, so he asked me to look at the numbers. I found the error, and he hired me on the spot to be his secretary.” After she began working with the Show, Turner also worked as a rodeo secretary throughout the Southwest, which included the Texas Prison Rodeo at Huntsville, Texas.

Turner said that rodeos provide prize money, or a “purse,” which is given to winners of the various events. This purse is sweetened with additional funds from the entry fees paid by competitors. “Before the days of the computer,” Turner added, “I took all entries by telephone and then collected fees. Then we’d pay out after the rodeo. The secretary had to handle large sums of money.” When Turner first started





at the Show, the total purse was \$38,000. By 2002, it had grown to \$748,000.

According to Sunni Deb Backstrom, Turner's longtime friend and arena secretary for the Show, Turner's knowledge of the Show and her ability to manage multiple tasks at once is amazing. "Hazel is great. There's not a thing at the Houston Livestock Show and Rodeo that she doesn't know about or play a part in," she said. "She has an incredible memory and knows where everything is, both at the Show and in Houston. We couldn't make it without her."

As far as Show venues are concerned, Turner liked the Sam Houston Coliseum's smaller arena because the audience felt closer to the Show. However, her office location there was a different matter. "If I walked very far out my door, I would have fallen into Buffalo Bayou, since my office was on the same level." She also had to contend with the noisy parade of animals that were being sheared near her office.

Turner fondly remembered the Show's move to the Astrodome in 1966. "I think what impressed me most was the giant scoreboard. It was fabulous," she said. She is looking forward to the move to the new Reliant Stadium.

When asked about some of her favorite cowboys throughout the years, Turner immediately mentioned Freckles Brown, an Oklahoma bull rider who rode to fame in the 1950s and 1960s. "I thought Freckles Brown was probably the best-of-the-best cowboys ever," she said. "I saw him start young and go through his career. He was a nice man, and he rode Tornado, a bull no one else would ride," she said.

She also remembered Phil Lyne, a South Texas cowboy who won his first all-around Rodeo Cowboys Association (now the Professional Rodeo Cowboys Association) championship in 1972. Lyne, she said, was a rare breed of cowboy who was outstanding in both the roping and roughstock events.

"One night, I was typing the program information for the evening's competitors, and Harry Knight, the Show producer, asked me who the new guy was in the bullriding competition," Turner said. "I told him Phil Lyne was somebody he needed to watch because he was going to be world champion. Harry laughed and kidded me about being from Texas and how we Texans always think we are the best. Well, Phil did win the world championship the next year, and I got to kid Harry after that."

Turner's favorite rodeo event is saddle bronc riding. "I think it requires a lot of skill," she said. "During the first three jumps the cowboy's spurs need to be planted in the horse's shoulders. If this doesn't happen, the cowboy gets marked out — a no score for the ride. It is really a question of timing."

Turner said working with the Texas Prison Rodeo, which was held in Huntsville from the 1930s to the 1970s, was a different experience than the professional rodeos, but it was certainly memorable. "The prisoners were by no means professional cowboys. In fact, many of them had never even rode a horse or a bull."

Turner said she always was treated well by the prison cowboys. "Most of those fellows were right where they belonged, but they were polite and wanted to compete," she said. Several prisoners made gifts for her, including a beautifully detailed broach depicting a saddle bronc rider and also a pair of boots. The broach was sterling silver, and Turner guessed the inmate "borrowed" silverware from the warden's house, where the craftsman worked. She learned about the boots and the existence of a prison grapevine system when she received a phone call from a gentleman who said a package would be waiting for her at a local diner. The prison farm system delivered fresh produce to the restaurant, and it seems the prisoner had arranged for Turner's boots to be delivered there.

"Since the fellow hadn't measured my feet, the boots didn't fit, and I couldn't wear them. I never said a word about it, but sometime later, I got a note from the prisoner saying he was sorry the boots didn't fit me. Those convicts," she said, "some of them had such incredible talent. If they could have put their talent to good use, they could have made a good, honest living."

While Turner no longer rides horses and has stopped working all rodeos except for Houston, she is not one to sit around and do nothing. One look at Turner, and it is obvious that she has stayed fit throughout her lifetime — she looks far younger than her 88 years. In fact, she only gave up riding horses a few years ago and now exercises on a treadmill. "I think it is very bad to sit and feel sorry for yourself. It can make you feel old even if you aren't," Turner said. She has no plans to stop working with the Show. "I guess the Rodeo is just in my blood. I enjoy seeing everybody and can't imagine not being a part of it."

# How Will Our Garden Grow?

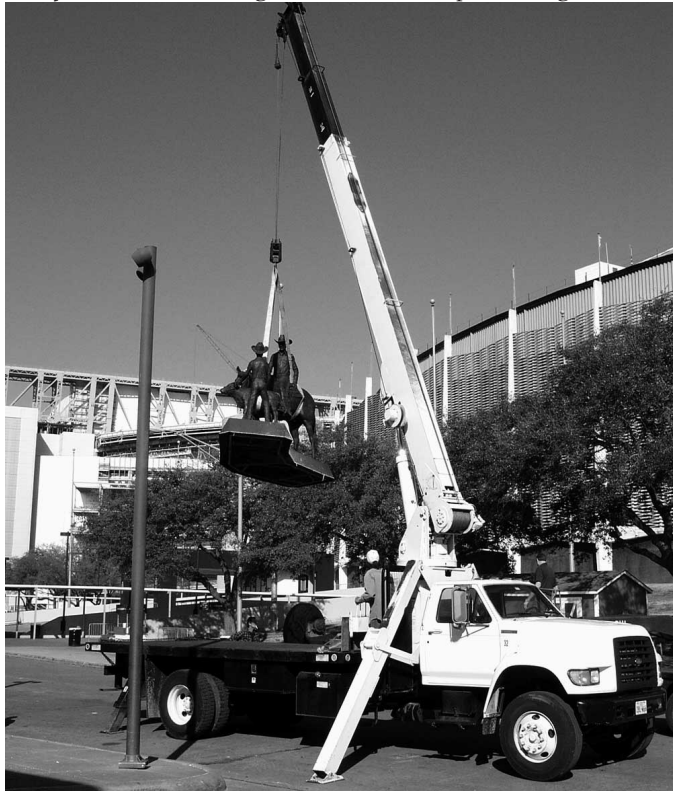
The Houston Livestock Show and Rodeo™ will have a new home for its collection of Western art bronzes thanks to a grant from The Wortham Foundation, Inc.

The Allen H. “Buddy” Carruth Plaza will transform a prime corner of Reliant Park into a Western art sculpture garden — a sanctuary of bronze sculptures, Texas heritage style landscaping and a flowing stream. The tranquil setting will offer Show visitors a place to gather and relax away from the hustle and bustle of other activities.

Named after Allen H. Carruth, who served as president of both The Wortham Foundation and the Houston Livestock Show and Rodeo, the plaza will be located between Reliant Astrodome and Reliant Stadium, directly across from Reliant Center. The Plaza will be a tribute to the renowned Houston philanthropist who dedicated many hours to serving the Houston Livestock Show and Rodeo and the people of Harris County.

Carruth first became involved with the Show as an exhibitor of Santa Gertrudis cattle and joined the Show as a life member in 1959. Ten years later, he was elected a Show vice president, and he became the Show’s 12th president in 1978. His presidency was highlighted by records for ticket sales, livestock entries, livestock auction sales and attendance, and by the building of the Directors’ Club and Tejas Room. During his tenure, a new concert-style sound system and large video screen were installed, an \$800,000 scholarship endowment was created, and the Rodeo Parade in downtown Houston was moved to Saturday.

