

HOUSTON LIVESTOCK SHOW AND RODEO™ February 2003 - Vol. XI, No. 1



MAGAZINE



You've Never Seen It Like This!

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With superstar concerts, action-packed rodeo events, livestock and horse shows, educational exhibits, and more, the Houston Livestock Show and Rodeo offers fun and excitement for visitors of all ages.



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A MESSAGE FROM THE PRESIDENT

It is finally here — our first Show in our new facilities. The excitement in the offices and in the committee meetings has been building over the last several months and is now at a fevered pitch.

When we began these building projects several years ago, we knew it would take a lot of effort and a lot of adjusting — giving and taking — to find a spot for all the old places, events and memories to fit into the new venues. We have finally done it and believe that we have not forgotten anything.

We did have some “square pegs” that we were trying to fit into “round holes,” and that gave us some difficulty. While we have more parking spaces than we did during construction, we also have new facilities that have a higher capacity, including Reliant Stadium, which has 12,000 additional seats. The increased seating has allowed us to sell more season tickets, and season parking passes were offered to season ticket purchasers. The response was tremendous and utilized a large portion of the available parking across Kirby. We only had enough remaining parking to accommodate the committee volunteers who actually are working each day. While it is disappointing that we are unable to provide parking for all committee volunteers at this location, the revenue generated from new season ticket sales will help us in our support of educational endeavors.

We realize that the committee volunteers are the lifeblood of this organization, and finding parking spaces for them is a priority of the officers and staff. We hope that we have fine-tuned the Rodeo METRO Express from the Reed Road parking area so that it is just as fast and convenient — if not **more** convenient — than fighting the traffic to get into Reliant Park. We all have had to make sacrifices and endure changes in order to fit our old way of Show life into our new Show homes.

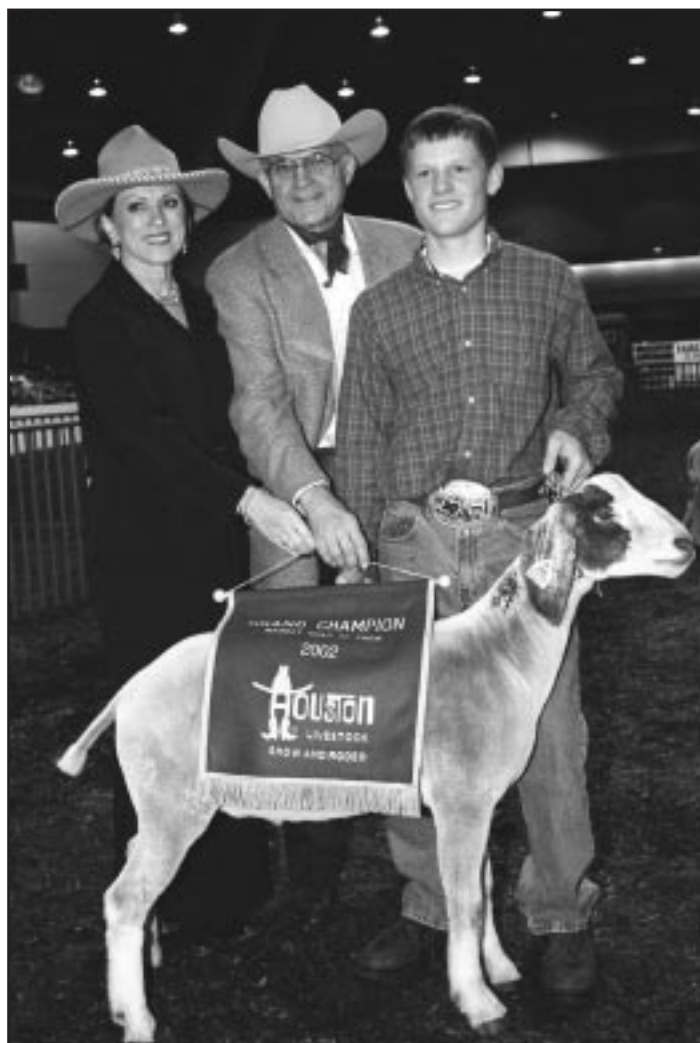
As in the past, working together, we can make the 2003 Houston Livestock Show and Rodeo™ the best ever. With the tools we have in place, there is no limit as to what we can accomplish in increasing our commitment to benefiting youth and supporting education.

Our star lineup is spectacular, and the new four-day Draft Horse Event, I believe, will attract a huge amount of attention. We've got a great Show lined up, so — Let's Rodeo!



P. Michael Wells

President and Chief Executive Officer



Marilyn and P. Michael Wells congratulate William Frank Edmiston of Eldorado, Texas, on exhibiting the 2002 Grand Champion Junior Market Goat.

Cowboy Up

By Ken Scott

Positioning himself to try to create just the right feel, the competitor senses the heat and aggression rising in his restless co-participant below. Repeatedly opening and closing his snugly gloved hand, testing its grip and the tautness of the flat, woven rope, the rider prays that it will remain secure just long enough to let him finish the ride. He knows that the rope, like every other detail of the ride, requires a delicate balance. It must be tight enough to secure him but not so tight as to trap his hand when he releases his grasp.

The competitor's heart pounds as he attempts to pace his breathing, hoping to control his adrenaline level. He brushes a drop of perspiration from his brow with his free hand before deliberately placing it as far away as possible from everything else. A thousand ideas race through his mind as he tries to think about nothing — nothing except reacting in milliseconds to anything that might happen during the next eight seconds. With his focus so tightly wrapped around the immediate moment, his awareness of anything beyond a three-foot radius becomes nonexistent. After a brief, final check of his posture, and with a determined nod of his head, the competitor invites the release of 2,000 pounds of bone-jarring, mind-muddling, pinwheeling, ground-shaking terror.

Someone possessing the desire and fortitude to undergo this experience several times a week might just have what it takes to become a professional bull rider. This is the job title of more than 700 cowboys in the United States, Canada, Mexico, Brazil and Australia. The basics seem simple enough: stay on the bull for eight seconds and don't touch anything with the free hand. However, there is a lot more than that to riding bulls for a living.

Riding bulls with names like Sugar Bear, Blueberry Wine and Jelly Roll might seem fun and exciting. Some professional cowboys even make it look easy, but the sight of a cowboy's hand hung up in his rope while the still-angry bull viciously stomps him, kicks him, hooks him and drags him around the arena — commonly known as being "rag dolled" — makes other ways to earn a living quickly come to mind.

The true desire to become a bull rider often starts early. "I knew that is what I wanted to do when I was just a little kid,"



Staying on the bull for eight seconds is the ultimate goal, but a sudden leap, jump, twist or turn of the bull can result in an early dismount and no score.

photo by Frank Martin

said 2000 World Champion Bull Rider Cody Hancock, from Taylor, Ariz. Although he started out riding calves and steers as a youngster, he rode his first bull at age 13. Today, 27-year-old Hancock participates in approximately 100 rodeos per year. "I am living my dream. I love to ride bulls," he added.

At a minimum, cowboys must remain on their bulls for a total of eight seconds in order to have a qualifying ride, but the judges look at a host of other factors when scoring a ride, some of which are outside the cowboy's control. For example, the judges evaluate the performance of the bulls, which often are referred to as co-participants, and half of a contestant's score is based on the animal's efforts. Hancock said, "The only real bad bull to ride is one that won't buck."

Tommy Keith, assistant supervisor of Pro Officials of the Professional Rodeo Cowboys Association/ProRodeo, said, "While the crowd is watching the cowboy just hang on to the bull, the judges are watching at least 12 separate characteristics of the bull's actions." These include, but are not limited to, bull spin, rear, kick, fade, lunge, jump/kick with spin, jump/kick in straight line, shoulder roll, speed, rhythm, drop and power. For the cowboy, judges base scores on control, aggressiveness,

exposure, spurring and timing. “It all comes down to who is controlling whom,” Keith said.

Bull riding might not sound like a sport that requires much more than a bull and a willing passenger, but it does. One of the essential pieces of equipment is the bull rope. The poly rope is braided, with a leather-laced, reinforced handhold in the center. This makes the rope stiff and more resistant to rolling and trapping the rider’s hand. The loop end of the rope is dropped under the bull, and the tail end is then pulled back through the loop.

Bull riders also pay careful attention to their attire. In addition to spurs and chaps, most riders today dress with safety in mind. Protective vests are designed to absorb much of the impact from a horn or hoof and have proved to be an excellent investment. Some cowboys even opt to wear helmets and face masks, but others decline. Hancock said, “I have tried them, but find it difficult to see the area around the animal when I’m riding, so I believe I’m safer without them.”

As for injuries, Hancock said everybody talks about the danger, but he said he might only experience one fairly serious injury and a few minor injuries each year. “With the experience at the pro level, you train and learn to avoid a lot of the types of injuries you get when you start out,” he said.

“You can’t compare bull riding to any other sport. It stands alone,” said Justin Andrade, the 2002 RODEOHOUSTON™ Bull Riding Champion from Livermore, Calif. According to Andrade, who characterized himself as having been “ranch

raised,” bull riding is in his blood. “The sport of bull riding has come a long way but still has a way to go. Continuing to have big sponsors and the best stock is always important, but hopefully a retirement program for cowboys will be developed soon,” he said.

Cowboys aren’t the only people who come into close contact with the bulls. Bullfighters, whose primary jobs are to make the bulls buck to the best of their abilities and to help get the cowboys away from the bulls safely, constantly enter the zone of danger. Notwithstanding their sometimes colorful attire, “bullfighters are not clowns. Our work is deadly serious,” explained Rob Smets, five-time World Champion Bullfighter. According to Smets, his attire is becoming more consistent with the seriousness of his role, and lately he is dressing less in the traditional clown apparel and more like an athlete.

Bullfighters face a danger just as great as the riders themselves do. Smets, like most professional bullfighters, has been seriously injured more than once. “Like a boxer, I know that I am going to get hit. It is just a question of when and how bad. But, that is what you can expect when you are trying to make yourself a better target for the bull than the cowboy,” Smets said.

Successful bull riding isn’t about the size of the rider, nor is it completely dependent upon a competitor’s physical abilities. Both Hancock and Andrade agree that riding bulls is about 80 percent mental. “But, if a young person wants to ride professionally, my advice is to pursue that goal. Get the right training, and, if you want to be a champion, you can be,” said Andrade.



