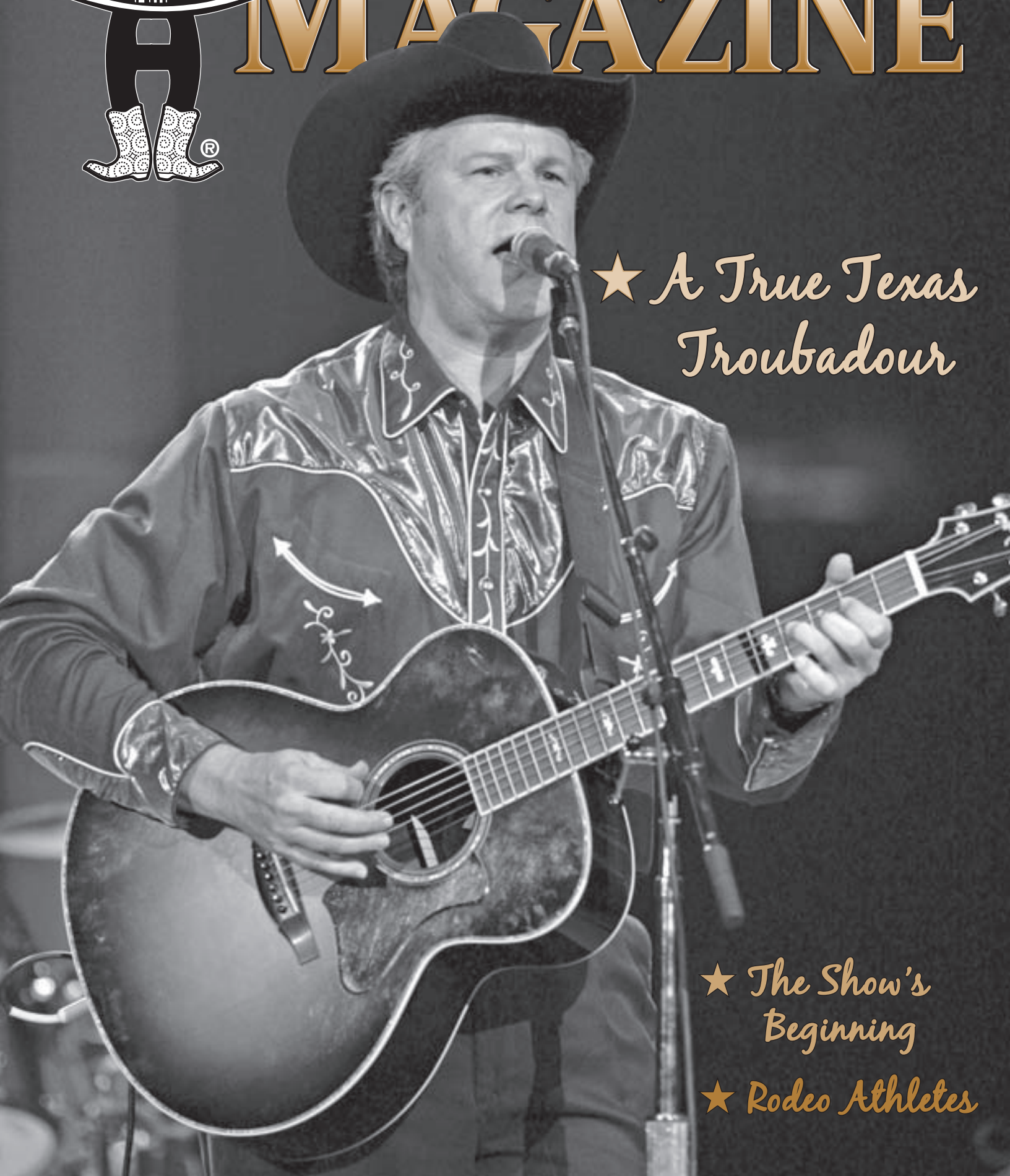
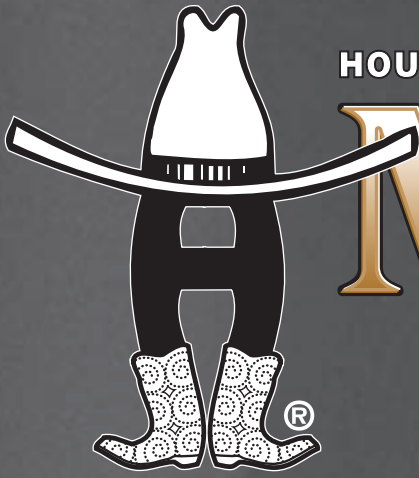


HOUSTON LIVESTOCK SHOW AND RODEO™

Fall 2006

# MAGAZINE



★ *A True Texas  
Troubadour*

★ *The Show's  
Beginning*

★ *Rodeo Athletes*

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### The Cover

*Native Houstonian Robert Earl Keen has graced the rotating stage of RODEOHOUSTON™ five times. Keen brings with him a unique sound that is true to Texas.*

## Houston Livestock Show and Rodeo™™™

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

I want to thank the many recipients of "Bowlegged H" Magazine that, after reading my article in the last edition, took the time to either call me or e-mail me with their very positive remarks. Encouragement and praise are rewarding and challenging to produce good results, and often better than monetary rewards. The very favorable comments reflect our mutual commitment to values, morals, ethics and a way of life that makes our organization so successful.

