

HOUSTON LIVESTOCK SHOW AND RODEO™

Winter 2005



MAGAZINE



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The Cover

At each 2005 RODEOHOUSTON™ performance, members of the Armed Forces were saluted with a multimedia spectacular, presented by Reliant Energy.

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Winter, Volume XIII, No. 4, is published by the Houston Livestock Show and Rodeo. Copyright 2005

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A Message From the **CHAIRMAN OF THE BOARD**

What an amazing time to be involved with the Houston Livestock Show and Rodeo™! As I look back at the recent events in the Gulf Coast area, I am in awe of the helping hand that thousands of Houston Livestock Show and Rodeo volunteers have extended to the victims of hurricanes Katrina and Rita. We are truly blessed, and our Show family has proved once again our commitment to our community.

Before we know it, this Show will once again be in full swing. With the work that the volunteers, officials and staff have already put forth, the 2006 event promises to be yet another success story.

As you will see on page 14 of this issue, all that hard work and dedication have already yielded several positive results. The "2006 Show Update" page highlights several new events for this upcoming Show, including Project: Show Pride!, which will highlight the organization's ties to agriculture, education, entertainment and Western heritage. Be sure to check it out as you stroll through Reliant Center during the Show.

Well, as we saddle up and prepare for the 2006 Houston Livestock Show and Rodeo, I look forward to seeing you along the trail!

Sincerely,

Paul Somille

Paul G. Somerville



Stars Over Texas

By Amy Mackay



Dale Evans and Roy Rogers

Each year, Houstonians eagerly await the announcement of the Houston Livestock Show and Rodeo™ entertainer lineup. When the media carry the Show's list of stars as a lead story, the city buzzes with excitement as fans decide which performances to attend.

But, it was not always this way. In its early years, the Houston Fat Stock Show and Livestock Exposition did not include organized nightly entertainment. At that time, no one could have predicted that the Show would evolve into the largest rodeo in the world, featuring concerts by top entertainers and raising millions of dollars to help Texas students attend college and further the Show's charitable mission.

During the first five Houston Fat Stock Show and Livestock Expositions (1932 – 1936), a rodeo was an impromptu event. A local rancher, Emil Marks, provided bucking horses that local cowboys rode in the arena to entertain Show patrons. With the first Show held in the Sam Houston Coliseum in 1938, the livestock exposition was paired with organized attractions, such as musical performers and variety acts that provided entertainment during intermissions and following the rodeo.

Early entertainers included regional acts — musicians like Reggie Roth, otherwise known as “The Swinging Cyclone,” cowgirl singer Sis Martin and marching bands like the Hardin Simmons University Cowboy Band from Abilene, Texas. Also featured were trick riders and other variety acts.

In 1942, Gene Autry became the Show's first star entertainer. Autry brought much more than a nightly performance to Houston. He sponsored a patriotic essay contest for Houston students and met the winners in person. He also led the Show's parade and made visits to area hospitals, schools and charitable organizations. For much of the 1940s, Autry was the Show's featured entertainer. During World War II, rodeo acts included patriotic-themed trick riders and horseback flag displays. In the late 1940s and early 1950s, Roy Rogers and Dale Evans were favorites at the Show, as was Eddy Arnold.

As television became more prevalent during the '50s, TV stars often provided entertainment during the Show. Actors from series such as “Gunsmoke” and “The Rifleman” appeared — some rode on horseback and greeted fans during intermission and following the rodeo, and some also signed autographs. Rogers, Evans and Arnold performed at the Show regularly throughout the late 1950s and early '60s, along with variety acts such as a trained sheepdog, a Roman fire-eater and a wild buffalo stampede.

The Show's move to the Astrodome in 1966 signaled the beginning of the end to the era of movie and TV stars appearing as featured entertainers at the Show. Instead, the Show began featuring musicians, such as Tennessee Ernie Ford, Marty Robbins and Jerry Reed.

The Astrodome proved to be a challenging venue for musicians because it was so large and the stage was set in the middle of a nearly 2-acre floor. Musicians who were accustomed to seeing fans several feet away were now much farther from the



James Arness




George Strait

a variety of ways. Then, the results are tabulated and cross-referenced using sophisticated tools to generate a list of performers likely to sell a large number of tickets. The Show then negotiates with the stars' management companies to determine the RODEOHOUSTON entertainment lineup.

"We are always looking for new tools to select the right entertainers, and the process is continually evolving," said Leroy Shafer, Show vice president and chief operating officer. "There is a delicate balance to keeping our season ticket holders happy while attracting as many of the general public as possible."

RODEOHOUSTON fans have their favorites, and, as a result, some performers appear at the Show numerous years. The most prolific rodeo performer to date has been Charley Pride, who has played RODEOHOUSTON for 20 years — most recently at the 2002 Legends of RODEOHOUSTON concert. George Strait has performed for 18 years, Conway Twitty appeared for 13 years, and Larry Gatlin and the Gatlin Brothers Band, also featured in the 2002 Legends of RODEOHOUSTON, appeared for 12 years. More than 30 top country music stars have appeared at RODEOHOUSTON for five or more years.

Presley set an attendance record in 1970 that stood until 1978, when it was broken by the 44,259 fans who came to see Charley Pride. Pride's record stood for 10 days before the Osmonds broke it with an attendance of 45,738. The Show's final performance in the Reliant Astrodome was held on March 3, 2002, and Strait set the all-time attendance record for the venue with 68,711 people in attendance. Reliant Stadium became RODEOHOUSTON's home in 2003, and its current attendance record was set March 6, 2005, when the RODEOHOUSTON performance featuring Hilary Duff drew 72,843 fans.

According to 2005 Show survey data, nearly half of Show attendees chose to attend on a given night because of the star appearing at RODEOHOUSTON, but most said they would come to the Show at least once anyway. "Star entertainment has been a tremendous factor in the Show's growth," Shafer said. "Our goal is to continue providing the best family entertainment value by keeping ticket prices affordable and featuring top stars for our fans." 

seats. Eddy Arnold remedied this problem by leaving the stage and walking around the arena floor with his microphone. Many artists since have followed his lead and done the same.

In 1969, then-Chairman of the Board and current Executive Committee member Louis Pearce, then-Show President M.C. "Buddy" Bray, then-Show General Manager E.C. "Dick" Weekley, Tommie Vaughn and other Show officials were working on negotiations that set the stage for RODEOHOUSTON™ entertainment ever since. With the help of then-Executive Committee member Bill Williams, a childhood friend of Elvis Presley's manager, Col. Tom Parker, the Show sought to bring Presley to the Houston Rodeo. Bray, Pearce, Weekley, Williams and others flew to Las Vegas to meet with Parker. Although the Show officials returned to Houston without a commitment, neither was there a "no." Months later, in the fall of 1969, Parker said, "Yes." Recalling the events 36 years later, Pearce said, "When we got Elvis, it changed entertainment at the Show completely. ... From that point on, entertainers figured, 'Well, "The King" played there, so I should, too.'"

In the early 1970s, the Show had begun hosting musical and comedy performers outside the country music genre, and this strategy was effective in drawing a wider audience. In 1987, Show officials began using surveys to select performers for the Show. Today, Show members, season ticket holders and the public are surveyed in



Hilary Duff

You Be the Judge



By Beverly Rosenbaum

What can be learned from looking at a hen's legs? Is it possible to examine the inside of an egg without breaking it? The answers to these questions and many others can be found at the Houston Livestock Show and Rodeo™ 4-H and FFA Poultry Judging Contest, which is held in Reliant Center during the Show. The ultimate goal of the event is to help students expand their ability to think, to reason and to make judgments based on logic and scientific observation. By all accounts, the contest has been a tremendous success.

The Poultry Judging Contest consists of several stations and includes such topics as judging live hens for past egg production, grading eggs on interior and exterior quality, grading carcasses, identifying parts, and “placing” live birds. At one station, the interior of an individual egg is “candled,” or examined by shining a strong beam of light into the egg from beneath, exposing the size of the air cell, the quality of the egg white and yolk, and any blood or meat spots. The exterior of the egg is observed, without handling, for stains, dirt, texture, ridges, shell thickness and overall shape. Participants study manuals in advance to learn to recognize defects in eggs. Each defect has a specific point value. Participants assign a total number of points to each of four one-dozen cartons of chicken eggs and place them from greatest to least in terms of quality.



Past egg production is ranked with the top hen being the one estimated to have laid the most eggs. Because the yellow pigment of the egg yolk comes from the body of the laying hen, it is assumed that the more bleached a hen has become, the more eggs she has laid. Contestants must handle the live birds in order to study the color pigmentation of the skin on their legs, where it is easiest to observe the color bleaching.