The Allen H. “Buddy” Carruth Plaza will be home to a unique collection of large-scale bronzes representing the



6 Each sculpture, including “Dreams and Memories,” was carefully removed and transported to a temporary storage area to avoid damage during Reliant Hall’s demolition.

Houston Livestock Show and Rodeo and Texas’ Western heritage. Eight pieces, many by Houston artists, will be included in the Plaza:

**Cookie** – Summoning weary cowboys to the chuckwagon, “Cookie” stands ready to ring the dinner bell and to call in the cowboys. Created by Eric Kaposta, the bronze was unveiled in 1997.

**Dreams and Memories** – The Show impacts people of all ages, as depicted in “Dreams and Memories” by Jim Reno. A Texas Sesquicentennial gift dedicated in 1986, this work represents the Show’s past and future through a youngster with a calf peering up at a cattleman, who bears a striking resemblance to past Show president and current Executive Committee member Louis M. Pearce Jr., on horseback.

**H. Stuart Lang Jr.** – Created by Cowboy Artist Hall of Fame member and Show Lifetime Director Mark Storm in 1993, the bronze, “H. Stuart Lang Jr.,” commemorates Lang’s legacy with a rendition of the Astrodome, Astrohall and Astroarena at the foot of the statue. Lang, now an Executive Committee member, served as the Show’s president from 1963 to 1966 and was instrumental in the Show’s move to the complex.

**Team Ropers** – The bond between a boy and his dog is portrayed in “Team Ropers.” Created by Veryl Goodnight and dedicated in 1991, the bronze shows a boy holding a rope while his canine companion tugs on it playfully.

**Texas Legacy** – Created by Robert Summers, six majestic Texas Longhorns are guided by two vaqueros on horseback in “Texas Legacy.” A gift in 1987, the bronze epitomizes Texas’ Western heritage.

**Vivian L. Smith** – A former minority owner of the Houston Astros, Vivian L. Smith and her husband, R.E. “Bob” Smith, were an important part of the development of the Astrodome complex.

**Wild and Free** – Created in celebration of the Show’s 60th anniversary in 1992, Edd Hayes’ “Wild and Free” portrays the spirit of freedom through three mares, two colts and a stallion.

**Yes!** – The excitement of victory is captured in “Yes!” The work of Lawrence M. Ludke, the sculpture portrays a young girl holding a first-place ribbon in her right hand, extended upward in joy. The sculpture was dedicated to Suzanne Epps, the first female vice president of the Show.

One sculpture, **Touch the Clouds**, will remain at its current location outside Reliant Arena.

The landscaping of the plaza will reflect a Texas heritage with native Houston and Texas plants such as cactus, yuccas and Live Oak trees, creating a sense of walking in the Texas Hill Country. A stream flowing through the Plaza will create a soothing atmosphere for visitors, both visually and through sound. With the backdrop of trees behind the Western art sculptures, seating will be placed in close proximity to each work of art for maximum enjoyment.

As with the previous sculpture locations, bronze donors will be recognized on plaques accompanying the artwork. Information about each sculpture will be included at the site and also will be available in Braille.

The Plaza, to be completed by February 2003, will be open to the public during all Reliant Park activities and for daily tours.



# MEET THE NEW

## Chairman of the Board

By Nan McCreary

It's been said that when you want a job done, you should ask the busiest person to do it. Perhaps that's why the Houston Livestock Show and Rodeo™ board of directors has elected John O. Smith as its new chairman.

Smith, who succeeds James O. "Jim" Bloodworth, brings to the Show's top volunteer position years of committee and executive experience and a belief in giving back to the community. Prior to his election, Smith was serving as a lifetime member of the Executive Committee and as chairman of its audit-budget subcommittee. Smith also was serving on the board of directors for the Rodeo Institute for Teacher Excellence™, a nationally recognized program created to help teachers improve the reading skills of young students. In addition, Smith represents the Show as a board member of the Harris County-Houston Sports Authority.

Smith's dedication to the Show is surpassed only by his enthusiasm. "The Houston Livestock Show and Rodeo is an integral part of our community – part of the fabric of Houston – and it's a tremendous honor for me," said Smith. "I have been a working volunteer for 30 years, and to receive this highest honor makes me very proud. It is a great honor to walk in the footsteps of the great men who have held this position before me."

A native of Austin, Texas, Smith was introduced to the Show in the late 1960s by college friends at The University of Texas at Austin, where he received a business degree in petroleum land management in 1970. After moving to Houston in 1972, Smith joined the Show as a life member and volunteer on the Parade and Calf Scramble committees.

Since then, Smith has served as chairman of the Parade Committee and as the first general chairman of the Corral Club Committee. In 1985, he was elected to the Show's board of directors. From 1988 to 1990, he served as a Show vice president, and in 1990, he was elected to the Executive Committee. "I consider myself to be a working hand just like every other volunteer," he said. "The Show is only as good as the people who volunteer their time."

As chairman of the board, Smith will represent the Show in the Houston business community and at Show activities. During



his first week as chairman in June 2002, Smith hit the ground running by representing the Show at the Texas 4-H Roundup in College Station, Texas, where he helped present 70 four-year, \$10,000 scholarships.

Smith has business interests in oil and gas, consulting services, employee relocation services, commercial real estate and ranching. Smith's companies include JOS Energy Corp., John O. Smith Consulting Services and Relocation Innovations. He also manages investment partnerships with interests in oil and gas properties, commercial real estate and a ranch north of Austin.

He and his wife, Judy, have two adult sons, Hunter and Ryan. Both have been life members of the Show since "within days of their birth," said Smith. Judy has served on the Ladies' Go Texan and Horse Show - Quarter Horse committees and is now a member of the International Committee. John enjoys playing golf, hunting, fishing and riding horses. Each September, he participates in the Tejas Vaqueros trail ride in the Texas Hill Country.

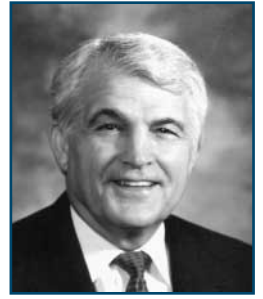
With the 2003 Show fast approaching, Smith looks to the future with characteristic enthusiasm. "There will be challenges with the new home in Reliant Park," he said, "but overall, I believe the impact will be positive. With the additional seating in Reliant Stadium and additional space in Reliant Center, we'll have a larger place to hold livestock exhibitions and a larger place to put on a rodeo. This will allow the Show to continue to grow."

With his experience and dedication, Smith is well qualified to bring the Show successfully into this new era in history and to be a strong leader as the Show provides an exciting time for everyone.



