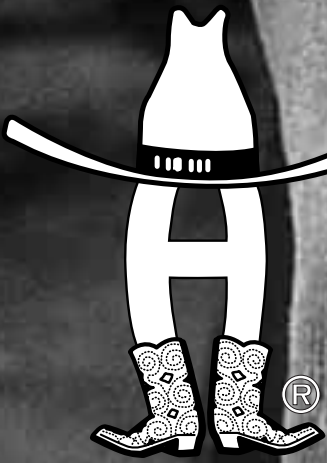


HOUSTON LIVESTOCK SHOW AND RODEO™ February 2004 - Vol. XII, No. 1



# MAGAZINE



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**The Cover**  
*Custom spurs often are inlaid with semiprecious and precious gems as well as 14k or 18k gold rope borders.*



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## A MESSAGE FROM THE CHAIRMAN OF THE BOARD



photo by Frank Martin

John O. Smith presented bullfighter Miles Hare with a buckle commemorating his 500th performance at the Houston Rodeo. Announcer Bob Tallman, center, provided commentary.

One year ago, we were creating a new footprint for the Houston Livestock Show and Rodeo™ and celebrating the move into our new homes at Reliant Center and Reliant Stadium. It was an unbelievable year with plenty of excitement and success, as well as many challenges.

We are just as excited about 2004, but a little bit wiser. During our inaugural year at the new Reliant Park, we listened to the comments and the input — positive and negative — from visitors, volunteers and vendors. We followed that with a survey to all committee volunteers and season ticket holders. Everyone will be able to see the benefits. We made changes to the layout and improved transportation. Here are some of the improvements we hope you enjoy:

- Modifications have been made to the grounds layout to improve traffic flow around Reliant Astrodome and improve access between venues. Food vendors have been moved off of Circle Drive and into an expanded food court area to ease congestion. A new walkway will make it easier for visitors to travel to and from Reliant Arena. Plus, the shopping inside Reliant Center has been reconfigured to better display vendors' products and make shopping easier for our Show guests. We have even added a seating area next to the main arena so that no one has to miss any of the action

while eating. Detailed maps will be available inside the free visitors guide so that you can find your favorite vendors with ease.

- A new tram system will be available to make the trip around the grounds a little bit easier. With routes encircling Reliant Astrodome and between Reliant Arena and Reliant Center, the Ford Trams will have designated stops to drop off and pick up passengers. Members of the Show's Directions and Assistance Committee have been charged with operating the Ford Trams. This system is made possible by our friends at the Los Angeles County Fair, whose trams we are renting, and by a sponsorship from Ford.
- For Show visitors with limited mobility, special transportation will be available via electric carts to assist them in reaching their destinations. Transportation for dignitaries and special guests will remain separate from this cart service.
- In 2003 and during construction, committee volunteers were unable to park on-site except when on work assignment. While we will continue to provide on-site parking for volunteers during their shifts and assignments, we also are giving volunteers the opportunity to park in two on-site lots on a space-available basis only. With the yellow 2004 volunteer hangtag, those coming to enjoy the Show can park in the South Kirby Lot after 6 p.m. on weekdays and after 3 p.m. on Saturdays and Sundays, or can park in the Main Street Lot without any day or time restrictions. Keep in mind that these spaces are first-come, first-served, and may fill up. Riding the bus continues to be the most reliable option for easy transportation to the grounds.

We have studied and discussed these changes many times to make sure that we are providing the best service possible for our customers, and that includes ALL of our customers, from volunteers and vendors to visitors. We have taken your input to heart and to the drawing board, and we hope you are pleased with the results. See you at the Show!

Sincerely,

John O. Smith  
Chairman of the Board

# Lovable Livestock

By Nan McCreary

Imagine a family of animals with slender bodies, long legs and necks, short tails, small heads, and large, pointed ears. Add to that a beautiful coat that may vary in color from white to black, with shades of gray, brown, red, roan or anything in between — a coat so fine that it can be made into jackets, sweaters, blankets, hats, scarves, gloves, purses and even toys.

Exotic? Indeed. For real? Absolutely. They are llamas and alpacas, and they are among the most unusual and, to some, the most popular animals shown at the Houston Livestock Show and Rodeo™. The U.S. Department of Agriculture classifies llamas and alpacas as “farm animals.” While similar to each other, they differ in size and coat. Llamas are larger, standing approximately 42 to 48 inches high at the shoulder and weighing 250 to 400 pounds. The average alpaca is more petite, standing 34 to 36 inches tall and weighing approximately 150 pounds.

Native to the Andes Mountains of South America, llamas and alpacas are members of the camelid family. Along with their wild counterparts, vicuñas and guanacos, they are referred to romantically as “camels of the clouds.” Llamas and alpacas were domesticated more than 5,000 years ago, placing them among the oldest such animals in the world. Equipped with thick, woolly coats and soft, padded feet, these hardy animals seem made to order for the high-altitude regions called the altiplano, where elevations reach 15,000 feet and temperatures plunge to well below zero degrees Fahrenheit.

Both llamas and alpacas were highly revered and worshiped by the ancient Incas who lived on the high Andean Plateau and in the mountains. The multipurpose llama, called

their “silent brother” by the Incas, was a beast of burden, a source of clothing and a source of food. The alpaca was prized for its luxurious coat. Incan royalty wore garments made from alpaca hair, and many of their religious ceremonies involved the animal.

Today, as in Incan times, llamas and alpacas play a central role in the highland cultures of Peru, Bolivia and Chile. Llamas, sure-footed and alert, are bred to be pack animals and to transport goods across the rugged Andean mountains. Alpacas are bred primarily for their production of natural fiber.

Llamas first were brought to the United States in 1920 by William Randolph Hearst for his personal zoo. The animals became popular in the 1970s, when an Oregon couple decided to promote them as domestic livestock and made them available to the public. Alpacas were imported much more recently, beginning in the 1980s. Both llamas and alpacas have adapted easily to the North American climate and conditions, and now they are being raised successfully throughout the continent.

Both llamas and alpacas are a source of excellent textile fiber. The llama is a two-coated animal with a fine, downy undercoat that gives protection from cold and heat. A second coat of coarse guard hair allows moisture and debris to be shed. The fiber is woolly, making

it excellent for creating warm clothing, and it is found in shades of brown as well as pure black and white. Markings can be solid or spotted. The fibers are collected by either shearing or clipping.

Alpacas produce one of the world’s finest and most luxurious natural fibers. Soft as cashmere, yet warmer and lighter than wool, the fleece comes in 22 natural colors with many variations and blends. The two types of alpacas, the huacaya and the suri, are distinguished by their fiber. The huacaya is the “teddy bear” alpaca, with fleece that is very soft and



*Popular choices for FFA and 4-H show projects, the llamas' and alpacas' gentle nature makes them easy to train and handle, even by younger children.*



*At the 2003 Show, approximately 130 llamas and alpacas were shown. In the halter classes, the animals are judged on conformation, balance and structure.*

crimped. The suri, much rarer than the huacaya, is the alpaca with dreadlocks. Its coat is silky and lustrous and hangs in long, pencil-like locks. Suri alpacas account for less than 10 percent of the world's alpaca population.

Today, llamas and alpacas are enjoying ever-growing popularity. Highly intelligent and gentle by nature, they are easy to train and handle, even by children. They also are very curious and enjoy human contact, although they can be shy. For many people, llamas and alpacas are ideal livestock. They are inexpensive to maintain, relatively disease-resistant, and adaptable to most climates and conditions. Both breeds have an approximate life span of 15 to 20 years.

Llamas, the "lovable livestock," are possibly the most versatile animals around. They have many uses, some of which are a little surprising. Llamas are used for breeding, fiber production, packing and trekking, cart-driving, and as guard animals to protect sheep, goats and cattle from coyotes. Llamas are outstanding companions. Because of their calm dispositions, they are a popular choice for shows, parades and youth projects. Llamas also are being used successfully as therapeutic animals with elderly and disabled people.

Alpacas, like llamas, are social animals and have calm, predictable personalities. They sometimes are referred to as one of Mother Nature's favorite farm animals. While alpacas are becoming increasingly popular as companions and show animals, they are used primarily for investment and fiber production. An alpaca produces enough fleece each year to create several soft, warm sweaters for its owner. Alpaca fiber is highly valued by the textile trade worldwide, and demand for the animal is expected to grow.

Today, there are an estimated 7 million llamas living in South America and 150,000 in the United States and Canada. Alpacas are not as common. There are only 3 million alpacas in South America and fewer than 50,000 registered in the

United States. In Texas, there are approximately 10,000 registered llamas and 1,000 alpacas. The majority of alpacas in Texas and in the United States are huacayas. There are fewer than 100 suri alpacas in Texas.

As interest in llamas and alpacas increases, more communities and organizations are sponsoring shows and events for owners. Two organizations, the Alpaca and Llama Show Association and the Alpaca Owners & Breeders Association, certify llama and alpaca shows nationwide. The animals are judged for conformation, balance, structure and performance. Aside from the competition, llama and alpaca shows can be very entertaining. Show-goers inevitably are amazed at seeing a majestic pet llama dressed in costume or a versatile pack llama negotiating a course with such obstacles as water crossings and downed trees. Of course, there's always the

excitement of watching a rare suri alpaca, brushed and groomed to look its Sunday best, ceremoniously parading around the show ring with its proud owner.