Keeping the rider’s free hand away from the bull is not only important for balance; touching the bull with the free hand results in a no-score ride.

One Night Only

For one special RODEOHOUSTON performance, the horses, steers, barrels and ropes will get to take a night off for the Rodeo’s first-ever full night of bull riding. On Thursday, March 6, the Professional Rodeo Cowboys Association/ProRodeo Bull Riding Tour elimination event will showcase the competition between man and beast with 30 of bull riding’s toughest athletes. Only the top 15 cowboys will qualify to ride in the evening’s second round. With bull riding action plus the chuck wagons, grand salute, calf scramble and concert, it will be a new experience for RODEOHOUSTON fans.



The Devil's Rope

By Freeman Gregory

There are two words that are very much a part of Texas. Although the proper spelling is “barbed wire,” they are pronounced “bobwahr” in many parts of the state. Barbed wire is as much a cultural icon in Texas as the Longhorn and the Lone Star. Thousands of miles of barbed-wire fence stretch throughout the state, and barbed wire plays an integral role in the state’s economy.

Mankind has been building walls and fences of sorts for approximately 10,000 years. Anthropologists believe humans stopped being strictly hunter-gatherers and began to raise crops and animals around 8000 B.C., which created the need for fences. Local resources, such as timber, stone, mud and even hedges, were used to build barriers. Unfortunately, those who pushed U.S. boundaries west during the 19th century found wide-open expanses of prairie devoid of familiar building materials found in the heavily forested Northeast. Settlers did the best they could with what they could find, but they needed something better.

The idea that metal wire strung between wooden posts made an effective fence had been around for a long time, but the quantity and poor quality of available metal made it infeasible. Wire had been available in small quantities since about A.D. 400, but the manufacturing process produced brittle wire that broke often.

In 1856, English engineer Henry Bessemer accidentally discovered that adding forced air to molten iron superheated the liquefied metal, producing steel. Bessemer-style steel began U.S. production in 1867, and, by 1870, a Massachusetts company, Washburn & Moen Manufacturing, was producing large quantities of wire for distribution throughout the country. Plains farmers began to buy it to try as fencing material, but they were disappointed with the results. It seems cattle did not respect smooth wire.

Then, Henry Rose, a farmer who lived near DeKalb, Ill., had an idea. Rose was having problems with a rambunctious cow. To discourage the animal from damaging his fence, he suspended a length of wood with barbs on it between two rows of smooth wire. It worked, and he decided to show off his ingenuity to friends at a county fair in 1873.

Three men who saw Rose’s device at the fair saw their future in it. Joseph Glidden, Jacob Haish and Isaac Ellwood all began to work on independent designs, but Haish reached the patent office first. It was Glidden, however, who came up with the best product. Dubbed “The Winner,” Glidden’s version involved barbs secured to smooth wire with a second wire and is the basis for the most popular design used today. He patented his wire in November 1874 and drew legal fire from Haish immediately. The court battle continued for the next 18 years. The U.S. Supreme Court eventually ruled in favor of Glidden.

Ellwood approached Glidden with an offer to go into the barbed wire business together. Their Barb Fence Company soon became so successful that Washburn & Moen bought out Glidden for \$60,000. Ellwood stayed with the business and helped the company acquire and consolidate most of the existing 570 patents, making Ellwood and Washburn & Moen the titans of barbed wire.

In the 1870s, Texans had no interest in barbed wire. It was not a matter of indifference. It was unadulterated enmity. In Texas, there were no immense cattle ranches. Instead, Texas cattlemen practiced open-range operations by gathering herds of wild Longhorns and driving them north to market along fenceless public lands. The last thing these “free-rangers” wanted was to allow farmers or settlers to lay claim to these public lands. Barbed wire was an obvious advantage for farmers and settlers alike.

Still, business is business, and the Barb Fence Company saw market potential in Texas. In 1875, two of the company’s representatives, Henry Sanborn and J.P. Warner, spent time south of the Red River striving to convince cattlemen and farmers to try barbed wire. Neither group bought into it. Farmers thought it too flimsy, and cattlemen saw it almost as a religious abomination.

Undiscouraged, Ellwood tried again. In late 1875, he sent 21-year-old salesman John Warne “Bet-a-Million” Gates, who later founded The Texas Company (Texaco), to San Antonio to make a sale. Gates set up a corral of barbed wire in the city’s Military Plaza and filled it with “the wildest damn cattle in Texas.” It held, and the wire’s Texas sales jumped 1,200 percent over the next four years.

Despite his earlier failure, Sanborn liked Texas. In fact, he and Glidden bought land in the Panhandle to demonstrate the effectiveness of their wire in keeping cattle in designated feeding areas. Because only farmers had found fencing useful, this was something new. Their Frying Pan Ranch had 120 miles of barbed wire.

It wasn't until the state capitol burned in 1881 that barbed wire gained widespread acceptance among cattlemen. State officials decided the replacement building had to be grand. The construction contract went to a group of Illinois men called the Capitol Syndicate. In return for building the capitol, they were given 3 million acres of "worthless" land in the Panhandle.

The property became the XIT Ranch. From the beginning, the XIT was designed to demonstrate barbed wire's effectiveness in closed-range ranching. By 1885, wire surrounded more than 476,000 XIT acres and stretched more than 1,500 miles. The experiment was an overwhelming success.

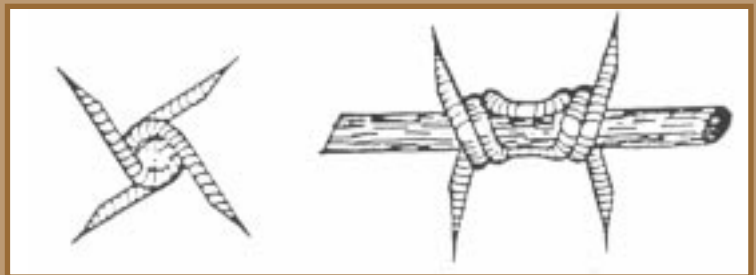
This made confrontation between open- and closed-range cattlemen inevitable. Open-range practitioners were worried about losing the public lands on which their herds grazed. Droughts escalated matters for open-rangers, because finding food and water for their cattle became difficult with fences in the way. Fence cutting eventually became a problem when cattle rustlers used it as their modus operandi. Texas lawmakers stepped in and made fence cutting a felony worth five years in prison. The law also made it necessary for fences to remain open where intersected by public roads.

Barbed wire had one more public relations fiasco to weather, however. In the mid-1880s, even open-range cattlemen had found a use for barbed wire. They used it to build drift fences to prevent cattle from passing into feeding areas where they didn't belong. Drift fences worked great — until the winters of 1885-87.

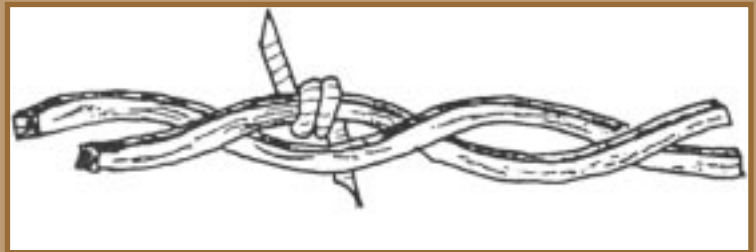
During those years, horrible blizzards drove cattle south, directly into the drift fences. Unwilling to retreat into the blizzards and unable to move forward, the cattle froze in place, stacked against the fences. The cattlemen's backlash against barbed wire was instant and powerful. Many ripped down fences. Those who objected to it on humanitarian grounds began calling barbed wire "The Devil's Rope."

Fearing industry collapse, wire manufacturers developed a product that answered many of the farmers' and ranchers' concerns. The new wire featured smaller barbs that pricked, rather than ripped, an animal's hide. It also was more visible, so animals could avoid it instead of wandering into it. Ranchers and farmers embraced the new wire, and it became so prevalent that open-range ranching gave way to closed-range ranching soon afterward.

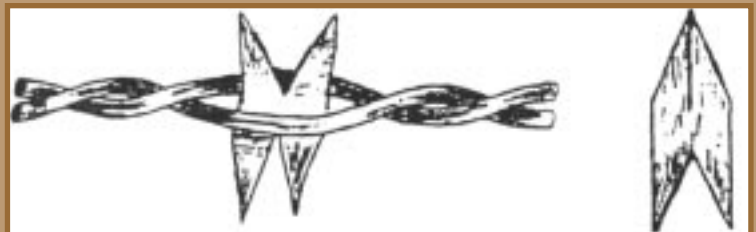
No matter how it's pronounced, barbed wire remains an essential tool in the cattle industry. It is even a popular collector's item. It is fair to say that westward expansion in the United States would have progressed very differently without barbed wire, and it all started with one rambunctious cow.



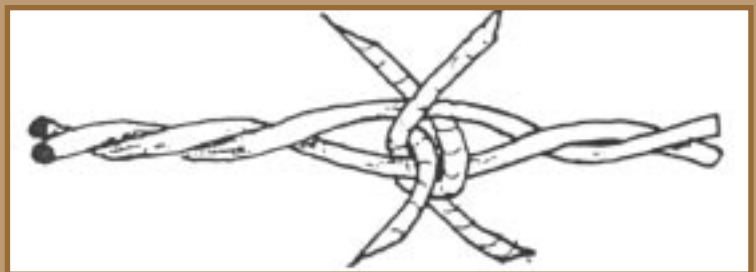
115B. C-148, G-110, B-50, A-464, J-51, Merrill Four Point Twirl
Single strand wire with four point barb. Patent #185,688, Dec. 26, 1876 by John C. Merrill of Turkey River Station, Iowa.



408B. G-1032, Glidden Large Square Strands
Two large square twisted strands with two point barb on one strand. Patent #157,125, Nov. 24, 1874 by Joseph F. Glidden of De Kalb, Ill.



693B. C-573, G-129, A-562, Scutt Arrow Plate
Two twisted strand wire with four point sheet metal arrow plat barb. Barb is split and shaped like an arrowhead. Variation of Patent #205,000 as per wire #691B.



567B. C-481, G-349, A-422, Jayne & Hill Locked Staples Around One
Two twisted strand wire with four point barb on one strand. One leg of barb straddles other strand. Variation of Patent #176,120, April 11, 1876 by William H. Jayne and James H. Hill of Boone, Iowa.