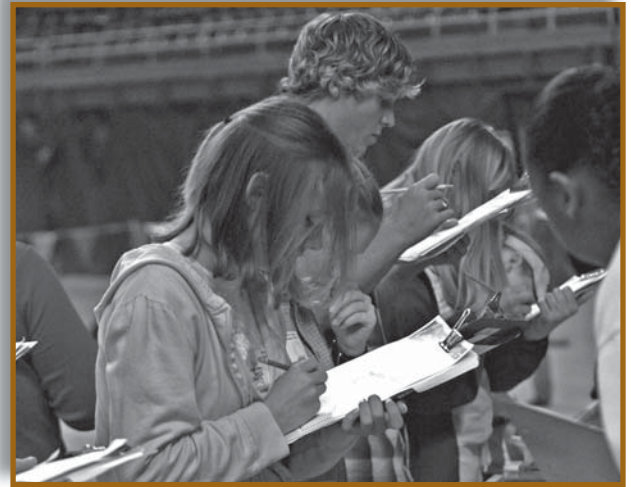
In judging ready-to-cook market poultry, students examine 10 broiler carcasses and four turkey carcasses, without touching them, in order to identify defects. Grades are assigned based on exposed flesh, disjointed or broken bones, and missing parts. Pre-cooked chicken patties also are judged by being cut in half and examined to determine if they are broken, unevenly cooked or contaminated with foreign material. Trays of chicken carcass parts are displayed for identification only. In this class, 10 parts are selected from 17 possible choices, according to the National 4-H Poultry Judging Manual.

Students from ages 8 to 18 can participate in poultry judging contests each year until they graduate from high school. Teams consist of four members. The scores of three members count toward team awards, while all participants are eligible for individual awards. The Houston Livestock Show™ contest involves eight classes of poultry totaling 400 points with a written exam contributing 100 points to the total score for each individual. For class observations, participants are divided into eight groups, having no members from the same team. These groups are allowed 12 minutes at each station. The contest is completed in one day and scored using an automated system.




The 2005 contest included live poultry, which was not allowed during the inaugural contest — held during the 2004 Show — due to concerns about avian influenza. “Being able to have the broiler breeder class and the keep/cull class, which are the two classes in which live birds are evaluated, was great. This contest is a good training tool for [4-H] clubs and [FFA] chapters that will compete in the month of April in area and district contests trying to advance to the state level. Our goal here at Houston is to provide them a quality contest in which they can practice in a real contest setting and win quality awards for their efforts,” said Michael Cooper, the Show’s managing director of livestock competitions.

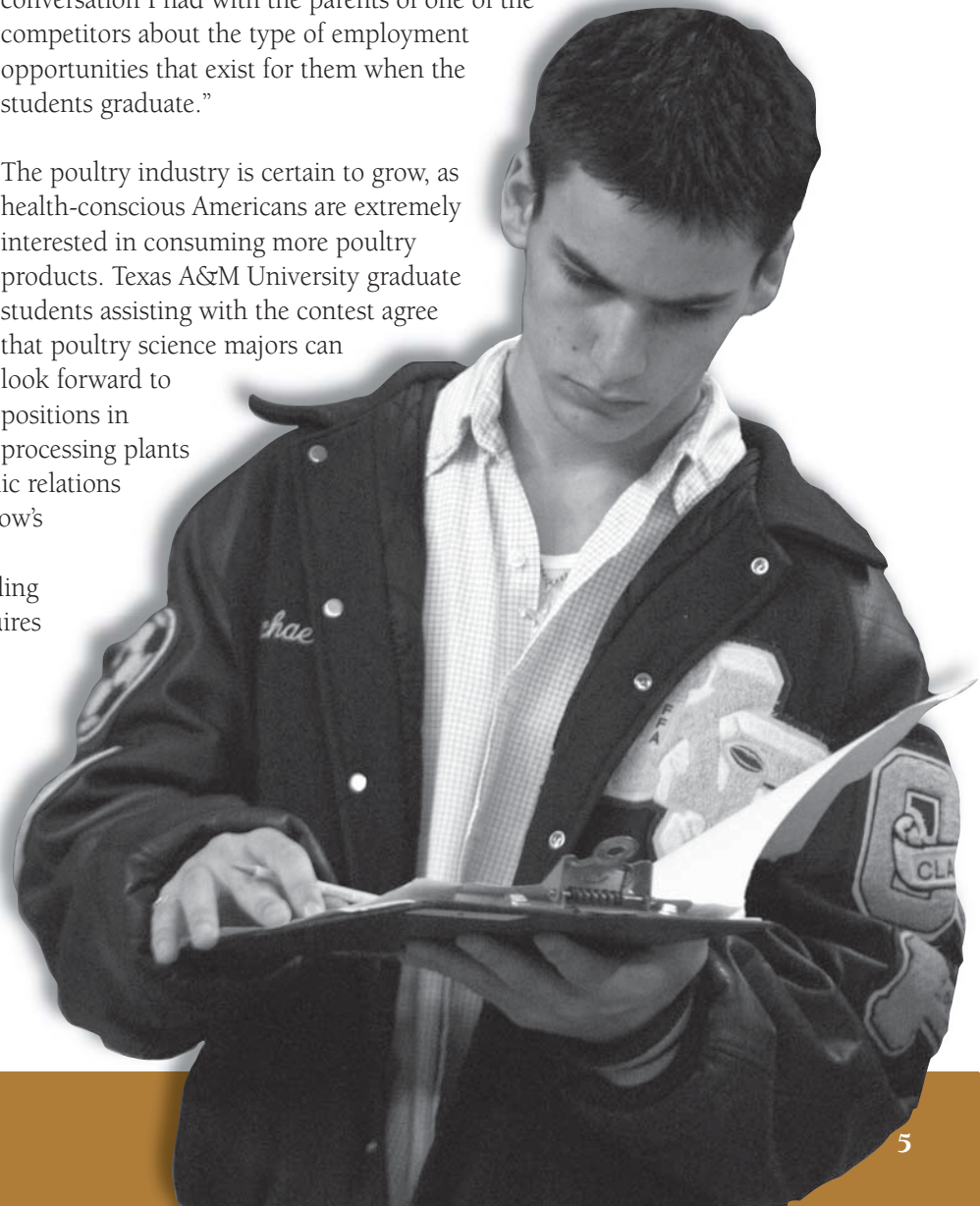
Immediate past Judging Contest Committee Chairman Dr. Gary DeBakey, optimistic about the growth of the contest, said, “Our number of contestants has already grown in just two years of existence to almost 200 students as more schools get involved. We hope this trend will continue.”



Bill R. Bludworth, a Show vice president and past officer in charge of the Judging Contest Committee, was impressed with the enthusiasm of the contestants in the poultry judging event. “Perhaps it was because it is a real hands-on experience with live animals that makes it so special,” said Bludworth. “The excitement and confidence shown by even the youngest competitors was infectious. The real-world experience that competitions such as this provide was confirmed in a conversation I had with the parents of one of the competitors about the type of employment opportunities that exist for them when the students graduate.”

The poultry industry is certain to grow, as health-conscious Americans are extremely interested in consuming more poultry products. Texas A&M University graduate students assisting with the contest agree that poultry science majors can look forward to positions in processing plants

and hatcheries, as well as marketing and public relations in the poultry industry. Events such as the Show’s Poultry Judging Contest offer broad learning opportunities for students of any age by enabling them to learn a comparative process that requires keen observation. 



Memorial Tribute:

Tommie Vaughn

By Teresa Ehrman

He owned one of the leading Ford dealerships in Texas for more than five decades. He led one of the country's premier civic and charitable organizations. And, he was co-captain of the legendary 1939 Agricultural and Mechanical College of Texas (now Texas A&M University) National Championship football team.

Tommie Vaughn was an icon by anyone's standards — except his own. He thought of himself as a common man. However, a glimpse into his remarkable 87-year life reveals Vaughn was anything but common.

The man with hands of steel and a heart of gold led a life much greater than he ever dreamed possible. Born in Brownwood, Texas, Vaughn earned a degree in finance and marketing from the Agricultural and Mechanical College of Texas, where he also served as battalion commander with the rank of cadet major in the Corps of Cadets. He later served as a pilot and captain in the U.S. Army Air Corps.

Vaughn became a member of the Houston Livestock Show and Rodeo™ in 1957 at the urging of friend Stuart Lang, who later served as a Show president. Vaughn earned his first gold


badges on the Corral Club™ and Parade committees and was elected to the organization's board of directors in 1961. Eight years later, he was named a vice president, serving as officer in charge of the Swine Auction, Commercial Exhibits, Transportation and Parade committees.

Vaughn served as the 10th Show president — from 1973 to 1975 — an era marked by significant growth. A building expansion program resulted in completion of a state-of-the-art site for the Horse Show — the 4-acre, \$4 million Astroarena, as well as a covered walkway to the Astrohall and additional exhibition space. In addition, the Show presented almost \$100,000 in direct scholarships, livestock premiums totaled an astounding \$400,000, and international visitors topped 1,000.

Big-name entertainers also showcased the annual Houston Livestock Show and Rodeo under Vaughn's leadership, in part due to some old-fashioned negotiations with friend and fellow Show leader Louis Pearce. Vaughn and Pearce met with Elvis Presley following one of his Las Vegas shows, successfully persuading him to headline the Show. "Tommie was a phenomenal leader of the Show and wonderful friend," Pearce remarked. "He had an amazing influence and impact on the Show that has lasted for years."

One of the most notable additions to the Show during Vaughn's term was the first World's Championship Bar-B-Que Contest — an event pioneered by Vaughn that has grown into a massive extravaganza with a reputation that transcends U.S. borders. "This event was always so important to him," said Jim Janke, lifetime vice president and Vaughn's son-in-law. "He served as a judge for many years and loved to see it grow into such an enormous facet of the Show."

Vaughn's love for the organization dedicated to supporting youth and education went much deeper than most people realized. "He never would have gone to college had he not received a football scholarship," said Jeanie Janke, Vaughn's youngest daughter, who has been actively involved in the Show for more than 30 years. "He worked from a very young age supporting his brother and mother, so he truly loved being part of something so committed to supporting kids."