**John O. Smith**  
*Chairman of the Board*

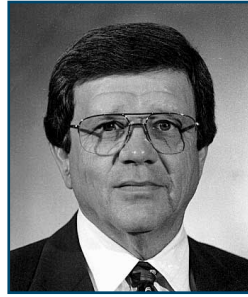
# The Executive Committee of the Houston Livestock Show and Rodeo



**P. Michael Wells**  
*President*



**Joseph T. Ainsworth, M.D.**  
*President 1985-87*



**Jim Bloodworth**  
*President 1997-99*



**Don A. Buckalew**  
*Elected May 1996*



**John Causey**  
*Elected May 1996*



**J.M. Clepper**  
*Elected May 1996*



**John T. Cook III**  
*Elected June 2002*



**Dick Graves**  
*President 1991-93*



**Hal Hillman**  
*President 1988-90*



**Don D. Jordan**  
*President 1994-96*



**Stuart Lang**  
*President 1964-66*



**Douglas B. Marshall**  
*Lifetime Member and President 1958-60*



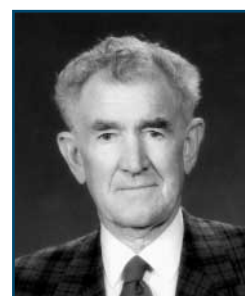
**Louis M. Pearce Jr.**  
*President 1967-69*



**Paul Somerville**  
*Elected May 1999*



**Clayton Underwood**  
*Lifetime Member*



**Tommie Vaughn**  
*President 1973-75*



**James M. Windham Jr.**  
*Lifetime Member*

# John T. Cook III

By Tara Wilson

John T. Cook III, a longtime Houston Livestock Show and Rodeo™ supporter and volunteer, recently was elected as the newest member of the Show's Executive Committee. Cook, a native Houstonian, and his family began attending the Show in the '40s as spectators. While he always enjoyed the Show, he really was impressed when his children began exhibiting their horses through 4-H in what was then called the Junior Horse Show. He was struck by the incredible support of the volunteer base, and he greatly admired the cause of "benefiting youth and supporting education."

In 1974, he joined the Show as a life member and began volunteering his time. "During my time with the Show, I have been amazed at the incredible growth of this organization and the ability of the Show to continually refresh itself to remain attuned to what our visitors want," Cook said. "I am proud to be a part of something that means so much to this community."

Over the years, Cook has been deeply involved with the Show. He originally joined the International Committee and then the Speakers Committee, of which he became chairman. He was elected a Show vice president from 1995 to 1997, during which time he was officer in charge of the Speakers, Houston General Go Texan, Houston Metro Go Texan, Range Bull and Commercial Heifer (now called All Breeds Livestock Sales), Safety, and Junior Commercial Steer Feeding and Management committees. Cook also has served the Show as a board member for the past 16 years.



In addition, he serves on the development committee of the Rodeo Institute for Teacher Excellence™. Of his election to the Show's Executive Committee, Cook said, "It's an incredible honor and thrill, and something I never would have dreamed of in the '70s when I started volunteering."

He anticipates that his new role will be a fulfilling one. "The Executive Committee has the responsibility to set the overall strategy for the Show, then guide and lead our amazing group of staff and volunteers in the implementa-

tion of that strategy," Cook said. "I am excited to be part of this group that will set the course for the Houston Livestock Show and Rodeo."

John T. Cook is not the only Cook involved in the Show. It truly is a family affair. His wife, Judy, is currently a member of the International Committee. Previously, she has served on the Group Ticket Sales, Junior Quarter Horse and Speakers committees. The Cooks' oldest son, Tad, serves on the Agricultural Mechanics Committee and was named rookie of the year in 2001. Their youngest son, Jason, is currently a captain on the All Breeds Livestock Sales Committee.

Cook was born in Houston, raised in Galveston, and moved back to Houston to attend the last graduating class of the Rice Institute, which became Rice University. He is a partner with John L. Wortham & Son, a member of the Tejas Vaqueros and also maintains a small cow-calf operation at his ranch near La Grange, Texas, where he and Judy spend most weekends. When he is not in La Grange or at the Show offices, he enjoys spending his time bird hunting and fishing.



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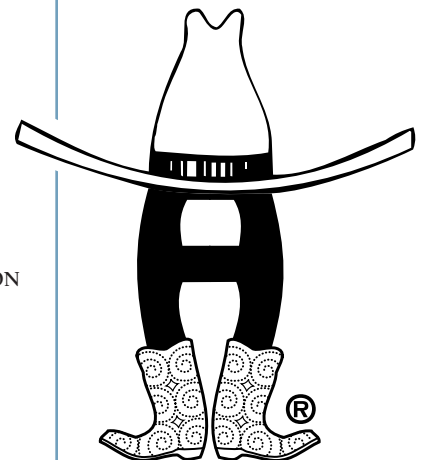
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# Meet the Show's New

By Lawrence S. Levy

## John D. Ellis Jr.



Given a gift of a life membership from his rodeo-loving father in 1962, John D. Ellis Jr. can claim a 40-year relationship with the Houston Livestock Show and Rodeo™. After graduating from The Citadel in Charleston, S.C., serving 10 years in the U.S. military with the Regular Army, completing law school and

entering private practice, he returned to Houston as a partner of a law firm in 1974. Ellis then began his very active role with the Show.

His first assignments were with the Corral Club and the World's Championship Bar-B-Que committees. Ellis joined the International Committee in 1980, and he found a home there, becoming its chairman in 1998. He also has served on the Steer Auction Committee since 1981 and on the Poultry Auction Committee. He was elected to the Show's board of directors in 1992.

Reflecting on his election, Ellis acknowledged other Show leaders for their mentoring: "I could not have been more honored to serve as a vice president. The opportunity to help was overwhelming and quite a challenge. But, moreover, to work and learn from the senior leadership of a volunteer organization cannot be minimized."

Looking to his term as a vice president, Ellis said, "As we begin a new environment for the Show, we must continue to raise funds for our educational commitment to the youngsters of Texas and keep pace with the increase in tuition." He will serve as officer in charge of the Events and Functions, International, and Steer Auction committees, as well as the new Special Gifting Committee.

Ellis' wife, Danielle, is also a Show volunteer, serving on the Ladies' Season Box and International committees. Ellis has two sons, James and Michael. Outside the Show, Ellis actively volunteers in many professional and civic organizations. He is an attorney in private practice with John D. Ellis and Associates and has had a faculty appointment at The University of Texas Medical School since 1974 as an adjunct professor. He is the Honorary Consul General for Malta.

## James Mushinski

James Mushinski was spurred to join the Houston Livestock Show and Rodeo when in 1976, he and his wife, Jeanette, wanted to join a friend in the old Committeemen's Corral Club.



Because they were not committeemen, they couldn't get in. It was then that Mushinski said he vowed to somehow get involved with the Show's Corral Club so that he could take his friends to that club.

In 1983, Mushinski served on the Group Ticket Sales Committee. The next year, he joined the Corral Club Committee. He advanced through the Corral Clubs' committee hierarchy, ultimately serving as general chairman. In 1999, he was elected to the Show's board of directors.

Revealing his initial thoughts on being elected as a Show vice president, Mushinski said, "For me, it was important to actually be a part of the Show itself, to be involved with these kids and what we do on the scholarship program."

Jeanette is a Show volunteer with the Rodeo Express Committee. The Mushinskis have three children: two daughters, Jennifer and Jessica, and a son, Jason. James is a manager for Metro Evaluation Services, a residential appraisal firm.

Mushinski will serve as officer in charge of all Corral Club committees. "I am fortunate to be involved, especially this first year in the new venues. After the positive changes in the character of Corral Club over the past years, it's time to take Corral Club to the next level. I accept the challenge to be part of the team, to bring Corral Club operations to the new facilities. Because most of the clubs will be revamped, a lot of things we knew before will have to be restructured," said Mushinski, contemplating relocation concerns from the practical point of view.

## W. Allen Owen



A 30-year volunteer with the Houston Livestock Show and Rodeo, W. Allen Owen joined as a life member in 1972. He credits R.C. "Robbie" Robertson, a lifetime vice president, for bringing him into the Show.

"Robbie told me that I needed to get involved in the livestock show, and especially with a calf scramble committee. He got me on a scramble committee the first year I was in the Show," said Owen. Serving on all the different scramble committees, he was vice chairman of the Calf Scramble Advisory, Calf Scramble Donors and Calf Scramble Greeters committees, as well as chairman of the Calf Scramble Greeters Committee.