The Houston Livestock Show™ has included a llama and alpaca show since 1988. Last year, approximately 130 animals were shown, and the 2004 Show promises to be an even bigger one. It will be sanctioned by both the ALSA and the AOPA, making Houston one of only two dual-sanctioned llama and alpaca shows in the country.

Llamas and alpacas have traveled a long way since they first left their native homeland less than a century ago. With their popularity growing throughout North America, visitors can expect to see more of these woolly animals majestically strutting their stuff in shows and parades. 🐫



*These lovable animals have an approximate life span of 15 to 20 years. There are an estimated 150,000 llamas living in the United States and Canada.*

#### **Resources:**

*Alpaca and Llama Show Association: [alsashow.org](http://alsashow.org)*

*Llama Lifestyle Marketing Association: [llama.org](http://llama.org)*

*The Alpaca Owners & Breeders Association: [alpacaowners.com](http://alpacaowners.com)*

*The Alpaca Registry: [alpacaregistry.net](http://alpacaregistry.net)*

*International Llama Registry: [llamaregistry.com](http://llamaregistry.com)*



*The smaller huacaya alpacas, known as "teddy bears," stand 34 to 36 inches tall and weigh approximately 150 pounds.*

# SPURRED ON THROUGH HISTORY

By Beverly Acock



*A bull rider wears his spurs pulled down tight. The shanks curve inward to make spurring action easier. The rowels, designed with a duller and thicker edge for safety of the animal, are bigger than those used by bronc riders.*

quality spurs made of tin. Promotions in rank were accompanied by elaborate ceremonies that included fitting the honorees with new spurs. In contrast, disgraced knights were humiliated in public spectacles by having their spurs chopped from their boots by a cook's cleaver.

Although they originated in ancient Europe, spurs have a distinctive history in North America. The Spanish conquistadors introduced spurs to North and South America. Known as the “*espuela grande*,” the spurs introduced by the conquistadors were ornately decorated and had large rowels. These spurs later influenced the designs of

With a fascinating history spanning many centuries and a variety of designs ranging from plain to highly ornate, spurs are prized today by cowboys and collectors alike. The use of spurs has been traced to the legions of Julius Caesar. Since Caesar's time, spurs have developed from crude metal implements into works of art, all the while remaining faithful to their primary purpose of helping equestrians control their animals.

The major components of spurs are quite practical. Modern spurs consist of a rowel, the revolving disk that a rider uses to make contact with the animal, which is connected to the boot heel band by a metal bar, called the shank. On some models, a chap guard — a curved projection on the shank — protects the rider's chaps from the rowel. Many spurs incorporate elements that are decorative in addition to being functional. For example, legend has it that jingle bobs, metal ornaments that dangle from the shank near the rowel, not only were capable of producing a bell-like jingle to keep the horse alert, but also were useful when trying to gain attention from ladies.

Spurs and their designs have left their mark on Western culture for centuries, as equipment that has enhanced riding gear, social status and personal appearance. In Medieval times, the caste system allowed only the elite to wear costly spurs, which often were valued as priceless art. Gold spurs, occasionally set with jewels, were worn by knights and members of royalty. Squires wore silver, and lowly pages exhibited poor-

the spurs of both the American cowboys and the Mexican vaqueros. The traditional conquistador design still can be seen today. In Amozoc, Mexico, the Luna family has kept the conquistador tradition alive for more than 300 years by crafting spurs with large rowels, wide heel bands and ornate silver inlays with animal designs.

Although conquistadors introduced the first spurs to the Americas, other spur designs thrived. During the American Colonial period, English-style spurs became popular. These spurs typically were lightweight and had conservative designs with small rowels. The English spurs influenced the spurs used by the U.S. Cavalry during the Civil War era. Cavalry spurs were made of solid brass with small rowels and black straps. Cavalry officers were required to have several pairs of spurs as part of their uniforms. They had a duty version, a lighter dress version, and an extremely lightweight dance spur for social occasions.

During the 1800s, cowboys began to showcase their artisan skills by designing spurs. The conquistador tradition significantly influenced early designs, as the spurs had large rowels, wide heel bands and ornate silver overlays. Other cowboy designs incorporated the weaving patterns of the American Indians. As the art of spur making spread, regional characteristics began to distinguish spurs geographically. Trends, individual preferences and professional needs also influenced each design.

In Texas, the spur evolved into a single piece and was designed to meet the needs of ranchers and cattlemen. Its simple construction usually did not include chains or chap guards. Over the years, detailed contemporary leathers, overlays and optional adornments were gradually incorporated into the Texas spur. John Robert McChesney, who became a household name among Texas spur makers and buyers, made his first spurs from iron in 1887. Adolph Bayers, an expert from Truscott, Texas, perfected his skills around 1930 and continued making spurs until his death in 1978. His spurs have received acclaim from cowboys and polo players alike. R.L. Causey and Tom Johnson have been credited for creating the legendary Texas “Gal Leg” motif — a spur with a shank shaped like a woman’s leg.

The California design reflects the Spanish influence with its extravagant detail. Guadalupe S. Garcia, one of that state’s most famous artisans, began practicing his trade in the late

19th century. Recognizing the cowboy’s desire for quality and craftsmanship, he published a catalog in 1899 with illustrations of double-mounted spurs and a variety of inlays, patterns of pinwheels and diamonds, and elaborate embellishments. Like many other master craftsmen, Garcia included his name or initials on one spur and the place where the spur was crafted on the other.

The Great Plains design, popular in the middle and northern United States, is less distinctive because of the mixture of influences from Texas and California. This crossbred style was created to meet functional and weather-related demands. Frigid temperatures and extreme conditions demanded that working cowboys wear warm, hair-covered chaps, commonly known as “woolies,” leading to the creation of rowel guards that served to protect the rowel from the chap’s fibers in order to keep the rowel turning freely.

Through the years, the spur-making industry in the United States grew, as self-taught cowboys became intrigued with the art of making spurs. Along with local blacksmiths, they began to learn the trade by using readily available materials such as scrap iron, buggy axles and barn door hinges. The final products were often rough and inferior copies of well-known masters. Edward F. Blanchard, born in 1894, was a popular cowboy spur maker who practiced his trade while working on ranches in New Mexico and Arizona. His early spurs were constructed as rugged, one-piece units of plain tempered or stainless steel. Through time and experience, he accomplished the art of producing welded, polished spurs with original features that included angled, swing-style buttons, short shanks and wide heel bands.

Over the years, Western spurs have evolved from functional tools for riders into fashionable, status-oriented products. Today, silver is the metal preferred by horsemen. Modern craftsmen construct spurs by hand forging, hardening and tempering the metal to minimize brittleness.

It often has been observed that form follows function, especially where tools are concerned. In the development of spurs, both form and function appear to have played equal, but independent, roles. Blacksmiths and artisans alike continuously have refined and embellished spur designs to suit the needs of their wearers, which have included everyone from knights, conquistadors, vaqueros and soldiers to modern-day cowboys. The appropriate balance between utility and beauty has changed dramatically throughout the ages. The result is a tremendous diversity of spur types, ranging from crude, utilitarian implements to artistic masterpieces. No doubt, spurs will continue to evolve as long as there are horses and cowboys to ride them. 🐎

*Custom-made spurs are measured to a particular boot size and are designed to be worn rather loosely. The heel band of the spur should rest just above the heel block of a boot.*



*Chap guards, which keep a cowboy’s chaps away from the rowel, are characteristic of the California style.*

# Fit to Be Tied

By Bill R. Bludworth

## TIE-DOWN ROPING

The rodeo sport of tie-down roping has its roots in the days of the working cowboy, who would rope a calf and tie it so that the calf could be medicated, castrated, branded or have a wound treated. What started off as a necessary part of working cattle has become a highly competitive and very popular event.

Although previously called “calf roping,” the Professional Rodeo Cowboys Association officially changed the name to “tie-down roping” in early 2003 to reflect the true nature of the event. The animals used typically weigh 200 to 300 pounds — as much as or more than the cowboys who rope them.

In another effort to improve the event, as well as the perception of those who watch it, the option of a penalty fine or disqualification for a head-over-heels “jerk down” was instituted in 1999. According to Fred Whitfield, six-time world champion tie-down roper from Hockley, Texas, a roper normally can prevent a hard jerk-down by the way he handles the slack in the rope as the horse comes to a stop. The rope can be flipped to one side or the other with the slack slowly released by the roper as he dismounts. This causes the roped animal to be stopped by turning it to the right or left rather than flipping it over backwards, thus reducing the chance for injury to the animal.

The name of the game in tie-down roping is speed — the speed of the horse as well as the agility and speed of the roper. For the horse and rider team to do all that it does in so few seconds is phenomenal.