There is no doubt Vaughn's family members will continue their close kinship with the Show, despite his death on July 8, 2005. Vaughn is survived by his wife of 62 years, Helen, who has been an active volunteer for more than 50 years; daughters Kay Holloway and Jeanie Janke, both past committee chairmen; and four grandchildren, who continue the tradition of dedicating themselves to an organization that was so richly touched by their grandfather. 

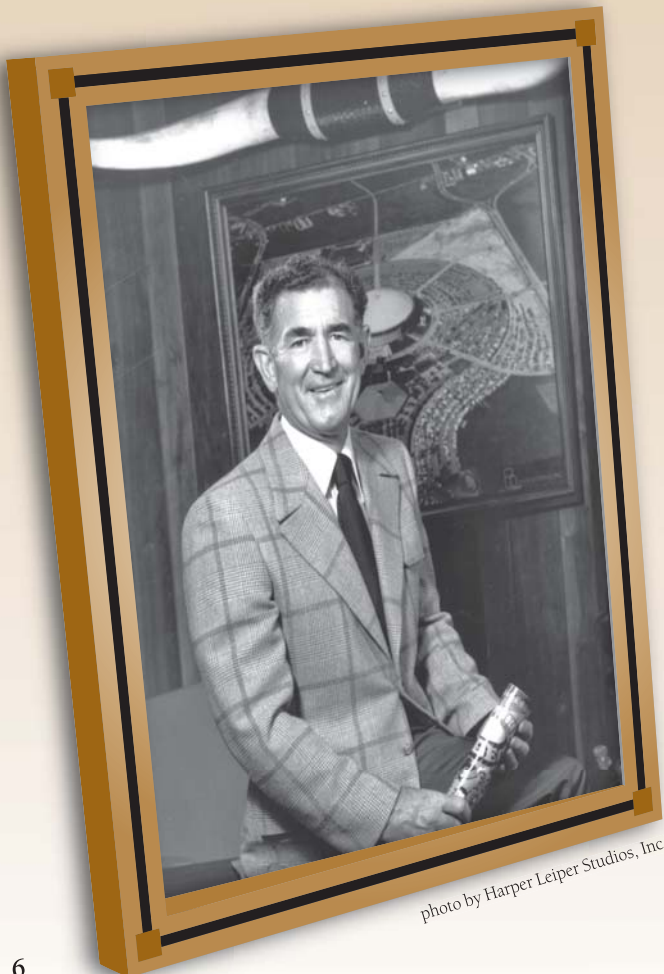


photo by Harper Leiper Studios, Inc.

Armed Forces Salute

By Beverly Aycock

The Houston Livestock Show and Rodeo™ rolled out the red carpet to welcome military officers representing all branches of the U.S. Armed Forces during the Show's Armed Forces Salute March 3, 2005. This special tribute allowed Houstonians to express a Texas-sized dose of heartfelt emotion and solemn appreciation to the uniformed men and women who have dedicated their lives to protecting American values and freedom around the globe.

Military officials landed in Reliant Park's urban venue with the zest of soldiers engaging in battle. Command Sgt. Maj. Lawrence W. Holland envisioned this combination of cowboys, civilians and Armed Forces representatives as an opportunity to formally honor U.S. military personnel and their families while simultaneously educating them about the tireless commitment of the Show's nearly 17,000 volunteers, staff, and the kids who reap the benefits of this dedication.

Strategic planning made possible an array of insightful activities for the military honorees, who were introduced to agricultural science projects,



livestock exhibits, military components displays, an International Committee guests' luncheon, Lil' Rustlers Rodeo, the grand entry, the famous calf scramble and an unforgettable military induction ceremony. An appreciative tip of a cowboy hat, warm handshakes, hugs and numerous ovations were common gestures displayed by Show visitors. The visiting military leaders responded with amazement at the enormity of the world-famous Rodeo, the magnitude of its philanthropic endeavors, and the genuine depth of the city's overwhelming hospitality and patriotism.

Honor, valor and service soared to new heights when the Rodeo guests, accompanied by singer Lee Greenwood, visited patients at the Michael E. DeBakey VA Medical Center. Greenwood, a 16-year veteran of worldwide military entertainment, was emphatic in his comments to the patients. "I am grateful for this time with you. You have each paid the price of freedom, and each of you has a personal triumph and challenge. God will see you through your struggles. I am privileged and honored by your lives and service. May God bless you and the military leaders who are here with us today," he said.

Assistant Secretary of Defense Thomas F. Hall delivered words of encouragement and wisdom to Houston Livestock Show™ junior exhibitors during an awards ceremony. He recounted his childhood dream to become a pilot, even though he had never flown on a plane. After working as an oilfield roughneck until he had saved enough money to



buy a train ticket to Washington, D.C., Hall boarded the train with a sack lunch, \$30 in his pocket and all of his personal belongings in a cardboard suitcase. Upon arrival, only he and his cardboard suitcase remained. He walked through the capital city to the highway, hitchhiked to Annapolis and walked the last miles to the steps of the U.S. Naval Academy, where he began his military career. His story reminded the leaders of tomorrow that belief in one's self, personal dreams, hard work and perseverance can lead to a great future full of meaningful experiences.

Similar words resonated throughout Reliant Center as Sgt. Maj. Carl Christian spoke to a young audience, stating, "Be your best at every job you attempt."

Sgt. John J. Leonard, Jr. promoted the importance of traditional American family values, encouraging young listeners "to sit down for dinner and care for your family."

The Lil' Rustlers Rodeo brought an unexpected gift to U.S. Navy Vice Adm. John G. Cotton and other visiting dignitaries. Mentally and physically challenged youngsters set aside their personal struggles and exuberantly spent the afternoon as rodeo celebrities — riding and roping in the dirt at Reliant Stadium. The soldiers were humbled as they witnessed this display of heroism from these special children. Master Sgt. Donald P. Dahlheimer said, "There is quite a gold mine here in Houston, and these lil' rustlers are the gems."

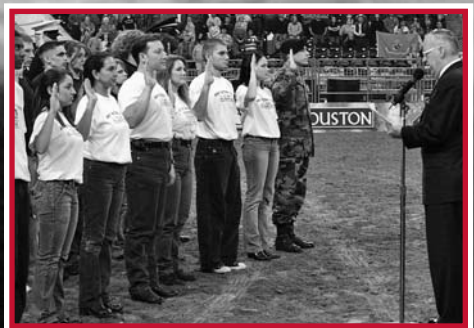
Revelry spread throughout Reliant Stadium as the top brass Grand Entry wagons entered the arena and announced the official beginning of the evening's Armed Forces Salute. Flag-waving spectators cheered continuously for these deserving patriots. At mid-show, military guests were invited to the arena floor to assist 44-year Rodeo veteran

Bill Bailey with the hats-off start of the calf scramble. Soldiers were amused by the apparent lack of parade ground perfection and the less-than-organized tactical procedures of this event involving 28 determined students and 14 energetic calves.

The RODEOHOUSTON™ audience cheered as 48 Armed Forces recruits were escorted into the arena to take the oath to defend the United States of America with their lives against foreign and domestic enemies. Secretary Hall administered the oath on behalf of President George W. Bush and Secretary of Defense Donald H. Rumsfeld, which was followed by cheers and a standing ovation for the recruits.

Entertainers at the March 3 performance all had been involved in military tours around the globe. Along with Greenwood, Neal McCoy and the Charlie Daniels Band brought the crowd to its feet with their personal, emotion-packed musical tributes to America's protectors of freedom. According to McCoy, his Armed Forces performances are among his most treasured career moments.

RODEOHOUSTON's salute to the Armed Forces left civilians humbled by each soldier's sacrifice and certainly added an exciting element to the 2005 Houston Livestock Show and Rodeo. 🇺🇸

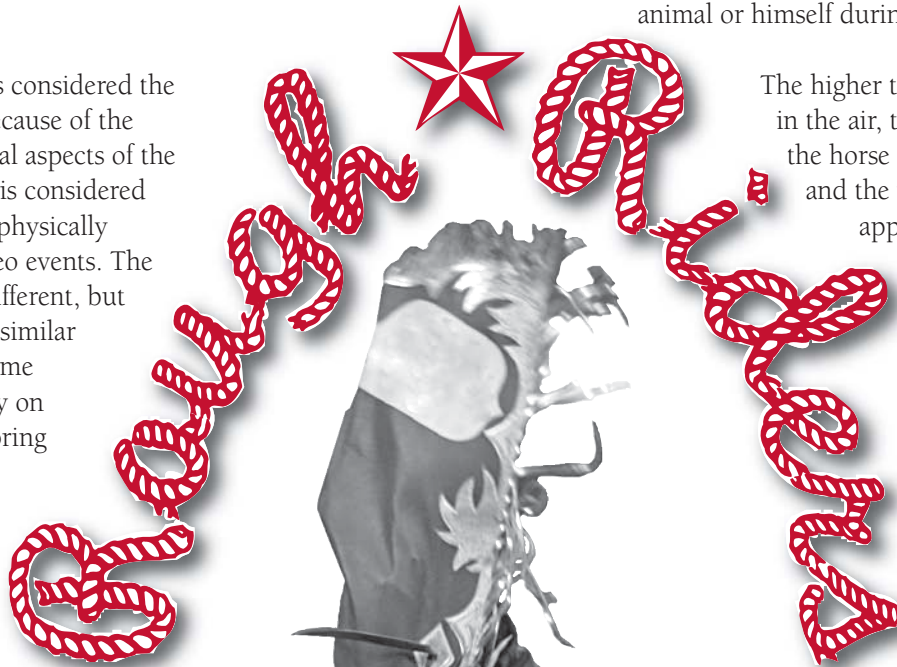


Imagine sitting on a fence rail alongside a half dozen ranch hands as the dusty, hot wind is blowing. Although scared, everyone is itching to get on that saddle and ride that wild horse longer and with more flair than everyone else. The one who holds on with the most style garners the greatest respect.

