

HOUSTON LIVESTOCK SHOW AND RODEO™ November 2002 - Vol. X, No. 4



MAGAZINE



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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

It's not yet Rodeo time, but it sure seems like it with all the committee meetings and activity buzzing around the Show's offices. Reliant Stadium has been used several times by the Texans football team, so we know that it works. The new Go Texan Store selling both Houston Livestock Show and Rodeo™ and Houston Texans items is open full time and waiting for your visit. There is a lot that is new this season.

The Show officers and staff have been working hard trying to fit old habits and favorite places into new venues. We have been trying diligently to find parking spaces for everyone. Our needs are so great that we will still be using the Rodeo METRO Express to move many of our fans and supporters.

Reliant Stadium has given us more seating opportunities than the Dome, and there are plenty of great seats still available including the on-field, up-front Action Seats. Get in touch with the Show's Ticket Office or your favorite member of the Ladies' Season Box Committee or Group Ticket Sales Committee to purchase your seats.

We have already announced four of our top entertainment groups for the 2003 Show with George Strait opening our performances in our new home on February 25, 2003. The remainder of the entertainment line up will be announced in January 2003.

We have divided the School Art functions into two committees and have dissolved the Communications-Broadcast Committee. Changes are many, but, we believe, for the betterment of the Show.

Much is happening, we are trying to increase revenues and streamline expenses so we can add more scholarships and help more young people in Texas. Working together, we can make this happen and insure that the 2003 Houston Livestock Show and Rodeo is the most successful and best ever.

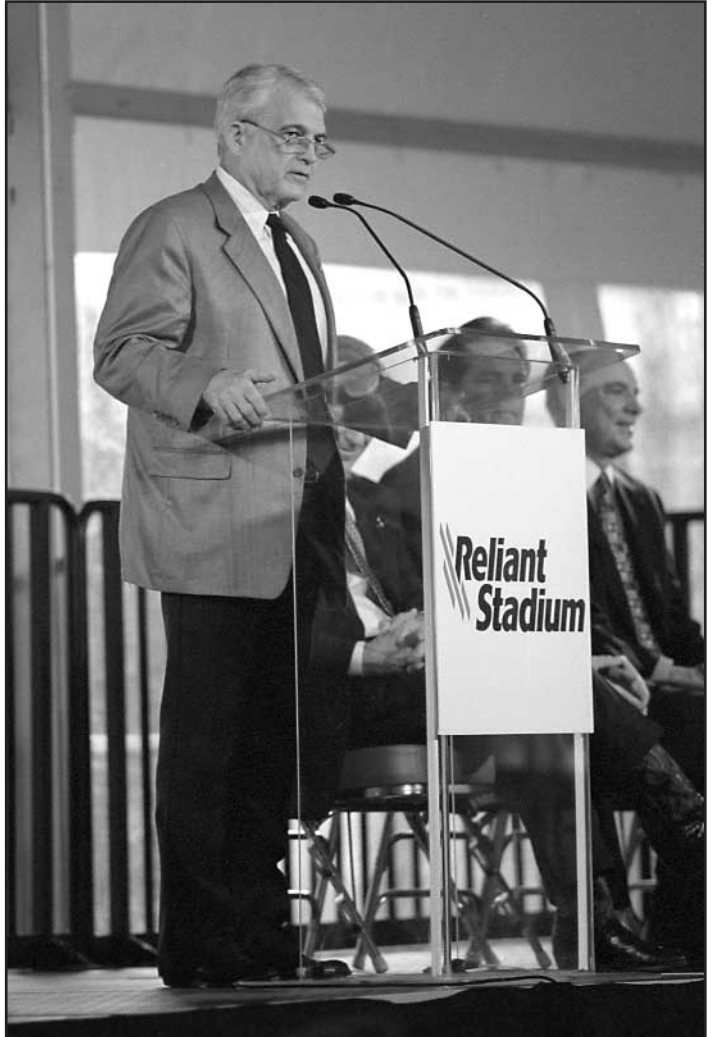


Photo by Frank Martin

P. Michael Wells
President and Chief Executive Officer

BRAND INTERVIEW

By Sonya Aston

Just talking to someone who has been involved with the construction of Reliant Stadium can start a heart racing. Excitement over the project is highly contagious. The passion for creating the first-ever, designed-for-rodeo indoor stadium can be found in just about every nook and cranny in Reliant Stadium. It is very exciting to be able to highlight such a thrilling sport. “We have always considered rodeo athletes the same caliber as other athletes,” said Leroy Shafer, assistant general manager for the Houston Livestock Show and Rodeo™ Marketing and Presentations Department. “Now we can showcase them in the same light,” Shafer added.

Usually, stadiums are built and fitted out later for special purposes such as a rodeo, concerts or monster truck rallies. But RODEOHOUSTON™ officials took the bull by the horns and have been leading the technology and design of Reliant Stadium. “We are teaching the consultants. Having RODEOHOUSTON as a partner has pushed technology to the edge,” said James Davidson, Show division manager, Broadcast and Audio Visual Division. RODEOHOUSTON’s influence has actually been more of an all-encompassing stampede of energy and ideas rather than just a mere suggestion. This momentum has carried the marriage between rodeo and football to the creation of an outstanding stadium and an exhilarating experience.

Coordination and compromise have been key to the design team’s success. For instance, while the National Football League prefers an open-air stadium, RODEOHOUSTON requires a closed stadium to accommodate audio/visual equipment and inclement weather. Voila! — a retractable roof was born, creat-

ing the first-ever retractable roof in a U.S. football stadium. This roof is light, yet strong enough to support 180,000 pounds of concert equipment, including six video screens. “What makes this stadium unique is its retractable roof,” Shafer said. “It probably would not have been there without funding from the

Rodeo that helped make that possible. No way could we do a rodeo in February and March with an open-air stadium.”

For the second time in history, a Houston stadium has demanded the creation of a new stadium floor. The NFL wants natural grass, and RODEOHOUSTON needs dirt. So, Reliant Stadium now can boast of another first — a retractable roof stadium together with a removable grass floor. The NFL grass floor is made up of multiple 8-foot-by-8-foot pallets of grass that can be removed and stored at a nursery during the Rodeo, which will have a floor with a clay base covered with a dirt surface.

Another major need for RODEOHOUSTON is the significant audio and video requirements which far exceed NFL specifications. Reliant Center has a \$7 million broadcast center, which is coordinated with 1,500 televisions throughout the stadium, four NFL-required 9-foot-by-16-foot screens/billboards called WOW walls located in the four main concourses,

two 26-foot-by-97-foot end zone screens, and six suspended screens. Not only is the video outstanding, but the acoustics have been designed to be the best for a stadium this size. This sensory extravaganza is only possible because preplanning created the best-wired stadium in the country. According to Davidson, “There has been an unwritten goal — there is no place in the stadium that you can’t do something [broadcast



Instead of aisles, Reliant Stadium features rodeo inspired “chutes” to take fans from the concourse to the bowl.

live].” Consequently, the entertainment will not only be on the field, but everywhere, and visitors will be able to see and hear it all.

The Reliant Astrodome floor surface was built approximately 25 feet below ground level, making it difficult to bring in trailers full of livestock on the steep incline of the entrance ramp. The new stadium is built at grade level, making access much easier. Setting up for the chutes and lanes for rodeo livestock, animal pens, trucks, and the 42-foot portable stage for the concerts will be much easier as well. Behind the scenes there are specially designed areas for livestock, a vault for fireworks storage, an office for Rodeo production staff, locker rooms for cowboys and cowgirls, a lounge, and a family room.

The stadium design team took Rodeo’s fans’ requests to heart and created Action Seats — located between the field seats and the arena, bringing the fans’ closer to the athletes and flying dirt. These seats are the closest seats ever available. Overall, the seats in the stadium are significantly closer to the action than in the Reliant Astrodome.

Also, the main concourse has a wide open view to the field to accommodate the popular standing-room-only RODEO-HOUSTON ticket sales, creating a bright and open experience. Other NFL stadium designers have been so impressed with the stadium’s open concourse layout that they are considering it for other stadiums.

RODEOHOUSTON not only has impacted substantially the structural design of Reliant Stadium, it also has influenced the theme and decor of the stadium. Johnnie Westerhaus, the Show’s senior division manager, Advertising, Production and Creative Design Division, was given the task of ensuring that every visitor knows that they are seeing something special when they enter and experience the stadium. She has certainly done her job. “The stadium is awesome, user-friendly, and I loved the modern Western/rodeo theme so cleverly splashed throughout the stadium,” explained stadium visitor Cindi Adler.

It is a challenge to find every Rodeo-related insignia. One of the most prominent logos is found at the entrances to Reliant Stadium where patrons will see the “Bowlegged H” and RODEOHOUSTON on the pylons outside of the gates. Once inside, the careful observer will want to run his or her fingers over the cement-cast logos in the blocks placed in walls throughout the concourses. The next obvious spot is discovered while walking

down the “chutes” to the seats where there is a RODEOHOUSTON logo at the end of every other row of seats. It takes an alert eye to catch all the other niches where logos can be found: the tile in the restrooms, the doors to the suites, the walls of the suites, and in the clubrooms. Although few have access to these areas, the cowboy and cowgirl dressing rooms have RODEOHOUSTON logos in the tiles, as does the entertainers’ dressing room.