In the tie-down roping event, the calf is held in a metal chute, with the roper on his horse backed into a rectangular box, which may be on either side of the chute, depending upon whether the roper is right- or left-handed. When the roper nods to release the calf, the chute gate is opened and the calf gets a head start. The clock begins to run at this point.

Once the calf reaches a predetermined distance, a string attached to the calf trips a release that drops the “barrier” rope stretched across the front of the rider’s box, allowing the horse and rider to pass and chase after the calf.


If the rider goes too soon and breaks the barrier, a 10-second penalty is added to his time. The rider tries to judge the speed of the calf so that he and the horse are moving forward quickly and hit the barrier at the instant it is tripped by the calf.

Once the horse and rider get close enough to the running calf, the rider throws a loop that lands around the calf’s neck. The horse stops quickly, and the roper dismounts and controls the slack while he sprints toward the calf. Once he reaches the calf, he “flanks” it by lifting it off its feet so that he can throw it to the ground on its side. Once the calf is down, the roper kneels on it to hold it down while he uses a short length of rope, called a “pigging string,” to tie three of the calf’s legs together. Any catch on a calf is a legal catch, but catching one or more legs makes it difficult to tie it down.

While all this is going on, the horse must keep the rope taut but not drag the calf. When the roper is finished tying the calf’s legs, he throws his hands up to signal completion of his run. The roper then returns to his horse and rides forward to allow the rope to go slack. The calf must remain tied for six seconds in order for the roper to have a qualifying run.

The fastest official time in this event, 5.7 seconds, occurred when the roper’s horse never left the box. Typical times in tie-down roping are in the 7- to 9-second range.

Many variables in the trade of professional ropers are controllable. The type of saddles, spurs, stirrups, ropes, boots and, of course, horses that are used all can affect a tie-down roper’s performance, time and income. First of all, he needs a fast, strong horse — most often a Quarter Horse, which is capable of fast starts and speed over a short distance. The



Calf ropers have the option of carrying one or two ropes for competition. Having the second rope enables a cowboy another try at a catch should he miss on the first attempt.





After making his catch, the header (right) positions the steer for the heeler to rope both hind legs, allowing the team ropers to take the slack out of both ropes and stop the time clock.

saddle should be one made for roping — with a stout tree and a solidly built horn, to which the dead end of the roping rope is attached. The cantle of the saddle needs to be low enough to avoid interference with the roper as he quickly swings his leg out of the stirrup and over the rump of the horse to dismount.

A roper may choose not to wear a spur on the boot of the leg he swings over as he dismounts, to prevent an accidental spurring of the horse. On the other hand, some ropers, such as Whitfield, wear two spurs to be able to move the horse around in the box.

Stirrups must be open with a flat bearing surface, so that the roper's boots can come out of them easily. The boots worn by ropers are normally light, flexible and low-heeled to allow the roper to run easily in the dirt of an arena.



2002 World Champion Calf Roper Fred Whitfield from Hockley, Texas, throws his hands in the air as a signal to the judge to stop the clock.

The ropes used by a tie-down roper are as varied as are the men who use them. They are usually 27 feet in length and are either made from a

combination of synthetic materials, such as polypropylene or nylon, or natural fibers, such as hemp or some other grass. Ropes vary in weight, flexibility, diameter and stretch.

## TEAM ROPING

Team roping is truly a team sport, with two riders on horseback having to coordinate their efforts and actions with the ultimate goal of having a properly roped steer in a fast time. The fastest official time is 3.5 seconds, but a typical time is in the 4- to 7-second range.

A team-roping event begins much like tie-down roping. There is one steer in a chute between two ropers. When the “header” nods that he is ready, the steer is released and gets a

head start, much like a calf in the tie-down roping. These steers usually weigh 500 to 700 pounds.

The header and the heeler then take off after the steer — hoping not to break the barrier. A header's rope is normally 30 feet long, and a heeler's rope is usually 35 feet in length. The header ropes the steer's head or horns. There are three kinds of legal catches — both horns, around the neck and/or the head, and one horn (either). Any other catch is illegal and results in a “no time.”

Once the header “catches,” he and his horse must turn the steer, and then the heeler tries to rope the rear legs of the steer. Once that occurs, the riders must pull their ropes taut so that the steer is between them with their horses facing each other. At that point, time is stopped. A catch of only one heel results in a five-second penalty.

If the heeler throws his loop before the header has turned the steer, the run is disqualified and is called a “cross fire.” A 10-second penalty, as in tie-down roping, applies for a broken barrier.

Both riders and the horses in these events must be exceptional athletes. “You don't become a professional roper overnight,” said Whitfield. “I first started roping when I was 7. I have roped competitively for 20 years, and I have made a pretty good living at it for the last 14 years,” said the 36-year-old Whitfield, who competes in both events. 🐎

# Galloping Grapes

By Stephanie Earthman Baird

Attention all judges! No perfumes, colognes or scented lotions. No creams, makeup or other substances that might leave grease on the glassware. Also, please dress warmly — the judging arena will be a cool 65 degrees Fahrenheit. Welcome to the inaugural Houston Livestock Show and Rodeo™ International Wine Competition.



Bill Davis was among the group of wine industry professionals who used their noses and their taste buds to select the best entries in the first Houston Livestock Show and Rodeo International Wine Competition.

Sixty judges gathered at Reliant Center on Dec. 8, 2003, to receive final instructions for judging the Show's first wine competition. Throughout two evenings, the judges swirled, sniffed, tasted and spit more than 870 wines. An impressive 200-plus wineries, representing nine countries, participated in the competition. At least nine Texas wineries entered more than 100 wines in the Texas-only classes of the competition.

The Show's Wine Competition and Auction Committee first met in September 2003 and began preparing feverishly for the blind tasting. Invitations to participate in the competition, which offered both an open competition (United States



Each wine is coded and poured into glasses with matching codes in order to ensure a "blind" tasting.

and international) and a Texas competition, were sent to wineries around the world. By early December, hundreds of cases of wine filled the Show's off-site wine storage warehouse. Committee volunteers then faced the challenge of moving, sorting and coding more than 3,000 bottles.


Selected from the wine and restaurant trade, the wine media and consumer groups, the judges possessed vast experience and knowledge about wines,

but the Show was new to many of them. In turn, the world of wine was new to many Show volunteers. Committee Chairman Jim Janke was amazed by the numerous components of the wine competition, and he expressed gratitude to the many local wine industry volunteers who helped create this world-class event.

According to John Sykes, Show assistant general manager, Agricultural Exhibits and Competition Department, "Best of all, this event brings new dollars to support our mission of benefiting youth and supporting education." He noted the side benefits as well. "This event is a wonderful way to expand on the international focus of the Show," Sykes said.

Strict rules were imposed in order to ensure the objectivity and credibility of the judging contest. For example, no judges were allowed in the sorting room, lest they recognize a particular bottle and its assigned code. The tastings were "blind," meaning that none of the judges had any way of identifying the wines except by their broad categories. Grouped in 10 panels, the judges sat in a blue-curtained booth and recorded their comments on individual scoring sheets. Volunteers served the wines, sorted by variety, in quantities of as many as 10 glasses at a time. For nearly four hours each evening, each judge tasted between 50 and 60 wines. The winning wines will be announced at Rodeo Uncorked!, a public wine tasting event at Reliant Center on Monday, March 1, 2004, at 7 p.m.

Although most wine competitions award medals, five unique prizes await the Show winners: champion, reserve champion, blue ribbon, red ribbon and yellow ribbon designations. In a tip of the hat to Texas-style rodeo and livestock competitions, champion and reserve champion engraved Show belt buckles will be presented as awards. In addition, five special award winners will receive custom Show trophy saddles suitable for display at their wineries.

Participation in the Show's new wine experience is not limited to judges — others will be able to taste the winners for themselves. The Show will uncork all champion and reserve champion wines and host a culinary competition at the March 1 Rodeo Uncorked!. On March 4, the Show will hold a wine auction at 8 p.m. in the Sales Pavilion located in Reliant Arena, which will include wines in specially crafted, over-sized bottles to commemorate the event.  HOUSTON LIVESTOCK SHOW AND RODEO™ INTERNATIONAL WINE COMPETITION



Taste the winning wines at Rodeo Uncorked! on March 1, 2004. Admission to the event is \$70 per person in advance or \$100 per person at the door. Tickets may be purchased from Wine Competition and Auction Committee members or by contacting the Show's Agricultural Exhibits and Competition Department at 832.667.1177.