Breaking a wild horse used to be just a job, but it evolved into an art form and a way of life — called saddle bronc riding. As cowboys became more sophisticated at saddling a wild horse, the daredevils in the group raised the stakes and made it more challenging by taking away the saddle — hence the birth of bareback riding.

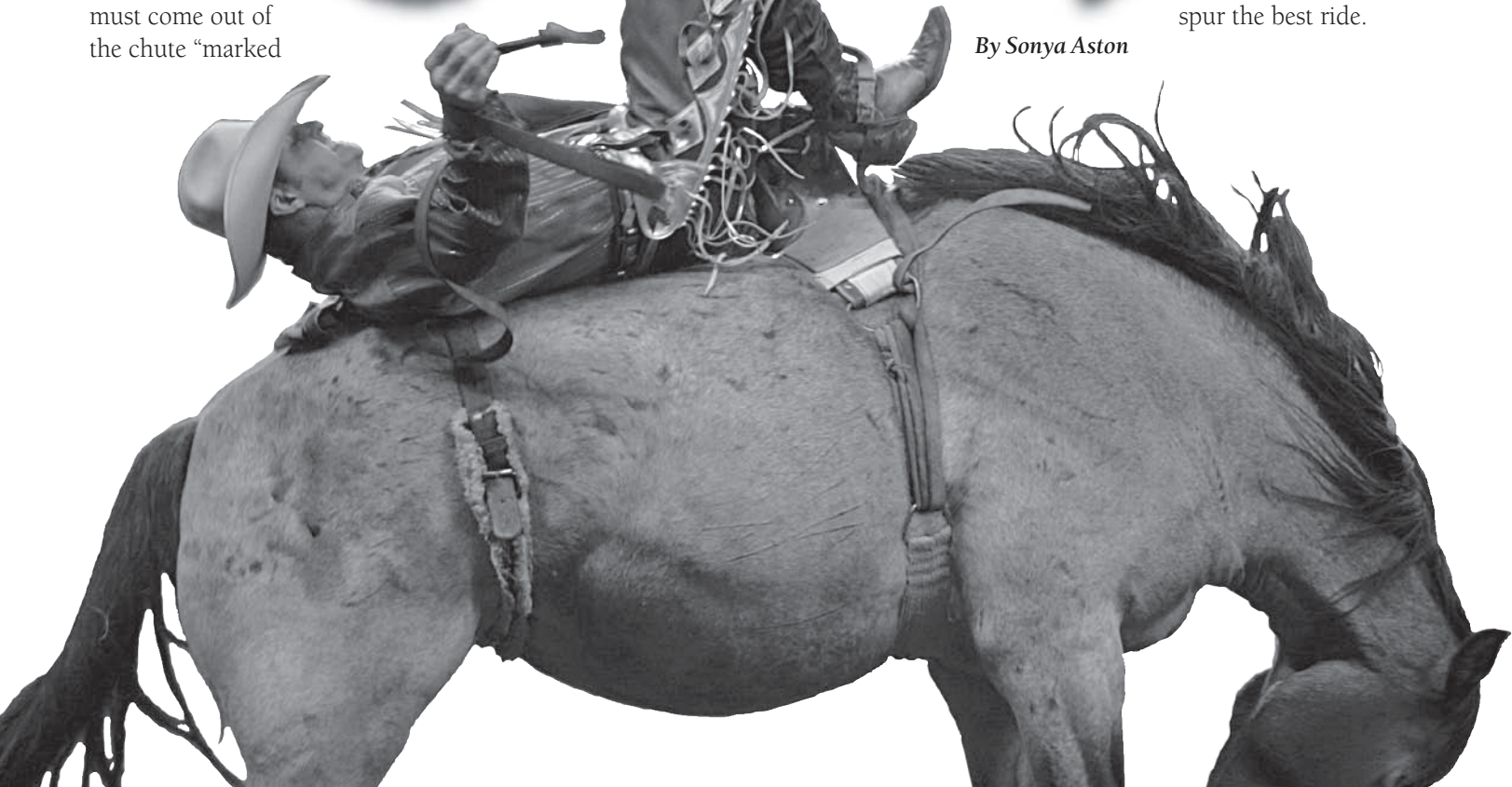
Saddle bronc riding is considered the classic rodeo event because of the historical and technical aspects of the ride. Bareback riding is considered by many as the most physically demanding of all rodeo events. The rides are physically different, but they are governed by similar rules and share the same basic philosophy: Stay on for eight seconds. Scoring is measured by the bucking action of the horse and the rider's spurring action and control. Each competitor must come out of the chute "marked

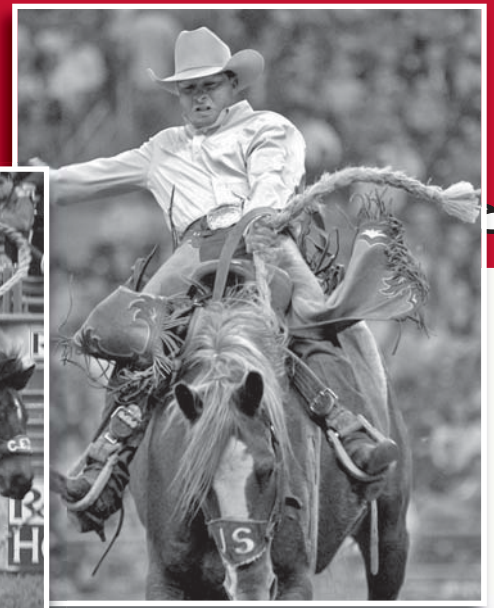
out" — both heels must touch the horse above the point of its shoulders from the time it leaves the chute until just before it lands its first jump. If the rider misses his mark, he receives no score. Adding to the challenge of hanging onto a wild bucking horse, a rider must have one free hand that cannot touch the animal or himself during the eight-second ride.



The higher the bucks, the more twists in the air, the more underbelly the horse shows while bucking, and the more a rider spurs and appears to be in rhythm with and in control of the animal, the higher the score. Spurring must be done with each jump or buck of the horse, which can be as many as 13 or 14 times during an eight-second ride. Because the horse's actions account for half the score, the cowboy works with the horse to spur the best ride.

By Sonya Aston





When asked what a perfect horse might be, each cowboy gives basically the same answer. Seven-time world champion cowboy Dan Mortensen summed it up best, “There is no such thing as a perfect horse. You are ready for whatever comes your way.”

Obtaining the skills to win requires a lot of practice and training. A cowboy’s training is often on the job, either working a ranch or competing in a rodeo. According to eight-time Canadian champion Rod Hay, who also finished third in the world on two occasions, “Riding bucking horses is like an art form. There is an infinite amount to learn. I learn every day.” Top riders make 75 to 100 rodeos a year, developing their talent and skill with each ride.

Getting ready for the ride, the saddle bronc rider sets his face, nods and bursts out of the chute on a saddle without a saddle horn. He hangs on to one rein about an inch-and-a-half wide and puts his other hand high in the air. Because he is attached to his horse only by a rein, he must rely on his sense of balance and rhythm to keep him in the saddle. “At the top of the jump, you need your body back and your feet in front. You are working with the horse, not against it,” said Mortensen.

By lifting on the rein, squeezing with the knees and spurring with sweeps of his feet to the back of the saddle as the horse bucks, and then snapping his feet forward to the horse’s neck as the horse’s front feet strike the ground, the rider leverages himself down into the saddle. All the time, he must keep the rein in his hand and his feet in the stirrups with his toes pointed away from the animal — for an optimal score. Apparently, it is just a matter of practice. “Once you get trained, it is the easiest. You can eat a sandwich while you are out there,” said the confident Mortensen, with a grin.

A bareback rider, on the other hand, grimaces, nods and explodes out of the chute without a saddle. He has shoved his gloved hand into his rigging, a suitcase-like handle attached to a small, double-thick leather pad, with his other arm in the air for balance. As the horse jerks and slams the rider with its body, the bareback rider must rely on his strength and timing to hold himself on the horse for eight seconds. While the horse bucks, the rider pulls his knees toward his chest, dragging his spurs across the horse’s shoulders. As the horse comes down, the rider extends his legs forward, snapping them onto the horse’s shoulders. The higher and wilder a bareback rider spurs, the better the score. A cowboy competing in bareback takes a lot of punishment on his arm, neck and back due to the power and quickness of the bareback horse. Cody DeMers, the 2005 **RODEOHOUSTON™** bareback champion, rides both saddle bronc and bareback. “The difference between a saddle bronc ride and a bareback ride is the difference between working out and getting beat up,” mused DeMers.

According to DeMers, the way to win a competition is by “keeping your chin down — you go where you look. So you look down to the rigging to help control the ride.” The more laid back — in a physical sense, not an emotional state — a rider is, the easier it is to show off the spurring legs.

