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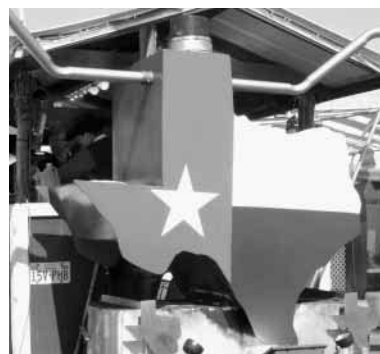
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### The Cover

From the very first issue in May 1993 to today, the cover of each issue of the *H Magazine* has introduced readers to the people, places and events that define the Houston Livestock Show and Rodeo.

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Benefiting Youth - Supporting Education

# A MESSAGE FROM THE CHAIRMAN OF THE BOARD



*John O. and Judy Smith presented Tim McGraw (center) with a Houston Livestock Show and Rodeo belt buckle following McGraw's March 3 concert performance.*

What a great experience it was to serve as chairman of the board of the Houston Livestock Show and Rodeo™ during its inaugural year in Reliant Stadium and Reliant Center. All the planning and preparation by our staff and volunteers resulted in a huge success. Even the rain did not dampen the enthusiasm of the crowds, volunteers, exhibitors, entertainers or contestants. We exceeded our expectations in almost all categories.

The Show was able to achieve some impressive results despite some pretty bad weather and a lagging economy. We set a total paid attendance record at the Rodeo with 1,215,913 tickets sold. Go Tejano Day set an all-time Rodeo paid attendance record of 70,405. The junior auctions were able to set records in five different categories. Total general attendance of 1,745,351 this year came close to the record of 1,889,861 set in 2000. Rodeo METRO Express shuttle buses carried more than 600,000 passengers during the full run of the Show.

The carnival, food court vendors and commercial exhibitors all had a good year. They expressed many compliments on the new facilities and appreciated the big crowds present on the grounds during the good-weather days during the last week of the Show.

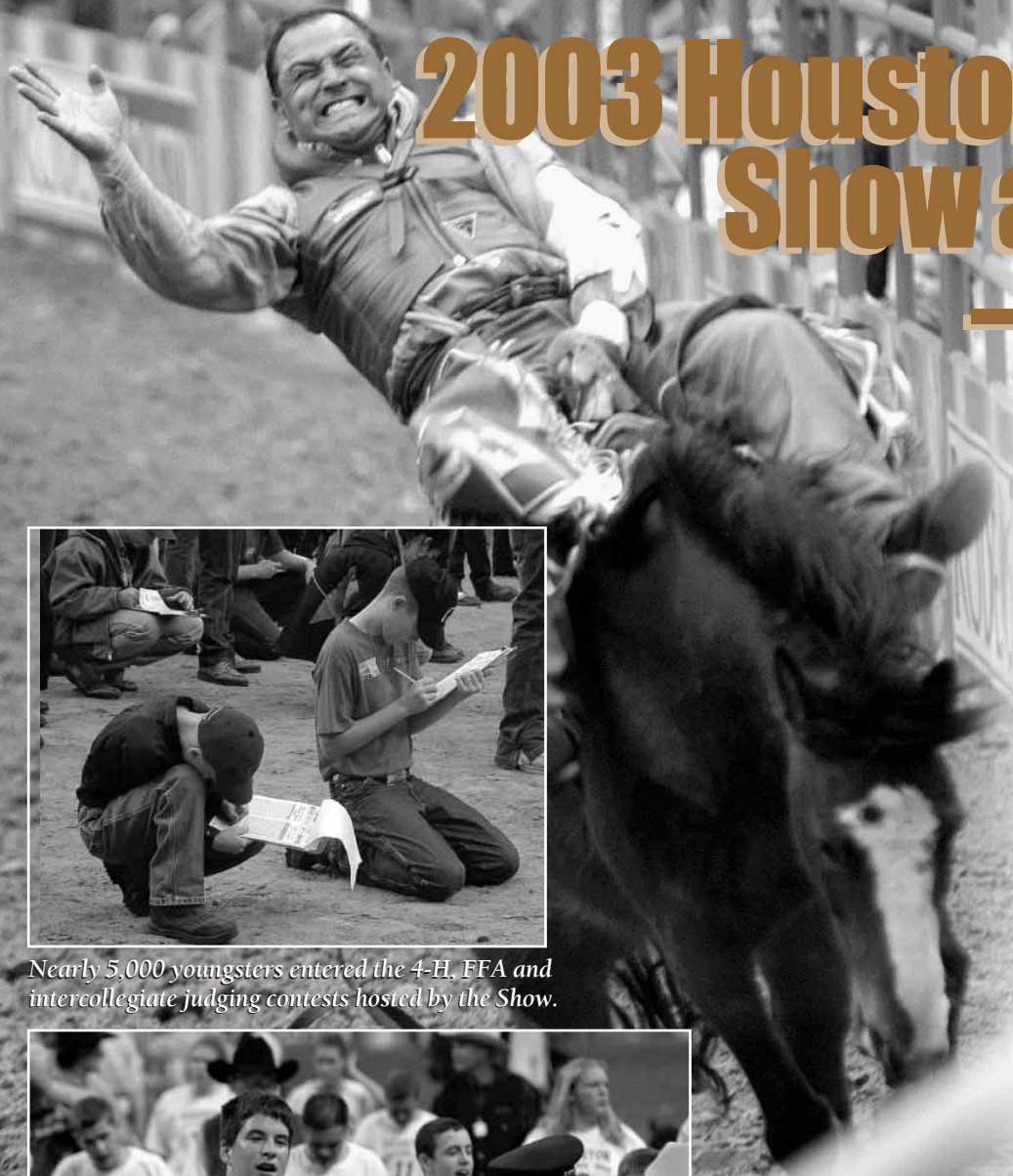
There were many uplifting things about the Show's first year in its new venues. The financial results are positive, which is certainly good for the Show's overall objectives. For those things that need improvement or change, we already are working on the fixes and plan to make the 2004 Show even better. Transportation on the grounds, parking and layout all are under study.

My grateful appreciation goes out to everyone who made this year's Show such a success: the exhibitors, sponsors, donors, auction buyers, ticket purchasers, entertainers, contestants, our membership, our staff and especially our army of more than 14,000 working volunteers. Without our volunteers, there simply would not be a Houston Livestock Show and Rodeo as we know it.

Thanks to all of you.

John O. Smith  
Chairman of the Board

# 2003 Houston Livestock Show and Rodeo™ — 10 Words



Texas young people during the Area Go Texan Scholarship Banquet on Feb. 21. Each recipient is guaranteed a \$2,500 scholarship that may be upgraded to \$5,000 or \$10,000 depending on the participation of the county in the Area Go Texan program.

- Thousands of runners made their way through downtown Houston in the ConocoPhillips Rodeo Run, which featured a new 5K fun run. Entry fees from the event resulted in a \$120,000 donation to the Show's Educational Fund.

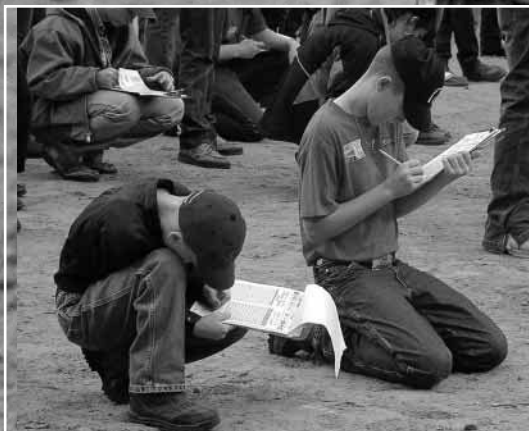
- More than 23,000 schoolchildren learned about cattle, cotton, chickens and more in Destination: AGVENTURE as part of the Show's school tour program. Thousands more visited the educational exhibits with their families and friends.

- The Show's educational endeavors made a big impact on Bon Jovi. Following the group's concert at the March 12 rodeo performance, Bon Jovi made a \$10,000 donation to the Houston Livestock Show and Rodeo Educational Fund.

## E n t e r t a i n i n g

With 20 days of superstars in Reliant Stadium, plus hot acts in the Ford Hideout and family fun on the Rodeo Plaza stage, there was entertainment for all ages.

- The Talent Contest at the Show highlighted some of the best amateur singers, dancers and musicians in the Houston area. After three rounds of competition, it was Tony Oller winning the youth category, Michele Krystyna Williams taking the grand prize in the teen category and Jessica Reneé Clemmons topping the competition in the adult category.
- From Clint Black riding in on horseback with an American flag to Robert Earl Keen arriving on a six-hitch cart pulled by draft horses, the entertainers heading to the Rodeo's rotating stage made grand entrances and followed with music-packed performances.
- Even though the crowd was closer to the stage than in the Reliant Astrodome, several performers, including Clay Walker,



Nearly 5,000 youngsters entered the 4-H, FFA and intercollegiate judging contests hosted by the Show.



After chasing 14 calves around the almost 2-acre floor of Reliant Stadium, calf scramble participants smile and catch a much-needed breath.

While a picture may be worth a thousand words, the scope of the 2003 Houston Livestock Show and Rodeo can be summed up in 10 words — educational, entertaining, extreme, new, patriotic, people, rewarding, sales, unpredictable and youth.

## E d u c a t i o n a l

The Show's motto of benefiting youth and supporting education was evident throughout the 2003 Show activities.

- The Show's first scholarships of 2003 were presented to 60



Pat Green and LL Cool J, took to the dirt to get up close to fans — the latter even passing out roses to female fans.

- The entertainers made their performances a family affair, too: Little Joe was joined by family members Johnny and Rocky Hernandez on Go Tejano Day, and Jerry Jeff Walker's son, Django, sang with him. Clint Black welcomed his brothers, Kevin and Brian, as they cranked out a Lynyrd Skynyrd tune in tribute to the group they replaced in the lineup, and then Clint's wife, Lisa Hartman Black, joined him for a duet.
- Alabama performed for the last time ever in the Bayou City by entertaining the crowd for the final day of RODEOHOUSTON™. Its members thanked their many Houston fans with a long set of songs that included many of its hits as well as a patriotic tune.
- Singing sensation Ashanti didn't quit captivating the audience when she left the stage. Her powerful performance was followed by a behind-the-scenes interview by RODEOHOUSTON commentator Sharon Camarillo.



Victory or defeat can be determined by a fraction of an inch, making precise measurement very important during the Go Texan Washer Pitching Contest.