# ew Vice Presidents

Reflecting on his election, Owen said, "I'm still basically on cloud nine — extremely honored and thrilled that, first, even to be considered, and second of all, that I was accepted for this prestigious responsibility. Attaining the position of vice president is the highlight of anybody's volunteer service with the Show.

"I think that the new arena will not only bring new challenges because it is all new to us, but it will also give the Show exciting opportunities," he added. "With a 10,000 additional seating capacity, it will give us 10,000 more people to enjoy 20 performances. This will allow the Show to do bigger and better things in the coming years." Owen will serve as officer in charge of the Black Go Texan, Calf Scramble, Calf Scramble Donors, Calf Scramble Greeters and Speakers committees.

Owen is a senior vice president and district manager of Wells Fargo Bank, overseeing 20 retail branches. He also is serving his fifth term as mayor of Missouri City, Texas. In July 2002, he began a three-year term as president of the Texas 4-H Development Foundation. Owen and his wife, Jane, have three children, Marcus, Tim and Melissa. When asked about his hobbies, he called himself a "golf nut."

## Chris Richardson



Chris Richardson first got "all shook up" with the Houston Livestock Show and Rodeo in 1974, when he saw Elvis Presley in the Dome. He later transformed from spectator to volunteer, joining as a life member in 1982. Starting out on the Poultry Auction and Skybox Sales committees in 1983,

he also has served on the Horse Show - Cutting Horse and Horse Show - Miniature committees. In 1994, Richardson joined the Agricultural Mechanics Committee. He was elected to the board of directors in 1986.

Richardson supports the Show's junior auction programs, both as an individual and as part of a group. He is also a member of Wagon Four, the official Show wagon of the Salt Grass Trail Ride, and served as wagon boss in 1997 and 1998.

Commenting on his election as a Show vice president, Richardson said, "This is a tremendous opportunity to continue to give back some of the help that I have received in my lifetime."

Richardson will serve as officer in charge of the Grand Entry, Lamb and Goat Auction, Sheep and Goat, Transportation, and Veterinarian committees

"As we move into a new era with fantastic new facilities, our great Show will continue to grow. We will award more and

more assistance to the youth, educators and institutions of higher learning in our great state. This is the goal of the Show leaders," said Richardson, reflecting on the effect the new facilities will have on the Show.

Outside the Show, Richardson is president of Blazer Residential Inc., a developer/builder of multifamily structures. He founded Education Based Housing, Inc., a nonprofit organization established to align educational and social services to benefit individuals who are in at-risk or under-productive places in life. Richardson and his wife, Anne, have three children: Christan, a volunteer on the Ladies' Season Box Committee, and Henry and Leslie.

## William A. "Bill" Yates



For a youngster, it was the adventure of a train ride from La Grange, Texas, and the draw of Gene Autry, Roy Rogers and Dale Evans, and even the "Bonanza folk" that brought William A. "Bill" Yates to the Houston Fat Stock Show at the Sam Houston Coliseum. Years later, in 1984, Yates accepted an invitation from his good

friend, Wayne Hollis, a Show lifetime vice president, to join the Show. The next year, Yates found himself as a volunteer on the Commercial Exhibits Committee, where he advanced to the position of chairman and remained active. Yates was elected as a member of the Show's board of directors in 1999.

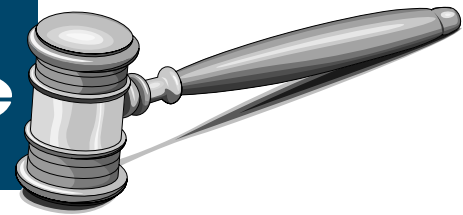
"I was very humbled, and very honored," Yates said upon learning he was considered to be a vice president. "I want to be part of the Show; I am just a volunteer, like anybody else. We're all volunteers — that's what we're here for — to make the Show the best it can be. You've got to work at it and be there. Work hard, things come to you. It's not all luck. You've got to make your own luck."

Yates is a district manager for United Rentals Highway Technologies, a company dealing with barricades, highway marking and signage. He and his wife, Kathleen, have two married children, Emily and Marci. Enjoying hunting and fishing, Yates has a ranch, and a bay house soon to be under construction.

Yates will serve as officer in charge of the Breeders Greeters, Commercial Exhibits, Graphics and Signage, Magazine, and Rodeo Merchandise committees. Viewing this transition year to be very interesting, he said, "It's the beginning of a new era. I look forward to serving as an ambassador, spreading goodwill to the exhibitors, the general public and also the participants." This is the message he hopes to bring to his committees.

# All In — All Done

By Teresa Ehrman and Whitney Horton



## The Exhibitors

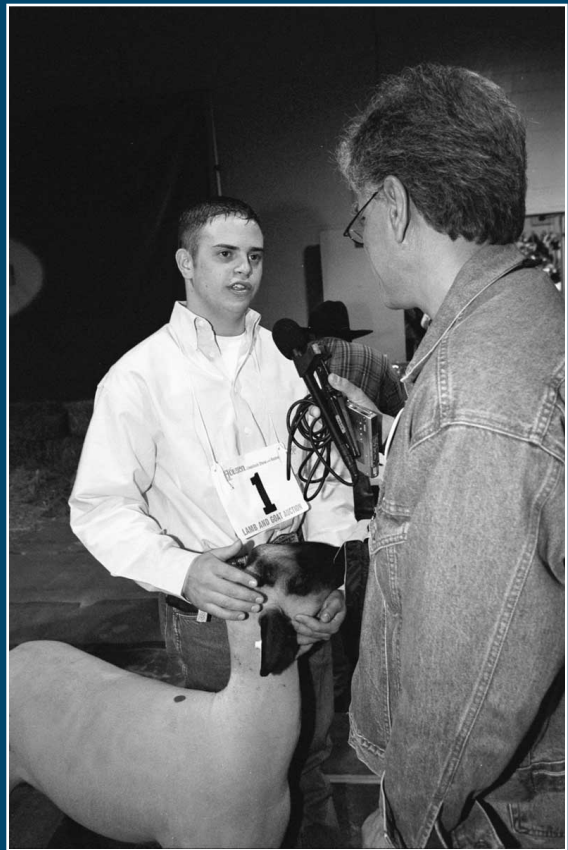
At the beginning of each auction day during the 2002 Houston Livestock Show and Rodeo™, the early morning stillness in Reliant Hall failed to mask the junior market exhibitors' unfolding anticipation. Although dust from the previous night's performance hardly had settled in Reliant Astrodome, youngsters prepared their animals for auction. Spray water bottles, rags and brushes were prevalent in the exhibitors' hands, while conversations among exhibitors, parents, teachers and friends turned to the day's activities.

Visitors to the Show who eavesdropped on these conversations did not hear a word spoken about scholarships or auction records; however, they did hear about hard work, perseverance, generosity of spirit and what it means to be a part of the group. Many exhibitors knew each other well and had competed against each other for years. As a group, the exhibitors described themselves as an extended family that shares similar experiences and beliefs, including a love of agriculture.

William Edmiston II admitted to bragging about his son Frank and the work his son put into the Show's first Grand Champion Junior Market Goat. "It is really a growing experience. We spend time as a family doing what we love, and it teaches you real values. Here, hard work equals success," said Edmiston. "You know the folks that are here — they do not mind working, they pay attention to details and do it every day, because you do not hit the big time without doing almost everything right nearly all the time."