A Western theme can be found throughout the stadium. While sipping a cold one at the Star Bar, visitors can find a silver star on the backs of the chairs, and on the tabletops there are the names of Texas-born rodeo, entertainment and sports stars. A visit to the Horseshoe Bar reveals a silver horseshoe on each bar chair and tables covered with maps of Texas trail rides and rivers. Saddling up on over to the Spur Bar, thirsty folks can rest their elbows on tables covered with official icons of Texas, such as the state flower and the state bird. On the Club level, the carpet has been tastefully infused with football, star and horse patterns.

If after experiencing the Reliant Stadium, one still wants to sustain that rodeo rush, there is one last thing to do — go shopping! The first-ever year-round Go Texan Store is now open at the Reliant Stadium. It is stocked with RODEOHOUSTON, Houston Livestock Show and Rodeo, and Houston Texans merchandise and is all there for shoppers all year long. So, “giddy up” for a wild ride at the new home of the Houston Livestock Show and Rodeo — Reliant Stadium.



Following the Reliant Stadium ribbon cutting ceremony, Show President and Chief Executive Officer Mike Wells, Executive Committee member and past Show Chairman of the Board Jim Bloodworth, and Show Vice President and Chief Operating Officer Dan Gattis had the opportunity to stand on the sidelines where the Action Seats will be during the Rodeo.

Hog Heaven



By Constance White



When Eddie Robinson of Wellsville, Mo., (left) judged the Junior Breeding Gilt Show, he was looking for a pig that moved around the show ring with ease and flexibility. Tottie, a Hampshire gilt owned by Savannah Steele of Booker, Texas, fit and was named the Supreme Champion Gilt.

For decades, different swine breeds have brought entertainment to homes throughout America. From “Lonesome Dove” and “Charlotte’s Web,” to “The Three Little Pigs” and “Babe,” the four-legged characters in favorite stories have captured the hearts of millions of people. It is no different when one strolls through the junior swine exhibits during the Houston Livestock Show™. Each of the 5,091 exhibitors has his or her special story to tell featuring the pig he or she has raised for the competition. As these real-life stories unfold, they tell about hard work and commitment, which reward each exhibitor with a happy ending.

One fairy-tale-come-true can be told by Matthew Harris, a 17-year-old FFA student from Bullard, Texas. Creager, his Hampshire and Yorkshire crossbred swine, was named the 2002 Houston Livestock Show’s Grand Champion Junior Market Barrow. Creager represented the class of crossbred barrows that competed during the Junior Market Barrow Show. This particular crossbreed also is referred to as a “blue butt” because of the blue splotches that appear on its rear end as a result of the Hampshire and Yorkshire cross.

Just after Creager was tapped grand champion by the judges, Matthew smiled and said, “I’m excited and a little amazed. He was a good pig when I first saw him, and I wanted to bring him to Houston. He has good muscle with a long, high

yield.” The Hampshire and Yorkshire cross makes a good all-around pig for commercial use. “One reason that an exhibitor may select a crossbreed rather than a pure breed to show is because he can combine the best qualities of other breeds to get an overall better pig,” said Matthew.

Between the Junior Market Barrow Show and the Junior Breeding Gilt Show, eight breeds of purebred swine are shown. They are the Berkshire, Chester White, Duroc, Hampshire, Landrace, Poland China, Spotted and Yorkshire breeds. When being considered for selection as class winner in the barrow show, each animal is judged on strict Show guidelines regarding specific breed characteristics. Such specifics may include whether the ears are required to be erect or flopped,

whether spots are allowed on the hair or skin, and whether there are limitations on the hair color. All entries in the Junior Breeding Gilt Show must be registered.

The **Berkshire** breed, as legend has it, was discovered more than 300 years ago in the shire of Berks, in England. It is believed that the first Berkshires were brought to America in 1823. Because of the marked improvement when crossed with common stock, they were quickly absorbed into the general hog population. However, in 1875, a group of breeders and importers established a way of keeping the Berkshire breed pure. The American Berkshire Association was established as the first swine registry in the world, making people aware of the importance of purebred animals. Traits of this black and white swine include fast and efficient growth, reproductive efficiency and meatiness.

The **Chester White** breed started in the early 1800s, when a breed derived in New York state was bred with an imported white boar from England, referred to as a Bedfordshire or Cumberland. The mating took place in Chester County, Pennsylvania, thus the name Chester White. Chester Whites have been popular with thousands of pork producers because of their mothering ability, durability and soundness. Because of their all-white skin, this breed is preferred by packers. The Chester Whites will remain an important breed in the future

progress of swine production because of the many marketable traits they possess.

The **Duroc** breed found its origin in the eastern United States and in the Corn Belt. The foundation stock of this breed is uncertain, but it is believed that the red hogs brought to America by both Columbus and DeSoto, as well as the reddish-brown hogs that arrived on early slave-trading vessels from the Guinea Coast of Africa, are in the Duroc foundation. While Junior Market Barrow Show guidelines specify that they be red in hair color, the Duroc breed has a considerable variation in color, ranging from a light golden to a dark red.



More than 5,000 junior exhibitors show swine at the Houston Livestock Show.

The **Hampshire** breed is considered one of the oldest original American breeds in existence today. Historical records indicate that they were originally imported from England's Hampshire County. Since its gravitation to middle America in the early 1800s, this breed has been known by several different names, including McGee, McKay, Saddlebrook, Ring Middle and Thin Rind. Finally, in 1904, a single name was selected for the breed — the Hampshire. The Hampshire is readily recognized because of its coloring — all black with a white belt. This breed is popular because of its longevity, meatiness and vigor.

The **Landrace** breed originated in the late 1800s as a result of crossing the Large White hog from England with the native swine of Denmark. There are various strains of the Landrace breed, and they are all descendents of the Danish Landrace. In 1934, the U.S. Department of Agriculture began using Danish Landrace in experimental crossbreeding programs. The foundation of the American Landrace consisted of those hogs that were bred pure or carried a small infusion of the Poland China breed's blood. These long-bodied, white hogs are known for their milk-producing abilities. The meaty Landrace breed is popular for yielding lean pork.

The **Poland China** breed is a result of the crossing and recrossing of several breeds, and it is difficult to evaluate the contribution of any single breed. It is believed that, in the early 1880s, American settlers brought with them from different places swine that varied in type and in color markings. However, for the purposes of competing in the Junior Market Barrow Show today, the Poland China breed must be black in color with six white points — on the face, the four legs and the tail. They are excellent feeders, and, under conditions of good care, they gain weight readily. The Poland Chinas are commercially popular due to their ability to raise large litters.

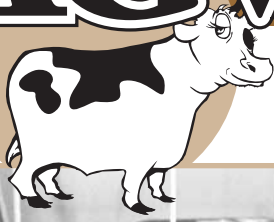
The **Spotted Swine breed**, or **Spots**, traces its ancestry to the Poland China breed, specifically from that of the Big China, mostly white with black spots, which was imported to Ohio in the early 1800s. Later in that century, Gloucester Old Spots hogs were imported from England and bred to these spotted hogs, which formed popular new bloodlines. In the early 1900s, these prolific, big-boned, spotted hogs were in demand and became recognized as a separate and distinct family. Until 1960, this breed was referred to as the Spotted Poland China. Spots continue to improve in carcass quality, and their ability to transmit their fast-gaining meat qualities to their offspring makes them popular with commercial swine producers and farmers.

The **Yorkshire** breed is believed to have been brought to Ohio in the early 1800s from England, where they were known as English Large Whites. They failed to gain popularity with American farmers until after World War I, when more English Large Whites were imported from the British Isles. Because of their greater size, their larger litters and their mothering ability, they became popular with farmers. In the middle 1970s, they were referred to as "The Mother Breed," and today, these large white hogs continue to be nationally prominent with commercial producers.

During the Show's Junior Market Barrow Auction, Matthew's selection of a crossbreed to exhibit "brought home the bacon" — a sizzling \$140,000. Thanks to his success at the Houston Livestock Show, another chapter of Matthew's real-life story will unfold when he begins attending a Texas college next year with the \$50,000 he received from the auction. And, "That'll do pig, that'll do", a well-known line from the story "Babe," is perhaps how Matthew thanked Creager ... "all the way home."

AGVENTURE

By Stephanie A. Earthman



Adventure



Young visitors enjoy hands-on interaction with small animals in the Destination: AGVENTURE petting zoo.

Pop quiz: Which U.S. president owned a pet turkey? How many glasses of milk can a dairy cow produce in a lifetime? What farm animals were used during World War II to warn of approaching planes?

Answers to these questions* and other fun facts await discovery at the Houston Livestock Show and Rodeo™'s Destination: AGVENTURE, which will be nestled on the east end of Reliant Center. This captivating attraction, with more than 100 animals and exhibits, is both entertaining and educational.