- Lions, tigers and bears, oh my! The Backyard Circus turned boys and girls into their favorite circus animals for fun on the Rodeo Plaza stage. And, for more doggone fun, visitors of all ages enjoyed the Doggies of the Wild West and Calamity Jo's Magical Wild West Show.

## Extreme

From Xtreme Bulls to extreme rides, the adrenaline was flowing freely from one side of Reliant Park to the other.

- The Action Seats, the most extreme view of RODEOHOUSTON thrills and spills, put fans closer to the rodeo excitement than ever before by adding seven rows of seating that reached into the arena.
- RODEOHOUSTON's first-ever full night of bull riding started with a bang as pyrotechnics launched the event in a blaze of glory. Thirty bull riders competed for a share of \$75,000 in PRCA Xtreme Bulls, RODEOHOUSTON's first performance of exclusively bull riding. When the dust settled, Terry Don West of Henryetta, Okla., was the only cowboy to make two successful rides, earning him the championship and \$26,320. The event also set a record for attendance at any bull riding event with a paid attendance of 60,278.
- Thrill seekers could easily spot the Extreme Zone rides in the 100.3 KILT Carnival. Ray Cammack Shows brought the most

daring rides ever to Reliant Park with the Adrenaline Drop, Booster and Sling Shot. For a spectacular view at a little slower pace, the largest transportable wheel in the Western Hemisphere, the 15-story La Grande Wheel, returned to Houston for 2003.

## New

2003 marked the debut of two new facilities as Show homes, inaugural events and the beginning of some new lives.

- Reliant Stadium opened for RODEOHOUSTON Tuesday, Feb. 25, with a ceremony honoring the men and women whose hard work and determination made Reliant Stadium a reality.
- On the first day of livestock move-in, a Santa Gertrudis cow gave birth to the first calf born in Reliant Center. That same day, a baby chick was hatched to one of the hens nesting in Destination: AGVENTURE. A litter of rabbits was born in Reliant Center on March 4 during the Rabbit Show. Plus, the number of kids on Goat Mountain increased with the birth of two sets of twins.
- Held in the Reliant Astrodome, the first Draft Horse Event filled a big venue with big horses and awed crowds. The opening day of the event had to be postponed after winter weather stranded many of the competitors and prevented them from arriving in Houston to begin on Thursday. The 200 entries began their competition on Friday, Feb. 28, instead.

## Patriotic

The spirit of the red, white and blue was evident from the first RODEOHOUSTON performance to the last.

- President George H.W. Bush proudly rode in the Grand Salute on both opening and closing nights.
- Former New York Police Department officer Daniel Rodriguez, the "singing policeman," captured attention following the Sept. 11 tragedy for his tenor rendition of "The Star Spangled Banner" and "God Bless America." He brought that powerful voice to Houston for the opening two performances of RODEOHOUSTON, where it was taped for broadcast at following performances.
- The inspiring music continued with the surprise performance of Lee Greenwood singing his 1985 Country Music Association Awards Song of the Year, "God Bless the USA," as part of the multimedia spectacular, sponsored by Reliant Energy.

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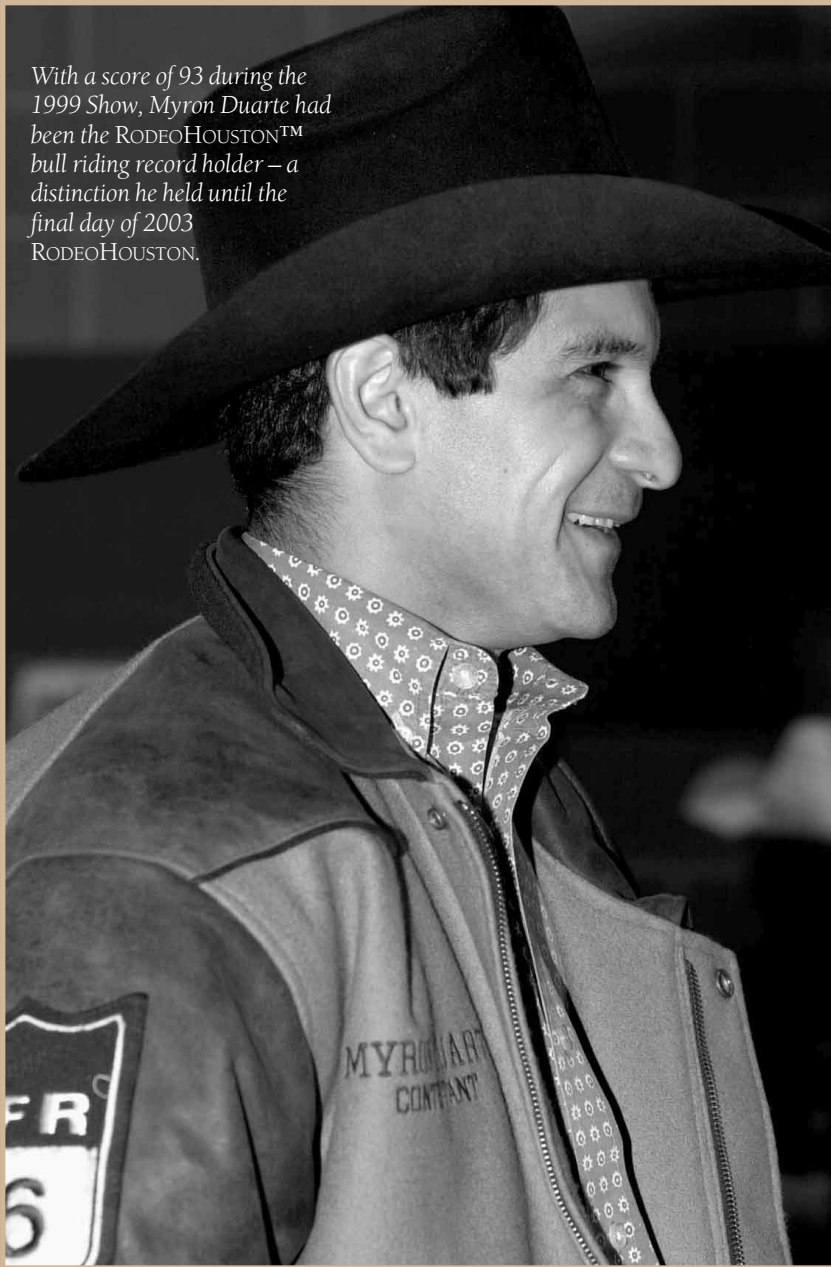


During every rendition of the national anthem, a member of the Catalena Cowgirls presented Old Glory.

# Cowboy Perspectives

By Brandy Divin

With a score of 93 during the 1999 Show, Myron Duarte had been the RODEOHOUSTON™ bull riding record holder – a distinction he held until the final day of 2003 RODEOHOUSTON.



geared toward the sport of rodeo, and many aspects of the new stadium were designed specifically to meet RODEOHOUSTON's needs. Every inch of the new facility was planned and constructed meticulously; however, the only way to see if everything would work properly for the Rodeo was to try it. Naturally, no one could have been a better judge of the new Reliant Stadium than the veteran athletes who competed at RODEOHOUSTON in the past. During and after the Rodeo, the athletes had much to say about their experiences in Reliant Stadium and about how it compared to Reliant Astrodome.

The configuration of the new arena seemed to be a big hit with the competitors. In Reliant Astrodome, the chutes for the roughstock events had been split evenly between the two ends of the arena, but in Reliant Stadium, the chutes for those events are all grouped together on the north end. This placement creates a much more competitive atmosphere for the bull riding, saddle bronc and bareback events. Grouping the roughstock chutes on one end of the stadium also permits the south end to be used exclusively for such timed events as steer wrestling, team roping and tie-down roping. The barrel racers, like the roughstock competitors, enter from the north end of the arena.

According to steer wrestler Joe Butterfield of Red Deer, Alberta, who has been competing at RODEOHOUSTON for 10 years, the new layout is a tremendous improvement. "The cattle seem to be running straighter here," Butterfield said. When the cattle run straight, the cowboys can complete


their job more quickly and turn in faster times, contributing to the excitement of the event.

Blu Bryant of Robinson, Texas, the Professional Rodeo Cowboys Association 1998 bull riding champion runner-up, also liked the new chute placement, but he had mixed thoughts about the new Reliant Stadium. "I guess I'm kind of an older bull rider. This is a nice place — don't get me wrong — but I'm just used to the Dome, I guess," Bryant said.

Dealing with livestock involves a high level of unpredictability. For roughstock events, such as bull riding, competi-

**E**ach year at RODEOHOUSTON™, a division of the Houston Livestock Show and Rodeo™, approximately 500 cowboys and cowgirls compete in various rodeo events for prize money totaling more than \$700,000. Only the best of the best are invited to compete, and athletes come from all over the world for the honor of participating in the world's largest rodeo. With the 2003 Show, RODEOHOUSTON took a giant leap into the future — its first season in Reliant Stadium. The new stadium is





tors prefer for the animal to stay in a relatively small area. In large arenas, the animals tend to come out of the chute and run, instead of bucking and turning. This can result in lower scores because these events are judged on the basis of the animals' performance in addition to the athletes' performance.

When asked about the new Reliant Stadium, veteran bullfighter Rick Chatman of Rio Vista, Texas, said, "I think the size is perfect. It's a little large for bucking bulls, but so was the [Reliant] Astrodome. . . . I've often told guys riding bulls in here that even a good bull here will run off, and it's because they open that gate and look up, and it looks like the back forty."

Size makes a difference in other events as well. Mike Arnold of Flaton, Texas, a tie-down roper who has competed at RODEOHOUSTON for 20 years, was impressed with the new facility. "I like the size. I think the other one was too wide," Arnold said.

In addition to its configuration being geared more toward modern rodeo, the new Reliant Stadium has a larger seating capacity, which means bigger crowds and more excitement for the fans and competitors. Bull rider Myron Duarte of Auburn, Wash., thinks the move from Reliant Astrodome to Reliant Stadium has been a great change and is great for the fans. However, he is sentimental about Reliant Astrodome and fondly remembers the first time he competed there. "It was overwhelming," Duarte said. He must have grown accustomed to the size and noise of Reliant Astrodome, however, because six years later, in 1999, he broke the RODEOHOUSTON bull riding record with a score of 93 points and claimed the champion bull rider title.