# 2004 RODEOHOUSTON™ Entertainers

Tuesday, March 2, 7 p.m. ....	John Mayer
Wednesday, March 3, 7 p.m. ....	George Strait
Thursday, March 4, 7 p.m. ....	Wynonna
Friday, March 5, 7 p.m. – Black Heritage Day .....	Bow Wow and B2K
Saturday, March 6, 4 p.m. ....	Martina McBride
Sunday, March 7, 4 p.m. ....	Reba McEntire
Monday, March 8, 7 p.m. ....	Enrique Iglesias
Tuesday, March 9, 7 p.m. ....	Alan Jackson
Wednesday, March 10, 7 p.m. ....	Vince Gill and Amy Grant
Thursday, March 11, 7 p.m. ....	Clay Walker
Friday, March 12, 7 p.m. ....	Dwight Yoakam, Buck Owens, and Marty Stuart with Connie Smith
Saturday, March 13, 4 p.m. ....	Randy Travis
Sunday, March 14, 4 p.m. – Go Tejano Day .....	Bronco ‘El Gigante de America’ and Jennifer Peña
Monday, March 15, 7 p.m. – Spring Break Stampede .....	Robert Earl Keen and Dierks Bentley
Tuesday, March 16, 7 p.m. – Spring Break Stampede .....	Kelly Clarkson, and Nick Lachey and Jessica Simpson
Wednesday, March 17, 7 p.m. – Spring Break Stampede .....	Kenny Chesney
Thursday, March 18, 7 p.m. – Spring Break Stampede .....	Beyoncé
Friday, March 19, 7 p.m. – Spring Break Stampede .....	Miller Lite presents Pat Green
Saturday, March 20, 4 p.m. – RODEOHOUSTON Finals .....	Brooks & Dunn
Sunday, March 21, 4 p.m. – Xtreme Bulls .....	Willie Nelson



# 2004 Show Schedule

## GO TEXAN WEEKEND - FEB. 26 - 29

### CONOCOPHILLIPS RODEO RUN

Saturday, Feb. 28, 9:45 a.m., downtown Houston

### GO TEXAN ACTIVITIES

Dominoes, Horseshoe Pitching and Washer Pitching Contests

Saturday, Feb. 28, 9 a.m., Reliant Arena

*(Dominoes Contest not open to public viewing.)*

Team Penning Contest Sunday, Feb. 29, 10 a.m., Reliant Arena

### PARADE

Saturday, Feb. 28, 10 a.m., downtown Houston

### TOP HANDS HORSE SHOW

Reliant Arena Feb. 27 - 8 a.m. to 6 p.m. - English Equitation, Western

Equitation and Showmanship classes

Feb. 28 - 8 a.m. to noon - Trail classes

### WORLD'S CHAMPIONSHIP BAR-B-QUE CONTEST SPONSORED BY MILLER LITE

Reliant Park southwest parking lot

Thursday, Feb. 26, 5 p.m. to 11 p.m.

Friday, Feb. 27, noon to 11 p.m.

Saturday, Feb. 28, 9 a.m. to 11 p.m.

### CARNIVAL

Thursday, Feb. 26, 5 p.m. to 11 p.m.

Friday, Feb. 27, 2 p.m. to 11 p.m.

Saturday, Feb. 28, 10 a.m. to 11 p.m.

## HOUSTON LIVESTOCK SHOW AND RODEO™

*All attractions open beginning at 4 p.m. on Tuesday, March 2, and continue through Sunday, March 21.*

### DAILY ATTRACTIONS

#### CARNIVAL

Monday - Thursday, March 2 - 4 & 8 - 11, 4 p.m. to midnight

Fridays, March 5 & 12, 4 p.m. to 1 a.m.

Monday - Thursday, March 15 - 18, 2 p.m. to midnight

Friday, March 19, 2 p.m. to 1 a.m.

Saturdays, March 6, 13 & 20, 10 a.m. to 1 a.m.

Sundays, March 7, 14 & 21, 10 a.m. to midnight

#### Kidland Children's All Day Carnival

10 a.m. to carnival close daily

#### DESTINATION: AGVENTURE

9 a.m. to 9 p.m. daily

#### 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

#### 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

#### GO TEXAN QUILT AND PHOTOGRAPHY CONTESTS

Winners Display

March 2-21, Reliant Center

#### RODEO PLAZA

##### MECHANICAL BULL

9 a.m. to 9 p.m. daily

##### PETTING ZOO

9:30 a.m. to 9 p.m. daily

##### PIG RACES

10:30 & 11:30 a.m. and 12:30, 1:30, 2:30, 4:30, 5:30 & 6:30 p.m. daily

#### RODEOHOUSTON™

March 2-21 - Monday - Friday, 7 p.m.; Saturday & Sunday, 4 p.m.

Spring Break Stampede - Monday, March 15 - Friday, March 19

RODEOHOUSTON Finals - Saturday, March 20

PRCA Xtreme Bulls - Sunday, March 21

### SPECIAL EVENTS

#### BLACK HERITAGE DAY

Friday, March 5

#### COWBOY CHURCH

Sundays, March 7, 14 & 21, 10 a.m.

Reliant Center Rooms 601-609

#### GO TEJANO DAY

Sunday, March 14

Fiesta Charra - 3 & 7 p.m., Reliant Center Main Arena

*Main Corral Club open to public (21 and older only after 2 p.m.) on Go Tejano Day only, second floor, east end Reliant Center*

12:30 - 2 p.m. .... Mariachi competition and folklorico dancers

2:30 - 3 p.m. .... DJ Whipp

3 - 4 p.m. .... Carlos Maldonado y Grupo Fuerte

7 - 8 p.m. .... Carlos Maldonado y Grupo Fuerte

8:15 - 9:15 p.m. .... Essencia

9:30 - 10:45 p.m. .... Eddie Gonzales

10:45 - 11 p.m. .... DJ music

#### INTERNATIONAL DAYS

March 3 -13

#### INTERNATIONAL LIVESTOCK CONGRESS

Tuesday - Friday, March 2- 5, The Warwick Hotel

#### LIL' RUSTLERS RODEO

March 10, 16 & 18, 5:40 p.m., Reliant Stadium

#### SCHOOL ART

Display: March 2-21, Reliant Center

Awards: Saturday, March 6, 9 a.m., Sales Pavilion

Auction: Sunday, March 21, noon, Sales Pavilion

#### SENIOR CITIZENS SPECIAL

Monday - Thursday, March 3-4,

March 8-11 & March 15-18, 9 a.m. to 2 p.m.

*Seniors 60 years & up with proof of age, and children ages 12 and under*

accompanying senior citizens, admitted free to the horse and livestock shows and exhibits.

### SPRING BREAK STAMPEDE

Monday, March 15 - Friday, March 19

Make a date now for the hottest week ever at the Houston Livestock Show and Rodeo! Special spring break entertainment every night at RODEOHouston™ and the carnival gates open at 2 p.m.

### WINE COMPETITION AND AUCTION

Rodeo Uncorked!: Monday, March 1, 7 p.m.\*

\*separate ticket required for this event - \$70 per person in advance, \$100 per person at the door

Auction: Thursday, March 4, 8 p.m., Sales Pavilion

## RODEO METRO EXPRESS SCHEDULE

World's Championship Bar-B-Que Contest Special

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

### Thursday, Feb. 26

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

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

### Friday, Feb. 27

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

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

### Saturday, Feb. 28

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, March 2

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 South

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 - \$3

Age 12 and younger - free

## HOUSTON LIVESTOCK SHOW™

### HORSE DIVISION

All Horse Show events are held in Reliant Arena.

Appaloosa ..... Thurs., March 18 - Fri., March 19

Arabian/Half-Arabian ..... Sun., March 14 - Mon., March 15

Cutting Horse ..... Tues., March 2 - Sun., March 7

Donkey & Mule ..... Fri., March 19 - Sun., March 21

Paint ..... Tues., March 16 - Wed., March 17

Palomino ..... Mon., March 8 - Tues., March 9

Quarter Horse ..... Wed., March 10 - Sun., March 14

## HOUSTON LIVESTOCK SHOW

### Junior Livestock Shows & Contests

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

Agricultural Mechanics Projects ..... Fri., March 19 - Sat., March 20

Breeding Gilts ..... Sun., March 21

Breeding Beef Heifers ..... Fri., March 12 - Sun., March 14

Breeding Beef Scramble Heifers ..... Fri., March 12

Breeding Sheep ..... Thurs., March 11 - Fri., March 12

Commercial Steers (Reliant Arena) ..... Mon., March 15 - Wed., March 17

Dairy Cattle ..... Fri., March 5

4-H and FFA Judging Contests

Dairy Judging Contest ..... Thurs., March 4

Horse Judging Contest (Reliant Astrodome) ..... Tues., March 9

Livestock Judging Contest (Reliant Astrodome) ..... Mon., March 15

Meats Judging Contest (off-site) ..... Sun., March 7

Poultry Judging Contest (Reliant Astrodome) ..... Sun., March 14

Range and Pasture Plant Identification Contest ..... Sat., March 20

Intercollegiate Judging Contests

Livestock Judging Contest (Reliant Astrodome) ..... Mon., March 15

Intercollegiate Meats Judging Contest (off-site) ..... Sat., March 6

Intercollegiate Wool and Mohair Judging Contest ..... Mon., March 15

Market Barrows ..... Mon., March 15 - Tues., March 16

Market Goats ..... Mon., March 15 - Tues., March 16

Market Lambs ..... Thurs., March 18

Market Poultry ..... Wed., March 17

Market Steers ..... Wed., March 17 - Fri., March 19

Rabbits ..... Wed., March 10 - Thurs., March 11

State FFA Tractor Technician Contest ..... Mon., March 15

Wildlife Habitat Contest (off-site) ..... Sat., March 20

## Open Livestock Shows

Open livestock events are held in Reliant Center.