Behind the scenes in the Sales Pavilion, the exhibitors lined up according to their lots, waiting their turns to enter the auction arena. While awaiting the start of the junior market swine auction, the Grand Champion Junior Market Barrow exhibitor, Matt Harris, from Bullard, Texas, good-humoredly allowed his wide-mouthed hog squirts of water and brushed its behind before taking the first position. In the minutes before the auction, reporters appeared, and a friend mumbled something to Matt about becoming famous. Matt smiled and returned to tending to his prize hog. Then, the audience sang the national anthem, committee volunteers called the first lot on stage, and the auction commenced.

In the beginning of each auction, the bidding moved slowly, while auctioneer Randolph Holford introduced the different



*Grand Champion Junior Market Lamb exhibitor Sam Silvers of Salado, Texas, takes time for a radio interview with Pat Hernandez during the 2002 Junior Market Lamb and Goat Auction.*

buying groups. Once the competition narrowed to two or three groups, the sale was made within minutes. After each lot was sold, announcers interviewed the thrilled exhibitor, and proud buyers approached the stage for photos. Then, committee members directed the group offstage to complete paperwork and pose for more photos. During this time, reporters interviewed the buyers and exhibitors and their parents. After the interviews, the exhibitors visited with the buyers.

Keeping people and animals safe and in order during the auctions is no small feat. Each auction requires an area for exhibitors to assemble, pens to hold animals, and an area for press interviews and photos. When 420 lots of 1,300-pound steers gather with buyers, exhibitors, reporters, photographers and onlookers, a man carrying a big stick is bound to be in charge. During the steer auction, Steer Auction Committee vol-

unteer M.S. “Frost” Haenchen carried the big stick and worked with his team, Show staff, the Safety Committee, and the Directions and Assistance Committee to keep everyone safe and well organized. “Like so many things at the [Show], this is a team effort and could not be carried out without the dedication and hard work of many people on many committees,” said Haenchen.

After the steer auction, when the cameras quit flashing and the crowd thinned, the exhibitor of the Grand Champion Junior Market Steer, Brandy Murchinson of Pflugerville, Texas, walked back to the pen to see her mother and her steer, Popcorn. She spoke of Popcorn’s laid-back personality and proudly showed how he had drooled on the grand champion banner, which was headed for her bedroom wall. Elated and sad at the same time, Brandy talked of preparing for her college entrance exams.

Hundreds of auction lots and hours later, Holford announced the last “sold.” Committee members cleaned up and rallied to celebrate the auction records, as well as the impact the scholarship proceeds will have on Texas students’ educations. Tired yet excited, the committee volunteers headed home to rest. However, they will be back to work for the 2003 Show, because, as the Lamb and Goat Auction Committee’s theme proclaimed, “Ewe-nited We Stand for Kids.”

## The Auctioneer

At 11:20 a.m. on auction days, the buyers and spectators began arriving in the Sales Pavilion. A buzz typically revolved around a tall man, who appeared to know everyone in the room. His badge identified him as Randolph Holford, auctioneer. Bid caller for the Show’s junior market auctions for 17 years, Holford seemed playful and at ease, but he maintained his mission to break the sales record at every auction. “I understand that a record cannot be broken every year, but when I leave home, that is my goal,” said Holford.

From Holford’s unique bird’s-eye view, he has seen it all in the auction ring. “From the powerful emotion on the faces of buyers, and the astonishment and overwhelming excitement of so many kids, it’s just an amazing thing to be a part of,” Holford said. “These buyers truly typify what the Houston Livestock Show and Rodeo is all about. It’s like they’re the voice of all the organization’s volunteers.”



*Lucile Melcher and Mary Steele shared a moment of delight after topping the bidding for the Reserve Grand Champion Junior Market Steer in 2002.*

## The Buyers

For some people, it might be difficult to comprehend a half-million-dollar price tag for a steer or a pen of chickens selling for \$146,000, but for supporters of the Houston Livestock Show and Rodeo, it’s quite simple. “We didn’t spend \$75,000 on a pig. We spent \$75,000 on a kid,” said Mike McKinney, one of the buyers of the Show’s 2002 Reserve Grand Champion Barrow.

Although award-winning animals may take center stage at the Show’s exhilarating, action-packed auctions, everyone knows it’s really all about the young people of Texas. While the Show has made headlines over the years for its staggering livestock sales, the story is far broader in scope than the massive dollars spent for these premium animals. The thousands of young people who benefit from scholarship money and the generous people who make that financial assistance for education possible paint a far more true and colorful picture of what the Show truly is all about — benefiting youth and supporting education.

Longtime champion buyers Lucile Melcher and Mary Steele, who purchased the 2002 Reserve Grand Champion Steer, agree that there’s one big reason why they support the Show and, specifically, the auctions. “It’s an incredible opportunity to invest in kids and their future,” Melcher said.

Dick Wallrath knows firsthand what it’s like to be one of those “voices” of the Show. In fact, his voice has been loud and clear to many of those young exhibitors — spending more than \$3 million in steer auction purchases alone over the years. There’s certainly no question in his mind why he keeps coming





*Matt Harris of Bullard, Texas, made sure his Grand Champion Junior Market Barrow looked its best before heading to the auction ring.*

back every year to purchase animals raised by Texas 4-H and FFA exhibitors. “These young people are some of the greatest on earth, and they’ve worked hard raising these animals,” Wallrath said. “Knowing that you are helping them achieve an education makes it easy to pay these kinds of prices for their livestock. When you give a child an education, you give them a tool they can use for the rest of their lives. Who wouldn’t want to be a part of that?”

Wallrath, along with longtime Show supporters and auction buyers June and Virgil Waggoner and the RSMIS Foundation, purchased the 2002 Grand Champion Junior Market Steer for a record-breaking \$600,001.

The Waggoners have firsthand knowledge that the gesture of giving and the emotion behind these enormous purchases last far beyond those exciting, swift moments in the Show’s Sales Pavilion. “It is just an amazing experience all together,” Virgil Waggoner said. “We get letters all the time from students on scholarships that we helped provide. The kids will often send us copies of their grades and keep us posted on how they’re doing in college. And, we love to hear from them.”

June Waggoner stated that the most important reason they sign up every year for their bidder’s card is the feeling they have in knowing they have made a difference in the lives of many young people. She said, “We’ll get letters telling us how much they appreciate the financial assistance. The gratitude these kids and their families show is extraordinary, and that’s a feeling you can’t replace or get anywhere else. It’s just addicting.”

Jim and Linda McIngvale, who have supported each of the junior market livestock auctions, including purchasing several grand champions, credit the simple mission of the Show and its unwavering commitment to youth and education as their reason for contributing to the organization through auction purchases.

“When you think about the overall goal of this organization, who its main beneficiaries are, and the fact that the Show’s mission has never changed over the years, it’s easy to be supportive,” said Jim McIngvale.

In 1992, the Show broadened its educational scope by initiating the auction cap program, which would ultimately benefit many more young people in Texas. The cap, now identified as the maximum potential payment, places a maximum on the amount individual exhibitors can receive for animals sold at junior market auctions. Any money paid above the maximum is placed in the Show’s Education Fund, which goes to providing even more scholarships.

“I really believed instigating the auction cap program was absolutely the right move for the Show, those who support it and the kids who benefit from it,” said Mimi Dompier, longtime Show supporter and auction buyer. “Knowing that so many more young people would benefit from one purchase was even more incentive to continue ‘buying big.’” Mimi and her husband, Tom, a Show vice president, have been involved with the Show for many years and have purchased numerous champion animals as well as the 2002 Grand Champion Work of Art.

Joining them on that buyers’ list again in 2002 were Jack and Janet Heard, who have been buying animals and art at the Show’s auctions for almost a decade. For them, keeping in touch with the youngsters they’ve helped is an important part of why they support the organization.