Cowboys of Color

By Lawrence S Levy

As the song advises, “Mamas, don’t let your babies grow up to be cowboys ... Let ’em be doctors and lawyers and such.” But, what is a mother to do or think when her young ones would ignore such advice and dream to ride the range and push cattle across the prairie? She then should teach them well of the lives and histories of the American cowboy.

From movies and television, the image of cowboy life is etched, full of adventure, glamour and romance. But, truth be told, working cattle is a dirty, dusty, hard and dangerous way of life. It requires individuals with strength — both physical and of character — who take pride in their accomplishments and who have more than just a bit of competitive nature to determine who is the best.

Some legendary cowboys of color are Bose Ikard, Nat Love, Daniel Webster Wallace and Willie “Bill” Pickett. Each was born a slave or a child of former slaves, has contributed to cowboy lore and is worthy of emulation. Woven together, their lives reflect the stories of many unnamed cowboys.

Ikard, born in Mississippi in 1847, was a top hand and drover who pushed cattle for the famed Charles Goodnight and Oliver Loving along the Goodnight-Loving Trail. Ikard’s exploits were incorporated into the Joshua Deets character in the 1986 Pulitzer Prize-winning novel, “Lonesome Dove.”

Tennessean Nat Love not only worked cows, he was a champion rodeo competitor, too. Born in 1854, he moved to Kansas in the mid-1860s. He demonstrated skill at riding bucking broncs. At the Deadwood, S.D., Centennial Fourth of July rodeo, Love won the roping contest, “wild horse-back” competition and shooting events. Legend has it he was given the nickname “Deadwood Dick” after placing 14 rifle shots and 10 Colt .45 bullets into a bull’s-eye.

In Victoria County, Texas, Daniel Webster Wallace was born in 1860. Teenager Wallace tired of working the field. He ran off and joined a cattle drive. With a man’s ambition, he dreamt of owning his own cattle. At 25, he settled down and learned to read and

write. Through the years, working for rancher Clay Mann, Wallace saved and invested his wages and built his own herd. His dream came true when Wallace bought 1,280 acres near Loraine County, Texas, married and raised a family. As a member of the Texas and Southwestern Cattle Raisers Association, he was a highly respected rancher. At the time of his death in 1939, his estate was worth more than \$1 million.

Willie “Bill” Pickett, the first black cowboy in a Western movie, was born in Williamson County, Texas, in 1870. Before he was 11, he worked as a ranch hand, learning and developing his skills as a cowboy. Slight in stature by today’s standards, Pickett was long in courage. He is credited with originating bulldogging, also known today as steer wrestling, and his method was unique — biting the animal on the upper lip while pinching its nose. This tactic left the surprised steer “docile,” permitting Pickett to throw it down.

A cowboy entertainer, Pickett traveled with the 101 Wild West Shows across three continents. Also among his credits are appearances in two Western films, “The Bull Dogger” and “The Crimson Skull.” Pickett remained a cowboy performer with Wild West shows into his 60s. He was killed in 1932 as a result of a horse kicking him in the head. Because of his lifetime accomplishments, in 1971, he became the first black cowboy inducted into the National Rodeo Cowboy Hall of Fame.

These men demonstrated self-reliance, ambition, determination and natural skills. They were respected

in life and are remembered today for their many accomplishments.

Not all cowboys of color were champion cowboys, movie actors or even successful ranchers. Most were everyday people, striving to make a living. After the Civil War, and well into the mid-20th century, newly freed slaves and their descendents continued to work the land as sharecroppers or as hired stock hands for cattle-raising ranchers.

On Texas ranches, many stock hands were African-American.



Photo courtesy of the Professional Rodeo Cowboys Association/ProRodeo.

At 5 foot, 7 inches and 145 pounds, Bill Pickett nevertheless was a formidable cowboy.

Raising cattle and then moving them “on the hoof” from ranches to market points tested men’s spirit. Their peers and Anglo bosses alike admired these stock hands of color for their hard work and mastery of ranching skills. With respect came both higher wages and standards of living as compared to those who farmed the land during this period of Jim Crow laws. Facing less prejudice, these cowboys gained positions of responsibility as ranch foremen and managers. Because income was more consistent and higher than from sharecropping, and because Anglo ranchers sometimes paid ranch hands with land or a share of the herd, black stock hands were able to establish ownership of land and livestock more readily than sharecroppers.

When rail transport of cattle brought an end to cattle drives, some unemployed drovers turned to different jobs, but others established small, self-owned ranches. Raising families, cattle and crops was neither glamorous nor easy; it was a way of life. But, the cowboy tradition did not fade away, nor did the sense of competition, which continued to manifest itself in rodeo.

Rodeos have drawn people for a bit of recreation for generations. For some, rodeo life is a family tradition. Gary Richard, who ranks in the top 45 of the Professional Bull Riders, is a third-generation competitor.

Reflecting on family history, Richard recalled how his grandfather worked a ranching job in the ’30s and ’40s during the week and then competed in rodeos on weekends. He also recalled how, at some rodeos, blacks were not allowed to enter the competition, but instead had to wait until the end to compete among themselves and bet with the stock contractor to earn any money at all.

Richard’s first professional ride came at age 14. He begged his father to let him ride in a local rodeo, but his dad brushed him off. Gathered around were his father’s friends, who passed the hat for the \$10 entry fee. Relenting, his father permitted Richard to enter but didn’t tell his mother. Over the loudspeaker, the spectators heard that a “first-time rider” was about to compete. Richard scored 74 points on bull number 10. When his mom heard the rodeo announcer call out her son’s name, she passed out. Still a competitor at 40 years old, he now watches his own 14-year-old son, Little Gary, ride bulls in youth rodeos.

Although he is one of the few blacks in the PBR top 45, Richard shares a bond with the other competitors. “On the circuit for 29 weeks — it is like one big family — we take care of each other and stick together. Cowboys got to stick together,” he said.

Cowboys on the professional circuit today have advantages that their predecessors didn’t. For many, rodeo competition can be a full-time endeavor rather than a form of recreation. Six-time World Champion Calf Roper Fred Whitfield of Hockley, Texas; Lee Akin, a 28-year-old bull



Thomas W. Jones, son of George Ranch founder Henry Jones, stands with a group of stock hands on horseback during the 1880s.

Photo courtesy George Ranch Historical Park, Richmond, Texas.

rider from Weatherford, Okla.; and Leon Coffee, bullfighter, rodeo clown and entertainer extraordinaire from Wimberley, Texas, are just a few who make a career of rodeo life. They might make it look easy, but it doesn’t mean it is.

From the 1800s to the 21st century, the values of hard work, sacrifice, honesty, dependability, showmanship, family and faith all have been part of the colorful history of the American cowboy.

So, mamas, at RODEOHOUSTON™, look around Reliant Stadium. How many spectators watching those cowboys and cowgirls hold a dream not pursued? They sit there, imagining themselves riding into the sunset and hearing the refrain, “I should have been a cowboy; I should have learned to rope and ride.” Go ahead. Let your babies grow up, knowing of the lives and histories of those before them.



Six-time World Champion Calf Roper Fred Whitfield always delights the crowd when he competes at RODEOHOUSTON.

Grub Lite

By Stephanie A. Earthman



No, it's not a new event! But, it's easy to get bucked off the healthy food trail at the Houston Livestock Show and Rodeo™. Rodeo arrives in February of each year, and with it come many high-fat, high-calorie temptations enticing Show visitors to stop for just a little something — funnel cakes, curly fries, blooming onions and more.

There's no need to fret about a few extra "rodeo pounds." On a search for healthy food at the 2002 Show, which provoked reactions such as "Why?" and "Get Real!," there were more healthy choices than expected.

For the main course, there's a Subway® sandwich, pitched as America's newest health food after spokesman Jared Fogle shed 245 pounds. Two sandwiches from his famous, yearlong diet are there for the taking — if one can resist the Paradise Burgers and the ubiquitous turkey legs. The six-inch turkey sub (282 calories, three fat grams) or the 12-inch Veggie Delight (464 calories, three fat grams) won't bust the belt line. They deliver a crunchy mouthful of fresh vegetables, such as lettuce, tomatoes, onions and peppers. Just say "no" to the cheese and mayonnaise.

Numerous vendors offer smoked chicken breasts as an alternative to the sausage-on-a-stick and hot dogs that abound. Eating the chicken breast alone (about 260 calories/nine fat grams per eight-ounce serving) is a healthy choice. Two Rows Restaurant and Brewery recommends barbecue sauce as a low-fat topping.

For a side dish, try the butter-free roasted corn from Fields of Corn. A surprising 30 out of 100 rodeo fans resisted the but-

ter in 2002, according to an estimate by employee Longinos DeLeon.

Salad anyone? Papa John's Concessions greets Show visitors with a 24-inch stainless steel bowl full of fresh lettuce, cucumbers, tomatoes, peppers, olives and feta cheese. One also can choose a white-meat chicken gyro or a veggie pita — without the sour cream sauce, of course.

For a sweet tooth, tasty alternatives to high-calorie ice cream can be found. Imagine little beads of fat-free chocolate fudge that taste like a real, old-fashioned Fudgesicle™. The way these crunchy, yet creamy, dots connect in patrons mouths make it hard to believe they are fat free, with no sugar added. At Dippin' Dots, Marilyn Phillips also serves nonfat yogurt and nonfat, dairy-free, flavored ice. Other options are Marble Slab's sugar-free, fat-free, strawberry yogurt and Ben and Jerry's low-fat yogurt.

At Crown Cinammon Rolls, Stony Humphries claimed his cinnamon rolls pack a mere eight grams of fat when ordered without pecans or icing. Upon request, he will make sugar-free, fresh-squeezed lemonade or sugar-free iced tea. Similarly, no one in line at Jake's Unique Pralines was waiting to buy sugar-free Jelly Bellies®, but the original gourmet sugar-free jelly bean was available in a 10-flavor mix.

While Rodeo food still might be perceived as fried, fatty and high in calories, healthy choices do exist. By choosing wisely and by browsing the many food options at the Show, it is possible for visitors to eat healthily while attending the Houston Livestock Show and Rodeo.