Overall, the inaugural year in the new Reliant Stadium went smoothly. A few kinks had to be worked out, such as the dirt being too unstable for the barrel racers' horses to have good footing on the first night. By the next morning, however, that was remedied. The only other common complaint from the athletes was that they wanted more room to warm up with their horses, and that will be addressed for future seasons.

While there was plenty of praise for the new Reliant Stadium, many athletes reminisced about their days in Reliant Astrodome. When asked to compare the two facili-



*Bullfighter Rick Chatman of Rio Vista, Texas, may be sentimental about the Reliant Astrodome, but his work remains as important for the bull riders in Reliant Stadium.*

ties, Chatman said, "There is no comparison." Chatman has been keeping bull riding safe for cowboys in Reliant Astrodome for many years. Now, he and the other athletes have made the transition to the new Reliant Stadium. Chatman said, "You know, the first time I went into the Astrodome . . . it was the Eighth Wonder of the World. Coming in here, I don't think I get the same overwhelming feeling. I think that it's modern and updated and very architecturally unique, but it's not like I thought it would be. It's a beautiful place, but it's not the Dome."

Aside from the competitors' opinions, their scores spoke volumes about Reliant Stadium's suitability as a rodeo venue. RODEOHOUSTON records were broken in three events — bareback riding, bull riding and steer wrestling. Mark Gomes of Nickerson, Kan., scored an 89 in the first go-round to take the record in bareback riding, only to be topped by a 90 score by Will Lowe of Canyon, Texas, during the RODEOHOUSTON finals. Terry Don West, Henryetta, Okla., broke the bull riding record with a score of 94, also during the finals. Steer wrestlers Mike Garthwaite of Merritt, British Columbia, in the first go-round, and Sean Mulligan of Aurora, S.D., in the third go-round, each left their names in the record books with a time of 3.2 seconds.

Change often is difficult, and, although some of the athletes might miss Reliant Astrodome and its unique setup and history, the state-of-the-art Reliant Stadium is now here. It's waiting for more records to be set and broken. It's waiting for the kid who watched from the wings to saddle up for the hometown crowd. But, most of all, it's waiting to feel like home.

# A LOOK FROM DOWN UNDER

By Sonya L. Aston

Ever wonder how the Houston Livestock Show and Rodeo™ might appear to someone from halfway around the world — Australia, for instance? This year, the Show was honored with a visit by a wonderful extended family from “down under.”

It was a g'day followed by another g'day and another, and another. After almost three weeks of the Houston Livestock Show and Rodeo, the family — Sue-ellen and Steve Mays; their children, Katrina, Samantha and Damian; along with Sue-ellen's sister, Jenny Tuttle, and her family, Kelsey Tuttle and Debbie Berzins — could hardly contain their enthusiasm while describing their incredible adventures in Houston.

“We came for horses first, rodeo second and then country music,” said Sue-ellen, “but we got a whole lot more. Each day was like walking into a different candy store — more delectables to see, smell, taste and experience.”

It all started five years ago when Lester Milton, Sue-ellen's boss, came back from a visit to Texas. He had traveled to the

United States to purchase miniature horses. This time, he brought home the 1996 Houston Livestock Show and Rodeo book, “Hoofbeats, Heartbeats & Heroes.” Sue-ellen and Steve were captivated by the photos and descriptions of the Show. “There was no question that we were coming. The only question was when,” reflected Sue-ellen. The Mays began planning their trip from their small town of Meadow Flat, New South Wales, by “ringing up” the Show offices at 2 a.m. Meadow Flat time and quickly making friends with Show staff. When Sue-ellen heard that George Strait was opening 2003 RODEO-HOUSTON™, she said, “I knew that we had to come.” They packed their bags, arranged to have their eldest son, Brendan, and their parents care for their Quarter Horses, Paints, miniature horses, miniature cows, miniature donkeys and alpacas, and left this one-school town for adventure in Texas.

Upon arrival on Feb. 23, 2003, the family was overwhelmed by the hospitality of the International Committee. “I expected to be greeted, pointed in the right direction and never heard from again, but this has been truly amazing. I felt like a VIP,” exclaimed Steve.

“We even got to ride in the Grand Parade,” chimed in 3-year-old Damian, referring to the Grand Salute.

While touring as VIPs, the Aussies got more than they bargained for. The horse competition lived up to their expectations — particularly the cutting horse contest. “Australia follows the horse trends from the United States, and it was interesting to see what is on the horizon for Australia,” noted Sue-ellen. The Rodeo, however, was much more.

While there is rodeo in Australia, it is not the same. The Mays said that rodeos are much more elaborate and more professional in the United States. The two biggest rodeos in Australia are the Mt. Isa and the Warwick, and they are held in rural areas. Mt. Isa is 1,000 kilometers (621 miles) from the nearest metropol-



The trip from Australia was a family affair for Debbie, Steve, Samantha, Sue-ellen, Damian, Katrina, Jenny and Kelsey.



itan area, yet it claims to attract top competitors from Australia and overseas and between 15,000 and 20,000 visitors. The Warwick rodeo has been around for more than 90 years, and in 2002, more than 60,000 people attended. It is only recently that the popularity of rodeo has generated interest in the bigger cities such as Brisbane, Sydney and Melbourne.

Australian rodeo has the same events as rodeos in the United States, except there is no calf scramble, and there are no chuck wagon races. A big draw, however, is campdrafting. The sport of campdrafting is similar to cutting in that a rider cuts out a cow from a “yard” or “camp.” The rider follows it through an open gate into the arena where he guides the cow around a course of right and left turns before guiding it through a gate. Points are scored for the cut out, horse work and course completion, with 100 points possible.

In Australia, livestock shows are usually separate events from the rodeo. Sydney puts on a two-week livestock show. Children must qualify their animals in order to compete in the Sydney Royal Easter Show. In 2002, a quarter of a million people attended the show, which has a greater variety of livestock than the Houston Livestock Show™. However, these expatriates were highly impressed. The amount of livestock involved in Houston, as well as the organization and professional handling, were remarkable to them. Jenny was quick to point out that they particularly loved the “chooks,” Australian slang for chickens.

When the subject of shopping came up, the praise reached a crescendo. “We especially loved the shopping since there was something new always just around the corner,” said Steve.

Ropes and bridles are very expensive in Australia, because most of them are imported from the United States.

“And, the Wrangler jeans, oh my, they cost about \$20 here and are about \$110 in Australia,” giggled Debbie.

All of the girls were particularly fascinated with the Indian jewelry and are excited to show off their big belt buckles and rodeo wear to their friends back home. Who knows — maybe they will set a fashion trend. The fact is that Aussie cowboys do not sport the same gear as their American counterparts. “You would not walk down the street with a hat and boots and big buckle. People would ask ‘What are you up to?’” said Katrina. There, the cowboy hat is not used so much, and the cowboys don’t dress as snappy.

“When I get home, I am going to tell everyone that it is really true. Everything is bigger in Texas — the cars, the streets, the meals,” said Steve. “We saw this fella walking with this huge hunk of meat in his hand. We just stood there and stared as he walked by. Who knew what kind of beast that was?” It turned out to be a turkey leg. “We had never seen such a thing,” Steve added.

They found the food impressive, and there were some favorite foods that they recognized, such as fairy floss (cotton candy). The kids were all in agreement that their favorite food at the Show was ice cream.

The family’s original plan had been to take off a couple of days from the Show and take in the sights around Texas, but there was so much to do that the family went to Reliant Park every single day. However, Steve and Damian were able to sneak off and see the Houston Aeros and Houston Rockets play. In true Houston fashion, both games went into overtime, and the local teams pulled it out in the end. “It was fantastic,” exclaimed Steve.

As far as the music was concerned, “Wow! Every act has been spectacular. Country music is not very big back in Australia, and we do not have Tejano music back home,” said Sue-ellen. Everyone’s favorite was George Strait, with Toby Keith coming in a close second. “The only thing that I wish that I could have done was meet George Strait.”

While things are done a bit differently “down under,” it appears that it is a universal opinion that the Houston Livestock Show and Rodeo is truly a fantastic experience.



*The entire family was fascinated by the rodeo action during every performance they attended.*

# It's the PITS

By Melissa Manning

With 356 cook-off teams competing at the 2003 BP World's Championship Bar-B-Que Contest at the Houston Livestock Show and Rodeo™, some teams were passionate about standing out in the crowd. They wanted to “smoke” the competition, not only with their barbecue, but also with the pits they use to cook it. These competition pits are typically larger than the average home barbecue pit. Some pits are engineering marvels built on trailers and include kitchens, satellite televisions, stereos, living quarters and even personal computers. Others were built not only for cooking, but also as an act of artistic expression. Each year at the contest, some pits are camouflaged as covered wagons, school buses, volcanoes, airplanes and even beer bottles.

Long before visitors arrived, these teams prepared their pits and crews for three days of intense heat, slow cooking and fiery competition. In addition to bragging rights, teams competed for best barbecue and other awards, including most unique pit.

Goode Company BBQ Hall of Flame, a past winner of the Most Unique Pit Award, was hard to miss. Its pit is shaped like a longneck bottle resting on its side. The bottleneck serves as the smokestack, the barrel of the bottle houses the meat racks, and the door handles are a pair of Colt 45 pistols. At nearly 20 feet long and more than four feet tall, the pit stopped traffic. Passers-by stopped and smiled, and many posed for a perfect, “only-in-Texas” photo opportunity. The pit once was painted like a bottle of beer, but, today, it resembles a bottle of Goode Company's BBQ Sauce.

When visitors first saw the main pit and other specialty pits owned by the Holy Cow Cookers, they began to understand how the team got its name — “Holy Cow” says it all. Built on a 40-foot-long trailer, the main pit was built by folks with Texas-sized tastes and pride. The trailer's exterior boasts a painting of the Texas flag, while the interior was built for cooking and comfort.



*Tractors, trucks and airplanes are the inspiration for some of the unique pits at the BP World's Championship Bar-B-Que Contest.*

“We are proud to be Texans, so that influenced our design of the trailer,” said Randy Pauly, chief cook and coordinator of the Holy Cow Cookers team. Pauly, part pitchman and tour guide, was eager to show off the amazing facilities and to praise his hardworking outfit. His enthusiasm is contagious, and the story of how the team got its unique pit is no less entertaining. “Actually, I won it in a card game,” Pauly said.