A two-time second place finisher in the world championships, bareback rider Scott Johnson, agreed. “If you have a perfect ride, you are only moving your legs,” he said. As with saddle bronc riding, balance is key with bareback riding.

With or without a saddle, this cowboy philosophy can be taken to heart: be prepared, trained, balanced and emotionally connected with the animal. It is bound to be a winning day. 🐾

A Ritch

By Melissa Kaplan



The World's Championship Bar-B-Que Contest helps kick off the Houston Livestock Show and Rodeo™ each year, with contestants cooking up thousands of pounds of delicious barbecue and side dishes. The event, which draws approximately 150,000 guests over the Thursday, Friday and Saturday preceding the Show, features more than 300 competitive cooking teams and covers everything from chicken to brisket. It is home to big grills, big talent and some very big hearts.

For years, World's Championship Bar-B-Que Contest teams have welcomed groups of individuals with special needs to their tents for a few hours of excitement, entertainment and lunch. Groups come from schools in Houston and nearby communities, including Katy, Spring, Tomball and Galveston. Individuals vary in age from toddlers to adults, but when they step inside those tents to find clowns, jugglers and magicians waiting, they all have one thing in common: ear-to-ear grins.

World's Championship Bar-B-Que contestant Red Ritch remembered how this now-annual tradition started. About 20 years ago, Ritch and his team were relaxing in their booth on the Friday morning of the contest. As Ritch sat observing the activity on the contest grounds, a group of children from a special-needs school walked past, accompanied by their chaperone and bus driver, Cindy Self. Thinking on his feet, Ritch grabbed a 5-pound box of candy that one of his supporters had given him and distributed it to the kids. Their chocolate-stained smiles grabbed his heart and have never let go.

Two decades later, Ritch's team now occupies three spots at the contest and uses every inch of space to accommodate the more than 300 "VIP guests" who visit on the Friday morning of the contest. Over the years, Ritch has watched the event evolve into an entertainment extravaganza, to the great delight of all who see it. He and a local radio personality host the event, amusing audiences with a variety of jokes and gags.

"This event has gotten bigger and better each year," Ritch said. Each year, these special-needs students have the opportunity to enter a picture into an art contest. Ritch chooses his favorite picture — not always an easy task — and that picture

Tradition

Photos Courtesy of Red Ritch

is printed onto hundreds of T-shirts, with one shirt going to each guest. The person who drew the picture receives a different-colored T-shirt, signifying this very special achievement. Invariably, the young artist glows with pride for the entire day. After the entertainment, the group sits down for a Texas-sized lunch of burgers and hot dogs, and everyone leaves Ritch's Raiders' VIP event with a goody bag full of "fun stuff," from pencils and erasers to bells and whistles.

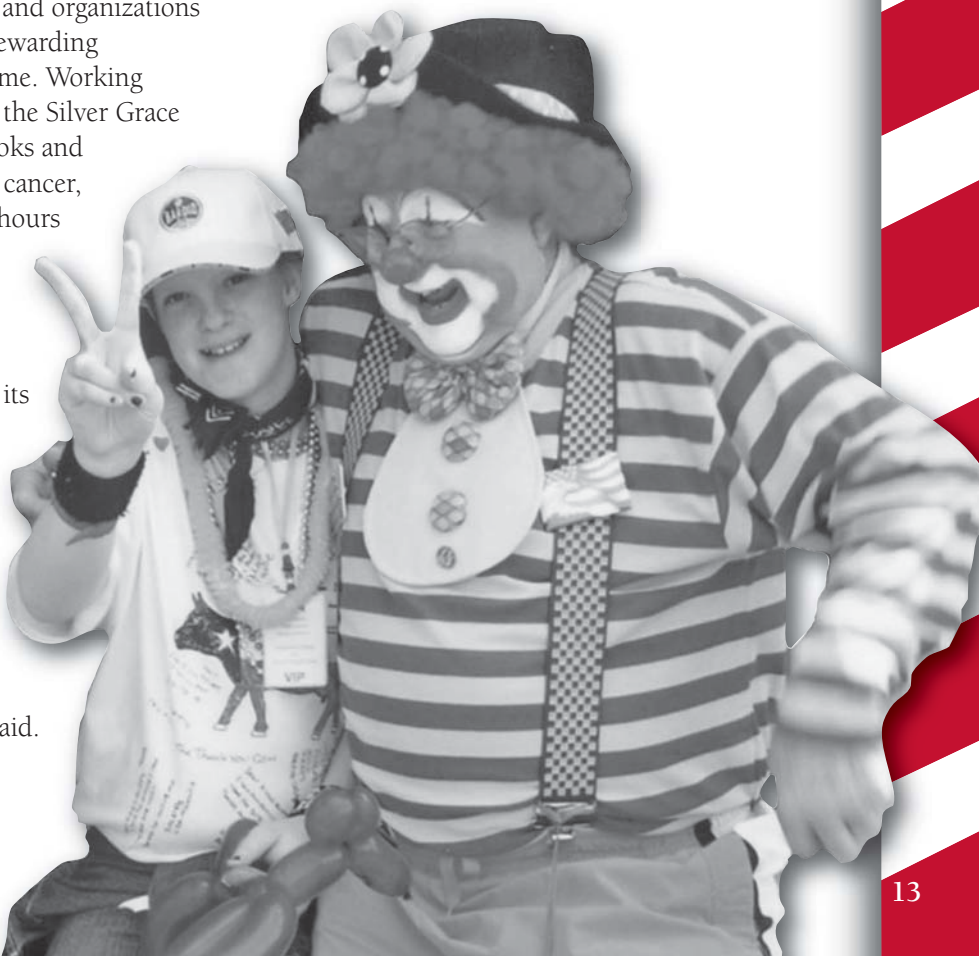
Ritch is reluctant to take credit for the success of the event. "So many groups and individuals play a huge role in making this happen," he said. It has become a community event, with members of the Houston Police Department arriving with a helicopter and representatives of the Houston Fire Department letting kids of all ages check out a real hook-and-ladder fire truck. Other teams pitch in as well, helping with everything from coordination to cooking.

Members of Bill Gaskey's Bottomless Pit team greet the groups as they arrive on buses and help seat them in the tent. They hand out Mardi Gras beads and other party favors, and otherwise make sure that everything is running smoothly. "We're grateful to have the opportunity to help," said Gaskey, regarding his 18-member group's commitment to the event.

Regarding the vast community involvement, the detailed planning and the sheer number of special-needs guests who attended in 2005, Ritch said, "This event has gone far beyond what I ever anticipated. I never imagined it could get to be this big." What started as distributing candy to a handful of kids has turned into a veritable three-ring circus that entertained and fed 357 very special people in 2005.

Several other teams work closely with schools and organizations for individuals with special needs to create a rewarding experience with memories that will last a lifetime. Working closely with the Ronald McDonald House and the Silver Grace Hope Foundation, Marck Cotham and the Hooks and Crooks barbecue team welcome children with cancer, as well as their parents and siblings, for a few hours of relaxed fun and amusement. The team also works with Casa Juan Diego, a nonprofit organization that supports the children of recent immigrants to the United States. At the end of the contest, the team arranges for all of its unserved food to be delivered to local shelters and soup kitchens.

The 2005 World's Championship Bar-B-Que Contest was true to its traditions, attracting intense competition, yielding incredible culinary feats and delighting hundreds of very special faces on Friday morning. Cotham summed up the experience: "It's like putting on Christmas Day for these kids," he said. "And every year after they leave, we all stand around and look at each other and say, 'That's why I'm with this team.'" 



2006 Show Update

Here we go again. Time to saddle up and prepare for the arrival of the world's largest livestock show and rodeo. The 2006 Houston Livestock Show and Rodeo™ has lots to offer. Here is a preview of what's to come...

Barnyard Babies

Experience the miracle of life, right before your eyes! Located in Destination: AGVENTURE, the Barnyard Babies Birthing Center will feature live births from various species of livestock. Stop by to visit the newborns, watch as they take their first steps, see how their mothers nurture them and witness how they react to the world.

Project: Show Pride!

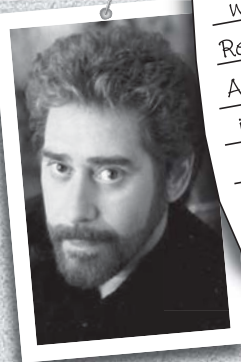
Learn about the Show's rich history and many contributions to the community as you walk through this new exhibit to be located in the lobby of Reliant Center, highlighting the Houston Livestock Show and Rodeo throughout the years and its ties to agriculture, education, entertainment and Western heritage. Visitors will experience the diversity of the Show since its beginning in 1932.

Peruvian Horse Exhibition

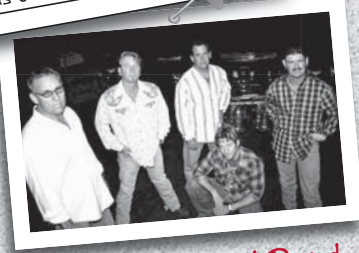
The Peruvian Horse will be on display at the 2006 Show, adding even more international flare. The exhibit will be located adjacent to the main arena in Reliant Center and will highlight the culture and traditions of Peru. You can see these beautiful horses as a specialty act in Reliant Stadium on the weekends before the star entertainer. They will perform daily in the Reliant Center main arena at 6 p.m. weekdays and 7:30 p.m. weekends. Texas ladies ride these high-stepping horses side saddle. It is a sight to see!