Here's what is in store for the 2003 Show (as of Jan. 15, 2003):

Alamo Tamale & Taco
Aramark Beer Gardens
Aramark Margaritaville
Ben and Jerry's Ice Cream
Bluebonnet Pie Company
Bum's Grill
Cajun's Unlimited
Cheesecake-on-a-Stick
Cheyenne Coffee Company
Chipotle Mexican Grill
Cobbler Café (Toopees Coffee Co.)
Crown Cinnamon Rolls
Dippin' Dots Inc.
Down Bayou Cookin
Fields of Corn
Frontier Fruit & Nut Company
Goode Company BBQ

Go Tejano Diner
Harlon's BBQ House and Catering
Helmut's Strudel
Holmes Smokehouse
Jake's Unique Pralines
Kim Son Restaurant
Little German Kitchen
Lupe Tortilla Mexican Restaurants
Lupita's Gorditas
Luther's Bar-B-Q Inc.
Marble Slab
New Braunfels Smokehouse
Oakridge Smokehouse
Owen's Country Sausage
Pa's Kettle Korn
Papa John's Concessions
Pappas Restaurants

Paradise Burgers
Pecan's Grill
Piches Beignets
Ranch House Burger Barn
Ranch House Pork Barn
Sills Concession Inc.
Sirloin Hut
Subway Sandwiches
Sudie's Catfish House
Sweetie Pies
Texas Jalapeno Corn Dog
The Apple Cart
The Texas Skillet
Triple J's Smokehouse
Two Rows Restaurant and Brewery
Yoakum Packing Company



2003 RODEO HOUSTON™ ENTERTAINERS

Tuesday	Feb. 25, 7 p.m.	George Strait
Wednesday	Feb. 26, 7 p.m.	Martina McBride
Thursday	Feb. 27, 7 p.m.	Kenny Chesney
Friday	Feb. 28, 7 p.m.	Robert Earl Keen
Saturday	March 1, 4 p.m.	Keith Urban and Cross Canadian Ragweed
Sunday	March 2, 4 p.m.	Julio Iglesias
Monday	March 3, 7 p.m.	Tim McGraw
Tuesday	March 4, 7 p.m.	ZZ Top
Wednesday	March 5, 7 p.m.	<i>presented by Ford</i> - Toby Keith
Thursday	March 6, 7 p.m. - <i>PRCA Xtreme Bulls</i>	Clay Walker
Friday	March 7, 7 p.m. - <i>Black Heritage Day</i>	LL Cool J and Ashanti
Saturday	March 8, 4 p.m.	Phil Vassar and Jamie O'Neal
Sunday	March 9, 4 p.m. - <i>Go Tejano Day</i>	Intocable and Los Tres Amigos featuring Little Joe, Roberto Pulido and Ruben Ramos , with special guests Johnny and Rocky Hernandez
Monday	March 10, 7 p.m.	Lynyrd Skynyrd and Jerry Jeff Walker
Tuesday	March 11, 7 p.m.	Brooks & Dunn
Wednesday	March 12, 7 p.m.	Bon Jovi
Thursday	March 13, 7 p.m.	<i>presented by Miller Lite</i> - Pat Green
Friday	March 14, 7 p.m.	Ray Charles and Ronnie Milsap
Saturday	March 15, 4 p.m.	Rockin' Roadhouse Tour featuring Joe Diffie, Mark Chesnutt and Tracy Lawrence
Sunday	March 16, 4 p.m.	<i>presented by Target</i> - Alabama

2003 HOUSTON LIVESTOCK

Event Locations

Reliant Arena – Arena #2 & Sales Pavilion
 Reliant Astrodome
 Reliant Center – Main Arena, East Arena and West Arena
 Reliant Stadium
 Fort Bend County Fairgrounds (Rosenberg, Texas)
 Houston Food Bank
 Washington County Fairgrounds (Brenham, Texas)

Go Texan Weekend

Rodeo Parade
 Saturday, Feb. 22, 10 a.m., downtown Houston
ConocoPhillips Rodeo Run
 Saturday, Feb. 22, 9:45 a.m., downtown Houston
Dominoes, Horseshoe Pitching & Washer Pitching Contests
 Saturday, Feb. 22, 9 a.m., Reliant Arena
Team Penning Contest
 Sunday, Feb. 23, 10 a.m., Reliant Arena

BP World's Championship Bar-B-Que Contest

Thursday, Feb. 20, 5 p.m. to 11 p.m.
 Friday, Feb. 21, noon to 11 p.m.
 Saturday, Feb. 22, 9 a.m. to 11 p.m.

100.3 KILT Carnival

Thursday, Feb. 20, 5 p.m. to 11 p.m.
 Friday, Feb. 21, noon to 11 p.m.
 Saturday, Feb. 22, 10 a.m. to 11 p.m.

Entertainment in Ford Hideout (21 and older only)

Thursday, Feb. 20
 9 p.m. Mark Winston Kirk
Friday, Feb. 21
 7 p.m. Local Folk
 9 p.m. Honeybrowne
Saturday, Feb. 22
 7 p.m. Jason Allen with Jennifer Fitts
 9 p.m. Darrell McCall

Destination: AGVENTURE

Feb. 25, 2 to 9 p.m.
 Feb. 26 - March 16, 9 a.m. to 9 p.m.
Spinning and Weaving Demonstrations
 Monday - Friday, 10 a.m. to 2 p.m.
 Saturday & Sunday, 10 a.m. to 5 p.m.
Milking Demonstrations
 10, 10:30, 11 & 11:30 a.m., noon, and 12:30, 1, 5, 6, 7 & 8 p.m. daily
Branding Demonstrations
 9, 10 & 11 a.m., noon, and 5, 6 & 7 p.m. daily
Cotton Ginning Demonstrations
 9, 10 & 11 a.m., noon, and 5, 6 & 7 p.m. daily
AGVENTURE Tours
 Monday-Friday, 9 a.m. to 4 p.m. - begin at Destination: AGVENTURE
Petting Zoos
 9:30 a.m. to 9 p.m. daily
Pony Rides
 9 a.m. to 9 p.m. daily

Rodeo Plaza

Petting Zoos
 9:30 a.m. to 9 p.m. daily
Mechanical Bull
 9 a.m. to 9 p.m. daily
Pig Races
 10 & 11 a.m., noon, and 1, 2, 4, 5 & 6 p.m. daily

Rodeo Plaza Stage

Rotating entertainment daily, including:
 Backyard Circus
 Calamity Jo's Magical Wild West Show
 Doggies of the Wild West
 Joel Reese "Catch the Beat"
 The Gentlemen Jugglers
 The Magical Illusions of Cherie Kay and Mr. Phil
The Talent Contest
 6:30 p.m. daily (except March 9-10)
 Finals on Saturday, March 15, 6:30 p.m.
 Championship Showcase - Sunday, March 16, 6:30 p.m.

Ford Hideout

Live entertainment, open only to those 21 and older

Hideout Headliners, 9:30 p.m.

Feb. 25	Earl Thomas Conley
Feb. 26	Dub Miller
Feb. 27	Dale Watson
Feb. 28	Danni Leigh (8 p.m.) & Deryl Dodd
March 1	Jake Hooker
March 2	The Derailers
March 3	Joe Nichols
March 4	Roger Creager
March 5	Clay Farmer
March 6	Luther & The Healers
March 7	Mel Waiters Revue with special guest Patrick Green
March 8	Dave Alexander and His Big Texas Swing Band
March 9	Los Desperadoz
March 10	Jennifer Hanson
March 11	Emerson Drive
March 12	Two Tons of Steel
March 13	Cooder Graw
March 14	Radney Foster
March 15	Pinmonkey
March 16	Ezra Charles and the Works
Opening House Bands, 8 p.m.	
Feb. 27 & March 1-2	Patrick Murphy and Murphy's Law
March 6-8	Aaron Watson
March 9	Angel y Leo Los Dominantez
March 13-15	Randy Rogers Band
March 16	Kenefick
DJ entertainment by Red Ritch before and after bands.	
Special entertainment beginning at noon on Go Tejano Day, Sunday, March 9 - under 21 permitted until 4 p.m.	
Noon	Mariachi Bands and Folkloric Dancers
2 p.m.	Vision
3:15 p.m.	Invicto
11 p.m.	H-Town Sounds/DJ Jammin Jesse

OCK SHOW AND RODEO™

100.3 KILT Carnival

Monday - Thursday, Feb. 25 - March 14, 4 p.m. to midnight
Fridays, Feb. 28 and March 7 & 14, 4 p.m. to 1 a.m.
Saturdays, March 1, 8 & 15, 10 a.m. to 1 a.m.
Sundays, March 2, 9 & 16, 10 a.m. to midnight

Cowboy Church

Sundays, March 2, 9 & 16, 10 a.m.
Reliant Center Rooms 603-605, 609-611

School Art

Display: Feb. 25 - March 16, Reliant Center
Awards: Saturday, March 1, 9-11 a.m., Sales Pavilion
Auction: Sunday, March 16, noon, Sales Pavilion

Shopping & Dining

Reliant Arena - 8 a.m. to 8 p.m. daily
Reliant Center and Rodeo Plaza - 10 a.m. to 10 p.m. daily

Lil' Rustlers Rodeo

March 11-13, 5:40 p.m., Reliant Stadium

RODEOHOUSTON™

Feb. 25 - March 16
Monday - Friday, 7 p.m.; Saturday & Sunday, 4 p.m.
PRCA Xtreme Bulls - Thursday, March 6, 7 p.m.
Rodeo Finals - Sunday, March 16, 4 p.m.

Special Events

Black Heritage Day
Friday, March 7

Go Tejano Day
Sunday, March 9

Go Texan Quilt & Photography Contests Winners Display
Feb. 25 - March 16, Reliant Center

Fiesta Charra
Sunday, March 9, 3:30 & 7:30 p.m., Reliant Center

International Days
Feb. 26 - March 8

International Livestock Congress
Tuesday - Friday, Feb. 25-28, The Warwick Hotel

Horse, Donkey & Mule Shows

Events are held in Reliant Arena except for the Draft Horse Event.

Appaloosa.....Thurs., March 13 - Fri., March 14
Arabian/Half-Arabian.....Tues., March 11 - Wed., March 12
Cutting Horse.....Mon., Feb. 24 - Sun., March 2
Donkey & Mule.....Fri., March 14 - Sun., March 16
Draft Horse Event (Reliant Astrodome).....Thurs., Feb. 27 - Sun., March 2
NCHA World Finals.....Thurs., Feb. 27 - Sun., March 2
Paint.....Sun., March 9 - Tues., March 11
Palomino.....Fri., March 7 - Sun., March 9
Quarter Horse.....Sun., March 2 - Fri., March 7
Top Hands Horse Show.....Fri., Feb. 21 - Sat., Feb. 22

Junior Livestock Shows & Contests

Junior livestock events are held in Reliant Center except as noted.