The kitchen area contains: “Big Daddy,” the main pit, with a fully insulated exterior to keep the kitchen area cool; a refrigerator; a water heater; a convection oven; and a food preparation area. According to Pauly, Big Daddy can hold more than 60 briskets at a time. Cooks working in this kitchen also are treated to satellite television, a DVD player and a stereo sound system. Adjacent to the kitchen area, the living quarters include a bathroom, shower, bunkhouse and computer station. As if this weren't enough to create a serious case of “pit envy,” this team has additional specialty pits, including a whole-hog rotisserie, a chicken pit, a fajita grill and a four-gas-burner cooking surface.

Steve Clark led The Taste of South Texas BBQ Team, which won the 2003 Most Unique Pit Award. Clark's pit is shaped like the state of Texas and includes a set of brass longhorns at the top, which serve as smokestacks. The interior of the Texas-shaped pit cooks 30 briskets at a time, while a case of sausage cooks in the “Panhandle.” The pit's exterior paint matches the Texas flag.



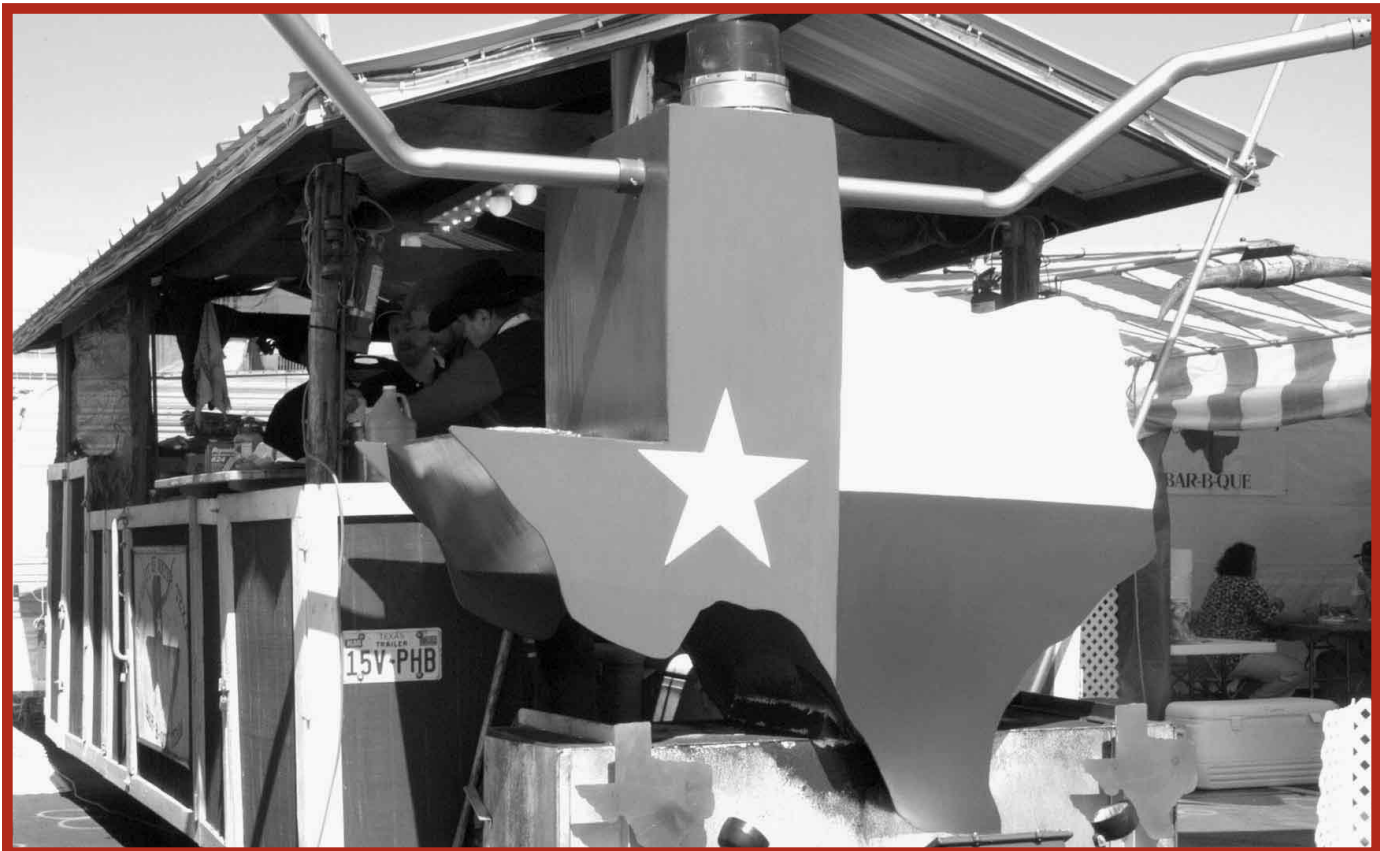
“I wanted something unique,” Clark said. “First, I determined how many briskets I needed to cook at a time. Then, I designed the racks to fit. Next, I designed the exterior of the pit around that,” he added. The pit took Clark, working with a friend, nearly a year to build. “The firebox is lined with firebrick, so it is more efficient and easier to regulate. The horns are brass and are machined to allow a certain amount of air-flow without losing temperature.”

When he’s not on the road cooking, his Texas-shaped pit sits outside his restaurant in Van Vleck, Texas, and it draws visitors from around the world. “People come from all over to have their picture made by our pit, and it has even been featured in ‘Texas Highways’ magazine,” Clark said.

Husband and wife Tommy and Sharon Stiles are both company employees and members of Stewart & Stevenson’s Corporate Cookers team. They share a rather extraordinary kitchen on wheels. Their long, modern trailer has two large pits, which are located on each side. Next are cabinets, which Tommy built, stainless steel countertops and additional burners for cooking. The well-lit kitchen also includes a stereo system, built-in cooler and exhaust fan. Sharon was quick to point out, however, she and Tommy have their boundaries. “He is in charge of the pits, but when you step past those pits, this is my kitchen. We both respect that, and we get along fine,” she jokingly said.

Ask Gordon Bennett, chief cook for The 40+ Kids BBQ Kookin’ Team and co-builder of the team’s pit, why they decided to convert a classic, 1952 mini-school bus into a barbecue pit. “We are just kids at heart, and we enjoy cooking up some fun, so it just made sense to have a school bus for our pit,” he said.

More than 25 years ago, an all-female barbecue cook-off team called the Goody Girls was formed. Now, the team is a nonprofit organization dedicated to raising money for scholarships. The team now includes 24 guys who do the cooking while the 24 Goody Girls focus on securing donations and preparing for the contest. The Goody Girls’ custom pit is both large and impressive, but it is the added features of a built-in cocktail table and the Goody Girls’ wall of chronologically arranged photos honoring past Show presidents and entertainers that makes it unique. “Each year, former Show presidents come by to see their pictures. This is a chance for us to honor their contributions to the Show,” said Jo Ann O’Rourke, chairman of the Goody Girls and one of 12 original members. “We are just a bunch of hardworking girls, and we enjoy doing this because we know we are making a difference in the lives of young people through the scholarship money we raise,” she said.



*Shaped like the state of Texas and with smokestack horns, the pit used by The Taste of South Texas BBQ Team won the 2003 Most Unique Pit award.*

The

By Gina Steere

# “Dirt”

## on Reliant Park



*Before the broncs or bulls ever set hoof in Reliant Stadium, the portable grass field had to be removed and a dirt base created.*

**T**he new Reliant Stadium and Reliant Center now annually house the world's largest regular-season rodeo and the world's largest livestock show, respectively. Before the first visitor sets foot on the grounds, however, a tremendous amount of preparation takes place. The Houston Livestock Show and Rodeo™ has only a few weeks to create optimal rodeo and livestock show conditions for participants, spectators and livestock alike. How is this task accomplished in such a short time? The process begins with months of planning, many hardworking volunteers and more than just a few truckloads of dirt.

Many members of the Show's management staff, 11 full-time Show Buildings and Grounds Division staff members, a few part-time employees, volunteers from two separate committees and helpful vendors work together to tackle this gigantic undertaking. In 2003, the team faced the daunting task of creating a new rodeo arena in a new, state-of-the-art stadium. In the past, the well-rehearsed setup process ran like clockwork. Reliant Stadium and its modified configuration posed many challenges.

Initial planning began in early 2002. The Equipment Acquisition Committee projected the need for large-scale equipment based on its past experience at Reliant Astrodome. By Jan. 1, 2003, committee volunteers started acquiring heavy equipment through in-kind donations as well as from rental

sources. The 2003 Show required 250 pieces of large equipment for the setup, including forklifts, front loaders, graders and light towers. Not included on the large-equipment list were numerous electric carts and four-wheelers needed to move people and material around Reliant Park.

Although some preparations began a little earlier, it wasn't until Feb. 10, 2003, that the Harris County Sports and Convention Corporation officially handed over an empty Reliant Stadium to its full-time tenant, the Houston Livestock Show and Rodeo. Taking control of the facilities, the Show moved in the heavy equipment and began the process of configuring each venue. More than 100 people per day — volunteers, Show staff and contract workers — helped until the entire task was completed.

One of the more difficult new tasks was securing the perimeter steel fencing used to separate the action on the floor from the fans in the stands. "For the first time in history, Reliant Stadium offered 'Action Seats' to the public, which are right on the stadium floor. That created an important issue of how to stabilize the perimeter fence line that bordered the arena, something we hadn't initially planned on," said Greg Golightly, division manager, Buildings and Grounds Division, for the Houston Livestock Show and Rodeo. The steel fencing absolutely had to stand alone, without using any support from the surrounding stands. The Show ultimately decided to bore holes into the concrete to allow firm support for the fencing.



Along with the fencing came new platforms, stairwells, livestock stalls and a new bandstand to conform to the stadium's layout. The entire setup, from start to finish, had to fit the dimensions and shape of the new floor.

With the steel-fencing problem solved and the layout established, the stadium floor was ready for the dirt floor. Usually, the dirt surfacing is readily available year after year and is stored at the Show's Reed Road property. However, because additional venues were used in 2003, the Show was required to purchase additional dirt to cover the extra floor space.

Reliant Stadium requires 4,000 cubic yards of clay-based material to convert it into a rodeo arena. This clay base creates a 9-inch layer of dirt covering the concrete floor, which then is topped with 4 inches of sandy loam. Each day, the dirt floor had to be watered, plowed and worked in order to maintain a premium competition surface throughout the Show. Using more steel fencing, a clay dirt base for the floor and pine shavings as a topper, the team then constructed holding pens, chutes and service areas.