Membership Dance

The 2006 Membership Dance will be held in The Hideout in Reliant Astrodome, Friday, Feb. 17. All members will receive an invitation for two for this Show kickoff, featuring Earl Thomas Conley, with special guest, Texas Unlimited Band.



Earl Thomas Conley



Texas Unlimited Band

Homecoming

The 2006 Houston Livestock Show™ will serve as a homecoming, as this will be the first time in more than 20 years that all junior market animal events will be held on Show grounds. In previous years, various junior market siffs (pre-judging) were held at off-site locations.

Open and Youth Livestock Show Additions

Youth Boer Goat Show
Youth Dairy Goat Show
Bravado Cattle Show
Dexter Cattle Show
Miniature Hereford Cattle Show

4-H and FFA Judging Contest Additions

Floriculture
Nursery Landscape
Wool

The Spring 2006 Issue of the "H Magazine" will feature everything you need to know about the 2006 Show: the daily schedule, directional maps and the long-awaited 2006 RODEOHOUSTON™ entertainer list.

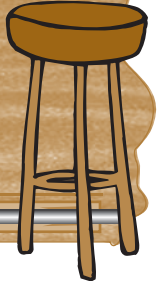


in the Main Corral Club ...

MEMBERS ONLY



The Main Corral Club, located on the second floor of Reliant Center, features live music during the Show on Thursday, Friday and Saturday nights after the Rodeo performances. Visit www.rodeohouston.com or www.hlsr.com for times and dates of performers.



DJ & Western Swing Bands

Thursdays
noon to midnight



Back at the Ranch



Miss Leslie and Her Juke-Jointers

DJ & Country Dance Bands

Fridays and Saturdays
noon to 1 a.m.



The Honky Tonk Heroes



Mark Miller and the High Life Band



at The Hideout ...

For the second year in a row, The Hideout will be housed on the floor of the Reliant Astrodome, and it will be the place to go for "Dancin' in the Dome." Visit www.rodeohouston.com or www.hlsr.com for times and dates of performers. The following artists are scheduled to entertain:

**LIVE PERFORMERS
& DJ MUSIC**
Daily, 6 p.m. to midnight
*Special performances on
Black Heritage and Go Tejano days.*



Jason Allen



Tommy Alverson



Jason Boland &
The Stragglers



Bobby Flores



Kyle Hutton



Zona Jones



Sheila Marshall



Rich McCready



Rick Monroe



Gary P. Nunn



Jamie Richards



Kazzi Shae



The Skeeters



Texas Unlimited Band



Templeton Thompson



Big Al White



Kyle Wyley

Rodeo Days

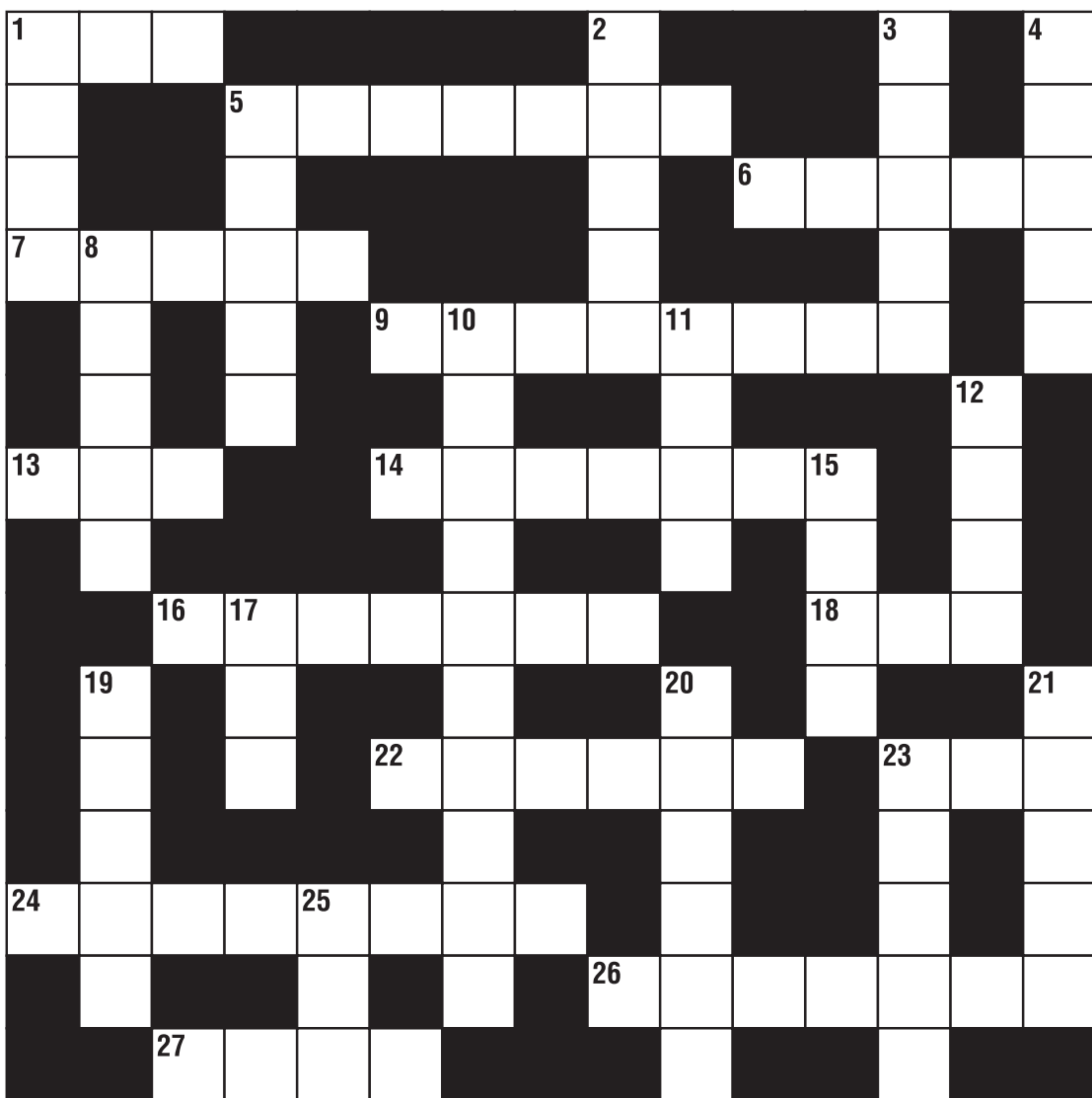
By Nan McCreary

ACROSS

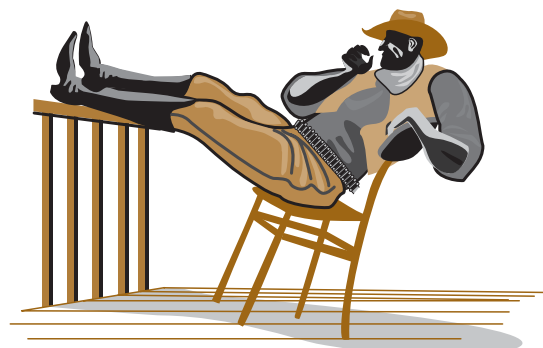
- 1 Sheep talk
- 5 POPular rodeo snack
- 6 Flashy foot gear for cowhands
- 7 28th state in the Union
- 9 RODEOHOUSTON™ event for calves and kids
- 13 Hog at the races
- 14 Horse or car
- 16 Fowl feather friend
- 18 Barbecue favorite
- 22 Prickly plant
- 23 Traditional (iced) beverage of Texas
- 24 Little cowboy
- 26 Park for the Show
- 27 Snack for Mr. Ed

DOWN

- 1 Cowboy necessity; worn by the "Bowlegged H"
- 2 Where the rodeo action is
- 3 Holding pen for rodeo athletes
- 4 Cow catcher
- 5 Rodeo ____, place to find good food during Rodeo days
- 8 Performer shook up the Astrodome and held the Rodeo attendance record until 1978
- 10 Cookie's home on the range
- 11 Word to describe an angry bull
- 12 Wooly wee one
- 15 Filly
- 17 Ten-gallon head topper
- 19 Brangus without the Brahman
- 20 Gobbler at the auction
- 21 Horse of multiple colors
- 23 Lone Star native
- 25 School ____ (auction favorite)



Answers found in
Rodeo Roundup on page 21.



Rodeo Operations Committee

By Amy Mackay



Although 2005 was the Rodeo Operations Committee's inaugural year at the Houston Livestock Show and Rodeo™, this hardworking and dedicated group of volunteers has, for years, been a fixture at the Show as the Facility Services Committee's setup subcommittee. After the 2004 Show, the setup subcommittee branched off from Facility Services to become the Rodeo Operations Committee, with Ron Roberts serving as the committee's first chairman.

"Our committee's primary function is to assist [the Show's] full- and part-time Buildings and Grounds staff with the required setup, tear down and move functions required to make the Show happen," Roberts said. "By doing so, we reduce the number of paid employees required for the Show's setup, saving 6,000 man-hours and an estimated \$60,000 in payroll expenses each year."

Most Rodeo Operations Committee members are skilled construction personnel or heavy equipment operators, so they are able to help out where needed without extensive training. One committee task is to set up the livestock show — moving dirt and arranging steel panels to create cattle ties and sheep and llama pens in Reliant Center. They also assist in the setup of RODEOHOUSTON™ by preparing the dirt floor in Reliant Stadium and setting up the bucking chutes, roping boxes and pens on the stadium floor. Several committee members also assist in the Buildings and Grounds office during the Show. These volunteers answer phones and perform office duties.