Agricultural Mechanics Projects.....Fri., Feb. 28 - Sat., March 1
Breeding Beef Heifers.....Fri., March 7 - Sun., March 9
Breeding Beef Scramble Heifers.....Fri., March 7

Cavies.....Fri., March 7 - Sun., March 9
Dairy Cattle.....Fri., Feb. 28
4-H & FFA Dairy Judging Contest.....Thurs., Feb. 27
4-H & FFA Horse Judging Contest (Reliant Astrodome).....Tues., March 4
4-H & FFA Livestock Judging Contest (Reliant Astrodome).....Mon., March 10
4-H & FFA Meat Judging Contest (off-site).....Sun., March 9
Gilts.....Sun., March 16
Intercollegiate Meat Judging Contest (off-site).....Sat., March 8
Intercollegiate Range and Pasture Plant I.D. Contest.....Sat., March 15
Intercollegiate Wool and Mohair Judging Contest.....Mon., March 10
Jr. & Sr. Intercollegiate Livestock Judging Contest (Reliant Astrodome).....Mon., March 10
Junior Commercial Steers.....Mon., March 10 - Wed., March 12
Market Barrows.....Mon., March 10 - Tues., March 11
Market Goats.....Tues., March 11 - Wed., March 12
Market Lambs.....Thurs., March 13
Market Poultry.....Wed., March 12
Market Steers.....Wed., March 12 - Fri., March 14
Rabbits.....Tues., March 4 - Thurs., March 6
Range & Pasture Plant I.D. Contest.....Sat., March 15
Breeding Sheep.....Fri., March 7 - Sat., March 8
State FFA Tractor Technician Contest.....Mon., March 10
Wildlife Habitat Evaluation Contest.....Sat., March 15

Open Livestock Shows

Open livestock events are held in Reliant Center.

Beef Cattle.....Thurs. Feb. 27 - Thurs., March 6
Boer Goats.....Mon., March 3
Breeding Rabbits.....Fri., March 7 - Sun., March 9
Cavies.....Sun., March 9
Dairy Cattle.....Fri., Feb. 28
Dairy Goats.....Sat., March 1
Llamas.....Fri., March 14 - Sun., March 16
Sheep Dog Trials.....Fri., Feb. 28 - Sun., March 2
Sheep.....Fri., March 7 - Sat., March 8
Wool to Wardrobe.....Thurs., March 6

Auctions & Sales

All sales and auctions are held in the Sales Pavilion located in Reliant Arena except as noted.

Beefmaster.....Fri., March 7, 10 a.m. & noon
Braunvieh (East Arena).....Wed., March 5, 10 a.m.
Charolais (West Arena).....Fri., Feb. 28, 6 p.m.
Commercial Female Cattle Sale.....Sun., March 2, noon
International Brahman (West Arena).....Sun., March 2, 7 p.m.
Spotlight Brahman.....Mon., March 3, 6 p.m.
Junior Commercial Steers.....Tues., March 11, 5 p.m.
Junior Market Barrows.....Wed., March 12, noon
Junior Market Lambs and Goats.....Fri., March 14, noon
Junior Market Poultry.....Thurs., March 13, noon
Junior Market Steers.....Sat., March 15, noon
Limousin (West Arena).....Sat., March 1, 6 p.m.
Premier Horse Sale.....Sat., March 8, 3 p.m.
Registered Range Bull Sale.....Wed., March 5, noon
Santa Gertrudis.....Sat., March 1, 2 p.m.
School Art.....Sun., March 16, noon
Simbrah/Simmental.....Thurs., Feb. 27, 7 p.m.
Texas Longhorn.....Fri., Feb. 28, 7 p.m.

OLD SPANISH TRAIL

SHOW INFORMATION
www.rodeohouston.com
or www.hlsr.com

RELIANT
PARKWAY

RELIANT CENTER

TIE-OUTS

WEST
ARENA

MAIN
ARENA

EAST
ARENA

TO THE
WEST SIDE
ENTRANCE

SCHOOL
ART

QUILTS

DESTINATION
ADVENTURE

PHOTOGRAPHY

PONY
RACES

FOOD

RODEO PLAZA

FOOD

RODEO
PLAZA
STAGE



**RELIANT
STADIUM**

DRAFT HORSE EVENT
THUR., FEB. 27 - SUN., MARCH 2

**RELIANT
ASTRODOME**

FOOD
COURT

FOOD
COURT

PETTING
ZOO

PIG
RACES

HOLLY
HALL

CIRCLE DRIVE

FOOD

FORD

FOOD

MECHANICAL
BULL



Rodeo
METRO
Express
Drop-off
and
Pick-up

FORD
HIDEOUT

100.3 KILT CARNIVAL AT
THE HOUSTON LIVESTOCK
SHOW AND RODEO™

WESTRIDGE

NAOMI



**RELIANT
ARENA**

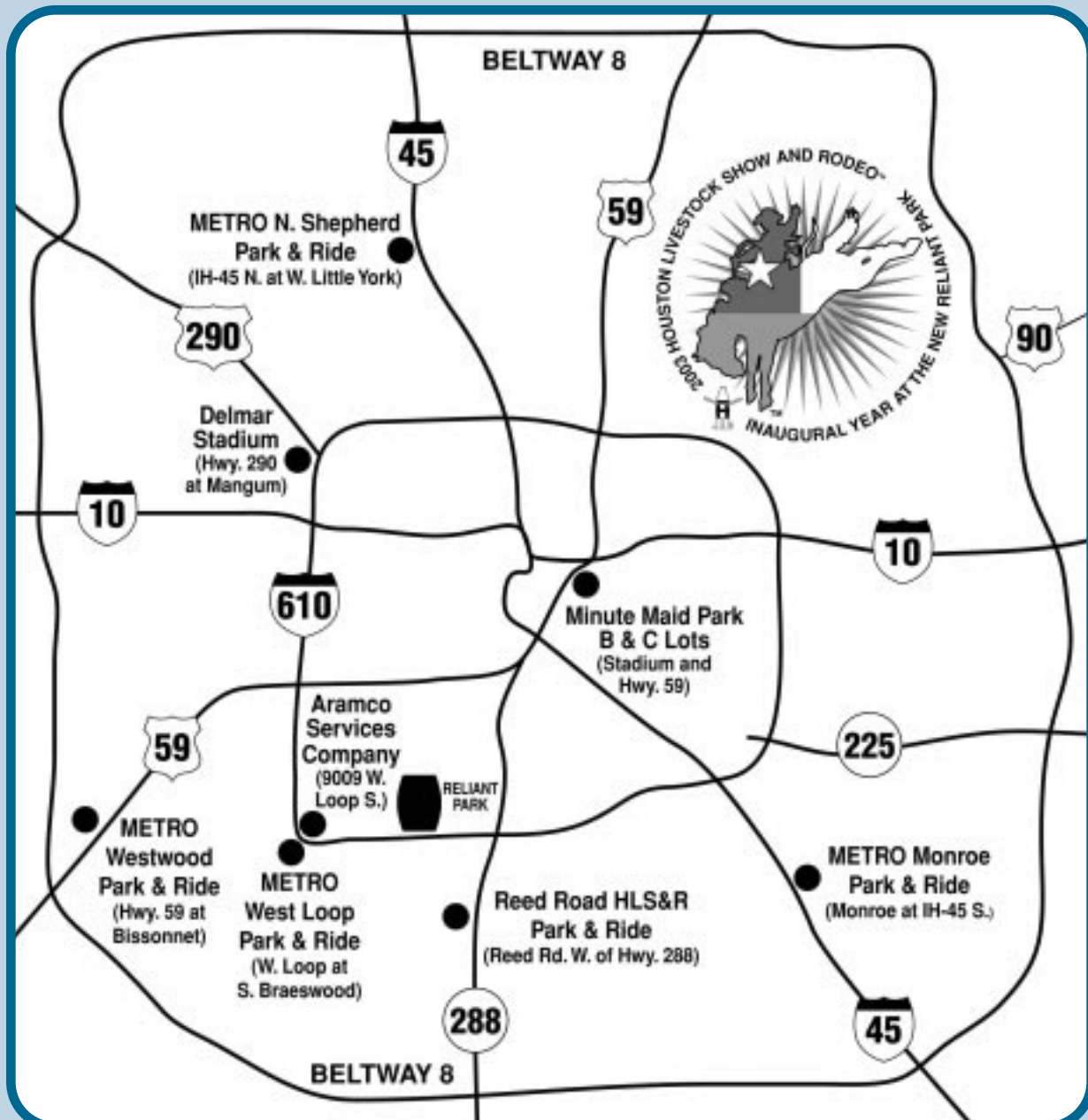


BP WORLD'S CHAMPIONSHIP
BAR-B-QUE CONTEST
AT THE HOUSTON LIVESTOCK
SHOW AND RODEO™
Feb. 20 - 22, 2003

KIRBY

FANNIN

SOUTH LOOP 610



Shuttle Bus Service Schedule

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

(Please note: Last inbound bus departs lots at 9:30 p.m.)

Thursday, Feb. 20

Reed Road HLS&R Lot - 5 a.m. to 2 a.m.

All other lots - 5 p.m. to 1 a.m.

Friday, Feb. 21

Reed Road HLS&R Lot - 5 a.m. to 2 a.m.

All other lots - 5 p.m. to 1 a.m.

Saturday, Feb. 22

Reed Road HLS&R Lot - 5 a.m. to 2 a.m.

All other lots - 9 a.m. to 1 a.m.

Daily Shuttle Service beginning Tuesday, Feb. 25

Reed Road HLS&R lot

Continuous shuttle service from 5 a.m. to 2 a.m. daily

All other lots

5 p.m. to 1 a.m. Monday – Thursday

5 p.m. to 2 a.m. Friday

9 a.m. to 2 a.m. Saturday - Sunday

Shuttles from eight locations:

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

Rodeo METRO Express ticket prices:

Age 13 and older - \$2

Age 12 and younger – free

2003 Show Gold Badges – free (one accompanying guest rides free with badge wearer)

While free parking at Reliant Park is only provided to committee volunteers during their work schedule, there are other limited options.