Beef Cattle ..... Thurs., March 4 - Thurs., March 11

Boer Goats ..... Mon., March 8

Breeding Sheep ..... Thurs., March 11 - Friday, March 12

Cattle Dog Trials ..... Sat., March 20

Dairy Cattle ..... Fri., March 5

Dairy Goats ..... Fri., March 5

Llamas/Alpacas ..... Thurs, March 4 - Sat., March 6

Rabbits and Cavies ..... Fri., March 12 - Sun., March 14

Sheep Dog Trials ..... Sun., March 21

Wool to Wardrobe ..... Wed., March 10

## Auctions and Sales

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

All Breeds Commercial Female Sale ..... Sun., March 7, noon

All Breeds Registered Range Bull Sale ..... Wed., March 10, noon

Beefmaster ..... Sat., March 13, 11 a.m. & 1 p.m.

Braford (West Arena) ..... Mon., March 8, 7 p.m.

Brangus ..... Fri., March 5, 4 p.m.

Charolais (West Arena) ..... Sat., March 6, 7 p.m.

International Brahman ..... Sun., March 7, 7 p.m.

International Red Brangus ..... Sat., March 6, 7 p.m.

Junior Commercial Steer ..... Tues., March 16, 5 p.m.

Junior Market Barrow ..... Wed., March 17, noon

Junior Market Lamb and Goat ..... Fri., March 19, noon

Junior Market Poultry ..... Thurs., March 18, noon

Junior Market Steer ..... Sat., March 20, noon

Limousin (West Arena) ..... Sat., March 6, 3 p.m.

Santa Gertrudis ..... Sat., March 6, 2 p.m.

Simbrah/Simmental (West Arena) ..... Wed., March 3, 7 p.m.

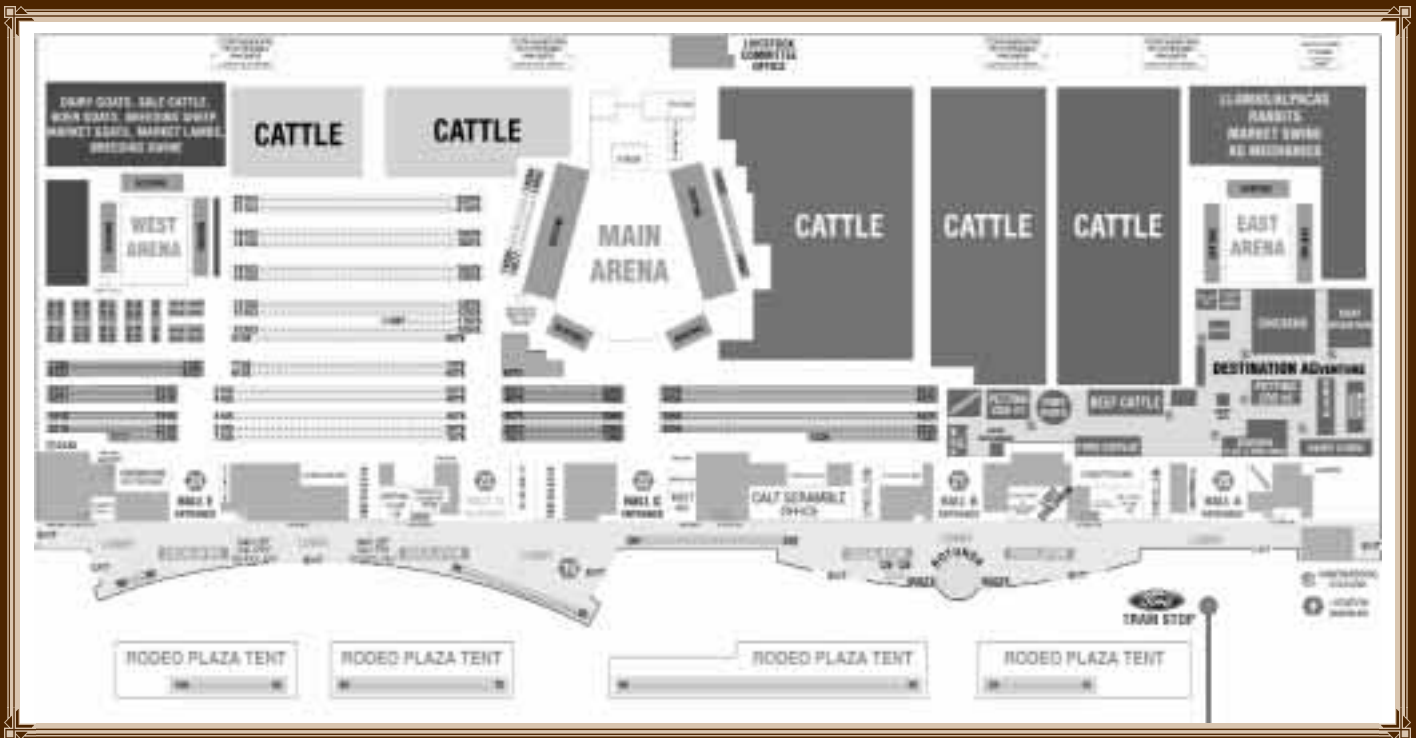
"Spotlight on Brahman" ..... Mon., March 8, 6 p.m.

Texas Longhorn ..... Fri., March 5, 7 p.m.

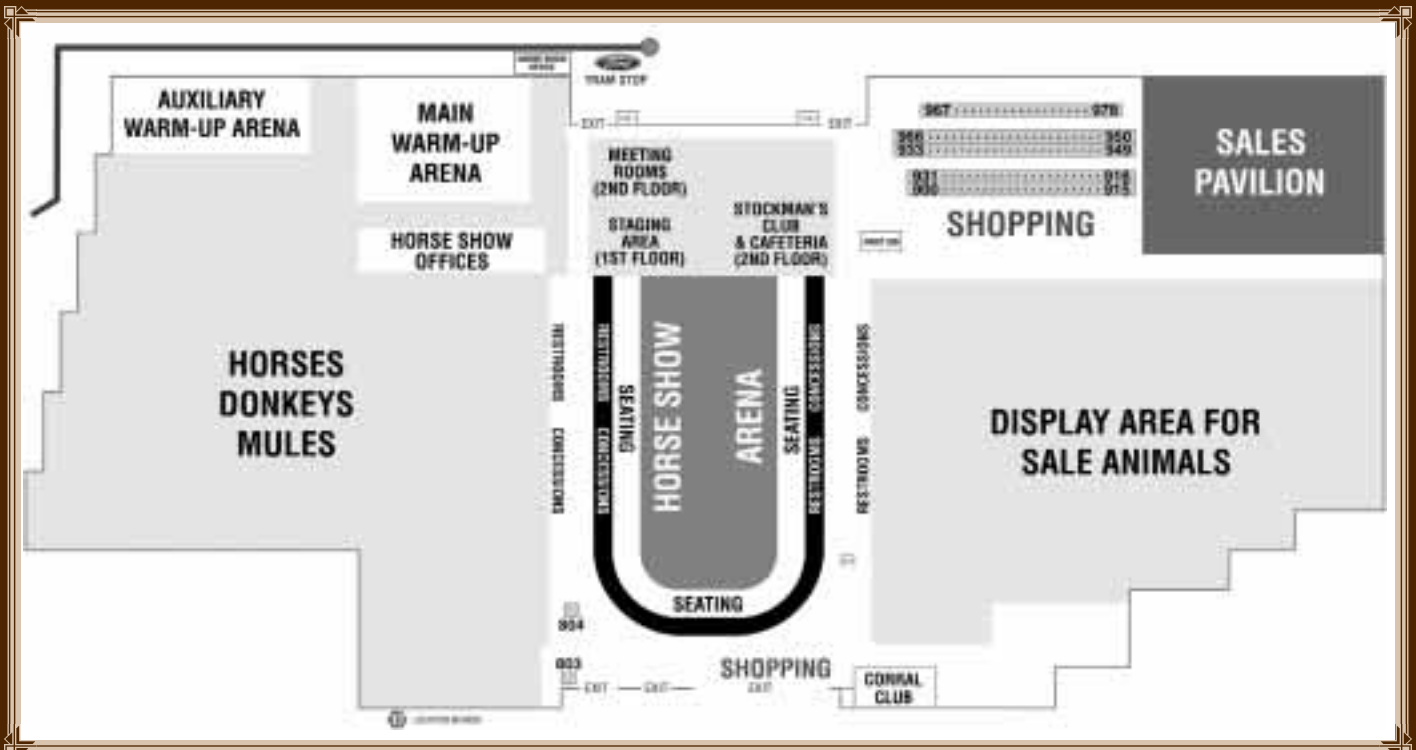
Wine Auction ..... Thurs., March 4, 8 p.m.



# Reliant Center



# Reliant Arena



# THIS OLD BADGE

By Stephanie Earthman Baird

The Houston Livestock Show and Rodeo™, with its long, colorful history, rich traditions and activities that transcend generations, cannot help but create memories to be treasured forever by Show fans and volunteers. While some are content merely to enjoy the events of each year's Show as they unfold, others yearn to preserve their experiences by collecting memorabilia that will provide long-lasting reminders of how the Show has impacted their lives and the lives of others.