Chicks breaking out of their shells, sows mothering their piglets, and goats roaming up and down “Goat Mountain” create part of a must-see destination that offers an abundance of natural delights. Talkative creatures greet visitors with oinks, moos, grunts, baas and clucks.

This barnyard scene takes on an added dimension when the farm animals are joined by scores of schoolchildren, often decked out in denim, bandanas and hats. New meaning is given to “taking a walk on the wild side” when participating in an AGVENTURE tour. The children’s faces light up with smiles of enchantment as they enter what is practically a wildlife sanctuary to them.

Mesmerized by being face to face with live animals — often a first-time experience — the children ignore reminders to stay in a single-file line. However, AGVENTURE tour guides from the Directions and Assistance Committee manage to corral each

group and move them through an informative 30-minute tour.

A favorite starting point is the hatchery, where children cluster around incubators to watch chicks hatching. Tour guides reveal that a chick uses its one and only tooth to break out of its shell over a 16-hour period. At the nearby nursery, boys and girls tap on glass cases to attract the chicks’ attention. Children take notice that chickens cannot move their eyes and must turn their heads from side to side in order to see in more than one direction.

Buzzing with excitement, tour groups proceed to a honeybee exhibit. Children quickly spot the queen bee — she’s marked with a white spot for easy

identification. Observers learn that honeybees communicate with one another by “dancing.” One dance alerts other bees where nectar and pollen are located, explaining both direction and distance.

Moving on to a 2,200-pound Brahman bull named Manso 178, a little girl jumps up and down with excitement, shouting, “It’s a horse!” Here, children discover that they really are looking at a bull and that Texas ranks first in the nation for beef cattle production.

At the nearby rabbit-petting booth, the lop-eared bunnies are a crowd favorite. This is one exhibit where the kids are permitted to act on the urge to reach out and touch. Youngsters observe a rabbit preening and learn that this is similar to the way a cat grooms itself.

When children reach the pigpens, they run up the ramp to peek at the snout-nosed, pink-skinned piglets snuggled next to their 300-pound mother. Several children shout, “Babe!” Informing children that pigs roll around in the mud to prevent sunburn and stay cool clears the misconception that pigs are dirty animals. “When it comes to the pigs, this is where the children want to linger for a long time,” said Barbara Prukop, Directions and Assistance Committee tour team captain.

Moving on to the dairy cattle exhibit, the students are educated about the true origin of milk. When tour guide Jerry Muller asked a first-grader where milk comes from, the little

boy insisted it simply comes from the store, and he had a hard time believing otherwise. "If only one child can be turned on to how this really happens, then we've done our job," said Muller. "When you see the light go on, you can't beat that feeling," he added.

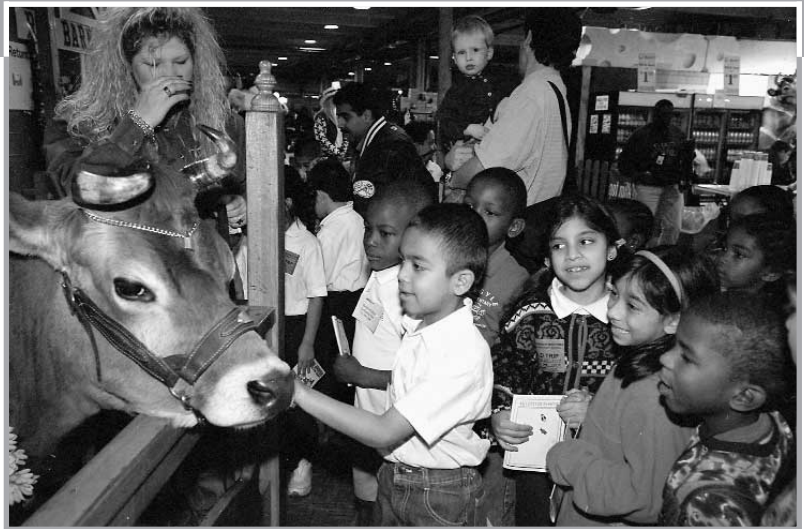
The fun continues at the wool spinning and weaving demonstration. Children giggle when they hear that good, old-fashioned Kool-Aid® is often the dye of choice for turning wool into bright, colorful yarn.

Sticker stations throughout the exhibit are staffed by the Ladies' Go Texan Committee. Children tote AGVENTURE Fun Books around in search of a complete set of animal stickers for the passport page. When asked to name their favorite animal at the end of a tour, children rarely respond with a single animal. More commonly, they say "all of them."

The children get just as excited about their tour guides as they do about the exhibits. Some of these "cowboys" and "cow-girls" are asked for their autographs. Children literally latch onto the guides, offer hugs and hold hands throughout the tour. "When those little hands reach out to you, your heart just melts," said tour guide Elise Chapman.

"It's a magical place, especially for the city kids," said committee Chairman Curtis Brenner. "It enlightens them and brings a new sense of awareness. A lot of the children don't know where agricultural products come from," he noted.

It's not just for kids, though. Tours also are arranged for adult groups, such as international visitors and professional associations. Special tours are requested as well. The University of Texas M.D. Anderson Cancer Center, for example, brings a large group of children on an extended tour each year.



Elsie the Cow has been a popular bovine as elementary schoolchildren stopped by to see her during their AGVENTURE tours.

Members of the Directions and Assistance Committee's tour team conduct the AGVENTURE tours. Since 1996, the 44-member team has aimed to increase visitors' knowledge about agriculture and the Show itself. Hosting more than 30,000 visitors in tour groups annually, the team brings together youth and education through informative exhibits and fun facts.

The tour guides attend several training sessions each year to prepare for their instructional roles, studying agricultural facts and Show history. Every other year, the tour team boards a bus bound for Texas A&M University, where it receives additional agricultural training.

Conducting the tours requires immense energy and effort, but the emotional reward makes volunteers eager to work extra shifts. Everyone involved with AGVENTURE seems to be in sync with keeping their young audience in mind at all times.

Numerous handwritten thank-you notes, received from teachers and children alike, prove that the attraction succeeds in its lofty goal. Students often make their own cards by drawing pictures of the farm animals. A third-grade student thanked the Show on a hand-colored, self-made card, noting he "enjoyed the bull with the earring." A second-grade teacher thanked Brenner, noting her class "had a BIG time — it was a perfect day."

Organized tours are conducted during weekdays and may be arranged through the Show offices, but the Show invites everyone in search of adventure to stroll around on their own. Stop by, explore, enjoy and learn. You'll think the world of the adventure waiting for you at Destination: AGVENTURE.

**Pop quiz answers: President Abraham Lincoln; 200,000; chickens*



Enclosed in glass cases, bees and their hives are an interesting sight for young visitors, who otherwise would not experience such a close view.

PIECE by PIECE

By Melissa Manning

With logs and geese and gardens and bugs, the experience may sound like an outdoor adventure. Instead the log cabin, flying geese, garden path and bug jar are just a few of the fascinating patterns lovingly stitched into quilts. A tradition and craft born out of necessity, quilting has become an art form – and a part of the Houston Livestock Show and Rodeo™'s Go Texan contests.

The Show's quilt contest subcommittee started in 1985 as an effort to showcase the talent of area quilters and stitch a bond between the Show and these people who are dedicated to practicing and preserving a cultural art form. That first year, fewer than 10 quilts were accepted as entries into the Go Texan Quilt Contest. In 2003, 87 quilts will be eligible for entry. Each Area Go Texan county and Metro Go Texan subcommittee is eligible to submit one quilt for judging during the Show's Go Texan Quilt Contest.

According to Nadine Pierce, chairman of the quilt contest, a subcommittee of the Go Texan Contests Committee, most of the Area and Metro Go Texan groups have contests prior to the Show. These local competitions determine which quilts are sent to Houston to be judged and displayed.

With an average of 14 members, the quilt subcommittee is comprised of dedicated people who return every year to work. Pierce said, "Many of our committee members are quilters themselves, so they understand the effort, patience and skill required to craft these beautiful quilts."

The quilts are due to the Show in January, and the subcommittee then gets busy preparing them for judging and display during the Show. The contestants are a diverse group, both in age and expertise. According to Pierce, "We have some folks who are very seasoned quilters and have been sewing for years — their work reflects diverse patterns and intricate stitching; then we also have others who are just getting started."

Not all the contestants are women. "We do get some entrants from men. Last year, a men's group submitted a quilt

made from men's ties," said Pierce. "And, one year, a quilt submitted by men was made of scarves advertising beer."

There are six divisions in the quilt contest, including appliqué, piecework, pictorial (themed quilt), wall hanging, mixed media and machine-quilted — a new category. Regardless of whether the quilts entered are sewn by hand or machine, the outcome is very impressive, and each year during the Show, the winning quilts attract large crowds.

Ribbons are awarded for Best of Show and Best of Division, and blue, red, white or green ribbons also are awarded to runners-up. Judge's Choice awards also are presented to recognize quilts of special merit, and a final ribbon is presented for the quilt voted favorite of the quilt contest subcommittee members. The winning entries will be displayed in Reliant Center from Feb. 25 to March 16, 2003, when they will be returned to their owners.