In Reliant Arena, where most equine events are held, more than 1,050 cubic yards of clay dirt were dumped onto the arena floors and topped with a sandy-loam layer to create optimal conditions for the events. Fencing, work areas and stalls also were set up in Reliant Arena, and pine shavings and pine dust were added to the stall floors.

For the exhibition livestock stalled in Reliant Center, the Show brought in 1,100 cubic yards of dirt, some of which was used to build Destination: AGVENTURE'S Goat Mountain. The problem of securing the steel fencing cropped up there also. As in Reliant Stadium, the setup team bored holes into the concrete to help secure the fencing. Pine shavings and pine dust were used to fill all livestock stalls, and green colored pine shavings were used for the Show arenas.

More than 4,500 cubic yards of dirt were hauled in to cover the floor in Reliant Astrodome, where the Draft Horse Event was held. Pine shavings and pine dust then were added to create ideal conditions for the 250 horse stalls.

Because of the new building configurations in 2003, additional steel fencing had to be purchased to build the rails and pens in the buildings in use during the Show. The setup process for the 2003 Show included painting every piece of steel, old and new. "Painting all of that steel fencing was one of our biggest challenges this year. We actually started painting in July of 2002 and ended the job in January of 2003. It was a tremendous task for our staff and volunteers to undertake," said Golightly.

After all the planning, purchasing, painting and overall hard work, every square inch of Show space was finally

ready. Many months of sheer commitment and manpower brought it all together. According to Golightly, "Planning was the absolute key to this year's success. Of course, with any new venue, there are always a few unexpected challenges that crop up, but we overcame those quickly, and we consider this year's Show setup to be completely successful."

While setup is critical to the Show, maintenance also plays an important role. The three divisions of the Facilities Services Committee provide more than 300 volunteers to help with recycling and cleanup during and after the Show. The recycling team collects tons of aluminum and cardboard. In 2003, the team collected more than 23,100 pounds of aluminum and 43,548 pounds of cardboard. The cleaning crew performs throughout the duration of the Show, providing many volunteers and managing contracted labor services to help maintain the parking lots, the livestock show and the 100.3 KILT Carnival grounds.

Once the Show is finished, every component of each venue must be taken apart and stacked near the Show's warehouse facilities. Steel fencing is inspected, repaired or replaced for the following year. Each building is completely cleaned, and every cubic yard of dirt is removed, hauled back to Reed Road and stored until the next Show year.

Whether setting up the Show or tearing it down, the teams complete a tremendous amount of work in what always seems to be very little time. "It takes only six days to remove all of the equipment out of the buildings, but it takes approximately two weeks to repair any damaged fencing and place the equipment into the warehouses. It all has to be placed just right to fit into the warehouses — very similar to putting together a jigsaw puzzle. With the help of all the committees involved, many dedicated volunteers and staff members, and proper planning, it all comes together in just the right amount of time, every time," said Golightly.



*Heavy equipment is utilized extensively to move the dirt and bedding necessary to create three arenas and thousands of livestock stalls in Reliant Center.*

# A Day in the Life of John O. Smith

By Stephanie Earthman

On day 15 of the 2003 Houston Livestock Show and Rodeo™, *H Magazine* walked a mile in the boots of the Show's chairman of the board and discovered it is more like a marathon. Both day and night in the life of John O. Smith revolved around a trail of managerial and social responsibilities.

## TUESDAY, MARCH 11

**7:30 a.m.:** This was a last chance for quality time to tend to his day job as the countdown started for the first junior auction. Smith began his day with a brief stop by his westside office. President of his own exploration and production company, JOS Energy, he scanned drilling reports, flipped through the mail and then rushed out to the Show.

**9 a.m.:** Smith arrived at Reliant Center just in time for the daily operations meeting. The first order of business was the Show's financial performance, vital information for Smith's interest in the Show's profitability. Key management staff and outside auditors participated in the closed-door session, which also addressed operational issues.

**10:30 a.m.:** Smith met one-on-one with Show President P. Michael Wells — another daily meeting. Optimizing enthusiasm in the auction committees and hammering out the day's schedule consumed the time. "A lot goes on at the same time; no one person can do it all. Duties are divided with Mike to cover all bases," explained Smith.

Smith played a role in redesigning the Show's organizational structure. Since the business entity has been reshaped like a traditional corporation, the Show's presidential role is now a permanent staff position not required to change every three years. Elected chairman of the board, now the top volunteer position, Smith serves as the voice and advocate of the volunteers who technically report through Wells. "I am the eyes and ears of the Show," Smith said simply.

**11:30 a.m.:** Smith ducked into his office to collect messages. He studied his pocket-sized schedule while he took a phone call, the circumstance of a man tight on time. "You can squeeze a lot out of five minutes," said the native Texan, as he grabbed his coat on his way out of the office.

**Noon:** At a luncheon underway for potential champion auction buyers, Smith entered a few minutes late. "Sometimes I have just enough time to show up," said Smith. Familiar



*Judy and John O. Smith were a daily presence at the Show's junior market and school art auctions.*

faces, new faces — Smith was at ease with them all.

**1 p.m.:** With nothing on his Show agenda, Smith took a rare opportunity to backtrack to his westside office.

**3 p.m.:** Evening responsibilities approached. He met his wife Judy at home, where assigned security officer Tim Butler picked them up for the ride back to the Show.

**5 p.m.:** In his Show office, Smith's entourage grew, joined now by a photographer. Smith looked around, "I am not as invisible as I used to be. Nevertheless, I am simply a volunteer. I donate my time; they donate theirs. Just a hand out here like everyone else."

**5:30 p.m.:** Smith moved next door to host the daily Executive Offices Reception with the group in tow. He greeted past and future auction buyers, directors and other distinguished guests. Shortly after arriving, he heeded the discreet nod of Butler to move on, and Judy stayed behind to complete host duties.

**5:48 p.m.:** Smith willingly paused when approached in transit. A champion of the volunteers, Smith pointed out that his new position allows him a better opportunity to reconnect with the Show's volunteers after 15 years of Executive Committee duties. "It's easy to lose sight of all the important roles everyone plays and how it all fits together," he said.

**5:55 p.m.:** Butler whisked Smith away in an electric cart to Reliant Stadium. Smith looked past the observers as he strolled onto the dirt arena, over to the children riding bulls and roping calves. "Looking good," he said as bull rider #102, a girl named Maddie, grinned. He sought out the Special



Children's Committee chairman, Bill Hanna, praising the Lil' Rustlers Rodeo. Smith turned while handing out children's awards. "I'm here to make sure the kids are having fun, which is what it's all about," he said.

**6:25 p.m.:** Butler had the cart positioned to head out, but Smith sidestepped into the Show's contestant family room. "I just stopped to see how y'all are doing," commented Smith. The trip halted again when Wells flagged down the cart to hand over a revised schedule. Smith glanced at the changes and directed Butler to make a brief stop at the Board Room.

**6:35 p.m.:** Among familiar faces, Smith fielded compliments and complaints alike, noting, "I am the complaint desk." Next up was the junior barrow championship. Smith passionately boasted, "We give kids a chance to have something they might not otherwise have," as he slipped into his office to meet up with his wife.

**6:56 p.m.:** Smith stepped into the east arena just as the judge slapped a barrow on the rump, and the winner jumped sky-high. Smith was right there with trophy in hand, ready to smile for the camera. With the reserve grand champion selected, the pigs exited the arena, and so did Smith. Removing his hat and rubbing his head, he climbed back on the cart to catch a ride back to the stadium.

**7:14 p.m.:** The time arrived to thank the Show's sponsors.

Smith waited his turn in line for an elevator along with Miss Rodeo California. In a small crowd such as this, Smith's sense of humor and down-to-earth nature shone as bright as the rodeo queen's smile, as he exchanged pleasantries with others waiting patiently.

**7:34 p.m.:** Strolling around the stadium through the club level, Smith pointed out his seats that he had not yet seen. A high-scoring saddle bronc ride went unnoticed, but not the many passers-by greeting "Mr. Chairman" and "Boss" along the way. He grinned, said hello and kept moving, commenting, "My role does not lend itself to seeing RODEOHOUSTON™; I only get bits and pieces."

**7:40 p.m.:** Continental Airlines and EDS were first on the list of sponsors to thank. Organization leaders were identified, thanks expressed and photos snapped.

**7:50 p.m.:** More handshakes, thank-yous and photos on the other side of the stadium at the DIRECTV reception. Ditto next door at Sprint. Smith talked about each sponsor's contributions as he swung from one reception to another. The tight schedule did not diminish his appreciation.

**8:03 p.m.:** Wells presented the nightly entertainers' buckles to Brooks and Dunn while Smith eyed a chance to rest. "When you get an opportunity, you take it," said Smith, as he headed up to the Directors Club. Over a quick dinner, Smith talked about providing more information to volunteers to increase knowledge of the big picture, commenting on the many appearances he makes year-round before committees.

**8:20 p.m.:** Saddling up for the Grand Salute was in full swing when Smith arrived to find his horse. Meanwhile, Judy entertained her own guests in a horse-drawn carriage.

**9:15 p.m.:** Another lengthy elevator wait caused Butler to direct Smith to a back way, where he ran into a group of Texas Rangers, also seeking an alternate path. Smith emerged from a freight elevator on level four with energy left for some informal appearances.

**10 p.m.:** Smith left RODEOHOUSTON via another path and headed back to Reliant Center to find the next day's schedule before heading home, knowing that the beginning of a new day of activities was only hours away.



*Wearing a light-colored hat, John O. Smith stands ready to present the trophy to the Grand Champion Junior Market Goat along with Carroll Roden, chairman of the Lamb and Goat Auction Committee; P. Michael Wells, Show president and chief executive officer; and Chris Richardson, a Show vice president and officer in charge of the Lamb and Goat Auction Committee.*



*During each performance's Grand Salute, Show president and chief executive officer P. Michael Wells, chairman of the board John O. Smith, and vice president and chief operating officer Dan Gattis saddled up to lead the procession of dignitaries and special guests.*

# Outgoing Vice Presidents

By Lawrence S Levy

## Douglas L. Doyle

Doug Doyle became involved with the Houston Livestock Show and Rodeo™ as an annual member in 1982. Joining to fulfill a sense of civic duty and to join friends who were Show volunteers, Doyle became a member of the Parade Committee. Enjoying the fun of service, he soon upgraded to a life membership. Doyle advanced through the ranks of the Parade Committee, ultimately serving as a vice chairman. In 1992, he was elected to the Show's board of directors. In 1994, he began a three-year term as chairman of the Rodeo Express Committee. For the past three years, Doyle has served as officer in charge of the Facility Services, Llama, Parade, Rodeo Express and Safety committees.