Phillip "Bubba" Murphy, a Show director and owner of Murphy's Buckles of Texas, became passionate about Show memorabilia in the early 1970s. It all started in a local antique shop where he saw a 1940s badge that caught his eye. "I was thrilled to see how the committeeman badges had evolved from the early days," Murphy said. "I wondered what other Show history was hidden in closets and drawers around the country."

His curiosity quickly turned into a desire to preserve the Show's heritage, and he since has assembled a collection that numbers in the thousands. Murphy not only collects commemorative Show buckles, some of which he helped design, but he spends countless hours collecting Show programs, posters, pins, pennants and any other vintage collectible he can find.

In contrast to Murphy, Ed McMahon, a

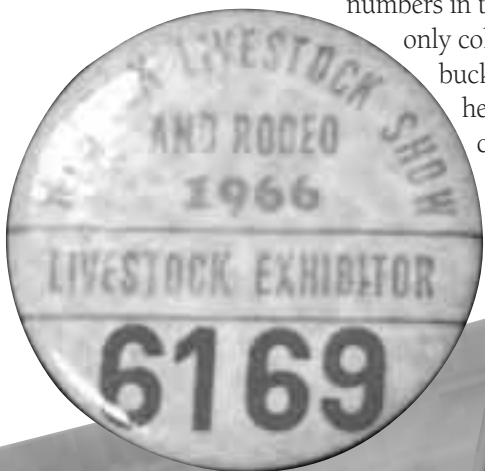
Show lifetime vice president and owner of Ed McMahon Interests, has a smaller collection that complements his works of Western art and lines the walls of his home office. McMahon displays his collection in several shadow boxes, which progress from 1966, his first year as a Show volunteer, to the present. The colorful exhibit represents a personal collection of Show memories. He said that the many poultry badges and buttons were among the first customized committee badges, which are now some of the most collectible items.

Although official Show badges are reserved primarily for volunteers and donors, the annual Show pins are available to all patrons. The Show began producing an annual pin in 1982, commemorating its 50th anniversary. Since then, these highly collectible pins have been a crowd favorite.

Old buttons, passes and name tags — McMahon seems to have kept them all. Many of the items are no longer made, such as the skybox committee passes, season box holder passes and skybox charge cards. When asked why he collects Show memorabilia, McMahon smiled and said, "It is just really great to collect stuff. People come in here and say how they wish they would have saved their personal items from past Shows."

Murphy finds the occasional badge on the Internet, but rarely the treasures he desires. Vintage Show finds often come across his designated toll-free collector phone number. Other rodeo collectors and antique dealers alert Murphy to Show items they find across the United States. "I have bought items from coast to coast, including New Jersey, Florida and California," noted Murphy. "I figure someone visited the Show, carried a souvenir home, and it didn't mean as much to them or their family." He might go months without finding anything, but he keeps looking on the Internet and at estate sales.

Seeking out rare and unusual items motivates Murphy. After spotting commemorative plates in an old downtown parade photograph of a Foley Bros. Dry Goods Co. window display on Main Street, Murphy decided to find one. Ten years later, he has two of these rare plates, which were designed and made exclusively for the Show by Foley Brothers, known today as Foley's.







1980 and the first known dated committeemen's badge from 1947. His most recent find was one of the first bronc riding championship trophies dating back to 1938.

Murphy maintains separate cabinets and files for his Show program collection. Handling a cardboard box with pride and care, Murphy showed off his many famous signatures. As he flipped through the programs one by one, he noted signatures of Roy Rogers, Gene Autry, Chuck Connors ("The Rifleman") and Hopalong Cassidy. His collection includes signed Show photographs of these same stars.

Many collectors take a bottom-line approach to collecting, but not Murphy. He has spent several hundred dollars on many



"Every piece in my collection has special meaning to me. I can tell you where I purchased each one or who gave it to me," Murphy said. "But, many firsts hold special meaning." He was referring affectionately to the first Show program from 1938, the first official commemorative buckle from

items, while others have cost mere pennies. "I am not worried about the cost or the investment value," commented Murphy. "I am just into it for collecting the Show's history."

For most collectors, display problems do not come from the size of the collectible but rather from the size of

the collection. Murphy houses his Texas-size collection in a specially designed, climate-controlled room that bulges with more than 6,000 buckles, 1,000 badges and almost all of the Show's annual souvenir programs.

Unique Western clothing and jewelry also speak volumes about another era of Show history. The Western Art Committee helps Show officials maintain a unique collection of memorabilia, including men's and women's Western suits, boots and hats from a more colorful era. One suit, worn by Delores Johnston, has a sequin rabbit design worked in colorful detail all over it. The matching hat has a stuffed carrot on the brim.

Collecting Show memorabilia isn't limited to Show volunteers. Many former calf scramblers keep their torn and dirty T-shirts from their experiences on the arena floor, and livestock exhibitors often keep the ribbons and trophies that marked their participation or victory in the show ring. Ticket stubs from memorable Rodeo concert performances are another favorite memento.

Where can collectible Show items be found? Some hunting occurs

on the Internet, where collectors search online auctions on a daily basis. A recent Internet search for "Rodeo Houston" identified numerous items for sale, ranging from an unopened 1997 Coca-Cola bottle to a 50th anniversary Show cookbook.

It is never too late to start collecting! Show-licensed products are available through a variety of outlets: year-round sales at the Go Texan Store in Reliant Stadium, Rodeo Merchandise Committee displays in conjunction with Show committee meetings and a retail outlet in Terminal E at William P. Hobby Airport.

Another option is to simply visit [www.rodeohouston.com](http://www.rodeohouston.com) and peruse the selection of bags, buckles, hats and more. The initial offering of online merchandise includes Texas flag-themed shirts, a limited edition pin set, collectible annual buckles, throw pillows and matching blankets, and a commemorative annual jacket. The list of merchandise will continue to change and grow, so shoppers will find a variety of items every day of the year. 🤠



# Meet Skip Wagner



In December 2003, Houston Livestock Show and Rodeo™ Chairman of the Board John O. Smith announced that Skip Wagner would assume the duties of vice president and chief operating officer of the Show beginning in January 2004. Wagner was most recently general manager and president of the Oklahoma State Fair and was previously an assistant general manager of the Houston Livestock Show and Rodeo from 1992 to 2000. Wagner took time during his second week in the offices to answer a few questions for “Bowlegged H” Magazine.

## What has prepared you for this position?

It has been a composite of a lifetime of experiences. My formal education was a chemical engineering degree from Oklahoma State and a MBA from Harvard Business School. Add to that four years with McKinsey and Company, where I first came into contact with the Show, and you get a rich training in analytical thinking and creative problem solving. The “real world” really began with eight years as an assistant general manager at the Show and then my position at the Oklahoma State Fair. The most challenging experience I had was opening my first Oklahoma State Fair as president three days after 9-11. It taught me a lot about what it takes to lead an organization in a high-stress environment.

## What were some of your highlights serving with the Oklahoma State Fair?

The last two years had results that were some of the best in

the fair’s history. We were very successful in delivering a family-friendly event that attracted many people who had stopped coming to the fair. Believe it or not, the cornerstones of improvements were simply clean restrooms, a better layout and a fresh approach to entertainment.

## Is your family happy to be in Texas again?

Absolutely. Three of our four kids were born in Houston. We spent 17 years living here — from 1983 to 2000 — and most of our friends and family are in Texas.

## Why did you want to come back to the Show?

This is the ultimate job in the event industry, and who wouldn’t want to be part of the biggest and best organization in their profession. I was reluctant to leave Houston the first time, but I knew that the position in Oklahoma would be a valuable experience. Returning to the Show is like coming home. And, in this case, there is no place like home.

## What are some of your favorite memories from your first tenure with the Show?

My favorite memory is simply working with the volunteers and staff. People are what matters, and in the end we managed to make what was mostly work, mostly fun. Second would be embarking on the creation of a new stadium at a time when no one thought we had a chance. Now we have a complex that is the absolute best in the country.

## What are the biggest changes to the Show that you have noticed so far?

Big buildings. The new facilities are simply phenomenal. Also, in the past three and a half years, the number of volunteers has grown significantly. It keeps getting bigger and bigger, but the Show has kept the same core values and core traditions that make it what it is. There may be new buildings and committees, but, when you get down to it, it is still about youth and education. While the surroundings may be different, it doesn’t feel significantly different.

## What expectations do you have for your first Show in the new facilities?

My expectation is to simply learn this year — to look and to listen. I am going to watch, and I am going to talk to people to see what we are doing well and what needs improving. I want to figure out how to make things more fun for everyone involved, improve the financial performance of the Show, and establish an organizational approach that does not allow barriers to develop within the staff or between the staff and volunteers. 🏆

# Do You Remember?



**F**or many years, the RODEOHOUSTON™ champions in the PRCA/ProRodeo and WPRA events have received trophy saddles to commemorate their victories. In 1976, it was Chris LeDoux taking home the saddle for Champion Bareback Rider. The Kaycee, Wyo., cowboy would go on to win the 1976 world championship in bareback riding.