Some of the quilts entered are very intricate, and the people who craft them spend hundreds of hours creating them. Some quilters start designing and sewing their quilts a year in advance of the Show. Faith Crespi, a first-time entrant and winner of the Committeeman's Choice ribbon in 2002, spent more than a year on her quilt, made of appliqué and silk embroidery. It was the first quilt she ever started.

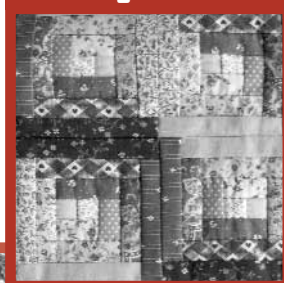
"When I came to Crockett, quilting was the thing to do, and everyone encouraged me to get involved, so I thought I'd give it a try," said Crespi. "I worked on that first quilt for some time, but stopped in the middle of it and made a baby quilt for a new grandbaby."

Crespi's quilt was selected to compete in the Houston Livestock Show and Rodeo's 2002 quilt contest after she took top honors in the local county fair. She was excited to be selected for the Houston Show and was thrilled to win a ribbon with her first quilt. "There are many others who have been quilting longer than I have, and I was really surprised to win because it was my first quilt," she said. "My quilt had a beautiful pattern,

Applique



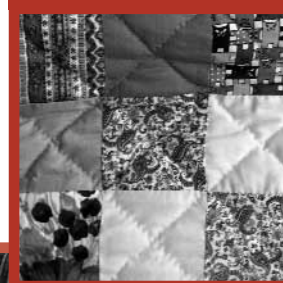
Log Cabin



Mixed Media



Nine Patch



which I think is half the battle, but I have learned so much since that first quilt. I guess getting better is what keeps me going. There are times when I want to rip the stitching out and start over.”

Crespi never took a class on quilting but learned her art from her mother and from reading books and watching television. “My mother showed me how to do the appliqué, and I went from there,” she said. “Quilting is both fun and therapy for me, and when I get an interest, I try to learn all I can about it.”

Many of the quilts made today are quilted as a form of art and are no longer used to provide warmth as blankets. They are far too valuable and often are made from the nicest fabrics available.

Old-time quilters quilted out of necessity and relied on scrap fabric and old clothes as the source material necessary to make their quilts. Recalling her own childhood experience with quilts, Pierce said, “I was raised on a farm, and during the winter, when the weather was bad, my mother would roll her quilt frames down from the ceiling, and she would quilt all day. There wasn’t much else to do, and quilts were needed for us to stay warm. She would make several quilts each winter. Nowadays, women just don’t have time to quilt — their lives are too busy, since the majority of women work outside the home.”

Recently, the subcommittee conducted a survey of contestants to determine what they liked about the quilt contest and what they wanted to change. “Interestingly enough, many said the contest was the first time they ever had personal contact with the Show, which told us we were bringing in new people who other-

wise might not attend,” said Pierce.

Crespi was one of those first-time visitors to the Show. “Since my quilt was going to be on display, I thought maybe I should go and see what the Show was all about. It was fun to see other people enjoying the quilts and hearing their comments.”

Part of the fun of being on this subcommittee, Pierce said, is seeing the designs that come in each year. “We are all just as thrilled as everyone else to see what these folks have created. It is also extremely rewarding to hear the quilters talk about how exciting it is for them to have their quilts displayed at the Show.”

Some of these artists have been sewing for years and never have had the opportunity for their work to be viewed by so many people. The experience is quite a thrill for them, and some of them will come to the exhibit just so they can watch the crowds pass through and see their work. Pierce said, “It is very rewarding for us to help them get the recognition they deserve, and, hopefully, we are helping preserve an art form that is an integral part of our cultural history.”

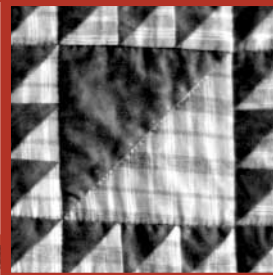


While the Go Texan quilts previously have been displayed in the Show’s Western Heritage Gallery in Reliant Hall, the 2003 entries will be showcased on the ground level concourse in Reliant Center.

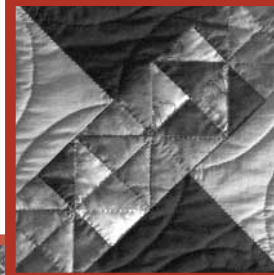
Spinning Star



Lady of the Lake



Garden Patch



Pictorial



You've Never



2003 promises more changes for the 71-year-old tradition of the Houston Livestock Show and Rodeo™ than have been seen since the move to the Astrodome complex in 1966.

To take advantage of better weather and high school and college spring breaks, the Show dates have been moved back a couple of weeks. The excitement begins with the BP World's Championship Bar-B-Que Contest at the Houston Livestock Show and Rodeo, Feb. 20-22. The downtown Rodeo Parade is on Feb. 22, and Go Texan Weekend is Feb. 22-23. The Houston Livestock Show™ Horse Division begins with the cutting horse competition on Feb. 24, and the livestock show starts in Reliant Center on Feb. 27. RODEOHOUSTON™ action runs from Feb. 25 to March 16, as do the shopping, food and educational exhibits.

BP World's Championship Bar-B-Que Contest at the Houston Livestock Show and Rodeo

The event remains in the southwest parking lot at Reliant Park, but it will look a little different with the addition of landscaping and the absence of Reliant Hall. For musical entertainment during the contest, The Hideout will be open each evening from 5 to 11 p.m. Commercial exhibits and carnival rides will provide additional activities for attendees.

Yes, BP is part of the name of this year's World's Championship Bar-B-Que Contest. As part of the Show's

expanded sponsorship program, title sponsorships were available for several Show events. Visitors will be seeing this and other sponsorship recognition throughout the Show — including walking the midway and riding the rides in the 100.3 KILT Carnival at the Houston Livestock Show and Rodeo.

Reliant Arena

With Reliant Hall gone, the west side of Reliant Arena looks different, but it still will be the place to find horses, donkeys, mules, auctions and some commercial exhibits. After two years of split venues, the Horse Division of the Houston Livestock Show all will be held at Reliant Arena, bringing the Appaloosa and Arabian/Half Arabian shows back on-site.

The All Breeds Registered Range Bull and All Breeds Commercial Female cattle sales also return to Reliant Arena — to the Sales Pavilion. The sale facility will continue to host the junior auctions and most of the cattle breed sales.

Reliant Center

The world's largest livestock show has a new home — Reliant Center — and it will mean more animals, exhibits and activities under one roof. The Main Arena will be the center of activity for all the cattle shows, with the East Arena and West Arena being the “places to be” for swine, sheep, goats, llamas, alpacas, rabbits and cavyies.

With the new Houston Livestock Show dates also came a few livestock schedule changes. The Open and Junior Dairy Show has been moved to the first Friday of the Show, Feb. 28. The llamas and alpacas will be shown the last weekend of the Show, March 14-16.

In the Junior Breeding Beef Heifer and Beef Scramble Heifer shows, two new divisions have been added: Other Registered Breed Heifers and American Registered Breed Heifers. Braford and Gelbvieh breeds no longer have individual shows and will be shown in the American Registered Breed Heifers and Other Registered Breed Heifers, respectively.

Three new classes have been added to the Agricultural Mechanics Project Show: tractor restoration, 1960 and older; tractor restoration, 1961 through 1975; and nontraditional utility and implement trailers. Previously located in Reliant Arena's north annex, the hundreds of projects for this contest will be on display on the west end of Reliant Center.

On the east end of Reliant Center, Destination: AGVENTURE will be a gathering place for children of all ages to learn about agriculture. The popular baby chick hatchery and goat mountain will be back, plus more fun for 2003.

Livestock won't be the only occupants of Reliant Center during the Show. Inside the Center will be shopping galore! It will be a merchandise mecca with everything from Western

Seen It Like This

apparel to farm equipment to unique furniture. The multitude of glass windows on Reliant Center's south side will let the light shine through on the Western artists' work located throughout the lobby.

The products of the talented participants in the School Art program will adorn the west end walkways of Reliant Center, and entries from the Go Texan Quilt Contest and Go Texan Photography Contest will be on the center and east walkways.

Formerly held in Reliant Arena, the popular nondenominational Cowboy Church will move to the second level of Reliant Center. The services will be each Sunday, March 2, 9 and 16, at 10 a.m. in rooms 603-605 and 609-611.

Reliant Stadium

Reliant Stadium will really rock when 70,000 fans fill it for RODEOHOUSTON. Weekday performances will begin at 7 p.m., and Saturday and Sunday performances commence at 4 p.m. Each RODEOHOUSTON performance also has a new format that will include an opening feature, seven rodeo events, special events and a concert. Rodeo action will begin by 7:05 p.m. on weekdays, with no Grand Entry at the beginning. It has been renamed the Grand Salute and will be in the special events section.

With the announcement of four entertainers in September, RODEOHOUSTON fans have already gotten a glimpse at the superstars who will grace the Show's rotating concert stage. After closing RODEOHOUSTON in the Reliant Astrodome, George Strait will open RODEOHOUSTON in Reliant Stadium on Tuesday, Feb. 25. Tim McGraw will excite the crowd on Monday, March 3, and on Tuesday, March 4, ZZ Top returns to RODEOHOUSTON. The final entertainer in 2003 will be making its farewell appearance in Houston — Alabama closes the Rodeo on March 16.