One committee responsibility that most members consider a privilege is setting up the stage for concerts at each RODEOHOUSTON performance. A group of volunteers helps move the stage into place on the Reliant Stadium floor and connects the stage's electrical and sound cabling, then stays behind to disconnect and put the stage away following each performance. Hours worked in this capacity do not count toward the volunteers' required shifts, but most are eager for the opportunity to spend a few hours on the stadium floor at RODEOHOUSTON.



Most of the Rodeo Operations Committee's work begins two weeks prior to the Show, with two eight-hour shifts per day, seven days a week. During the Show, fewer volunteers work each of two shifts per day, but the committee's office in the "Hay Barn" section of the Buildings and Grounds facility is staffed from 7 a.m. to 11 p.m. each day during the Show. Then, Rodeo Operations Committee volunteers are on-site for one eight-hour shift each day for a week following the Show to break down and store the Show's equipment. Each of the committee's 112 volunteers is required to work five eight-hour shifts over this six-week period to earn a gold committeeman's badge.

"The Rodeo Operations Committee is a very unique group at the Show, in that they act as our own in-house construction company," said Howard Cordell, a Show vice president and officer in charge of the committee. "Their combined skills and knowledge ensure that we are set up and ready to go on opening day and that we continue to run smoothly for the duration of the Show. It is certainly fitting that they are now an official committee and get the recognition they most definitely deserve." 

LANCE and CARA BERKMAN Hit Home Run With the Show

“Grand Slam” Lance Berkman of the Houston Astros and his wife, Cara, have teamed up with the Houston Livestock Show and Rodeo™ GALLOP Committee as honorary vice chairmen of the committee.

GALLOP is short for “Gifting and Lifetime Legacy Opportunities.” The committee’s purpose is to implement a planned giving program to benefit youth and education through the Houston Livestock Show and Rodeo. The Houston Livestock Show and Rodeo Endowment Foundation provide a way for those who love the Show to support the organization through their estate and tax planning.


“This committee has had the good fortune of spectacular leadership from the executive members, committee members, staff and the former chairman, Beth Woehler. In order to keep our momentum building, we added the endorsement from a heavy-hitting grand slam champion,” said Ty Whitcomb, chairman of the GALLOP Committee.

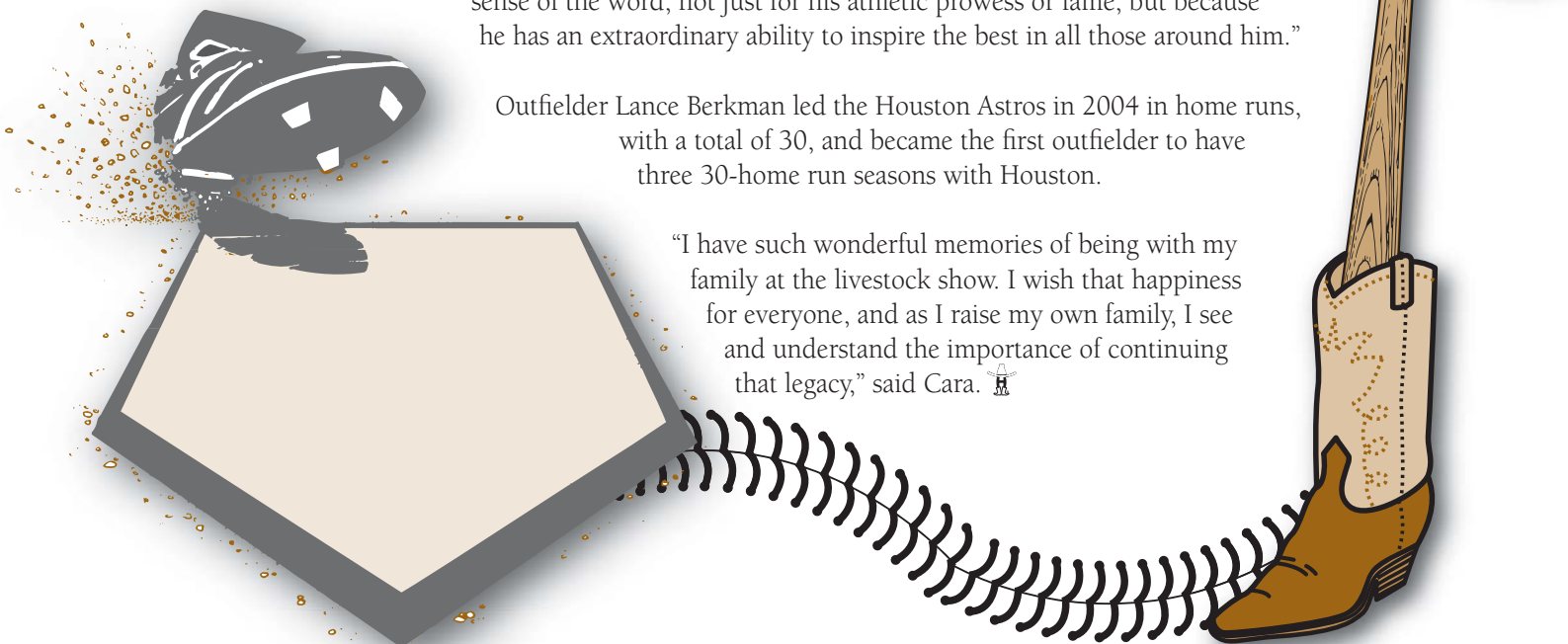
That is exactly what he found in the Berkman team. Lance and Cara stepped up to the plate when they learned of the GALLOP Committee and wanted to be team players, helping to build the legacy program at the Houston Livestock Show and Rodeo that supports the community and Texas youth.

“Our goal is to help promote the awareness of the Houston Livestock Show and Rodeo endowment and planned giving program that benefits the mission and children of the livestock show,” said Lance.

“I am extremely grateful to Lance and Cara for joining us,” said Whitcomb. “Lance is a champion in every sense of the word, not just for his athletic prowess or fame, but because he has an extraordinary ability to inspire the best in all those around him.”

Outfielder Lance Berkman led the Houston Astros in 2004 in home runs, with a total of 30, and became the first outfielder to have three 30-home run seasons with Houston.

“I have such wonderful memories of being with my family at the livestock show. I wish that happiness for everyone, and as I raise my own family, I see and understand the importance of continuing that legacy,” said Cara. 



Third-Year Committee Chairmen

PROFILES

By Marshall Smith III



David Baker — Corral Club™ – Chute Club

In 1984, David Baker joined the Show as a life member. He served on the Souvenir Program Committee for five years before he began volunteering for the Corral Club – Chute Club and the World's Championship Bar-B-Que committees. David's wife, Coleen, is a member of the School Art Committee. They have two daughters, Rachel and Leah, who are Corral Club volunteers. David is a design/CAD manager with GustoMSC Inc. He likes to travel and ride motorcycles.



Harry Brinkman — Graphics and Signage

Harry Brinkman joined the Show in 1993 as an annual member and later became a life member. In 1994, he joined the Graphics and Signage Committee where he served as captain and vice chairman before being named chairman. His wife, Lois, and daughter Chastity also are members of the Graphics and Signage Committee. Their daughter Amanda is a student at Blinn College. Harry is employed with Halliburton as an IT manager. In his spare time, he raises and shows Paso Fino horses.



Richard Butler — Poultry Auction

In 1992, Richard Butler became a member of the Show. That same year, he began volunteering for the Poultry Auction Committee. He has served as a captain and a vice chairman of the committee. He is married to Shelly, and they have two sons, Ryan and Matthew. Richard holds the position of vice president and broker for Coleman Insurance Brokers of Texas, LP. In his spare time, he enjoys fishing, golfing and traveling.



Ronald E. Gulihur — Corral Club – Main Club

In 1996, Ronald E. Gulihur joined the Show as an annual member, and, in 1997, he began volunteering for the Corral Club – Sky Box, later named Corral Club – East Suites. He became chairman of the Corral Club – Main Club in 2004. Ronald also is a vice chairman of the Poultry Auction Committee. His wife, Renee, serves on the Corral Club – Suites East Committee and the Houston Metro Go Texan Committee Fort Bend/Stafford subcommittee. He is employed with Carter's Country Outdoor Stores. He likes to travel, hunt and golf.



Jeff Harris — Horse Show – Cutting Horse

Jeff Harris has been a life member of the Show since 1975. He has been involved with the Commercial Exhibits, Grand Entry and Houston General Go Texan committees, and served as the Houston General Go Texan Committee's chairman. Jeff also is a member of the Show's board of directors. His wife, Sherry, is a life member, and they have one son, Jake. Jeff is employed with Justin Boot Company. When he has time, he likes to ride horses and hunt.



Jim Janke — Wine Competition and Auction

Jim Janke has been a Show life member since 1977. A Show director, Jim was a Show vice president, chairman of the Parade Committee and vice chairman of the Breeders Greeters Committee, is a member of the Lifetime Vice Presidents Committee, and serves on the Executive Committee's Audit and Budget standing committees. His wife, Jeanie, is a life member and a past chairman of the Souvenir Program Committee. They have two sons: Kyle, a member of the Agricultural Mechanics and Breeders Greeters committees, and Kirby, a member of the Wine Competition and Auction Committee. Jim is general manager for Tommie Vaughn Ford.