“It means everything to us to hear from the kids for whom we’ve helped provide an education,” said Janet Heard. “We’ve received countless Christmas cards, and we were even invited to a wedding of one of the exhibitors. That really shows you the impact you have on these kids’ lives.”

Janet Heard, who has kept every piece of correspondence she’s ever received from exhibitors, and often writes them back, remarked that these young people have changed their lives as well. Two years ago, the Heards purchased a lamb from a young blind girl, who wrote them a touching thank-you letter in Braille. “Words just can’t even express the feelings in being a part of something that special.”

In a card recently sent to the Heards was a note that perhaps shares the collective appreciation of all the Show’s 1,529 students currently attending college on a Show scholarship as well as all those who’ve come before them: “Thank you for changing my life.”

All of the Show’s auction buyers, and each of the Show’s 13,000 volunteers, know that in supporting this organization, they are supporting some very special young people. With that in mind, it’s not so difficult to understand why someone would pay \$600,001 for a steer.

# A SEASON TO REMEMBER



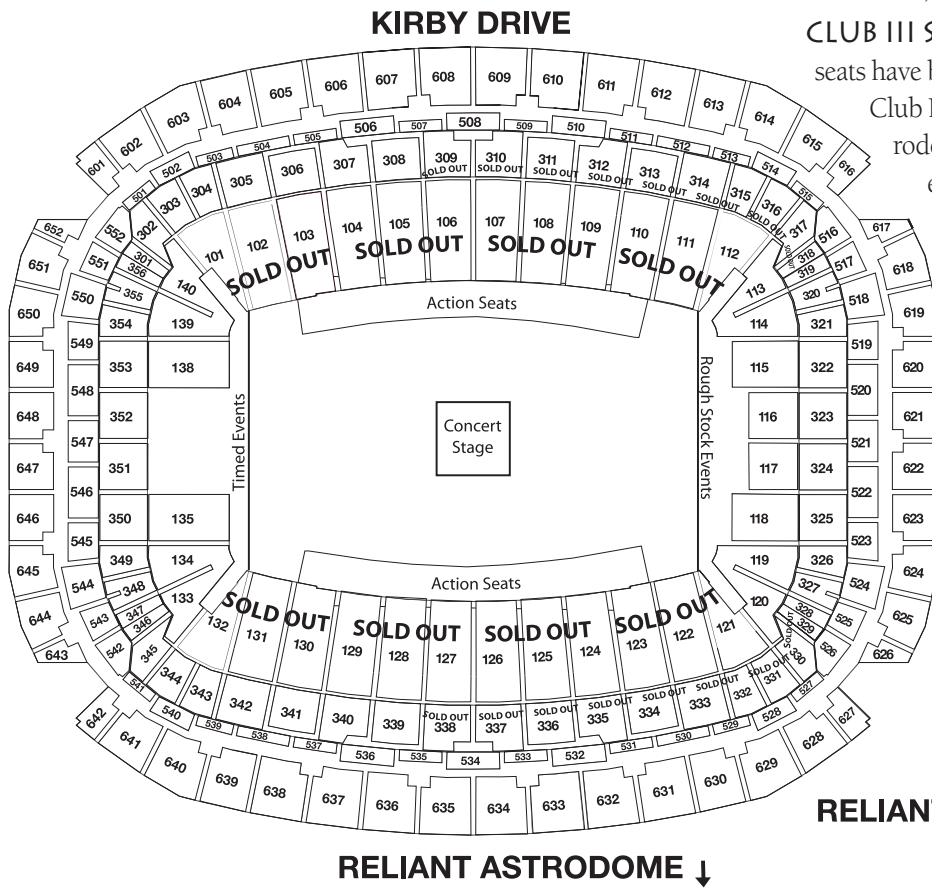
Increased seating capacity in Reliant Stadium has resulted in RODEOHOUSTON™ season tickets being available for the first time in many years, and Houston Livestock Show and Rodeo™ members will be the first to benefit.

Season tickets will be sold on a first-come, first-served, best-available basis, and, beginning August 1, members of the Show will have the first chance to purchase these season tickets. Season tickets go on sale to the general public beginning the week of September 9.

Don't miss this rare opportunity to purchase season tickets for world-renowned RODEOHOUSTON™ in Reliant Stadium, featuring 20 action-packed championship rodeo performances and 20 concerts from the hottest stars in music today. Reliant Stadium is state-of-the-art in every way, featuring high-tech amenities and surprising luxury.

You, your family, your friends, your clients and your guests will enjoy the extraordinary views, extra wide concourses, in-stadium rodeo and team stores, exceptional food and drink options, and so much more!

## RELIANT STADIUM SEATING



### SEASON TICKETS ARE AVAILABLE IN SIX AREAS:

**ACTION SEATS:** Nothing puts you closer to the action than these in-the-arena seats, located up to 20 feet closer to stage and rodeo action than the typical front-row seat. You'll enjoy free soft drinks and light snacks, plus the opportunity to purchase cocktails. Action Seats feature padded seats, backs and armrests.

**FIELD SEATS:** These comfortable seats have an incredible sightline to the arena, the screens and the stage. They also feature easy access to the luxuriously wide concourses.

*Without a doubt, Club Seats are the best combination of amenities and views in Reliant Stadium. The Clubs have beautiful, upscale interiors, private escalator access, wide-screen televisions and video walls, and a full view of the arena.*

**CLUB I AND II SEATS:** Located on the sidelines directly in front of the spacious, upscale clubs, these have extra-wide padded seats with cupholders. Season ticket holders in the Club I or II areas have access to the buffet and to all clubs on the Club Level, and to the VIP entrance to Reliant Stadium.

**CLUB III SEATS:** Located in the end zone areas, these seats have buffet access, as well as access to all clubs on the Club Level. Providing a particularly great view of rodeo action, these seats also share the special VIP entrance to the stadium.

**LOGE SEATS:** Nothing like the Reliant Astrodome Loge Seats, these seats provide a great view of rodeo and concert action and the video boards, with no obstructions or overhangs. They are separated from the upper seats.

Please call the Houston Livestock Show and Rodeo ticket office at 832.667.1080 if you have questions, or if you would like someone to contact you. The Show's ticket window on the second floor of Reliant Center is open Monday through Friday, 9 a.m. to 4:30 p.m.



# Carnival Ticket Sales

By Sonya Aston



*First-year committee volunteer Matias Adroque promoted sales of carnival tickets along the Rodeo Parade route in downtown Houston in February.*

What would the Houston Livestock Show and Rodeo™ be without the thrill of soaring through the sky on a Ferris wheel, entering the world of illusion on a trip through the fun house or dusting your lips with powdered sugar from a funnel cake? Of course, it is just not the same without a couple of visits to the carnival. But, did you know that this one-of-a-kind experience can be had for a fraction of the regular cost? It is true, everyone can benefit. “Tell your friends, tell your neighbors that it is a huge savings,” boasts Joe “Bubba” Butera, a Show vice president and officer in charge of the Carnival Ticket Sales Committee.

This hard-working committee’s main function is to promote the pre-sale of carnival ride and food tickets at a discount. The committee raises funds for the Show by selling ticket books containing approximately \$20 worth of carnival ride and food tickets for \$10. And, for the third year, \$50 ticket books are available, which include more than \$100 worth of carnival ride and food tickets. This is a tremendous saving, particularly for families, and offers a greater bargain than the \$10 books.