The Great Outdoors

While Houston Livestock Show and Rodeo events will encompass four buildings during 2003, it all will be tied together through a number of outdoor exhibits and activities.

On the south side of Reliant Center, Rodeo Plaza will be the place for food and entertainment. The east end of the plaza will feature an entertainment stage, which will be home to the Houston Livestock Show and Rodeo Talent Contest.

Adjacent to Rodeo Plaza will be a food court, with seating, geared toward the Show's younger visitors. South of the plaza, the fun continues with pig races, carnival rides and mechanical bull rides.

From there, visitors can follow the delicious smells of food and the bright lights of the 100.3 KILT Carnival at the Houston Livestock Show and Rodeo around Circle Drive to Reliant Arena and Reliant Stadium. In this area, formerly occupied by Reliant Hall, fans will find even more carnival rides and the Show's only nightclub, The Hideout.

Rodeo METRO Express

The Rodeo METRO Express again will provide transportation from satellite parking areas. Operating from eight locations in 2003, round-trip tickets for visitors age 13 and older are \$2. Visitors age 12 and younger ride free, as do gold badge-wearing committee volunteers and one guest each.

The shuttles will be available at:

- Aramco Services Company at 9009 West Loop S.
- Delmar Stadium
- METRO Monroe Park and Ride
- METRO North Shepherd Park and Ride
- METRO West Loop Park and Ride
- METRO Westwood Park and Ride
- Minute Maid Park B and C lots
- Reed Road HLS&R Park and Ride

The Rodeo METRO Express will run during the BP World's Championship Bar-B-Que Contest, with the Reed Road HLS&R Park and Ride lot available from 5 a.m. to 2 a.m. daily. All other lots will be open from 5 p.m. to 1 a.m., Feb. 20-21, and 9 a.m. to 1 a.m., Feb. 22. From all lots and on all three days, the last inbound shuttle departs at 9:30 p.m.

Beginning Feb. 25, shuttle service from the Reed Road HLS&R Park and Ride lot will operate from 5 a.m. to 2 a.m. daily. All other lots will run from 5 p.m. to 1 a.m., Monday through Thursday; 5 p.m. to 2 a.m., Friday; and 9 a.m. to 2 a.m., Saturday and Sunday.



Artistic Touch

By Whitney Horton

The 2002 School Art Grand Champion Work of Art, "A Cowboy's Prayer - Sept. 11th," by Shay Brunson, touched the very souls of many who viewed it. Likewise, for more than 30 years, the School Art program has reached out to numerous communities which otherwise might not be exposed to the Houston

Livestock Show and Rodeo™. The volunteer efforts of the School Art program and its committees touch the lives of many — one child at a time.

In 2002, the School Art contest boasted competitors from more than 90 school districts and 50 private or parochial schools within a 150-mile radius of the Houston metroplex. Each year, approximately 300,000 children, ages 5 to 19, participate in the program, which showcases the culture, history and heritage of the Old West.

The selection process begins with Best of Show, Gold Medal and Special Merit winners from various high schools. Once at the Show, those pieces are judged by 40 art professionals in the Grand Prix judging. Fifty fantastic works of art from amazingly talented youngsters reach the stage at the School Art Auction.

Each student is guaranteed a minimum amount from the auction for his or her artwork. Amounts bid over the potential maximum payment go to the Houston Livestock Show and Rodeo Educational Fund to help the Show meet its educational commitments.

In addition to providing monetary assistance to students who sell their artwork at the auction, the School Art program also touches the lives of high school seniors who earn Gold Medal, Special Merit, Best of Show or Gold Star Finalist recognition for their art pieces. Even though their art might not make the final sift into the auction, these winners are eligible to apply for one of 15 four-year, \$10,000 scholarships presented by the School Art Committee.

Gold Medal, Special Merit, Best of Show and Gold Star Finalist winners also are eligible to apply for scholarships to attend a three-week summer workshop at the National Center for American Western Art,

home of the Cowboy Artists of America Museum, in Kerrville, Texas. Following an interview process, 24 applicants are chosen each year to immerse themselves in an intensive program taught by professional artists. The program exposes the students to different art mediums and introduces them to artists who earn a living doing what they love.

Payne Lara, a 1990 summer workshop scholarship winner, said the program showed him that he could pursue and make a living as a professional artist. Now married to Linda Gold Lara, a fellow 1990 summer workshop scholarship winner, Payne returns to the workshop as a successful professional, teaching students sculpting and other media. Payne said he is rejuvenated by the students, and they help him to practice what he preaches.

Houston Baptist University senior and scholarship winner Chris Ellerman also returned in 2002 as a counselor and live art model. As a participant at the 1999 workshop, Ellerman gained increased motivation and confidence in his abilities. In addition, he formed enduring friendships with other students and found incredible mentors in such teachers as West Texas artist Garland Weeks.

Lindsey Beard, a 2002 workshop attendee, said the workshop was the best thing she had ever done. She beamed while explaining about seven-hour studio days, three oil paintings and an 18-inch sculpture that proudly sits on her mantel. Beard said she "learned that art is in everything, has to do with everything." According to Beard, the experience has inspired her to professionally pursue what she loves.



The 427 best entries in the School Art Program were displayed in the Hayloft Gallery for visitors to see during the 2002 Houston Livestock Show and Rodeo.



Each print of the Grand Champion Work of Art is carefully packaged and numbered for the print reception. Committee volunteers Cheryl Platzer and Janis Tomlinson helped distribute the prints to pre-sale buyers.

Nola Jean Graham, fine arts chairman of Lamar Consolidated Independent School District's Foster High School, has worked with the School Art program throughout her career. She believes that success breeds success, and that the positive experiences children receive while involved with the School Art program are immeasurable. "The exposure the students receive to philanthropy and the generosity of others instills in them the importance of giving back to the community," Graham said.

In addition to the high school students, elementary and middle school students also participate in competitions throughout their districts and have the opportunity to display their artwork in the Hayloft Gallery. At the district competitions, each piece of art is awarded a blue, red or white ribbon, and the artist receives a certificate of participation. Winners in third through 10th grades have the opportunity to apply for scholarships to attend the prestigious Glassell Junior School of Art in Houston. Ninety students study there each summer,

which motivates these fledging artists to continue their artistic pursuits.

Although she did not make it to the Hayloft Gallery at the Show, second-grader Alexis Earthman placed in the Conroe I.S.D. district show, earning a place for her art to hang for a year in the district's administration building with the other winning art. The recognition and opportunity provided by the experience was exciting for everyone involved. Likewise, Memorial Middle School student Ryan Porter received additional acknowledgment and support as a winner in his district, encouraging him to continue studying art at the high school level.

According to Rita Ruffeno, 2000-2002 School Art Committee chairman, "Our committee judges and places ribbons on more than 20,000 pieces of art. Many lives have been changed as result of our work. Art and creating it have provided an opportunity to hundreds of students who might not have been able to participate in the Rodeo. Art has changed many, many lives."

It Takes Two

With the growth and success of the program also has come change. The formation of a School Art Auction Committee was announced in July 2002.

The School Art Committee, under the leadership of 2003 Chairman Sally Woody, will continue to be responsible for the district shows, judging, Grand Prix, Hayloft Gallery, scholarships and workshops.

The School Art Auction Committee, chaired by Pam Springer, will be in charge of auction pre-sales, buyer appreciation activities, print distribution and the School Art Auction.

These two groups, both working with officer in charge Tom Dompier, will function together at times.



A Barrel of Fun, Money and Excitement



By Teresa Ehrman

Photo by Frank Martin



Riding a barrel racing horse often requires the combined skill, balance and grace of being a gymnast and a jockey.

For almost half a century, the sport of rodeo was dominated by men, who showcased their skills at riding bareback broncs, wrestling steers and roping calves.

But everything changed in 1948, when the Girls' Rodeo Association was established in an effort to provide an opportunity for women to compete in rodeos. The organization's name was changed in 1981 to the Women's Professional Rodeo Association. Today, the WPRA continues its mission of developing and promoting the sport of professional rodeo for the female competitor.

The 2,000 members of the organization compete primarily in barrel racing at more than 800 WPRA-sanctioned events per year in conjunction with Professional Rodeo Cowboys Association rodeos.

With the incredible paychecks, the gutsy competitors and the superior, athletic prowess of the horses, barrel racing has become a premier professional sport — one that has garnered millions of enthusiastic fans and loyal followers. In 2001, the

obvious progression and popularity of the sport became evident, with WPRA prize money topping an astonishing \$4.5 million.

"I think barrel racing is so popular because it's a true race, and it is an easy event to understand," said Carolynn Viotor, president of the WPRA. "I also believe audiences like to see women showcase their exceptional horsemanship skills, and these competitors do it with such finesse." Barrel racers often don brightly colored sequined shirts or vests, adding a touch of glitter to the grit of the race.