Diane M. Johnson — Corral Club – Auctions and Receptions

In 1992, Diane M. Johnson joined the Show as a life member and began serving on the Corral Club – Auction and Receptions Committee. Diane served in several positions before being named chairman. Her husband, Lee, is a former chairman of the Corral Club – Equipment Committee and currently serves on the Corral Club – Special Services Committee. Diane is employed with Shell Trading (US) Company. In her spare time, she loves gardening, growing herbs and antique roses.



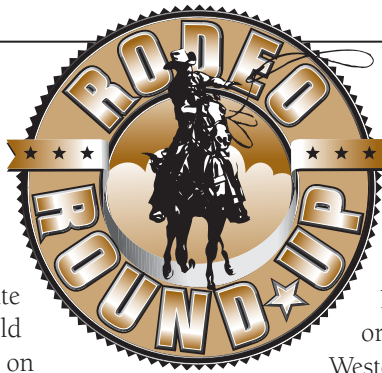
Kenneth L. Meyer — Agricultural Mechanics

Kenneth L. Meyer has been a life member of the Show since 1976. He started with the Ticket Trailer Committee and then moved to the Steer Auction Committee. Kenneth served in various positions on his way to becoming chairman of the Agricultural Mechanics Committee. He has two sisters, Pat Beavers and Pam Hoskins, and a brother, Joe Meyer. Kenneth is a partner with Southern American Insurance Agency. When he has some spare time, he likes to fish.



Robert M. "Mike" Moss — Corral Club – Club Level West

In 1980, Robert M. "Mike" Moss joined the Show as a life member. In addition to Corral Club – Club Level West, he serves on the Grand Entry and the Rodeo Ticket Sales committees. Mike is a member of two buying groups at the Show. His wife, Doris, is a vice chairman on the Directions and Assistance Committee. They have two sons, Jeff and Chad. Mike is president of Southwest Mower Service Center, Inc. He likes to hunt and fish.



★ **Department of Defense Presents U.S. Flag to Show**

In appreciation for the 2005 Houston Livestock Show and Rodeo™ Armed Forces Salute on March 3, the office of Defense Secretary Donald H. Rumsfeld presented the Show with a U.S. flag on July 28, 2005.

Command Sgt. Maj. Lawrence W. Holland, from the Office of the Secretary of Defense, was in Houston for the presentation of the flag, which previously flew over the Pentagon.



★ **Best Children's Education Program**

The June 2005 issue of H Texas Magazine rated the Show as having the "Best Children's Educational Program" in "The Best of H Texas 2005" article.

★ **Top Five Fair**

Travelers Advantage ranked the Show as number three in its ranking of top fairs, behind the State Fair of Texas and the Minnesota State Fair.

★ **Welcome New Staff**

- Suzanne Brack – Coordinator, Marketing
- Tanya Russell – Director, Wine Show
- Melinda Searcy – Coordinator, Special Projects
- Jenny Thiltgen – Coordinator, Go Texan

★ **Scholarship Alumni Association Update**

The Show is approaching 50 years of helping the youth of Texas achieve a higher education through scholarships. To help celebrate this landmark anniversary in 2007, the Show wants to locate all former scholarship recipients. Former Show scholarship recipients now can access a special online registration at www.rodeohouston.com/education.

★ **The Show With a Heart**

The Houston Livestock Show and Rodeo is often referred to as "The Show With a Heart." Show volunteers have shown their true colors as they have tirelessly donated their time and resources to help the victims of Hurricane Katrina at Reliant Park, the George R. Brown Convention Center and other shelter areas. Show volunteers have hearts as big as Houston.



★ **Western Art Committee Donates Original Commissioned Art**

On July 28, 2005, famed Texas artist John Austin Hanna personally delivered "Twister," the seventh original piece of art donated to the Show by the Western Art Committee. "Twister" is a saddle bronc rider in action.

The first six original pieces depict the other rodeo events: bull riding, bareback riding, barrel racing, tie-down roping, steer wrestling and team roping.



★ **The Show Provides Video Support for the "Oprah Winfrey Show"**

Oprah Winfrey taped a show from Reliant Astrodome on Tuesday, Sept 6, 2005, and Show staff were there every step of the way helping produce her show on Hurricane Katrina and the evacuees at Reliant Park. The Houston Livestock Show and Rodeo audio visual and broadcasting staff provided cameras, photographers, cabling and more, as well as an open door to the studio for the "Oprah Winfrey Show" staff.

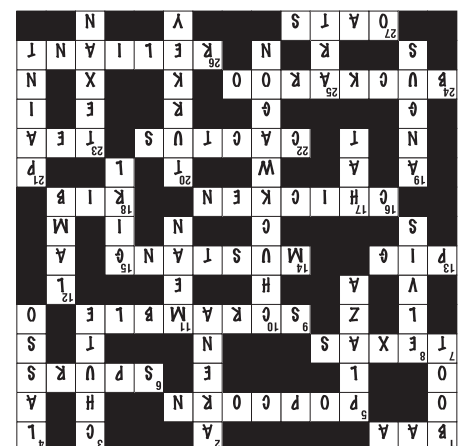
★ **Special Recognition**

The Houston Livestock Show and Rodeo was honored with the Fair, Festival or Special Event of the Year Award at the 35th Annual International Entertainment Buyers Association Conference in Nashville, Tenn., Oct. 4, 2005. Leroy Shafer, Show vice president and chief operating officer, and Rick Candea, managing director of sports and entertainment, accepted the award on behalf of the Show.

★ **Rodeo Days Crossword Puzzle Answers**

DON'T PEEK!

See Page 17



CALENDAR OF EVENTS

NOVEMBER

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

DECEMBER

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JANUARY

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FEBRUARY

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26	27	28				

NOVEMBER

- 5 Black Heritage – Fall Round-Up – International Ballroom, Houston
- 11 Aldine/Spring/Klein MGT – Spaghetti Western – Tumbleweed Street, Houston
- 18 Baytown/Highlands MGT – Brisket Sale – Baytown Optimist Club
- 18 Go Tejano – Fashion Show 2005 – Park Plaza Hotel, Houston
- 18-19 Alief/Southwest MGT – Brisket Sale – Great American Business Products, Houston
- 19 Houston General Go Texan Special Projects – Houston Championship Chili Cook Off – Traders Village, Houston
- 24-25 Thanksgiving Holidays – Show offices closed
- 26 Cypress Fairbanks MGT – Photos With Santa – Traders Village – Houston

DECEMBER

- 2 Orange County AGT – Orange Christmas Parade – Orange
- 10 Tomball/Magnolia/Montgomery MGT – Brisket Sale – Hildebrandt Processing, Tomball
- 15 NASA/Clear Creek/Friendswood MGT – Cowboys & Cowgirls Who Cook – Winter Hall Pavilion, League City
- 16-17 Lamar/Needville MGT – Brisket Sale – Needville KC Hall, Needville

JANUARY

- 7 Black Heritage – 13th Annual Black Heritage Western Gala – Reliant Arena, Houston
- 11 Conroe/Willis/The Woodlands MGT – Go Texan Dance – Johnny B. Dalton's, Conroe
- 15 Judging Contest Committee – Sports Stampede Fundraiser – Times Square Entertainment, Katy
- 20 New Caney/Splendor MGT – Annual Rodeo Kickoff Dance – American Legion Hall, Porter
- 21 Brazos County AGT – Brazos County Go Texan Dance and Auction – Texas Hall of Fame, Bryan
- 21 Crosby/Huffman MGT – Kickoff Dance – Rowdy Buck's Saloon Street, Crosby
- 21 Galveston Mainland MGT – Rodeo Kickoff Dance – Doyle Convention Center, Texas City
- 21 Katy MGT – KGT Annual Dinner Dance – Houston Farm and Ranch Club, Houston
- 21 Liberty County MGT – Go Texan Kickoff Dance – Trinity Valley Exposition, Liberty
- 21 Navarro County AGT – Annual Raffle – Fannie Mae Vernon Room, Corsicana
- 27-28 Crosby/Huffman MGT – Go Texan Weekend – Crosby Fairgrounds, Crosby
- 28 Deer Park MGT – Kickoff Dance – Campbell Hall, Pasadena
- 28 Houston General Go Texan Midtown – Diamonds & Scrubs Gala – The Rice, Houston

FEBRUARY

- 4 Go Tejano – Scholarship Dance – Arabia Shriners Ballroom, Houston
- 4 Humble/Kingwood MGT – Boots & Buckle Ball – Humble Civic Center, Humble
- 4 Lamar/Needville MGT – Boot Scootin' Ball – Fort Bend County Fairgrounds, Rosenberg
- 4 Houston General Go Texan Midtown – Rodeo in the Park – Kelsey-Seybold Clinic, Houston
- 18 Conroe/Willis/The Woodlands MGT – Go Texan Parade – Downtown, Conroe
- 21 NASA/Clear Creek/Friendswood MGT – Trail Ride Dinner Dance – Gilruth Center, Houston
- 23-25 World's Championship Bar-B-Que Contest
- 28 Houston Livestock Show and Rodeo™ begins

AGT – Area Go Texan Subcommittee MGT – Houston Metro Go Texan Subcommittee
 Visit the Web site at www.rodeohouston.com/calendar to view more information on these events, or to view additional events.



Houston Livestock Show and Rodeo™
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