LeDoux was back in the Astrodome arena in 1997, this time with his music. The Feb. 16 twilight performance featured Tim McGraw and LeDoux, drawing a crowd of 48,991 fans.

*If you have photos or memorabilia that you would like to donate to the Houston Livestock Show and Rodeo™ archives, please call the Show at 832.667.1000, and ask for the Western Art Committee staff coordinator.*

## Charitable Gifts Bestow and Deliver

Friends and supporters of the Houston Livestock Show and Rodeo™ frequently would like to do more to assure its future effectiveness of programs, but may be reluctant to lose income from earning assets that might be given. However, there are opportunities to generate income and donate to charity, too.

The GALLOP Committee says these special ways of giving are referred to as “lifetime income” giving methods such as the:

- Charitable Gift Annuity
- Charitable Remainder Annuity Trust
- Charitable Remainder Unitrust

### **Charitable Gift Annuity**

A charitable annuity lets you make a planned gift while providing for lifetime income for yourself or someone else. A gift annuity is a simple, contractual agreement between the donor (you) and the Houston Livestock Show and Rodeo. You transfer cash or appreciated assets to the Show, and, in return, you or someone you name receives guaranteed fixed dollar payments for life. Not only do you realize a generous lifetime income and favorable tax benefits, you also get to see the benefits of your gift during your lifetime.

### **Charitable Remainder Annuity Trust**

A gift to the Show may be made through a Charitable Remainder Annuity Trust, which provides several benefits:

- Provides income for you, your spouse or beneficiaries for a period of years,
- Provides a fixed payout of a percentage of the initial value of the trust, and
- A charitable income tax deduction for the year the gift is made.

### **Charitable Remainder Unitrust**

As a unitrust donor, you transfer assets, such as cash, securities or real estate, to a trustee of your choice. The trustee invests the unitrust assets, under the terms of the unitrust. Each year, the trustee pays a fixed percentage of the unitrust’s value to one or more income beneficiaries named by you, the donor.

Because these lifetime gift methods are irrevocable, be certain you consult with your financial advisory team.

For more information regarding gifts to the Show, please see the Show’s Web site at [www.hlsr.com](http://www.hlsr.com) and find the planned giving option under the general information section. Additional information can be obtained via the GALLOP Committee or Beth Woehler at 713.561.9331.

*This is not legal advice; any prospective donor should seek the advice of qualified legal, estate and tax professionals to determine the consequences of gifting.*

# School Art Auction Committee

By Gina Steere

The School Art competition at the Houston Livestock Show and Rodeo™ has a long history of recognizing talented junior level and high school artists. It began in 1963 as a Go Texan activity, with 700 entries. Since that time, the program has evolved into an important part of the Show, complete with its own committee responsible for handling more than 300,000 entries each year and a separate committee created in 2002 — the School Art Auction Committee.

The first School Art Auction was held in 1996 and generated \$254,900 in sales. The School Art Committee created a subcommittee of volunteers within its ranks to focus on planning and running the auction, while the other committee members worked tirelessly on visiting schools, managing competitions and judging at district shows. It was a full-time task just keeping pace with the increasing size of the auction.

Continuous expansion and a demanding workload created the need to form the School Art Auction Committee. “This committee would become one of our newest committees, and, for me, learning how to make it a successful one was very similar to starting a new business. I had to create a management team, coordinate my work force, and set positive, tangible goals for the future,” said Pam Springer, committee chairman.

The School Art Auction Committee is considered by many of its volunteers as the companion committee of the School Art Committee because of the constant interaction and cooperation between the two committees. The School Art Auction Committee’s main focus is on running the auction. Planning begins many months in advance and includes a full practice run before the auction. Currently, the committee dedicates more than 80 volunteers, including 27 rookies, to pre-selling art, finding buyers and preparing for the auction. In 2003, the auction brought in \$760,300. “This auction gets bigger and better every year, and all the volunteers who work on the committee want to see it continue to grow,” said Tom Dompier, a Show vice president and officer in charge of the School Art Auction Committee.

The committee also is responsible for hosting several events throughout the year, including the pre-sale buyers’ print party, the auction buyers’ appreciation party and the pre-auction reception. Springer said one of the most important parts of this committee’s job is to thank those individuals who have chosen to help the kids.

Volunteers work an average of 50 hours year-round to make the auction and appreciation parties successful. It takes an enormous amount of teamwork to make it all happen, and Springer noted that the secret to the committee’s success is working together and having fun.

“All of my volunteers work hard on this committee, because there’s a lot of hard work to be done! With outstanding leadership from our vice chairmen, full support from Show management and strong teamwork from our volunteers, this group can accomplish anything,” said Springer. With this positive outlook from both the volunteers and its leadership, the School Art Auction Committee should continue on a successful path for years to come. 🎨



# Swine Auction Committee

By Susan K. Williams

Soeey, going once; soeey, going twice; sold to the man in the ten-gallon hat! The auctioneer bangs his gavel and completes the sale of the Grand Champion Junior Market Barrow at the Houston Livestock Show™'s Junior Market Swine Auction. The culmination of months of hard work by the Swine Auction Committee, the auction not only provides excitement for exhibitors and visitors to the Houston Livestock Show and Rodeo™, but also it generates significant educational opportunities for Texas youngsters.

The concept for the Swine Auction Committee originated in 1955, when the Show was held in the Sam Houston Coliseum. Charles Womack, Seth Ramey and M.E. "Panama" Shiflet organized the Show's first swine auction group to assist FFA and 4-H youngsters in an effort to pre-sell their barrows at above-average market prices. The swine auction made history in 1960, when the pigs — all purchased by Shiflet that year — escaped from their pens beneath the Capitol Street Bridge. On that rainy February day, an unexpected "rodeo" ensued as police officers chased the loose pigs through the mud.


The Swine Auction Committee's current goals are consistent with its historical roots. Each fall, the committee's members meet and begin soliciting pre-sale contributions. The goal is to obtain enough pre-sale commitments to ensure that all auction participants receive the minimum floor price for their pigs.

With the Swine Auction Committee's efforts well underway, the excitement builds at the Washington County Fairgrounds in Brenham, Texas, where thousands gather to watch the Brenham sift, a preliminary judging that precedes the live auction at the Houston Livestock Show. Of the thousands of barrows, or neutered male pigs, brought to Brenham, only 660 are selected for the live auction. Any youngster who makes it to the Show's Junior Market Swine Auction has gone through one of the toughest competitions in the state.

"Believe me," said Swine Auction Committee Chairman Jen Marie Rau, "there is more to selling pigs than meets the eye. You really understand just what it is that we do when you attend the Brenham sift. All of those kids and their families from all over Texas — thousands of them — are all showing their pigs with the hope that they will be one of the 660 that come to the 'big pig show' in Houston. You can't help but walk away somewhat humbled, yet with a great sense of pride in knowing that you and your fellow 'swiners' have made so many kids' hopes and dreams become reality."

After the Brenham sift, the qualifying barrows are sent to Houston, where the Grand Champion and Reserve Grand Champion are selected in advance of the Junior Market Swine Auction, which committee members refer to as the "Squeal of Fortune."

Once the judging is completed, the generosity of Houston's champion buyers is legendary. In 2003, the Grand Champion Junior Market Barrow brought \$145,000, and each youngster was assured of selling his or her pig for well above the minimum price of \$600. Final bids above each lot's potential maximum payment result in added money for the Houston Livestock Show and Rodeo Educational Fund.

While the Swine Auction Committee is gearing up for another record-breaking year in 2004, Show vice president and officer in charge Jack Lyons has a goal to "raise the bar" for all the junior auctions. "It's vitally important that we, as a committee, want to make sure people participate in not only the swine auction, but in all the junior auctions," said Lyons. "The key to the junior auction's success is bringing new members into the committee. We will continue to work on getting new people to come into the buyers group that will significantly increase the scholarships for all our kids," said Lyons. 



# Third-Year Committee Chairmen

## PROFILES

By Marshall Smith III

*Every volunteer who wears the gold badge contributes to the overall success of the Houston Livestock Show and Rodeo™. Of the more than 16,000 volunteers, a distinguished group of individuals holds the position of committee chairman. This continuing series features those leaders who are serving their third and final year as chairmen of their respective committees.*



### **Clair Branch – Grand Entry**

Since joining the Show in 1969, Clair Branch has been involved with numerous committees and served as chairman of the Lamb Auction and Grand Entry committees. Clair is a Show lifetime vice president and a director. His wife, Janice, volunteers on the International Committee. Clair's children, Barclay and Joanna, are members of the Breeders Greeters Committee. Stepdaughter Julie Shannon is a member of the International Committee, and son-in-law David Shannon is on the Horse Show - Quarter Horse Committee. Clair is the Houston-area manager for Rinker Materials Hydro Conduit.