In addition to finesse, excitement and speed both are equal ingredients in the exhilarating sport of barrel racing. This fierce competition is so quick and intense that electronic timers are required, and times are recorded in the hundredths of a second.

Barrel Racing Basics

The barrel racing course is composed of three 55-gallon steel drums set in a triangular pattern. For WPRA-sanctioned events, the first and second barrels must be at least 18 feet from the arena fence, with the third barrel 36 feet from the fence.

Entering the arena at full speed, the rider must race around the barrels in a cloverleaf pattern and cross the finish line.

The contestant can start the race from the left side or the right side; however, if the rider begins with a right turn around the right-hand barrel, she must follow with two left turns on the remaining barrels. If the rider elects to go left on the first turn, she must make two right-hand turns on the second and third barrels. If a rider deviates from the required pattern in any way, she is disqualified.

While touching or even moving a barrel is permitted, if the horse knocks down a barrel, a five-second penalty is assessed for each one overturned. Knocking over a barrel can be devastating in a race that can take as little as 14 to 16 seconds from start to finish — and when the margin of victory is often far less than a tenth of a second.

All About Teamwork

Success in barrel racing is dependent upon the agility and skills of both horse and rider. Communication between the two is necessary, and trust is crucial.

While there are no regulations for the type of horse barrel racers must use with respect to breed, size, age or sex, selection of a good racing horse is important. Most barrel racers ride Quarter Horses, which are known for their speed, agility and even temperament. Exceptional athletes in their own right, barrel racing horses provide exhilarating action, that keeps audiences on the edge of their seats, as they race at tremendous speeds and turn on a dime.

Most barrel racers will say that the key to any successful ride — in addition to sheer speed — is in the “rate” of the horse, which is the process of slowing down for the turns. A horse which rates properly for turns shifts its weight onto its hindquarters, letting it make a balanced turn with its shoulders lifted and in the proper position. “This is an essential element in the race, as the horse must be attentive and focused on slowing down,” Vietor said. The horse then shifts its weight back and makes a fast, close turn around the barrels. The final trek to the finish line after the last barrel is a pure and gutsy sprint.

The Best of the Best

For the hundreds of women who have competed in barrel racing at RODEOHOUSTON™, Vietor noted that “The Reliant Astrodome was both an awesome and intimidating arena for the horses and the riders. It is such a challenging arena in which to compete — with the sheer enormity of the facility, as well as the unbelievable noise level.” The cheering intensity is perhaps an accurate barometer of the crowd’s enthusiasm for the popular event.

As difficult as it was to compete in the Reliant Astrodome, there likely is not one WPRA competitor who didn’t want to race there. After all, an invitation to compete in Houston, with one of the richest payoffs in rodeo, is extended only to the best in the sport.

Year after year, one competitor has mastered the challenging course — Charmayne James. She won the champion title in Houston in 1984 — her rookie year in the sport — and followed up with nine more RODEOHOUSTON wins. She also earned a spot in the RODEOHOUSTON record books in 1990 with

the all-time best ride of 16.83 seconds.

Her extraordinary bay American Quarter Horse, Scamper, dominated the sport and led James to 10 consecutive World Championships from 1984-93. In 1996, Scamper was inducted into the ProRodeo Hall of Fame.

“Charmayne has had more impact on barrel racing than anyone else,” Vietor said. “While there are many who’ve been responsible for advancing many aspects of the sport, Charmayne truly stands out from the rest. She is a great ambassador for barrel racing and a true champion in so many ways.”

James joins a host of other champions who have had a tremendous impact on the sport of barrel racing — women like two-time World Champion Sherry Cervi, who walked away from the 1999 National Finals Rodeo — the Superbowl of rodeo — with \$245,369 in prize money from a single event — more than any other contestant, male or female.

While the evolution of women in rodeo has been slow and arduous, cowgirls continue to break down barriers in the arena — making an enormous impact on the sport of barrel racing, breaking countless records and paving the way for cowgirls of the future.



Excessive speed at the wrong time can cause a barrel racer to run wide of a barrel, adding costly seconds to her time.

A Gift to Give

By Tara Wilson

Those who support the Houston Livestock Show and Rodeo™ do so because they believe that the mission of the Show — benefiting youth and supporting education — is important enough to be the beneficiary of their time, talent and treasures. Many take for granted that the Show will be around to continue that mission for years to come. To ensure that this important endeavor will continue well into the future, the Show has developed the new Gifting and Lifetime Legacy Opportunities Committee. The purpose of the GALLOP Committee is to help individuals and entities implement planned gifting programs and to ensure sustained funding for the Houston Livestock Show and Rodeo.

The GALLOP Committee's officer in charge, John Ellis, said, "The development of the GALLOP Committee is a result of much work and many dedicated people." In fact, it was four former and current Show presidents — Jim Bloodworth, Dick Graves, Don Jordan and Mike Wells — who ultimately brought this program to fruition. Many people contribute to the Show during and after their lifetimes; however, until this point, there was no formal planned giving program to facilitate this process for donors. In 2001, Mike Wells, with the support of these past presidents, formed a task force to formulate such a program. The GALLOP Committee is the result.

The committee is comprised of professionals well versed in charitable gift planning, including GALLOP Committee Chairman Mary Beth Woehler, who knows that this is a program whose time has come. "As you look around Houston and the nation, you see that the emphasis on planned giving has increased, due to the many options and benefits it allows to donors. GALLOP will allow us to continue to offer options that match the needs of our donors," said Woehler.

"We make a living by what we get,
but we make a life by what we give."

Sir Winston Churchill

What is Planned Giving?

"Planned giving" is a term commonly used to describe a wide variety of giving vehicles that allow donors to give to charity during their lifetime and/or after death, while meeting current income needs and providing for heirs. Planned giving is typically done in conjunction with estate planning and is a viable option for donors of all income levels.

From a donor's perspective, planned giving is attractive for many reasons. It may allow donors to give larger gifts than otherwise possible out of current assets. Depending on how a planned gift is set up, it may also let donors receive a stream of income for life, earn higher investment yields, or reduce capital gains or estate tax. Planned gifts often appeal to people who want to benefit a charitable organization, such as the Houston Livestock Show and Rodeo, but are not certain how much of their assets they will need during their lifetimes.

Why now?

With forecasters predicting unprecedented transfer of wealth (between \$11.7 trillion and \$17.5 trillion) over the next 20 years, mainly in the form of planned gifts and bequests, it is obvious there is a place in the Houston Livestock Show and Rodeo for the GALLOP program. While the Show relies heavily on the incredible support of more than 13,500 volunteers, almost 2 million Show attendees, and countless exhibitors and buyers each year, it cannot fulfill its mission without the generosity of individual and corporate donors. As the Show competes with countless other charitable organizations for donor dollars, having this option makes perfect sense.

Planned Giving Options:

The most common types of planned giving vehicles are gift annuities, charitable remainder trusts, charitable lead trusts, charitable bequests and beneficiary designations. While the GALLOP Committee will assist potential donors with regard to options that are available, the committee will not be a substitute for estate planning and tax advice from donors' attorneys, accountants and financial managers. For more information on how to make such gifts, please contact the GALLOP Committee Chairman Mary Beth Woehler at 713.561.9331. Such gifts may be deductible depending upon their terms and the tax laws as they exist at the time such gifts occur.

Are You Ready for Some SHOPPING?

With the snip of a ribbon on Thursday, Aug. 22, 2002, the Go Texan Store in Reliant Stadium opened for business. The store, located on the south end of Reliant Stadium, is a joint venture of the Houston Livestock Show and Rodeo™ and the Houston Texans.

Show members are well acquainted with the Go Texan name. In 1954, the first Go Texan Committee was formed to publicize the Show by encouraging Houstonians to wear Western clothes and by encouraging store owners to decorate their storefronts and window displays in a Western or rodeo theme.

Visitors to the new Go Texan Store will notice both a rodeo and a football theme throughout the 4,400-square-foot store. Stepping through any of the four entrances, visitors will notice either a RODEOHOUSTON™ or a Houston Texans logo projected onto the tile floor and RODEOHOUSTON and Houston Texans logos in neon on the store's ceiling. The logos are continued on the display racks, with logos alternating throughout.

While shoppers won't find the Go Texan string ties that were popular in the 1950s or the one-and-only Go Texan Buick Station Wagon that debuted at the Show in 1960, there is merchandise to suit almost any Show fan. Current selections include caps, T-shirts, knit shirts, denim shirts, men's plaid shirts and women's sleeveless shirts. And, this is just the start! With the most retail



Show fans can start holiday shopping early for such items as long-sleeve, button-down shirts featuring the "Bowlegged H" logo.

space in any National Football League stadium, there is plenty of room for a variety of merchandise.

This retail location will include both Show and Texans items year-round, but the merchandise emphasis will coincide with the appropriate event season. The store also will include concept shops, such as the RODEOHOUSTON Collection, NFL

Kids Corner, Reebok NFL Equipment and Art of the Game sports memorabilia.