For weekends and weeknights, a prepaid Reserve Day Pass can be purchased for \$14, plus a convenience charge, through Ticketmaster. Available on a limited basis, this parking is located west of Kirby Drive and is accessible from Main Street. This lot includes in-and-out privileges. At the time of this printing, some passes were still available.

On weekdays, daytime-only parking for the livestock show will be available at the Westridge entrance for \$7. This parking lot does not include in-and-out privileges.

2003 Question and Answer with Show Leaders

John O. Smith, P. Michael Wells and Dan A. Gattis

The following are combined responses from the chairman of the board, chief executive officer and chief operating officer.



Q: Can you explain why committee volunteer badge distribution was centralized and what impact you expect that to have?

A: The new process was simplified and made more efficient and customer

friendly than previous badge distributions. It eliminated waiting and confusion during committee meetings, and made it easier for volunteers to pick up their badges.

Q: For the 2003 Show year, there have been some committees that have been disbanded and a few new ones created. What is your assessment of our current committee needs, and how that is being fulfilled?

A: We are a growing and dynamic organization, and our needs change from year to year. As a result, the Show's committee structure is constantly changing to meet the needs of the organization. We have always added and deleted committees based on the jobs that needed to be performed.

The changing configuration and focus of the Show requires new and different ways of getting the job done. The contribution of volunteers is more obvious than ever as evidenced by the fact we have more than 16,000 committeeman positions, including lifetime committeemen, for the 2003 Show. The overall outlook is for continued growth in the number of volunteers involved.

Q: Have there been any major adjustments in moving to the new offices?

A: Office relocation for any business requires many adjustments. Most of the adjustments have been positive, although initially they seemed strange. The Show has become a significant business, and it needs to function in a more businesslike manner. These new quarters will help us do that once we all become accustomed to the changes. The offices are very functional, but it is just like moving into a new house.

Q: By now most members know the Show is starting later in the year. Why were the Show dates changed, and what impact do you expect that to have?

A: It would take several pages to go into detail why we changed the Show dates. Simply put, the date change is better with the entire schedule at Reliant Park, it works better with the rodeo circuit that includes Denver, Fort Worth, San Antonio, Austin and San Angelo, and coinciding with spring break can be a real plus, especially for the youngsters who are showing animals. We also hope to have better weather for more days of the Show. We will just have to see if this will have a significant positive impact on attendance.

Q: Because a couple of Show events will be held in the Reliant Astrodome this year, do you expect to continue using it as a venue in the future?

A: We expect to use Reliant Astrodome each year either in its present configuration or as it is renovated or remodeled. In fact, it may be used more and more each year. Of course, this will depend on what remodeling is done to the structure for the 2004 Super Bowl.



Q: With construction complete, how will parking and the Rodeo METRO Express be impacted?

A: Rodeo Express will be operating from approximately the same locations, and it will be very important for the committee volunteers and public to continue to understand that riding the

bus is the best way to attend our events. Even though some additional presold parking will be available for the 2003 Show, the Rodeo METRO Express will always carry a substantial portion of our customers to our event.

Q: What can I expect to see at the 2003 Show that I have never seen before?

A: Visitors will find new facilities, a changed layout and a Draft Horse Event.

Q: How will increased revenues from Reliant Stadium impact the Show's educational programs?

A: Although our donors, sponsors and auction buyers have a tremendous impact on our educational programs, we believe the numerous new sources of revenue in Reliant Stadium will allow us to expand on our purpose of "benefiting youth and supporting education." We hope that revenues, and of course the bottom line, will increase. The incremental increase in revenues will first be used to offset our higher cost of doing business in the new facilities and service our debt retirement schedule. Over time, we hope to expand our existing educational programs. The membership and the public need to keep in mind that we never give money away until we have it in the bank. In other words, this year's educational programs are being funded by the 2002 Show, and so it will not be until after we have completed a full year in the new Reliant Park that these programs will be impacted.

Q: How has the partnership with the Houston Texans worked out?

A: We have established a solid working relationship with the Texans. They are truly our partners in Reliant Stadium. They are a quality organization, and they conduct themselves very professionally. We sincerely hope that these things can be said of our organization, both for our paid staff and volunteers. Communication during construction and football season has been very good. Each partner has made concessions but has enjoyed many benefits in this relationship. We are hopeful we can build on this in the future. We would not have this new home without the Texans, and they would not have this great facility without the Houston Livestock Show and Rodeo™.

Q: Will we continue to have a Hospitality Plus program for the Show?

A: The Hospitality Plus program was implemented for the construction era only and will not be continued. We believe the

creation of the Gate Keepers Committee will replace this program. We sincerely hope, though, that our committee volunteers and all our members will keep the spirit of hospitality going.

Q: What do you think will be the direction the Show will take in the future, in terms of community support and charitable donations?

A: The Houston Livestock Show and Rodeo is an integral part of the fabric of the Houston community. We have a long history as a good citizen that has provided the area with physical facilities and events that can be enjoyed by all. We also have donated substantial sums to programs that benefit the community both locally and on a statewide basis.

This Show has been a leader in the industry for a number of years, be it in our agricultural segment, which is one major reason the Show is held, or in our dynamic entertainment presentation in the stadium and throughout the grounds. We believe we will continue to change, improve and lead others. If we do a really good job of these things, then we will have more money to spend on educational programs. We will continue to strive to meet the goals set out in our mission statement.

Q: On a personal level, what keeps you continuously enthused about the Show?

John O. Smith: Giving back to the community is a big deal for me. Everyone needs a little help to get started in life, and that is exactly what we do for a lot of deserving kids every year.

P. Michael Wells: I have always been enthused by the loyalty and devotion of our volunteers, but I would be less than candid if I didn't recognize that our opportunity to help so many children and young people is what continues to be my greatest motivation.

Dan A. Gattis: On a personal level, I am continually energized because we have been leaders who have invited change, and in doing so we have been able to do a lot of good. Seeing agriculture presented to the public in a positive light, seeing enthusiastic fans leave after being thoroughly entertained, and being able to watch the smiling faces of the youth and the others that are recipients of our bounty is what does it.



A Badge of Honor

Please keep in mind the following points from the Houston Livestock Show and Rodeo™ Badge Policy. A complete policy was provided when the badge was received or is available from the Show offices.

Badges are nontransferable and are for the exclusive use of the individuals to whom they are issued. The act of loaning, giving or selling badges to other individuals is strictly prohibited.

Committee badges shall not be issued to, nor should be worn by, individuals under the age of 21.

Committeemen shall receive only one committee badge for committee participation regardless of the number of committees on which they serve.

Any member/individual found to be duplicating or attempting to reproduce badges, parking permits or other similar items without written permission from Show management may be prosecuted to the fullest extent of the law and/or permanently expelled from Show membership.

Badges issued that are stolen or lost may be replaced if the badge holder submits a written statement to the Chief Operating Officer's office documenting the extenuating circumstances. Depending on the circumstances involved, the Show may not be obligated to replace a badge that has been lost or stolen.

Individuals issued badges shall adhere to the rules, procedures and guidelines. Proven abuse of badge privileges shall be considered grounds for forfeiture of the badge and possible revocation of Show membership. Conduct of badge holders should always be positive and consistent with the aims, purposes, character and integrity of the Houston Livestock Show and Rodeo.

BADGE PRIVILEGES

Committee badges shall provide admission to the rodeo for the badge holder and **one** guest per performance and to the BP World's Championship Bar-B-Que Contest, livestock show and horse show for the badge holder and **one** guest per day.

Badges shall not provide parking privileges or admission to various restricted areas such as, but not limited to, the suites, club level, reserved seating, sky suites, service levels, Corral Clubs, rodeo grand salute, rodeo chute area, entertainer dressing rooms, judging rings/arenas, etc.

Badges shall not provide seating in handicap areas at any location, even if such areas are unoccupied.

Thanks, Sam!



Reporters on the Magazine Committee have written the stories of Show activities and interests, but, beginning with Volume 1, Issue 1 in May 1993, volunteer photographer Sam Pierson has helped "Bowlegged H" Magazine readers visualize the heart of the tales. In addition to numerous photos that have brought life to stories in the magazine, Sam also is credited with many memorable cover shots, including an aerial view of the Astrodome complex in the November 1994 issue, an elevated view of the downtown parade in the February 1997 issue, and a captivating photo of Dakotah Jesel garbed in Western wear and holding an ear of corn, in the February 1999 issue.

Over the years, Sam probably has taken a photo of Show activities from just about every angle — aerial shots from a helicopter, Ferris wheel and roof; close-up shots of calf scramblers and clowns from the dirt; photos from inside and outside the arenas; and shots of historical events such as the Reliant Stadium groundbreaking and the empty Reliant Astrodome immediately before a record crowd arrived to say goodbye. He has taken photos of volunteers working, children smiling in delight, and dignitaries and guests visiting from around the world.

A former Houston Chronicle photographer, Sam has decided to retire from the Magazine Committee, but he leaves with us a visual legacy in 10 years worth of "Bowlegged H" Magazine editions. We take this opportunity to offer Sam a tip of the lens cap and a big thank you!

Horses on Draft

By Susan K. Williams

The biggest, strongest and most durable horses in the world are coming to the 2003 Houston Livestock Show and Rodeo™. Draft horses — those that decades ago were used to plow the fields, carry mountains of cargo from railroad cars and steamships to factories, pull the fire engines in urban areas and carry supplies and ammunition to the front lines in World War I — are coming to commit their strength, stamina and power to winning the “gold” in the first-ever Houston Livestock Show and Rodeo Draft Horse Event, Thursday, Feb. 27, through Sunday, March 2, 2003. It will be one of the few 2003 Show events to be held in the Reliant Astrodome.

Draft horses, often called heavy horses, are big — really big! Some are 19 hands high, or more than six feet tall, at the withers (the upper tips of the shoulders). They are also strong — really strong! A single Belgian can move five tons. A horseshoe for a full-grown Clydesdale can measure more than 22 inches from end to end and weighs approximately five pounds. The shoe is more than twice as long and four times as heavy as a shoe worn by an average riding horse.

“The Show had been looking into an event like this for several years, and, with the new layout of the Show, we now have a venue for an event this large. This was a perfect time to unveil this new and exciting event,” said Stacy Scott, the Show’s managing director - horse show.