### **Roy L. Elledge Jr. – Lifetime Vice Presidents**

Roy L. Elledge Jr. joined the Show in 1960 as a life member. Roy is a Show lifetime vice president and director, and he has served as chairman of the Magazine and Steer Auction committees. He is a member of the Tejas Vaqueros, Salt Grass Trail Ride and Rotary Club of Houston. His family members volunteer on the following committees: Brett Baker, Special Children's; Francine Baker, Grand Entry; Brenda Short, Grand Entry and Special Children's; and Tom Short, Calf Scramble. Roy is a commercial realtor for Roy L. Elledge, Inc.



### **Walter Lee Johnson – Corral Club - Equipment**

In 1989, Walter Lee Johnson began volunteering for the Corral Clubs on the Corral Club - Special Services Committee. He is a life member of the Show. His wife, Diane, also is a member of the Corral Club and serves as chairman of Corral Club - Auctions and Receptions. Walter also volunteers for the Ben Johnson Charity Horse Cutting and Roping for Cystic Fibrosis. He is a member of High Bidders and Hold 'em and Hit 'em groups. Walter owns Lubrication Mobile. His hobbies are landscaping and gardening.



### **Elaine Martinez – Sheep and Goat**

Elaine Martinez joined the Show in 1991 as an annual member and since has become a life member. She has served as captain and vice chairman on the Sheep and Goat Committee. Elaine is married to Richard Martinez. She is a certified public accountant, and she owns her own company, M. Elaine Martinez, CPA.



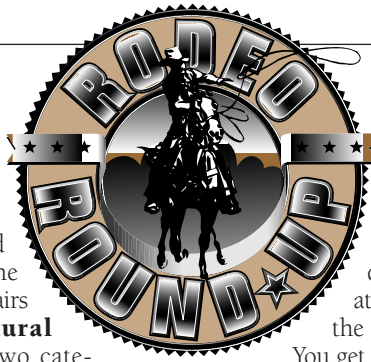
### **Donna M. Neely – Corral Club - Committeemen's Room**

Donna M. Neely is proud to say that she was the first female chairman for the Corral Clubs. In 1992, she joined the Show as a life member. Donna served as a captain and as assistant club chairman before becoming chairman. She also volunteers for the Houston General Go Texan Committee Midtown subcommittee. Donna is also very active with the Texas Gulf Coast Cystic Fibrosis Foundation and fund raising for Komen Breast Cancer Research. Donna is a realtor with Bernstein Realty.



### **Michael K. O'Kelley – Breeders Greeters**

In 1983, Michael K. O'Kelley joined the Show and began volunteering with the Breeders Greeters Committee. His children, Carrie and Kevin, also are members of the Breeders Greeters Committee. For the past 23 years, Michael has been participating with the Over the Hill Gang at the Show's World's Championship Bar-B-Que Contest, and he walks the downtown Rodeo Parade with other volunteers handing out balloons to children. Michael and his wife, Terry, have been married for 26 years. He is president of O'Kelley & Company, Inc. In his spare time, he loves to spend time at the family farm.



★ **Honoring Excellence**



The Houston Livestock Show and Rodeo™ was honored with the International Association of Fairs and Expositions' **Agricultural Award of Excellence** in two categories. The Show took top honors in the Exhibitor Handbook – Cover Art and Agriculture Series Photos categories. The Agricultural Awards are presented in 14 categories, each divided into five divisions based on attendance.

★ **Saturday's the Day**

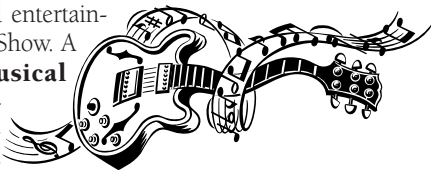
If you can't get enough of RODEOHOUSTON™ or can't make it to the Show in 2004, tune in to DIRECTV each Saturday of the Show for **exclusive live broadcasts** on pay-per-view. The broadcasts — March 6 and 13, plus RODEOHOUSTON finals on March 20 — include all seven PRCA/ProRodeo and WPRA events. For more information, call 1.800.RODEOTX.

★ **Get Your Tickets!**

It's not too late to put **great concerts** on your Rodeo calendar. Great seats still are available for every concert except the March 3 performance featuring George Strait, which has limited availability. At press time, 20,000 tickets per performance were available for every concert except George Strait.

★ **That's Entertainment**

If you are a Corral Club member, then your Corral Club card is your ticket to added entertainment during the 2004 Show. A lineup of **special musical entertainers** will perform in the Main Corral Club and the Stockman's Club on select dates.



*Currently scheduled in the Main Corral Club:*

- March 3, 4 and 6 ..... Big Thicket
- March 5 – Black Heritage Day ..... Pure Class with Robert White
- March 10-13 ..... Bill Hart
- March 14 – Go Tejano Day ..... special entertainment open to the public, see page 10
- March 17-20 ..... Zona Jones
- March 21 ..... Telstars

*Slated to entertain in the Stockman's Club are:*

- March 4 and 6 ..... Honky Tonk Heros
- March 5 – Black Heritage Day ..... Big Thicket
- March 11-13 ..... Keneflick
- March 18-20 ..... Wild River

★ **Hall of Fame**

On Wednesday, Nov. 19, the Houston Livestock Show and Rodeo was among five inductees into the **Houston Independent School District Community Partners Hall of Fame**. Created in 1995, the honor recognizes organizations for their outstanding support of HISD, its students and the community.

★ **Rodeo Ticket Turn-Back Program**

Turn back your **RODEOHOUSTON tickets** to be donated to folks who otherwise wouldn't be able to attend, or to be sold to people who want to come to 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 during regular business hours.
- 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. Remember, though — the earlier, the better!

★ **Salute!**

Listed below are the dates for the 2004 Houston Livestock Show and Rodeo **Go Texan salutes**:

- March 3 Brazoria Southwest, Humble Kingwood, Jacinto City/Galena Park and La Porte
- March 4 Aldine/Spring/Klein, Baytown/Highlands and Pasadena
- March 6 Bee, Bell, Bosque, Falls, Goliad, Hill, Limestone, Live Oak, McLennan, Nueces, Refugio and San Patricio counties
- March 7 Austin, Calhoun, Colorado, Fayette, Jackson, Matagorda, Victoria and Wharton counties
- March 8 Alief/Southwest, Alvin/Pearland and Chambers County
- March 9 Crosby/Huffman, Galveston Mainland and Waller County
- March 11 Conroe/Willis/The Woodlands, Fort Bend/Stafford and Liberty County
- March 12 Hardin, Jasper, Jefferson, Newton, Orange, San Jacinto and Tyler counties
- March 13 Anderson, Cherokee, Freestone, Gregg, Harrison, Henderson, Houston, Nacogdoches, Navarro, Panola, Rusk and Shelby counties
- March 15 Katy, New Caney/Splendora, Spring Branch/Memorial and Tomball/Magnolia/Montgomery
- March 17 Channelview/Sheldon, Cypress Fairbanks, Deer Park, Lamar/Needville and NASA/Clear Creek/Friendswood
- March 19 Angelina, Brazos, Burselson, Grimes, Madison, Polk, Trinity and Walker counties
- March 20 Bastrop, DeWitt, Gonzales, Karnes, Lavaca, Lee, Leon, Milam, Robertson, Sabine, San Augustine, Washington and Williamson counties

★ **Welcome**

**David Simpson** joins the Operations Department as director – food and beverage. He replaces Robert Fleming, who is retiring at the end of the 2004 Show.

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# 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
29						

## 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	24	25	26	27
28	29	30	31			

## APRIL

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	

A complete list of 2004 Houston Livestock Show and Rodeo™ events from Feb. 26 to March 21 is included on pages 10-11.

### FEBRUARY

- 6 NASA/Clear Creek/Friendswood Fashion Show
- 6-8 Grimes County Go Texan
- 7 Alvin/Pearland Kick Off Dinner and Dance
- 7 Black Heritage Committee Gala
- 7 Conroe/Willis/The Woodlands South County Go Texan Dance
- 7 Go Tejano Committee Scholarship Dance
- 7 Houston General Go Texan Committee – Midtown, Rodeo in the Park
- 7 Lamar/Needville Boot Scootin Ball
- 7 Pasadena Denim & Diamonds Dance
- 7 Tomball/Magnolia/Montgomery Go Texan Dance
- 14 Waller County Go Texan Dance and Cake Auction
- 18 Houston Livestock Show and Rodeo Membership Dance
- 20-21 Matagorda County Fair and Go Texan BBQ
- 21 Conroe/Willis/The Woodlands Go Texan Parade
- 21 Fort Bend/Stafford Celebrity Waiter Event
- 21 Katy Bowl-a-Thon
- 24 NASA/Clear Creek/Friendswood Trail Ride Dinner and Dance

### MARCH

- 3 Brazoria Southwest Bus Trip
- 11 Conroe/Willis/The Woodlands Bus Trip
- 11 Fort Bend/Stafford Bus Trip
- 15 New Caney/Splendoria Bus Trip

### APRIL

- 9-12 Show offices closed
- 23-24 La Porte BBQ Cook Off
- 30 Humble/Kingwood BBQ Cook-Off and Car Show (continues May 1)



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