Russell Raia, committee chairman, is very proud of his committee that sells tickets to the Ray Cammack Shows carnival. He claims that committee members are able to sell so many tickets because the product, the carnival, is such a quality product. “The cleanliness, safety and professionalism provided by the Ray Cammack Shows is very impressive,” explained Raia. The staff is highly trained with daily on-site continuing education on such issues as working with the public, handling emergency situations and maintaining the equipment.

Committee members are treated to a behind-the-scenes tour of the carnival where they see the extensive technology and training employed in the operation of the carnival. They

also learn of the high employee standards set by the Ray Cammack Shows which include required drug testing, clean-shaven faces and enthusiasm. Experiencing the carnival standards provides additional pride and energy for committee members to sell the discount tickets.

Unfortunately, these special discount tickets are available for only a limited time. The Carnival Ticket Sales Committee, in its ninth year, begins selling tickets in late October and continues through the last night of the World’s Championship Bar-B-Que Contest. Also, the committee maintains a ticket table, traditionally located outside meeting-room areas, from October until the beginning of the Show.

This offshoot of the Group Ticket Sales Committee has exploded with success. In its first year, the committee netted an admirable \$12,000. In 2002, demonstrating a can-do attitude, the committee sold ticket books totaling \$782,000. Of course, a portion of the proceeds are for scholarships funds. Raia envisions that the committee will reach the \$1,000,000 mark in the near future.

Currently, there are 125 committee members. The committee is divided into four teams, which competitively sell their tickets to individuals, businesses and charities. “It is not hard to sell the tickets when you believe in the primary goal of the Show, providing higher education scholarships for the youth of Texas,” stated Raia.

Thrilled with past success and looking forward to even greater success in 2003, Raia commented, “The committee wishes to express its appreciation to the other Houston Livestock Show and Rodeo volunteers who help the committee by purchasing the discount carnival tickets.”





# Corporate Development

By Susan K. Williams



*Acquiring the support of corporate contributors and scholarship donors is the mission of Corporate Development Committee members including (seated) Chairman Charlene Floyd, former Chairman Ed McMahon and Team Captain Connie Tipton as well as (standing) Team Captains Rod Windham and Jim Stewart, Vice Chairmen Peter Oxman and Michelle Mascari, officer in charge Greg Schroder, and Vice Chairman Rey Gonzales.*

**W**hen visitors come to the Houston Livestock Show and Rodeo™, they see displayed prominently the names of companies and corporations that sponsor or support various Show events. Much of this support is the result of hard work by members of the Corporate Development Committee.

It's not just the sponsorships or company names that are being promoted. With each business logo and each corporate name hung on signboards or bannered across an arena gate, another scholarship is being added to the Show's scholarship fund.

The Corporate Development Committee concept began in 1987, when a consultant group advised Show officials that a need existed to create a greater awareness within the business community of the Show's purpose. Community business leaders and executives needed to become mindful of both the Show's educational programs and the great economic impact the Show has upon the city.

Led by Jim Windham, Don Jordan and Jim Bloodworth, a subcommittee of the Lifetime Vice Presidents Committee began a corporate program of support. Contribution and support packages were created, and committee members asked business executives to commit to a specific contribution level. Such support would increase their awareness of the Show's mission and provide each company with a viable marketing tool. More importantly, corporate contributions enabled more Show scholarship funding.

Completing her first year as committee chairman in 2002, Charlene Floyd explained the purposes of the committee: to create, develop and maintain awareness among the leaders of Houston's business community of the mission, goals and economic impact of the Houston Livestock Show and Rodeo; to

give corporate officers, management and their clients an opportunity to share in the fun and camaraderie of the Show and encourage their involvement in specific Show activities; and to solicit and renew financial support from Houston's companies, foundations and individuals through the underwriting of at least one four-year college scholarship or other Show educational programs at the \$10,000 Corporate Contributor level.

"We work very closely with our contributors to make sure their needs are met and to get them and/or their employees involved with the Show. Our group works closely together to identify prospective contributors and as a team to solicit and close the sale," said Floyd.

The committee consists of 50 members. Each is required to be a life member of the Show and obtain at least one \$10,000 contribution to earn a badge on that committee. Annually, an award is given to the top seller. In 2001, that award was named after Ed McMahon, a lifetime vice president and former chairman of the committee. A plaque bearing his likeness and the winners' names is displayed in the Show's office.

Greg Schroder, a Show vice president and officer in charge of the committee, lists three key products that the committee promotes, each with differing minimum contribution levels: the Educational Fund, the Rodeo Institute for Teacher Excellence™ and event sponsorships.

"I am extremely proud of the job the committee did this year in light of a soft economy, a weak stock market, the devastation of Tropical Storm Allison and the tragedy of September 11th," said Schroder. "Even facing all those obstacles, the committee raised more than \$2 million."

# 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 more than 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.



## **Curtis Brenner – Directions and Assistance**

Curtis Brenner became a life member of the Show and joined the Steer Auction Committee in 1978. He has since moved to Directions and Assistance, where he has served in several positions. Curtis is a city council member and presently mayor pro tem for the City of San Felipe, Texas. He and his wife, Donna, have three children. They raise Quarter horses and commercial cattle. Curtis is president of the Brenner Group, Inc.



## **Brandon Bridwell – Poultry Auction**

Brandon Bridwell joined the Show in 1990 and in 1993 became a life member. He was a member of the Directions and Assistance Committee for five years. Brandon was elected to the Show's board of directors in 2002. His wife, Heidi, is a life member and a member of the World's Championship Bar-B-Que Committee. Their daughter, Hailey, will have her first birthday in October. Brandon is a realtor who specializes in Texas hunting ranches.



## **Ricky Cegelski – Graphics and Signage**

Ricky Cegelski joined the Show in 1980 as an annual member and is now a life member. He served on several Corral Club committees for 10 years before moving to the Graphics and Signage Committee. Ricky and his wife, Ann, have 2 1/2-year-old twins, Makenzie and Logan. He is employed with Four Season Development Co. as a field supervisor. His hobbies are hunting deer and dove, fishing, and boating.



## **Mary M. Crawford – Rabbit Show**

When Mary M. Crawford joined the Show in 1990, it was like having a second home with rabbits. She has been raising rabbits for 23 years. Mary also finds time to judge rabbits for the American Rabbit Breeders Association, along with judging potbellied pigs. She is a life member and also volunteers on the Horse Show Announcers Committee. Mary and her husband, Jim, raise Quarter and Palamino horses. She is the owner and manager of Nell's Jewelry.



## **Christopher B. Ennis – Corral Club - Executive Suites**

Christopher B. Ennis joined the Show in 1988 as an annual member and since has become a life member. He served on several Corral Club committees before becoming chairman of the Corral Club - Executive Suites Committee. Chris is married to Lisa, and they have a daughter, Laura. He is the owner of Detection & Suppression International, a specialty fire protection company. Chris was appointed to serve on the National Fire Protection Association. His hobbies are traveling, outdoor activities and watching sports.



## **Greg Lochridge – Special Attractions**

Greg Lochridge started with the Show in 1992 as an annual member, when he joined the Houston Metro Go Texan Committee. In 1997, he became a member of the newly formed Special Attractions Committee, where he held several positions before becoming its chairman. His wife, Karen, is a member of the Houston Metro Go Texan Committee. Greg is employed with Bayer Corporation as an engineer.