Doyle found that working with five very different committees presented a refreshing challenge. "The diversity of the committees' functions made my job interesting. Each committee serves a very specific purpose. My tenure as vice president in charge of these committees has been a true learning experience. The Houston Livestock Show and Rodeo is so diverse, I don't think you ever stop learning about the Show and what it has to offer," he said.

Serving as a vice president of the Show brings many benefits with the office, but, for Doyle, one of the most important benefits was the opportunity to meet some of the beneficiaries of the Show. "Working together with the other vice presidents has created friendships that will last a lifetime, but the most fulfilling thing for me was being fortunate to meet so many of the scholarship recipients and hear their stories," he said. "To see the dedication and all the work that they have put in and the appreciation they have is very gratifying."

With three years as vice president nearly completed, Doyle looks forward to further involvement with the Show. "My hope is to stay active on all of the committees I have served as officer in charge and seek new opportunities. However, I am also looking forward to passing the baton and to spending more time with my family," he said.



Photo by John McCraine

Retiring vice presidents Keith Steffek, Greg Schroder, Butch Robinson and Doug Doyle were congratulated and thanked for their three years of leadership by P. Michael Wells, Show president and chief executive officer (center).

## Charles R. "Butch" Robinson

Charles R. "Butch" Robinson's first experience with the Houston Livestock Show and Rodeo was during his childhood, when he attended his first Fat Stock Show. But, it was in 1983 that he joined as a life member. "As a native Houstonian, I'm not quite sure why I hadn't joined the Show earlier in life, but, in 1983, I bought a ranch and needed some cattle. I went to the Show and bought some bulls, and then I decided to get involved [as a member]," said Robinson.

He first joined the then Range Bull and Commercial Heifer Committee (now the All Breeds Livestock Sales Committee). Later, Robinson served on the Cutting Horse Committee, where he was later chairman; on the Grand Entry Committee, serving as vice chairman; and on the Resource Renewal Committee in its initial year. In 1997, he was elected to the board of directors.

As a vice president, Robinson was officer in charge of five committees: Agricultural Mechanics, All Breeds Livestock Sales, Junior Commercial Steer Feeding and Management, Livestock, and Trail Ride. These committees are comprised of hundreds of volunteers who serve the Show in many different ways, and each committee afforded him the good fortune of working directly with many of the individual committee members. "I worked with five committees for three years. I am very impressed with how so many volunteers step up to do what needed to be done, as it is needed to be done. All that was required was to ask, and whatever needed doing, someone did it," said Robinson.

As his duties as an officer with the Show wind down, Robinson remains enthusiastic about the Show's future. As for



himself, he said, "I am looking forward to becoming a Lifetime Vice President and making room for someone else to do the job as officer in charge."

## **Gregory A. Schroder**

Seventeen years ago, in 1986, Gregory A. Schroder became a life member of the Show and a new volunteer on the Poultry Auction Committee. During his Show career, he quickly rose to become vice chairman and, for three years, co-chairman of that committee. In 1994, Schroder was elected to the Show's board of directors, and he joined the Corporate Development Committee in 1996.

As a vice president of the Show, Schroder was officer in charge of five committees: Area Go Texan, Corporate Development, Go Tejano, Go Texan Contests and Poultry Auction. He was also in charge of the Membership Committee in 2001. Though in his position he sometimes has the opportunity to stand on a stage, Schroder readily gives credit to the volunteers on those committees for the results of their hard work. "Many people know the Show sends almost 2,000 young Texans to college, but it wasn't until I became an officer that I learned that the Houston Livestock Show financial support oftentimes meant the difference between part of a college education and a full college education. For many youngsters, Show support means being able to attend a four-year university straight off, rather than first going to a junior college, or it means not having to hold down a job while attending school," Schroder said proudly.

Schroder has seen how all the Show volunteers pull together as a team, sharing an amazing sense of pride of ownership in the Show. "I am awed by the dedication of every committee volunteer. For three years, I had the best job imaginable. All I had to do was stay out of the way of extremely talented and enthusiastic individuals. They deserve all the credit," he said.

The prospects of retiring as a vice president offer Schroder the chance to serve the Show in different ways. In reflection, Schroder said, "I intend to remain a member, not only of Poultry Auction and Corporate Development, but also the other committees I was fortunate to be in charge of; they all have grown real close to my heart. I intend to contribute to those committees in any way they want me to."

## **Keith A. Steffek**

Keith A. Steffek's first involvement with the Houston Livestock Show and Rodeo came in 1985. "After working as ... [a] volunteer on the junior Lamb Auction Committee, I discovered how rewarding it was to be involved with the junior exhibitors," said Steffek. He joined the Houston Metro Go Texan Committee, serving his next 13 years as a committee-man, subcommittee chairman, vice chairman and, ultimately, chairman. "While serving as Katy subcommittee chairman, I had the opportunity to be involved in the grass-roots areas and had the opportunity to participate in the Metropolitan Scholarship Banquet early on. When you meet our scholarship recipients and their families, you really understand their appreciation for what the Show has done for them," he said. Steffek also served on the Parade and Agricultural Mechanics committees.

For the past three years, Steffek has served as officer in charge of the Equipment Acquisition, Health, Houston General Go Texan, Houston Metro Go Texan and Special Attraction committees. "One of the most exciting things for me was serving my first year as vice president while acting as development manager for the Reed Road parking facility."

Under his leadership, the Equipment Acquisition Committee has expanded its donor base and recognition of their generous support. Also, the Go Texan committees have increased the number of recipients to benefit from the expanded scholarship program. Steffek said, "Serving as an officer makes you realize how diverse the Show really is and what an amazing effort it is for the staff and volunteers to work together to put on such a worthwhile event." Elected to the Show's board of directors in 1995, he was appointed to its building committee by the Show's Executive Committee. He also is completing his first year on the Lifetime Committeeman Review Board.

Modestly, Steffek attributes his successes to his fellow volunteers. "Without question, I have served with excellent chairmen, officers and committeemen. These timeless friendships have made my time as officer a wonderful experience."

Steffek's dedication and commitment to the Show will continue after his tenure as a vice president. He plans to complete his term on the Lifetime Committeeman Review Board and to continue serving on the building committee. He also hopes to work with the Houston General Go Texan Committee in an advisory role.



Although too young to be members of the FFA or 4-H, some little visitors already dream of being involved in agriculture.

- Music industry superstars showed their pride in the United States with numerous tributes and renditions of patriotic songs, including Little Joe's "America," Toby Keith's "Courtesy of the Red, White and Blue (the Angry American)," Lee Ann Womack's "This Land is Your Land," and Alabama's "America the Beautiful."
- With the worldwide turmoil, some entertainers found new meaning in some of their songs, such as Martina McBride's "Independence Day," Phil Vassar's "American Child" and Brooks & Dunn's performance-closing "Only in America."
- RODEOHOUSTON produced three live pay-per-view telecasts, including the finals on Sunday, March 16. The RODEOHOUSTON finals were broadcast through the American Forces Network to men and women serving around the world in 179 countries and territories, and at sea.
- During the March 6 performance, astronauts aboard the International Space Station greeted Rodeo fans from orbit.

## People

Regardless of anything else, it is the people that make the Show the success it has become — from visitors who travel from around the world to attend to the more than 14,000 active volunteers who donate their time and talents.

- Rodeo paid attendance topped 1 million for the ninth consecutive year, for a record-breaking total of 1,215,913. On Feb. 28, only the fourth day of the 2003 Show, ticket sales had already broken the all-time record, which had stood at 1,133,585 since 1997.
- This year's event drew 1,745,351 visitors for general attendance (for all activities in Reliant Park). The record was set in 2000 with 1,889,861 visitors.
- The BP World's Championship Bar-B-Que Contest had a paid attendance of 144,576 visitors.
- Go Tejano Day at the Houston Livestock Show and Rodeo broke the RODEOHOUSTON all-time paid attendance record with 70,405. This was the first time RODEOHOUSTON exceeded the 70,000 mark for paid attendance. For comparison, the previous RODEOHOUSTON record, and still the all-time attendance record for any event ever held in Reliant Astrodome, was the 2002 Concert Finale featuring George Strait, which had a paid attendance of 68,266.
- Four additional 2003 RODEOHOUSTON performances had paid attendance in excess of 68,000 — Monday, March 3, featuring

Tim McGraw (68,148); Friday, March 7, with LL Cool J and Ashanti (68,505); Wednesday, March 12, starring Bon Jovi (68,232); and Sunday, March 16, featuring Alabama (69,052).

- All RODEOHOUSTON performances had a paid attendance of at least 51,000, with a majority of performances having paid attendances of more than 60,000.
- More than 600,000 visitors rode the Rodeo METRO Express shuttle buses from eight locations.
- The Show hosted 1,844 international guests from 41 countries, including a family from Australia that stayed for the entire 20-day run of the Show.

## Rewarding

Whether it was a successful run or ride or the resulting prize money, competing at RODEOHOUSTON was a rewarding experience for some of the country's best cowboys and cowgirls.

- Four hundred eighty contestants were invited to Houston's championship rodeo, competing for a share of \$748,000 in prize money.
- The Top Dollar title, presented to the contestant winning the most total money, was awarded to Terry Don West. In addition to his \$19,426.59 RODEOHOUSTON winnings, he received a \$25,000 bonus as winner of RODEOHOUSTON's Top Dollar Award.
- By winning top honors in both RODEOHOUSTON and PRCA Xtreme Bulls, Terry Don West took home two paychecks totaling \$70,746.59.
- The first RODEOHOUSTON champions, with total event winnings listed, in Reliant Stadium were:
  - tie-down roping (formerly calf roping) — Houston Hutto, Del Rio, Texas, \$9,854.24;
  - bareback bronc riding — Will Lowe, Canyon, Texas, \$15,016.37;
  - team roping — Brady Wren, Kerrville, Texas, and Zane Bruce, Eldorado, Texas, \$7,268.20 (each);
  - saddle bronc riding — Cody Demoss, Mt. Pleasant, Texas, \$15,942.76;



Eleven-year-old Austin Bamert of Muleshoe, Texas, was congratulated by judge Mark Core of Pleasantville, Iowa, for exhibiting the Reserve Champion Simmental Steer. Winning is a tradition in the Bamert family — Austin's father exhibited the Grand Champion Junior Market Steer in 1973.