According to Show President Mike Wells, “It is only fitting that the big horses be spotlighted in a big venue — Reliant Astrodome. We are excited to have the opportunity to exhibit these extraordinary animals during our Show.”

Heavy horses found in North America include the Belgian, the most numerous draft breed; Clydesdales, the best-known draft breed in America; Percheron, the first important American work horse; the Shire, often considered the elegant urban work horse; and the Suffolk, the heavy horse bred to work the farm.

While the draft horse of the 19th century played an important role in the growth of urban America, today’s draft horse is making a strong comeback as a pleasure animal. Draft horses are found in show rings throughout the country in halter, conformation and hitch classes.

The skill required to handle these powerful animals through demanding maneuvers, with only a set of reins and voice commands to each individual horse, is amazing to see. The draft horse competition will be judged on three key criteria:

Performance — the horses’ movement, their manner of



The six-horse hitch is the most popular draft horse class and often draws large crowds, as this one did at the National Western Stock Show in Denver, Colo.

prompt and springy action, the individual and collective responses of the horses to the driver’s verbal and manual signals, and the overall performance of the horses.

Driving — the ability of the drivers, the ease with which they put the animals through their paces, their response and their working relationship with the animals.

Conformation — the overall appearance of the hitch — not only should the horses match in size, color and markings, but they also should be compact and stylish, stand squarely, and be well-muscled with clean bones and joints.

“Not only is this a fabulous opportunity for draft horse breeders to showcase their horses, it is a wonderful opportunity for Show patrons to see this exquisite animal at work. We believe the public will be fascinated with these huge, gentle animals,” said John Sykes, the Show’s assistant general manager, Agricultural Exhibits and Competition Department.

Twenty-two classes of draft horses will compete during the four-day event:

Thursday, Feb. 27 – 2 p.m.

Stallions – 3 years and over

Stallions – 2 years old

Stallions – 1 year old

Mares – 3 years and over

Mares – 2 years old

Mares – 1 year old

Geldings – 4 years and over

Geldings – 3 years and under

Showmanship – 17 and under

Draft Horse

Under Saddle Western

Draft Horse

Under Saddle English

Friday, Feb. 28 – 2 p.m.

Gelding Team

Mare Cart

Four-Horse Hitch

Junior Cart

Saturday, March 1 – 11 a.m.

Men’s Cart

Mare Team

Six-Horse Hitch

Sunday, March 2 – 11 a.m.

Ladies’ Cart

Unicorn

Eight-Horse Hitch

Junior Team

Entrance to Reliant Astrodome for this event will be through the north gates.



Horse Show Committees

By Whitney Horton



Competitors warm up in the arena before one of the many horse division events held in Reliant Arena.

In 2003, the Houston Livestock Show and Rodeo™ horse show committees' volunteers will stage one of the most prominent equine presentations in the world. They also will welcome the return of all the horse division events to Reliant Arena. During the 2001 and 2002 Shows, the Arabian/Half-Arabian and Appaloosa activities and Quarter Horse speed events were held at the Great Southwest Equestrian Center in Katy, Texas.

The horse division spans 21 days. During this time, more than 1,200 dedicated volunteers organize approximately 6,000 entries and produce nine different events. The horse division's intricate workings are produced by 13 detail-oriented committees: Appaloosa, Arabian/Half Arabian, Cutting Horse, Donkey and Mule, Junior Horse, Paint Horse, Palomino Horse, Quarter Horse, Horse Sales Assistance, Horse Show Announcers, Horse Show Awards, Horse Show Equipment, and Horspitality.

Long before the Show gates swing open to the public, the Horse Show Equipment Committee works to ready competition areas for the horse shows. Several weeks before the horse shows begin, the committee prepares the arena under the guidance of Show staff, who manage and schedule the deadlines for each event. Starting with the concrete floor in the arena, the committee volunteers help the Show's Buildings and Grounds Division staff unload truckloads of dirt, build stalls and ready pens. Specially certified to operate and maintain heavy equipment, committee members must care for the arena and set up barrels, poles, jumps, obstacles and timing equipment throughout the show.

"The Horse Show Equipment Committee is one of the hardest working committees, and it gets pulled in all directions. These very special people often take their vacations and spend weeks at a time building pens and putting up stalls," said Jamie Erhman, officer in charge and a Show vice president.

Most horse show committee members serve on the various breed committees: Appaloosa, Arabian/Half Arabian, Paint, Palomino and Quarter Horse. Members of these horse show committees are responsible for the physical arrangement of the shows. The individual horse committees utilize the rules and

regulations set forth by the respective national breed associations. Each division of competition features halter, showmanship, and Western and English performance classes. Many committees also have events that are distinctive to their breed, and each breed committee possesses its own unique personality.

During their respective shows, the individual committees set up various props, check in exhibitors at the arena gate, tabulate scores, prepare trophies and ribbons for presentation, and maintain an exhibitor hospitality room. Committee volunteers raise funds for prize money and awards given during the show. Members also obtain individual contributions and participate in an annual fund-raising event.

One of the most popular fund-raising events held every fall is the VIP Cutting, which garners support and prize money for the Junior Horse Show. During the fund-raiser, dignitaries of the Show lightheartedly compete with each other in cutting contests. Longtime Show supporter and entertainer Clay Walker participates, as do other personalities, all exhibiting their cutting skills during the contest.

In addition to working on committee fund-raisers, individuals from each breed committee serve on the Horse Show Awards Committee. Members of this committee guarantee that each breed show has all presentation items underwritten.

The 109 energetic volunteers on the Horse Show - Cutting Horse Committee work with National Cutting Horse Association officials on event coordination and also handle the Houston Livestock Show and Rodeo cutting competition. Using a two-judge scoring system, Houston's cutting competition includes open, non-pro, novice, limited amateur and youth contests.

As the second largest show in the nation, the Junior Horse Show also offers a double-judged show, in which two judges give contestants the benefit of earning points from each judge. The Junior Horse Committee secures horses, handles entries, and solicits and presents awards to younger exhibitors.

“One of the things that we hear over and over again is the importance of the care taken to ensure the contestants’ comfort and the quality of competition. During different events, dirt is taken in and out. The Show and committee members alike go to extremes maintaining and changing the field in order to present the correct environment for individual events and [to] please contestants,” said Charles Lamarr, Horse Show General Committee co-chairman.

More than 400 volunteers serve on the Horspitality Committee. Members assist with animal unloading and stalling, and handle any exhibitor needs that arise in the horse stalling and showing area. Every hour of every day throughout the horse shows, committee members meet and greet horse show exhibitors, hand out information packets, pick up exhibitors’ saddles and tack, and oversee the trailer parking at the Reed Road HLS&R lot.

“These people are the first folk people meet when they come here, and year after year we get more positive feedback on the way contestants are treated from the moment they are greeted at the gate throughout the Show until they drive out headed for home,” said Lamarr.

As the voice of the horse show, the Horse Show Announcers Committee works to ensure the smooth and efficient operation of each horse show event. These seasoned announcers play an integral part in the horse arena as they keep the exhibitors properly queued up and the arena activities on schedule. Each year, the announcers continue to add more information and explanations to their colorful presentation of the events.

The Horse Show - Donkey and Mule Committee produces one of the most popular crowd-pleasing events in Reliant Arena, which wraps up the horse division. The stands are packed during this show, as the event not only highlights the donkey and mule competition, but also features the popular mule pull, donkey snigging (pulling a log through an obstacle course) and donkey single hitch obstacle driving contests. Competition also includes the “Ear of the Year” award for the donkey or mule whose measurable ear span is the widest.

The horse division includes the annual Premier Horse Sale. The Horse Sales Assistance Committee is charged with organizing and promoting the sale, in which approximately 50 of the top working and riding horses in Texas are sold. Scouring the countryside for quality horses, the committee places emphasis on the working-ranch gelding. In addition, the committee organizes the early morning Ranch Horse Competition, which provides buyers with the opportunity to see the horses at work before the sale. In 2002, sales from the Premier Horse Sale totaled \$372,200.

Following the Show each year, the committee chairmen submit reports evaluating the various events and committee activities. Suggestions are made to augment the following year’s events. The officer in charge, general chairmen and assistant general chairman review all reports with the Show’s president, assistant general manager of the Agricultural Exhibits and Competition Department, and managing director - horse show. Studies are undertaken, and changes are made to meet the needs of all involved in the Show. By constantly evolving, the



As a preview to the Premier Horse Sale, the skills of the horses are displayed in the Ranch Horse Competition.

horse division at the Houston Livestock Show and Rodeo maintains its status as one of the premier horse shows in the world.

HORSE DIVISION LEADERSHIP

OFFICER IN CHARGE

Jamie Ehrman

COMMITTEE CHAIRMEN

GENERAL HORSE SHOW

Charles V. Lamarr

Charles Melton

Jim Van Hoozer

HORSE SHOW - APPALOOSA

Robert Clay

HORSE SHOW - ARABIAN/HALF ARABIAN

Mike Coopwood

HORSE SHOW - CUTTING HORSE

Trisha Hillman Philipp

HORSE SHOW - DONKEY AND MULE

Rance Barham

HORSE SHOW - JUNIOR HORSE

Mike Lawhon

HORSE SHOW - PAINT

Diane Urban

HORSE SHOW - PALOMINO

Frank Casalino

HORSE SHOW - QUARTER HORSE

Jim Epps

HORSE SALES ASSISTANCE

Mike Rutherford Jr.

HORSE SHOW ANNOUNCERS

Mike Butler

HORSE SHOW AWARDS

D. Ann Komar

HORSE SHOW EQUIPMENT

Billy Scogin

HORSPIALITY

Lon Randazzo

Third-Year Committee Chairmen

PROFILES

By Marshall Smith III



Frank Casalino – Horse Show - Palomino

Frank Casalino joined the Show in 1993 and became a member of the Horse Show - Palomino Committee. He served as captain and vice chairman before becoming chairman. Frank also volunteers on the Horse Show Awards Committee. He and his wife, Rhonda, have been married for 29 years. Their daughter, Ashley, recently deceased, served on the Horse Show - Palomino Committee and has been named an honorary member. They have two other children, Lyndsey and Drew. Frank is a sales manager for Shell Oil Products U.S. His hobbies are hunting, fishing and weight lifting.