The Go Texan Store won't be the only place to shop in Reliant Stadium. During events, 10 smaller Go Texan Express stores and 10 portable kiosks will offer merchandise related to the day's



T-shirts with the RODEOHOUSTON and Houston Livestock Show and Rodeo logos are sold side by side with Houston Texans shirts in the Go Texan Store.

activity. For RODEOHOUSTON, these outlets will carry Show merchandise and Western specialties. On the Club Level, four exclusive stores will feature event-specific products, such as Western wear during RODEOHOUSTON. Art of the Game Sports Art Gallery will feature high-end sports art and one-of-a-kind mementos.

The Show and the Texans held a contest to name the new store, and eight fans submitted the Go Texan name. Those eight winners are Gwen Burwell, Deborah Hardy, Greg Horton, David LaRock, Chris Miller, Kenneth Norwood, Blythe Smith and Charles Waldie.

The Go Texan Store is open Monday through Saturday from 10 a.m. to 6 p.m. and on event days. Visitors can reach the store's main entrance in the stadium's south plaza by entering the Westridge gate at Reliant Park. Are you ready to shop?



The Go Texan Store opened with excitement that included a ribbon cutting with Texans' mascot Toro, Show Assistant General Manager Leroy Shafer, Show President Mike Wells, Texans Vice President Steve Patterson, and event emcee and Show Lifetime Vice President Bill Bailey.



Houston General Go Texan

By Gina Covell



Posters and clowns help the Houston General Go Texan Committee promote the Show, and volunteers such as, Chairman Donald Alyea and Vice Chairman Frank Moreno (standing), and Vice Chairmen Doug Knutzen, Kelly Larkin, and Lori O'Donnell make sure all the details are covered.

With two clown events, parties and galas galore, it might seem as though the Houston General Go Texan Committee is just a lot of fun. However, this committee, one of the oldest in the Houston Livestock Show and Rodeo™'s history, takes promoting the Show as seriously as eight seconds on a bull. The committee's roots go back to the days at the Sam Houston Coliseum, when it was established solely to promote the Show and its mission.

"Our committee's primary duty since inception is to let the people of Houston know about the Show. We distribute promotional posters to businesses within the greater Houston area, as well as other hub cities throughout the country," said Chairman Donald Alyea. The 225 committee volunteers distribute 25,000 posters in just 48 hours the week before the downtown parade.

Several subcommittees aid in the promotion of the Show through various activities. Two such subcommittees facilitate the hotel lobby decorating contest and mall retailers decorating contests a few weeks prior to Show kickoff. "We encourage retailer and hotel participation from The Woodlands, to Katy, to Texas City and everywhere in between," explained Alyea.

"Our committee representatives personally meet with mall and store managers to raise awareness of the Show," said officer in charge and Show vice president Keith Steffek.

The downtown subcommittee hosts both the Clowns Around Downtown and Parade Day Breakfast events. "The event includes a friendly greeting by clowns and a free concert at the City Hall reflection pool by a local entertainer," said Alyea. The event also includes drawings for prizes and a recap of the entertainers slated to perform at RODEOHOUSTON™.

"Clowns Around Downtown reaches yet another Houston audience and expands the Show's reach, which means that we are doing our job," said Steffek. The downtown subcommittee also hosts an invitation-only parade breakfast and viewing party at Jones Plaza for senior corporate executives preceding the parade.

The midtown subcommittee is responsible for the Diamonds & Scrubs black tie gala as well as Rodeo in the Park. The gala is held at the Rice Hotel and includes both a live and silent auction. For the 2002 Show, the event raised more than \$30,000 with auction items donated by local businesses. "The most popular item on the auction block remains to be the backyard barbecue for 50 people donated by the committee members," said Alyea.

Rodeo in the Park is an event for children being treated in one of the Texas Medical Center facilities. "Nearly half of our 225-person committee entertains 1,500 children during Rodeo in the Park," said Alyea. "They are invited to enjoy games, rides, a petting zoo, trains, live musical entertainment, 'rodeo clown' performances and more. Without question, this is the most heartwarming event our committee puts on because it directly affects ill children."

The Houston General Go Texan Committee has more than 35 life members and a waiting list. "Most of the committee members have been on the committee for many years, and all of them are very dedicated," said Steffek. "It is a strong team of folks that takes care of our events and does a tremendous job of promoting the Show and its efforts."



Legal Advisory

By Tracy L. Ruffeno



Kelly Frels, a new member of the Legal Advisory Committee, listens as Chairman Tom Conner and long-time committee volunteer C.F. Kendall review committee policies and procedures.

What do you get when you mix a group of lawyers and the Houston Livestock Show and Rodeo™? The answer to this question is not the punch line of a lawyer joke — it is the Show's Legal Advisory Committee. Recognizing a need for legal advice and the multitude of Show volunteers who are lawyers, in 1992 the Show created this committee to advise Show officers and management in legal matters.

The lawyers lend their professional expertise to the Show's leaders. Show president and committee officer in charge P. Michael Wells said, "This committee provides an invaluable service to the Show on a pro bono basis. The members are very helpful on relatively big issues. They save the Show time and money."

Although it is one of the smallest committees, the Legal Advisory Committee carries a lot of responsibility. According to chairman Tom Conner, the 20 members of this committee offer tremendous and valuable legal advice at no cost to the Show. "We can provide a quick response when the Rodeo has a question," said Conner.

The members have had many opportunities to provide such information as they have dealt with issues ranging from ticket scalping and animal drug testing to environmental and tax planning questions. Though matters of litigation are handled by outside counsel, members sometimes provide thoughts on strategy, offer legal opinions, conduct research and find the proper attorney to help on an issue.

Each year, individual members of this committee are assigned to the Show's president/chief executive officer, vice president/chief operating officer and vice presidents. Additionally, a memo is distributed to Show leaders listing the lawyers' various specialties to streamline the process in the event that Show management has a question. This committee meets quarterly, but it functions year-round, as its members stay available throughout the year to answer Show staff and officers' questions.

While most of this committee's original members continue to serve, Conner considers several criteria in selecting new members. First, he looks for a lawyer who is successful enough to have the opportunity and time to provide assistance to the Show. Second, the lawyer must be well-respected in the legal community. The attorney's specialty is the third selection criterion. Any Lifetime Vice President who is a lawyer is invited to be a member. For Conner, the committee makeup should consist of a cross section of lawyers and legal specialties much like if the Houston Livestock Show and Rodeo were forming its own diverse law firm.

This intentionally broad variety of specialties among the attorneys serving on this committee includes patent, trademark, corporate, real estate, bankruptcy, contracts and school law. The membership includes trial lawyers and lawyers who also are CPAs to provide tax assistance. "These are all hard-working, knowledgeable attorneys who donate countless hours to the Show," said Conner.

Each year during a RODEOHOUSTON™ performance, the Legal Advisory Committee and Show officers host a judicial reception for all judges in Harris and surrounding counties. The judicial reception is well-attended by the judiciary and their guests. This committee also provides speakers to committee chairmen through their officer in charge. Members speak on a variety of topics relevant to Show committees. For example, they might speak to the Corral Club Committee regarding dram shop liability.

The work provided by this committee shows that the maxim "you get what you pay for" is not always true. These legal experts donate valuable time and effort to protect the Show, so that it might continue to meet its goal of benefiting youth and supporting education. Wells added, "This committee is a great reservoir of counselors to call on, and I rely on them often."

Third-Year Committee Chairmen

PROFILES

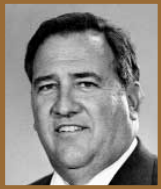
By Marshall Smith III

Mary Adams – International



Mary Adams' love for the Houston Livestock Show and Rodeo™ began in 1970, when she joined the Show as a life member. She joined the Poultry Auction Committee in 1971 and has served on the Ladies' Go Texan, Breeders Greeters and Llama committees. Mary joined the International Committee in 1980 and served in several capacities before becoming its chairman. She was elected to the Show's board of directors in 1991 and received the Ladies' Season Box Committee Trailblazer Award in 2000. Mary is retired from Tenneco.

Bill R. Bludworth – Magazine



Bill R. Bludworth has been active in the Show since he joined as a life member in 1988. He has been a member of the Souvenir Program, Steer Auction and Cutting Horse committees. Bill was elected to the Show's board of directors in 1997. His wife, Lori, and his two sons, Hunter and Whitney, are life members of the Show, and the sons are rookies on the Parade and Corral Club - Chute Club committees, respectively. Lori is active on the Ladies' Season Box Committee. Bill is an attorney with Bludworth & Associates, P.C. He is a member of the Tejas Vaqueros, and his hobbies are sailing and collecting oldies music.

Howard Cordell – Houston Metro Go Texan



Howard Cordell joined the Show as a life member in 1990, the same year he became a member of the Calf Scramble Donors Committee. Howard has served on the Metro Go Texan Committee since 1993. He was elected to the Show's board of directors in 1997. His wife, Lore, is a life member, committee volunteer and past captain of the Houston Metro Go Texan Committee Alief Southwest subcommittee. He has two sons, Andy and Justin, and his father, James, is a lifetime committeeman. Howard is president of JAHQ, Inc., a paving and utility company. His hobbies are boating, hunting and saltwater fishing.