- steer wrestling – Curtis Cassidy, Donalda, Alberta, \$12,616.70;
- barrel racing – Kristie Peterson, Chilton, Texas, \$11,664.00;
- bull riding – Terry Don West, \$19,426.59.
- The High Flyin' Award, awarded to the contestant with the roughest ride as measured by audience applause, went to bull rider Ryan Brown of Temecula, Calif.
- Bullfighter Miles Hare of Laramie, Wyo., was recognized during the March 12 performance for his longtime service to RODEOHOUSTON. During the 2003 Show, Hare reached the milestone of protecting cowboys for 500 RODEOHOUSTON performances.

## Sales

At a time when consumers are money-conscious, buyers still made their way to the numerous junior auctions and livestock sales held during the 2003 Show.

- Five of the junior auction grand champion and reserve grand champion records were broken. The prices for the top winners were (\*records):
  - \* Grand Champion Work of Art, \$135,000; Reserve Grand Champion Work of Art \$75,000;
  - \* Grand Champion Barrow, \$145,000; \*Reserve Grand Champion Barrow, \$77,000;
  - \* Grand Champion Pen of Broilers, \$150,000; Reserve Grand Champion Pen of Broilers, \$102,000;
  - Grand Champion Goat, \$75,000; Reserve Grand Champion Goat, \$55,000;
  - Grand Champion Lamb, \$120,000; Reserve Grand Champion Lamb, \$70,000;
  - Grand Champion Steer, \$400,000; Reserve Grand Champion Steer, \$130,000;
  - \* Grand Champion Turkey, \$150,000; and Reserve Grand Champion Turkey, \$62,000.
- The junior auction totals\*\* included: market steer (\$1,688,150), lamb and goat (\$852,000), swine (\$779,450), poultry (\$1,120,100), commercial steer (\$315,345), and school art (\$760,300) (\*\*unaudited preliminary totals that do not include cash contributions and some presale amounts).
- The annual Premier Horse Sale posted sales of \$269,800.
- Total auction sales (including the Premier Horse Sale and the School Art Auction) tallied nearly \$8 million. Of this amount, junior auction sales totaled \$5,515,345.

## Unpredictable

Even with months of planning and countless hours of preparation, there are just some things that could not have been foreseen.

- The driving rain that greeted visitors to the opening day of the BP World's Championship Bar-B-Que Contest was only the first of 11 days of dreary weather. The wet and unseasonably chilly weather kept some visitors at home and caused those headed to Reliant Park to scurry between buildings and tented areas to stay warm and dry.
- The Texans had played football in Reliant Stadium all fall, and the Auto Show, Offshore Technology Conference and numerous other events had utilized the new Reliant Center, but it wasn't



*This Belgian horse weighs nearly a ton and was one of 200 entries in the fascinating Draft Horse Event.*

until Feb. 25 that visitors could see what the Show was like in both of its new homes. Rodeo fans found that the Show's full partnership in the funding and design of Reliant Stadium paid off in fan comfort and satisfaction. Exhibitors and spectators raved about the extra space and cleaner atmosphere in the new Reliant Center.

- Keith Urban was put on total vocal rest by his doctors, and Gary Rossington, the lead guitarist for Lynyrd Skynyrd, had open heart surgery. Although these entertainers had to cancel performances, RODEOHOUSTON fans got great concerts from Lee Ann Womack and Clint Black, respectively, instead.
- Rodeo is an unpredictable sport. Even so, no one would have expected that the bulls would be the only winners during bull riding on March 1. No cowboy made a successful eight-second ride during that performance, leaving the bulls the victorious competitors.
- An orange alert from the Department of Homeland Security and the possibility of war in Iraq caused great concern among many in the United States, but the instability of world affairs didn't hinder Show fans from heading to Reliant Park for a good time.

## Youth

Bottom line: the Show is about youth. They came from near and far to try to top the Show's many competitions.

- This year's livestock and horse shows boasted 33,056 entries — of that, 14,944 were junior show entries, and another 4,487 were contestants in the 4-H and FFA or intercollegiate judging contests.
- Participants in the 2003 Calf Scramble were the first from the program to hit the dirt in Reliant Stadium, and some of them hit it harder than others.
- The Agricultural Mechanics Project Show filled the west end of Reliant Center with trailers, sprayers and equipment built by talented students, Feb. 27 to March 1. The event included an antique tractor restoration division for the first time.

No matter how it is summed up, the 2003 Houston Livestock Show and Rodeo was an event of which officials, volunteers and staff all can be proud. And looking forward to doing it again in the new facilities, the 2004 Houston Livestock Show and Rodeo is scheduled for March 2-21.



## Ladies' Season Box

By Gina Steere



Photo by John McCaine

*One of the highlights for the Ladies' Season Box Committee is its Trailblazer Award Luncheon, which was coordinated by Anne Richardson, vice chairman; Ethel Roberts, vice chairman; J.L. "Bubba" Butera, officer in charge; Mary Ellen Verbois, chairman; and Teresa Ehrman, vice chairman.*

For more than 30 years, the Ladies' Season Box Committee has been mastering the art of ticket sales. Its members have performed their job admirably year after year. In fact, the Ladies' Season Box Committee has been so successful in accomplishing its original objectives that it has been able to take on many other responsibilities at the request of Houston Livestock Show and Rodeo™ officials. This committee has hosted various black-tie events, style shows and receptions and also has performed such public relations services as greeting the public at information booths at special events.

The Ladies' Season Box Committee was developed to utilize the talents of the women serving on the Rabbit Auction Committee, which was discontinued in 1970. The Ladies' Season Box Committee was assigned the duty of selling season box seats for the Houston Astrodome, offering more seats to the public than ever before.

The women excelled at their job, and it didn't take long for all of those newly available Astrodome seats to be sold out. Soon, a waiting list developed. The committee's success was so well known throughout the Show that, in 1997, it was asked to take on the task of selling box seats for the National Cutting Horse Association's annual competition. These hardworking ladies went straight to work and sold all of those tickets, too.

The committee has grown in size from the initial 20 members to more than 100. These women have hosted Season Box black-tie galas, the 1997 Star Trails Reception honoring popular rodeo entertainers, and the annual Trailblazer Award Luncheon and fashion show honoring outstanding female committee volunteers. All proceeds from the latter event go to the Show's general scholarship fund.

"Our main goal gradually changed focus, from selling season tickets to filling more of a public relations role," said Mary Ellen Verbois, chairman of the Ladies' Season Box Committee. In 2002, after the new Reliant Stadium was completed, the committee hosted a welcoming booth at two separate events. At the first event, an open house for Reliant Stadium, the members were responsible for introducing the public to the new stadium and informing them of the RODEOHOUSTON™ season ticket program. Later, at a preview day for Reliant Stadium, the members of the Ladies' Season Box Committee assisted with showing current season ticket holders the locations of their seats in the new stadium.

The move to Reliant Stadium has increased seating capacity again, offering more seats to the public. "Reliant Stadium has allowed us the opportunity to do what we were originally slated to accomplish back when the committee started — sell season box seats! And, we have done just that, bringing in more than \$400,000 in season tickets sales," said Verbois.

Each time this committee has been called upon to do something, it has stepped up to the plate and excelled. "Whatever task there is to accomplish, these ladies work hard, always giving 100-percent effort to get the job done every time," said J.L. "Bubba" Butera, officer in charge of the committee and a Show vice president.

The Ladies' Season Box Committee volunteers have long been known for their work ethic and adaptability. It won't be long before they fill Reliant Stadium and create another waiting list for tickets.





# Magazine

By Beverly Acock

**T**he stampeding pace of the Magazine Committee speaks volumes. As the number of volunteers reached more than 14,000 for the 2003 Houston Livestock Show and Rodeo™, the need to keep volunteers, staff and the entire Show constituency informed and entertained throughout the year continues to be the number one priority for the members of this committee.

Since the committee's inception in 1993, reporters, photographers and the supervising editorial board have hustled to produce a superior, quarterly publication with contents covering committee spotlights, calendars, executive messages, student scholarship information, and features ranging from "Dome Sweet Home" to "Women of Distinction." The features have covered a wide array of informative topics, from discussions of what motivates philanthropic patrons to histories of barbed wire and symbolic brands reminiscent of Western heritage.

During its 10-year history, the 24-page magazine has grown to a circulation of 27,000 copies per issue. It reaches far and wide to 49 states (all but Rhode Island) and Washington, D.C. International readers in Australia, England, Mexico, Spain, Canada, Singapore and Taiwan also receive the publication. It also is available worldwide on the Internet.

Bill Yates, a Show vice president and officer in charge of the committee, ensures the continued quality of this publication each year as it covers Show activities and the cowboymania created by the Show. Yates said, "It was an educational experience for me to learn how the committee functions to produce the award-winning 'Bowlegged H' Magazine. I was amazed at the talent of the committee members and their dedication to plan, report, photograph, write, edit and publish each edition."



*The Magazine Committee has been reporting Show activities for 10 years, and continues quarterly production under a leadership that includes (standing) Bill Yates, officer in charge; Larry Levy, vice chairman; Todd Zucker, vice chairman; Ken Moursund Jr., coordinator; Bill Bludworth, chairman; (seated) Constance White, coordinator; Bill Booher, coordinator and past chairman; and Sue Cruver, coordinator. (Coordinators Tracy Ruffeno and Marshall Smith III not pictured.)*

Bill Bludworth, chairman of this energetic committee, believes that the 32 members, their ideas and their skills are the lifeblood of the magazine. He said, "While Bob Tallman, Boyd Polhamus, Bill Bailey and Sharon Camarillo may be the official 'voices of the Show,' 'Bowlegged H' Magazine is the chronicle of all Shows — past, present and future."

The committee's Golden Quill Awards were established in 1996 to annually recognize outstanding members for their reporting and writing excellence. The editorial board members are responsible for nominating articles of exceptional quality, based upon the reporter's writing ability, conforming to committee editorial guidelines, abiding by specific format requirements and timeliness.

This committee that thrives on publication deadlines meets quarterly to discuss new ideas and potential leads for stories and to receive assignments. The editorial board meets with staff five to seven times to review, revise and polish the articles and layout of the magazine prior to each quarterly publication. Reporters are assigned stories depending upon their personal interests and knowledge of the subject, as well as upon the rotation frequency of all writers. An abundance of energy, enthusiasm and eagerness to produce a new and exciting product is a characteristic common among the committee members.