Mike Coopwood – Horse Show - Arabian/Half Arabian

In 1984, Mike Coopwood became a member of the Show, and he recently became a life member. He served in various positions on the Horse Show - Arabian/Half Arabian before being appointed chairman. Mike also volunteers on the Horse Show Awards Committee. He is married to K. C., who also is a member of the Horse Show - Arabian/Half Arabian Committee. They have two children, Kimberly and Kent. Mike is employed with Coopwood's Air Conditioning Inc. His hobbies are hunting, fishing and playing golf.



Mike Lawhon – Horse Show - Junior Horse

Mike Lawhon joined the Show in 1984 and later became a life member. His dedication to horses comes in handy while volunteering on the Horse Show - Junior Horse Committee. Mike also was a member of the Baytown/Highlands subcommittee of the Houston Metro Go Texan Committee. He and his wife, Julia, have four children — J. Scott, Mitchell, Jennifer and Courtney — and two are members of the Horse Show - Junior Horse Committee. Mike is a pharmacist with American Pharmaceutical Services. His hobbies are showing Quarter Horses, hunting and fishing.



Jeff Lewis – Corral Club - Chute Club

Jeff Lewis started volunteering for the Show in 1988 and is a life member. He served on several of the Corral Club committees before becoming chairman of the Corral Club - Chute Club. Jeff also is a member of the World's Championship Bar-B-Que Committee. His wife, Karen, is a member of the Corral Club - Directors' Club. Jeff is a dentist and the owner of S.W. Houston Family Practice. In his spare time, he shows and breeds reining horses. He has been a class winner at the Show.



Charles W. Melton – Horse Show - General

In 1970, Charles W. Melton became a life member of the Show. Since then, he has served on the Poultry Auction, Membership, and Range Bull and Heifer Sales committees and was chairman of the Horse Show - Quarter Horse Committee. In 1995, Charles was elected to the Show's board of directors. His son, Mark, is on the Swine Auction Committee, and his daughter-in-law, Amy, is on the World's Championship Bar-B-Que Committee. Charles owns Melton Electric. He shows cutting horses in his spare time.



Frank Miller – Corral Club - At Large

In 1985, Frank Miller decided he liked the Corral Clubs so much that he joined the Show as a life member. He then served on several Corral Club committees before becoming chairman of the Corral Club - At Large Committee. In 1991, he was the first chairman of the Graphics and Signage Committee. Frank's wife, Diana, and his daughter, Kristy Broughton, are both on the Graphics and Signage Committee. Frank is employed with Advanced Graphics as a sales manager. His hobbies are fishing and hunting with his family.



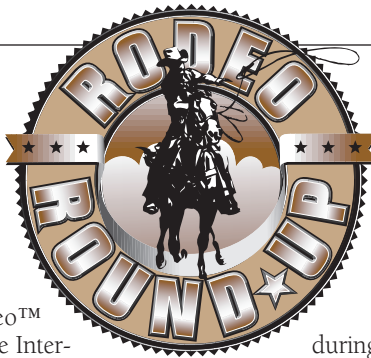
Trisha Hillman Philipp – Horse Show - Cutting Horse

The Show is a family affair for Trisha Hillman Philipp. She joined the Show in 1978. Trisha was elected to the Show's board of directors in 1996. Her father, Hal Hillman, is a past president and chairman of the board of the Show and currently serves on the Show's Executive Committee. Trisha's husband, Scot, is on the Horse Show - Cutting Horse Committee. They have a 14-year-old daughter, Megan. Trisha's special interest is spending time with her family and parents. She is an executive with The Hillman Company.



Jim Stacey – Communications - Editorial

In 1987, Jim Stacey joined the Show as an annual member and has since upgraded to a life membership. In 1990, he joined the Communications - Editorial Committee and served as a captain and vice chairman before becoming its chairman. In 1992, Jim's wife, Joanne, began volunteering on the Communications - Editorial Committee. Jim is employed with Internal Products and Services Inc. as a sales representative. His hobbies are bicycling, playing golf and gardening.



★ **Sweeping Up**

The Houston Livestock Show and Rodeo™ received the highest honor in its division of the International Association of Fairs and Expositions



2002 Agricultural Awards Contest — the Sweepstakes Award for members with more than 1 million visitors. The award was the culmination of honors for the Show's entries in the contest, which included winning Agricultural Series Photos, General Fair Photo and Exhibitor Handbook Hard Copy categories and Best of Division.

★ **A Live First "For the Last Time"**

Country music superstar George Strait made Show and Reliant Astrodome history with the sold-out, record-breaking Concert Finale in 2002. While nearly 70,000 fans were able to enjoy the experience in person, country music fans everywhere will be able to hear 16 selections from the evening with the release of Strait's "For the Last Time — Live From the Astrodome." The disc, Strait's first live release, will be available beginning Feb. 11, 2003.

★ **Rodeo Ticket Turn-Back Program**

Turn back your RODEOHOUSTON™ tickets to be donated to less fortunate children and adults or to be sold to people who want to attend the Rodeo when tickets are otherwise not available. You get a receipt for a charitable donation either way.

There are three easy ways to help:

- Turn back your tickets in person at the Houston Livestock Show and Rodeo ticket office.
- Fax a copy of your tickets to 832.667.1085.
- Call 832.667.1080 and answer a few questions about your tickets.

Your receipt for a charitable donation will be mailed to the original purchaser of the tickets after the Show. Please secure your unused tickets to ensure that they are not innocently used.

The donation must be in the ticket office no later than the date and time printed on the ticket.

★ **Where's the Chute?**

With the move to Reliant Stadium and Reliant Center, some of the Corral Clubs have moved to new locations. The Chute Club will be on the main concourse level in Reliant Stadium on the south end. Formerly in Reliant Hall, the Main Club and Committeemen's Room have a new home on the east end of the second floor of Reliant Center.

★ **Sunday, Sunday, Sunday**

Each Sunday during RODEOHOUSTON, fans can watch rodeo events live exclusively on DIRECTV. Each pay-per-view event begins at 4 p.m. The live performance on March 16 will be the RODEOHOUSTON finals. Check it out!

★ **Go Texan Salutes**

Every RODEOHOUSTON performance is special, but during 13 performances in 2003 Area Go Texan counties and Houston Metro Go Texan areas will be saluted:

- **Wednesday, Feb. 26** – Aldine/Spring/Klein, Baytown/Highlands and Pasadena metro areas
- **Thursday, Feb. 27** – Alief/Southwest, Brazoria Southwest and Liberty County metro areas
- **Friday, Feb. 28** – Austin, Grimes, Hardin, Jefferson, Matagorda, Newton, Trinity, Tyler and Walker counties
- **Saturday, March 1** – DeWitt, Fayette, Gregg, Karnes, Lavaca, Limestone, Polk, Refugio and San Patricio counties
- **Sunday, March 2** – Bastrop, Bee, Colorado, Jackson, Jasper, Lee, Madison, Nueces, Robertson and Washington counties
- **Monday, March 3** – Crosby/Huffman, Galveston Mainland and Waller County metro areas
- **Tuesday, March 4** – Chambers County, Conroe/Willis/The Woodlands, Deer Park and Fort Bend/Stafford metro areas
- **Wednesday, March 5** – Katy, New Caney/Splendor, Spring Branch/Memorial and Tomball/Magnolia/Montgomery metro areas
- **Thursday, March 6** – Channelview/Sheldon, Cypress Fairbanks, Lamar/Needville and NASA/Clear Creek/Friendswood metro areas
- **Saturday, March 8** – Anderson, Calhoun, Cherokee, Falls, Goliad, Henderson, Hill, Leon, McLennan, Navarro, Wharton and Williamson counties
- **Monday, March 10** – Alvin/Pearland, Humble/Kingwood, Jacinto City/Galena Park and La Porte metro areas
- **Friday, March 14** – Angelina, Bosque, Brazos, Houston, Live Oak, Milam, Nacogdoches, Orange and San Jacinto counties
- **Saturday, March 15** – Bell, Bureson, Freestone, Gonzales, Harrison, Panola, Rusk, Sabine, San Augustine, Shelby and Victoria counties

★ **Cowboy Artist Workshop Clarification**

Through the Show's School Art program, 24 young artists each year travel to Kerrville, Texas, to take part in a three-week summer workshop at the National Center for American Western Art, home of the Cowboy Artists of America Museum. To be eligible to apply for the workshop, a student must have been a Gold Medal, Special Merit or Best of Show winner. While Gold Star Finalists are eligible for School Art program college scholarships, they are not eligible for the workshops.

★ **Welcome**

Two new staff members have joined the Operations Department — **Sheri Voight** as division manager – tickets and **Clarence Robinson** as assistant – food/beverage. In the Marketing and Presentations Department, **Yvonne Dodson** has been named supervisor – commercial exhibits.

CALENDAR OF EVENTS

FEBRUARY

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	

MARCH

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

APRIL

S	M	T	W	T	F	S
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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			

A COMPLETE LIST OF 2003 HOUSTON LIVESTOCK SHOW AND RODEO EVENTS FROM FEB. 20 TO MARCH 16 IS INCLUDED ON PAGES 10-11.

FEBRUARY

- 1 Lamar/Needville Boot Scootin Ball
- 1 Tomball/Magnolia/Montgomery Go Texan Dance
- 8 Alief/Southwest Dinner and Dance
- 8 Fort Bend/Stafford Celebrity Waiter Event
- 14 Houston Livestock Show and Rodeo Membership Dance, Reliant Center
- 15 Conroe/Willis/The Woodlands Go Texan Parade
- 15 Pasadena Metro Denim & Diamonds Valentine Dance
- 26 Baytown/Highlands Bus Trip to Rodeo
- 26 Pasadena Bus Trip to Rodeo
- 27 Brazoria Southwest Bus Trip to Rodeo

MARCH

- 3 Crosby/Huffman Bus Trip to Rodeo
- 3 Galveston Mainland 3rd Annual Rodeo Bus Trip
- 4 Conroe/Willis/The Woodlands Bus Trip to Rodeo
- 4 Fort Bend/Stafford Bus Trip to Rodeo
- 10 Humble/Kingwood Night at the Rodeo Bus Trip
- 10 La Porte Night Bus Trip to Rodeo
- 21-22 Anderson County BBQ Cookoff

APRIL

18 -21 Show offices closed



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