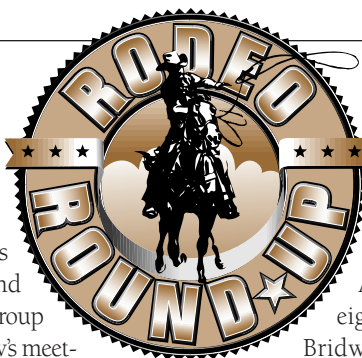
## **Ken McGuyer – Corral Club - Division II**

Being a chairman must be a natural for Ken McGuyer, who joined the Show as a life member in 1982. Before becoming chairman of Corral Club - Division II, Ken was chairman of the Corral Club - Sky Box and Corral Club - Division III committees and also has been in a leadership position on the Grand Entry Committee. He was elected to the Show's board of directors in 2001. He is president of Petro Chem Refrigeration, Inc. His hobbies are skeet shooting and bird hunting.



## **Mike Shannon – Livery Team**

Mike Shannon joined the Show in 1994 as an annual member and is now a life member. Also in 1994, he became a member of the Livery Team Committee where he has served as a captain and a vice chairman before becoming chairman. Mike and his wife, Susan, have two children, Scott, 15, and Jennifer, 9. He is employed with 1st Choice Auto Auction as an operations manager. His hobbies are team roping and playing golf.



## ★ Park It Here

To accommodate all of the year-round activities at Reliant Park, the Houston Livestock Show and Rodeo is cooperating with SMG (the management group for the park) to better facilitate parking for the Show's meetings and events.

Effective immediately, PARKING and the RELIANT CENTER ENTRY POINT at Reliant Park for guests and committee volunteers will change.

### To enter and park at Reliant Park:

All guests now will need to enter the Reliant Parkway/McNee at Kirby Drive entrance, using only the "guest/pass" lane, and tell the parking attendant that they are guests of the Houston Livestock Show and Rodeo. If a guest enters any other lane than the one designated "guest/pass," he or she will have to pay to park or U-turn out of Reliant Park and re-enter through the "guest/pass" lane.

Committee volunteers will be issued year-round parking passes, valid through **December 31, 2003**, to be used for their committee meeting times only. Parking passes will be distributed with committee badges beginning in December. This pass must be used only in the "guest/pass" lane of the Reliant Parkway/McNee entrance at Kirby Drive. If a volunteer enters any other lane than the one designated as the "guest/pass" lane, he or she will have to pay to park or U-turn out of Reliant Park and re-enter through the "guest/pass" lane.

It is important to note that if a volunteer has a committee meeting prior to his/her badge/parking pass distribution date, he/she must use the "guest/pass" lane and tell the parking attendant that he/she is a guest of the Houston Livestock Show and Rodeo.

Committee parking passes will NOT be valid on non-meeting dates. (Reliant Park management will be supplied a list of committee meetings on a daily basis.) These passes are not valid for event parking, other than Houston Livestock Show and Rodeo scheduled events. Each parking pass will be numbered and assigned to a particular committee volunteer.

These parking passes also will serve as the parking permits for committeemen during the 2003 Houston Livestock Show and Rodeo. Parking passes are non-transferable, and lost or destroyed passes cannot be replaced.

Location(s) of Show-time parking for committeemen is being determined at this time.

Both committee members and guests will park in the guest lot, located on the west side of Reliant Center adjacent to the Reliant Park employee lot, during non-Show-time dates.

Please do not park in the Reliant Park employee lot on the west side of Reliant Center. This is the first lot off of Reliant Parkway. All spaces in this lot are assigned to specific employees. Unauthorized vehicles will be towed at the owners' expense.

### To enter Reliant Center:

Guests and committee volunteers will enter Reliant Center through the west doors, Monday through Friday, 7 a.m. to 7 p.m., or at any other time that a committee event is scheduled, and check in with security personnel.

Thank you for your cooperation as we make the transition to our new facilities.

## ★ Welcome to the Board

At the Houston Livestock Show and Rodeo Annual Meeting on June 4, the membership elected eight new directors to the Show's board: Brandon Bridwell, Robert N. Davis, Charlene C. Floyd, Tom Henderson, Richard A. "Rick" Peebles, Ozell Price, Darryl Allan Schroeder and P. Michael Wells Jr.

Also at the annual meeting, Joe B. Hablinski and David E. Pagel were elevated to the status of Lifetime Director for their dedicated service to the Show.

## ★ Moving RITE Along

The Rodeo Institute for Teacher Excellence™ was created in May 1997 and has been making a difference in the lives of teachers and young students ever since.

Twice in 2002, the achievements of the RITE program have been recognized by the education industry. In April, SRA/McGraw Hill, a division of McGraw-Hill Education, named the program as a 2002 Pride of SRA Award recipient and recognized the program at a ceremony in San Francisco. The program also was highlighted by EducationNews.org, which made the RITE Web site at [www.hlsr.com/rite](http://www.hlsr.com/rite) its "Site of the Week."

Beginning this fall, RITE expands to the Kendleton and North Forest Independent school districts — adding to the number of classrooms already being utilized in the Houston and Aldine independent school districts.

## ★ Keep On Giving

The Show's support of youth and education continued through the summer as **\$1.4 million** was presented to Texas 4-H and FFA members. On June 11, 70 4-H'ers each received four-year, \$10,000 scholarships during the Texas 4-H Roundup in College Station, Texas. Just a month later, on July 11, 70 FFA members at the Texas FFA Convention in Fort Worth, Texas, were each presented with four-year, \$10,000 scholarships. Based on changes to the Show's scholarship program in 2001, 4-H and FFA scholarship recipients are no longer required to major in an agriculture or life sciences field of study.

## ★ New Faces and New Places

In recent months, several full-time positions have been filled on the Show staff. In the Accounting Department, **Jayna Farrow** takes over the responsibilities of director – membership. Farrow previously worked in the Agricultural Exhibits and Competition Department, and **Catherine Schultz** has joined that department to fill the administrative assistant position. **Mark Taylor** was promoted to director – IS operations in the Information Systems Department, and former part-time employee **Nicole Zingraf** becomes a full-time staff member as data entry operator. Two new members have joined the Marketing and Presentations Department — **Katie Hackley** as director – Go Texan and **Debi Hudson** as director – commercial exhibits and merchandising. **Mackenzie Buell** is the newest member of the Operations Department, as an administrative assistant.



# CALENDAR OF EVENTS

## AUGUST

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

## SEPTEMBER

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					

## OCTOBER

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		

## AUGUST

- 10 Lamar/Needville Event Contest Day
- 10 Waller County Annual Golf Tournament
- 12 Katy 2002 Golf Tournament
- 16 La Porte Golf Classic
- 23 Crosby/Huffman Golf Tournament
- 24 Aldine/Spring/Klein Rock & Bowl Rodeo
- 24 Pasadena Metro Bowling Tournament
- 26 Brazoria Southwest Golf Rodeo
- 26 Fort Bend/Stafford Golf Tournament

## SEPTEMBER

- 2 Show offices closed – Labor Day holiday
- 14 Lamar/Needville Golf Tournament
- 14 Waller County Turkey Shoot and Go Texan Events
- 16 4th Annual Go Tejano Committee Golf Tournament
- 20-22 Houston Metro Go Texan County-wide Cookoff
- 21 Channelview/Sheldon Dance and Casino
- 23 Humble/Kingwood 12th Annual Golf Tournament
- 27-28 Aldine/Spring/Klein Bar-B-Que and Chili Cookoff

## OCTOBER

- 1 Deadline for committee listing in 2003 Souvenir Program
- 11-12 La Porte BBQ Sale
- 18 Brazoria Southwest Fishing Rodeo
- 18-20 Channelview/Sheldon Cook Off and Auction
- 20 Lamar/Needville Turkey Shoot
- 25 Aldine/Spring/Klein Crystal Boot Ball



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