The Magazine Committee must maintain an accelerated pace throughout the year to accurately depict the previous Show, while simultaneously anticipating the thrill of the next year's production, including the people and events that make the Houston Livestock Show and Rodeo a unique worldwide event.

# Third-Year Committee Chairmen

## PROFILES

By Marshall Smith III



### **Mike Anderson – Group Tickets Sales**

In 1990, Mike Anderson joined the Show as an annual member and later upgraded to life membership. That same year he became a volunteer for the Group Ticket Sales Committee. He served in several positions before becoming chairman. Mike also is a member of the Horse Sales Assistance Committee. He and his wife, Melissa, have two children, Josh and Emily. Mike is employed with Global Santa Fe Drilling Co. In his spare time he enjoys spending quality time with his family.



### **Tom Baker III – Calf Scramble**

Tom Baker has been a life member of the Show since 1994, the same year he joined the Calf Scramble Committee. He loves the calf scramble so much that he and a few other friends established the first calf scramble in Guatemala. Tom is a member of the World's Championship Bar-B-Que Committee. He and his wife, Donna, have two children, T. J. and Ann Marie. He is an insurance broker for Arthur J. Gallagher of Texas, Inc. His hobbies are hunting, fishing and ranching.



### **Rance Barham – Horse Show - Donkey and Mule**

Rance Barham started volunteering for the Show in 1996 as a life member on the Lamb Committee. In 1998, he joined the Horse Show - Donkey and Mule Committee, which, under his leadership, became the first committee to host a sporting clay fund-raising tournament. He also served on the Horse Show Awards and International committees. His wife, Cris, is on the School Art Committee. They own How the West Is Worn, a Western consignment and gift shop. His hobbies are hunting and fishing.



### **Paul "Smokey" Burgess – Corral Club - Main**

In 1986, Paul "Smokey" Burgess joined the Show as a life member. He has a passion for being a volunteer. He joined the Corral Club - Main Committee at that time, and he and his wife, Lisa, both serve as volunteers on the Houston Metro Go Texan Committee's Galveston Mainland subcommittee. He is the past president of the Galveston County Fair and is a chairman of the Pasadena Livestock Show and Rodeo. Smokey is retired from Union Carbide (Dow).



### **Gary W. Glover – World's Championship Bar-B-Que**

Gary Glover began volunteering for the Show in 1983, when he joined the Area Go Texan Committee in Matagorda County. He is a life member of the Show and also has served on the Western Art Committee. Before becoming chairman, his experience on the World's Championship Bar-B-Que Committee consisted of being a captain, vice chairman and division chairman. Gary is an insurance agent for Lary Insurance Services. When he is not working or volunteering, he enjoys hunting and playing golf.



### **Russell Raia – Carnival Ticket Sales**

Russell Raia began his committee volunteering work in 1982 as a life member. That same year, he became a member of the Swine Auction and World's Championship Bar-B-Que committees. In 1999, Russell joined the Carnival Ticket Sales Committee and served in several positions before becoming its chairman. He was awarded the Chairman's and the Pick of the Litter awards on the Swine Auction Committee. Russell is owner of Russell Raia & Co. Insurance Planning.



### **Tony Rich – Corral Club - East Suites**

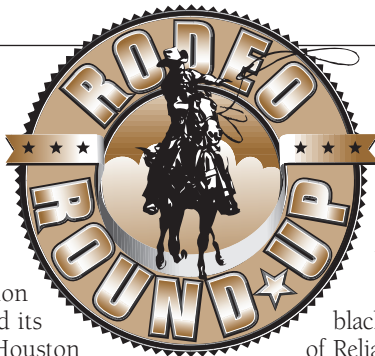
Tony Rich is a true believer in the Corral Clubs. Since joining the Show in 1989 as a life member, he has remained solely with the Corral Club. Tony served as a captain for four years and for four years as an assistant club chairman. He and his wife, Sandy, support several buying groups, including Hold'em and Hit'em, Corral Club Cherubs and Hearts for Art. Tony is employed with Information Builders as a regional technical manager. His hobbies include golfing, fishing and horseback riding.



### **Leon Whiting – Events & Functions**

In 1990, Leon Whiting joined the Show as a life member and started volunteering on the Events & Functions Committee. Leon came to the committee with an abundance of experience — he is a division manager for Luther's Bar-B-Que. He made his way up through the ranks of the committee through experience and hard work. Leon and his wife, Margaret, have two children, Kasnoya and Amanda. His hobbies are singing in his church choir and enjoying outdoor sports.





### ★ **Tops With Teachers**

When the Texas State Teachers Association presented its recent awards, the group saved its highest and most prestigious honor for the Houston Livestock Show and Rodeo™. The Show received the **2003 Friend of Education Award** for its outstanding leadership and dedication to education through scholarship support and the Rodeo Institute for Teacher Excellence™.

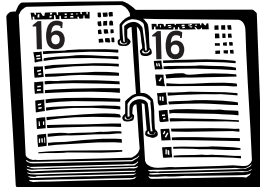
### ★ **Meet Us in Houston**

The **2003 Annual Meeting** for members of the Houston Livestock Show and Rodeo will be Tuesday, June 3, at 3 p.m. in Reliant Center. All annual and life members are invited to hear reports from the Show officers, see the presentation of first-year chairman pins, and vote in the election of the Show's lifetime directors and 2003-2004 board of directors.

The Show's **Board of Directors Meeting** will be held on Thursday, June 5, at 5 p.m. in Reliant Center.

### ★ **Debt Deadline**

The Show's deadline for members to clear all outstanding debt has been moved to **June 16, 2003**.



Any member wishing to remain active in Show activities and eligible to serve on a committee should make sure that their accounts are paid in full by this deadline.

### ★ **Lifetime Committeeman Deadline**

The 2003 applications for Lifetime Committeeman currently are available from Show staff coordinators, or from the Show's Web site at [www.rodeohouston.com](http://www.rodeohouston.com) or [www.hlsr.com](http://www.hlsr.com). The **deadline to submit applications is July 1, 2003**. They may be submitted by fax or by mail.

The designation of Lifetime Committeeman may be awarded to current volunteers with a minimum of 15 years of committee service, when age added to years of service equals 75 or greater. No matter how many committees a person serves on, an individual receives only one year of service credit per year. Obtain an application for more details.

### ★ **Standing TALL**

Show Executive Committee member and past chairman of the board **Hal Hillman** received the Texas Agricultural Lifetime Leadership Achievement Award in January. The TALL award pays tribute to Texas leadership and has previously been awarded to former Texas Gov. Dolph Briscoe and to the Houston Livestock Show and Rodeo.

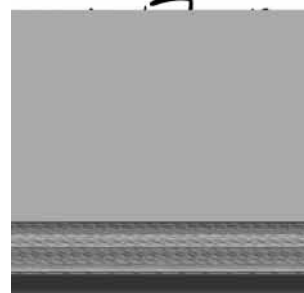
According to Dr. Jim Mazurkiewicz, TALL director, Hillman was "instrumental in providing the necessary leadership and motivation to help establish the Texas Agricultural Lifetime Leadership program."

### ★ **Anniversary Art**

On Feb. 13, 2003, an 8-foot bronze statue of a blacksmith, "**Smitty**," was unveiled on the south side of Reliant Center. The artwork was donated to the Show by Stewart & Stevenson to commemorate that company's 100th anniversary.

### ★ **Millions for Education**

May, June and July are scholarship time at the Show, with the anticipated presentation of **455 four-year, \$10,000 scholarships** through six scholarship programs. Scholarships will be awarded to 10 Texas Family, Career and Community Leaders of America members in early May in Fort Worth, Texas. Later in May, Houston-area students will be rewarded with 190 Metropolitan scholarships and 100 Opportunity scholarships, while 15 individuals will receive School Art scholarships. In College Station, Texas, in June, 70 Texas 4-H'ers will be honored with 4-H scholarships. In July, the Texas FFA Convention in Houston will be the site of scholarship presentations to 70 Texas FFA members.



### ★ **Going, Going, Not Quite Gone**

The 2003 Show was a special event, and if you didn't get your **commemorative items**, it is not too late. Among the 2003 items still available are the annual jacket, annual buckle with matching pin, annual pewter buckle with matching pin, annual pin (continuing the collection begun in 1980), and the 100 percent cotton throw and matching pillow. Call the Show's Marketing and Presentations Department at 832.667.1200 for more information, or send an e-mail to [merchandise@rodeohouston.com](mailto:merchandise@rodeohouston.com).

### ★ **GALLOPING Along**

Now that 2002 taxes have been filed, it is a great time to start planning for next year. **Planned giving** is a wonderful way to support the Houston Livestock Show and Rodeo. Read upcoming issues for specific ways to benefit youth and support education through the Houston Livestock Show and Rodeo GALLOP Committee.

Planned giving is a way to support the Show's Educational Fund through long-term financial planning. This could be in addition to traditional avenues such as auction purchases, sponsorships, direct contributions or souvenir program advertising.

### ★ **New Places**

**Catherine Schultz** has joined the Marketing and Presentations Department as director – Go Texan. Already a full-time staff member, Schultz previously worked in the Agricultural Exhibits and Competition Department. **Nicole Zingraf** is moving from the Information Systems Department to the Agricultural Exhibits and Competition Department, where she has become the new calf scramble coordinator.

# CALENDAR OF EVENTS

## MAY

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

## JUNE

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

## JULY

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

### MAY

- 9 Texas FCCLA Scholarship Presentation, Fort Worth, Texas
- 17 Galveston Mainland 3rd Annual Saltwater Rodeo Fishing Tournament
- 17 Waller County Casino Night & Steak Dinner
- 19 Brazoria Southwest Golf Rodeo
- 22 Houston Livestock Show and Rodeo Scholarship Reception
- 26 Show offices closed – Memorial Day

### JUNE

- 3 Annual Membership Meeting
- 5 Board of Directors Meeting
- 6 Channelview/Sheldon Golf Tournament
- 6 Pasadena Golf Tournament
- 10 Texas 4-H Scholarship Presentation, College Station, Texas
- 16 Final deadline to clear all outstanding debts with the Show
- 28-29 Spring Branch/Memorial BBQ Round Up

### JULY

- 1 Deadline for Lifetime Committeeman applications
- 3-4 Show offices closed – Independence Day holiday
- 10 Texas FFA Scholarship Presentation, Houston, Texas
- 12 Waller County Golf Tournament



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