Raymond Hartis – Corral Club - Loge North Club



Raymond Hartis began volunteering, as a life member of the Show, in the corral clubs in 1985. He has been an assistant club chairman for several of the corral clubs. Raymond is the past president and chairman of the board for the Montgomery County Fair and Rodeo. His wife, Tena, is a member of the Conroe/Willis/The Woodlands subcommittee of the Houston Metro Go Texan Committee. Raymond works for Fabricating Specialties, Inc. as a sales and marketing manager. His hobby is playing golf.

Jack Heard Jr. – Agricultural Mechanics



Jack Heard Jr. has been a life member of the Show for 30 years. He has served on the Parade Committee for 25 years. Jack also was a member of the Steer Auction and Calf Scramble committees. He was elected to the Show's board of directors in 1994. Jack's wife, Janet, is a past chairman of the Lamb Auction Committee and a Ladies' Season Box Committee Trailblazer Award winner. He has been a grand champion buyer for several years. Jack is president of Superior Protection, Inc.

D. Scott Hinsley – Equipment Acquisition



D. Scott Hinsley did not know he would have some big shoes to fill when he joined the Show in 1987. His father, George, and his brother, Ray, are both Lifetime Vice Presidents of the Show. Scott is a life member of the Show and a member of the World's Championship Bar-B-Que Committee. Scott is employed with Cendant Corporation as an account manager. He is a member of the Houston Baptist University Alumni and the Tejas Vaqueros.

Robert T. Richbourg – Corral Club - Auction & Receptions



Robert T. Richbourg has been a member of the corral clubs since 1984, when he joined the Show as a life member. His son, Travis, and daughters, Lisa McCorkle and Betty Jo, as well as his daughter-in-law, Jennifer, are all life members. Robert is a member of High Bidders, an auction buying group, and is a generous supporter of the Horse Show - Palomino and Swine Auction committees. He is employed with North Houston Trucking Co.

James T. Schwartz – Corral Club - Loge South Club



James T. Schwartz joined the Show as a life member in 1980 and has served on several of the corral clubs since becoming a member of the Show. James also has been a member of a cooking team at the World's Championship Bar-B-Que Contest for 17 years. He has been a champion buyer at the Poultry and Lamb auctions and has been a calf scramble donor. James is president of Windsor Travel Corporation.

★ Set Your Sights on Your Seats

RODEOHOUSTON™ season ticket holders will have a special chance to see the inside of the dynamic new Reliant Stadium on Sunday, **Dec. 8, 2002**, from 1 to 4 p.m. Attendees will have the opportunity to visit the Field, Club and Loge levels. Complimentary parking and discounted concessions will be available.

★ We've Made a Commitment

With the growth of Houston-area school districts, the Houston Livestock Show and Rodeo™ has increased the Metropolitan Scholarship program from 188 to 190 scholarships. This addition was part of the recently approved 2002-2003 educational funding. The commitment of more than \$7 million also includes Opportunity, School Art, 4-H, FFA, and Family, Career and Community Leaders of America scholarships; graduate assistantships; educational program support; and continued funding of the Rodeo Institute for Teacher Excellence™.



★ Belly Up to the Bar

Corral Club card holders and patrons will find something new when they purchase drink tickets in 2003: a price increase — the first in 12 years. Corral Club drink tickets can be purchased for \$40 in a strip of 10 tickets at \$4 each in all Corral Clubs except The Hideout. Drink tickets purchased at The Hideout are \$5 each, and drink tickets are \$5 each for patrons on the Club Level in Reliant Stadium. Even though purchased at a different location, \$4 drink tickets will be accepted at all Corral Club locations, including The Hideout, and in Reliant Stadium on the Club Level and the Chute Club.

★ Happy Valentine's Day

If you are looking for some Valentine's Day fun for you and your sweetheart, mark your calendar to attend the Houston Livestock Show and Rodeo **Membership Dance on Friday, Feb. 14, 2003**. The excitement begins at 7 p.m. in Reliant Center.

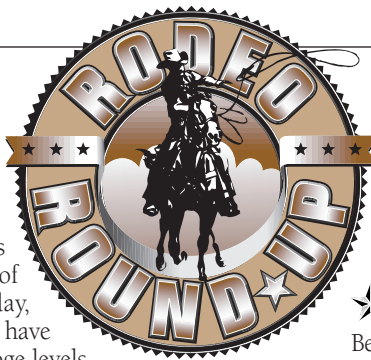
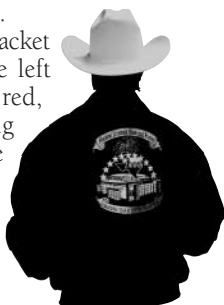
★ Looking Good!

The **2003 Show jackets** are available now, but only while supplies last! The Rodeo Merchandise Committee will be selling the jackets in the hallway on the second floor of Reliant Center on most evenings when committee meetings are scheduled. Since there will be no special orders or shipping, volunteers can purchase a jacket and wear it straight to their meeting!

Jackets also will be sold at the membership dance and BP World's Championship Bar-B-Que Contest at the Houston Livestock Show and Rodeo, if quantities permit.

This luxurious black leather and wool jacket is embroidered on the front left and the left sleeve. On the jacket back is a brilliant red, white, blue and silver design featuring Reliant Stadium and commemorating the Show's inaugural year at the new stadium and center.

The pre-Show price for each jacket,



including the committeeman's discount and tax, is \$345. Any jackets remaining once the Show begins in February will be sold for \$395.

★ It's a Deal

Between now and February, Show volunteers will be seeing the Rodeo Merchandise Committee offering a unique line of Houston Livestock Show and Rodeo and RODEOHOUSTON merchandise at committee meetings and events. These products currently are being sold at special, pre-Show committee volunteer prices. This discount, already reflected in the selling price, is just one way of saying "thanks" to the hard working men and women who support the Show.

But, while the variety of products will be available once the Show begins, the pre-Show discount prices won't be. Watch for the Rodeo Merchandise Committee in Reliant Center and take advantage of this special offer.

★ A Lot of Lots

The 2003 debut of RODEOHOUSTON in Reliant Stadium will mean better sightlines, a wider main concourse, 10,000 more seats, and more season ticket customers and rodeo fans than Houston has ever had before. The increased number of customers and fans will mean more vehicles to accommodate for parking. With that in mind, a comprehensive on-site parking plan has been developed that includes pre-purchased parking, permit parking for livestock and horse exhibitors and working committee volunteers, and public daytime parking on weekdays.

Volunteers will be issued permits valid on the days they are assigned to work and will park in the South Kirby Lot, just as working volunteers did in 2001 and 2002. Vehicles with working volunteer permits will enter the Westridge gate, or, on days that Astroworld is not open, may enter from the Loop 610 feeder road.

The year-round committee volunteer hangtags for parking at Reliant Park will be distributed after the 2003 Show. Don't forget that committee volunteers and one accompanying guest ride free on the Rodeo METRO Express from eight locations!

★ A Whole Lotta Bull

RODEOHOUSTON fans will be thrilled with the extreme side of the sport when the Show welcomes its first-ever full night of bull riding! Exploding out of the chutes Thursday, March 6, this incredible PRCA Bull Riding Tour elimination event features 30 of ProRodeo's toughest competitors in the first round, with only 15 making the second round. You'll see 45 bull rides in one action-packed evening, followed by the excitement of chuck wagon races, the calf scramble and a superstar concert. Hang on for more details!

★ Special Days

Visitors will be able to help celebrate two special occasions at the 2003 Show—Go Tejano Day and Black Heritage Day. The Go Tejano Day festivities will be held Sunday, March 9. Black Heritage Day activities take place on Friday, March 14.

★ Oops!

Earl Gilbert was inadvertently left off the list of Houston Livestock Show and Rodeo lifetime directors in the August issue.

★ New Face

Michael Cooper has joined the Show staff as division manager - agricultural exhibits and competition.

CALENDAR OF EVENTS

NOVEMBER

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

DECEMBER

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

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

- 8-9 Hardin County Go Texan BBQ Cookoff
- 8-9 Jefferson County Go Texan Cookoff
- 8-9 Rusk County Bar-B-Que Cookoff
- 28-29 Show offices closed – Thanksgiving holiday

DECEMBER

- 13 Spring Branch/Memorial Diamonds & Studs Gala
- 14 Madison County Chamber of Commerce Christmas Parade
- 20 Spring Branch/Memorial Recipe Round Up
- 25-27 Show offices closed – Christmas holiday

JANUARY

- 1 Show offices closed - New Year's Day
- 10-11 Baytown/Highlands Goose Creek Chili When It's Chilly
- 17 Alvin/Pearland Kickoff Dance, Casino and Silent Auction
- 18 Aldine/Spring/Klein Spaghetti Western
- 18 Brazoria Southwest Steak Dinner and Dance
- 18 Brazos County Scholarship Dance, Reception and Auction
- 24-25 Pasadena Go Texan BBQ Cook-off and Dance
- 24-26 Jacinto City/Galena Park Metro Go Texan Cook Off
- 25 Humble/Kingwood Boots & Buckles Ball
- 29 Conroe/Willis/The Woodlands Go Texan Dance



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