The officer assignments and committee chairmen have all been named and the committees are all hard at work preparing for the 2007 Houston Livestock Show and Rodeo™. The energy and excitement are unparalleled as we prepare for one of the largest charitable events staged anywhere in the world by volunteers. If you just stop and think about it, and you had never heard of our organization or attended one of our Shows, you could be overwhelmed, and say, "Where do we start?" We are going to prepare for more than 1.8 million people to share our facilities with us for 20 days. They are going to be moved in and out of Reliant Park in a safe and efficient manner, and they are going to be fed, entertained and educated while they are with us for a very reasonable cost. The experience will be one that families will brag about and enjoy for many years to come. Unmatched prices will be paid to junior exhibitors for their entries and they will be challenged to work hard in preparing to qualify for our events. As a result of all of this, many millions of dollars will be raised to support the education of Texas youth. All of society benefits from the volunteer efforts.

This is an especially exciting year as we celebrate our 75th anniversary and "The Year of the Volunteer." While we know that it is impossible to be able to adequately recognize how important each and every person is that makes our event such a success, we are going to spotlight for the world that we are a volunteer organization and how important that is to our success. There has been a committee established to both celebrate our anniversary and honor our members with special events and competitions. The committee is hard at work, and you will be receiving more specific information through mail

outs, e-mails and at your committee meetings. There will be many new events that will be a lot of fun and draw a lot of attention.

As we are beginning our meetings and catching up on tales with people that we have worked with for many years, and giving the rookies a rough time, there has been much work going on that we often do not know about and are unaware of. The staff has many challenges that the committee members do not have to deal with in preparing for and putting on the Show. Often, this starts with just getting into their offices and navigating around Reliant Center. Each day, they have to find the best gate to get in as they work around OTC, road race courses, concerts, festivals, trade shows and many other set-ups and tear-downs that attract large crowds to a facility that maximizes its use. The Accounting Department is still collecting money from last year, paying bills, dealing with auditors and preparing budgets for next year's Show, along with many other responsibilities. The IS Division is still putting out fires from items that did not go exactly as someone wanted last year. (I have found that working with computers can be more frustrating than working with animals). They are also busy preparing programs to meet our needs that make the Show run as efficiently as possible while being compliant in every aspect. The Marketing and Presentations Division was actually working on our next Show before we completed the last one. This is a major job dealing with many personalities and representatives, and on a schedule that is often not their own. Staff members have torn down many of the temporary facilities such as pens, ticket booths, etc., and prepared them for storage after inspecting them to evaluate future use. They will be soon preparing to pull this equipment back out and set them back up. There are many meetings going on all over the country to ensure the best entertainment and the best cowboys come to our Show. We need the best stock for the Rodeo. We have to meet with many city and county officials to ensure compliance with all regulations and provide a safe experience for everyone at our Show. Many contracts are handled by the Show for everything, from sponsors, entertainers, transportation providers, etc. This list just



includes the obvious, and there are many unexpected duties that arise every day. All of this and helping to coordinate the efforts of 17,000 very ambitious and motivated volunteers — no wonder you can see the lights burning late almost every night from now through the 2007 Show. While we celebrate this year, please remember how important our staff members are to our success, and think about all of the work they are doing that we do not ever hear about in our efforts. We are blessed to have a team of staff and volunteers with the same mission that work together so well.

I look forward to a great year and seeing all of you at a meeting real soon.

We truly are a very large family. As with any group of our size, there are many exciting events in individual lives and many tragedies. The members of our organization rally around any individual they need to help in any way that they can, and their sincerity and generosity is as unique as our organization. In my personal situation, I have been overwhelmed by the love and prayers that I see for my family, as well as others in their time of trouble. I urge you to continue this fellowship, and I know that God will reward our faithfulness.

God bless each of you!

A handwritten signature in orange ink that reads "Paul Somerville".

Paul Somerville

# A Keen Alternative

By Kristi Van Aken

Some folks call his music “alternative country,” some call it “Texas country,” and others refer to it as “not mainstream.” Singer/songwriter Robert Earl Keen calls himself “just a singing cowboy.”

On March 6, 2006, native Houstonian Keen returned home to sing his own brand of country music to 45,774 fans at RODEOHOUSTON™. “I feel very fortunate. My hat is off to people at the Rodeo who have the courage to book what is considered by some as ‘regional’ and some as ‘alternative’ country music,” said Keen.

While live performances are hardly new to Keen, he said playing at the Show falls into the category of “my wildest dreams,” and he confessed he always gets a lump in his throat when singing to his hometown crowd. “Playing the Rodeo is the best thing I could ever imagine.”



In some ways, Keen’s imagination helps him play to the Show fans, who are seated far from the stage in Reliant Stadium. “The audience is that big,” Keen said, invoking an image of him holding his thumb and forefinger close together to illustrate how small the audience looks from the stage, “and you just pretend they’re right there, in your face. We try to speak a little more slowly and play songs that won’t bleed out with all that echo.”

Keen and his band played to their audience at the Show. After opening act Cross Canadian Ragweed performed, Keen and his band took the stage with an instrumental cover of “Come Together” by The Beatles. Hits “Comin’ Home to You” and “Corpus Christi Bay” soon followed. The song for which Keen said he is probably most famous, “Merry Christmas From the Family,” was a crowd singalong favorite, as was the title track from his 1994 album “Gringo Honeymoon.” Keen also sang the ballad “Feelin’ Good Again,” a song he thoroughly enjoys. “It’s a vignette; a homecoming. It’s all true, and it seems to resonate with people.”

In addition to his five RODEOHOUSTON appearances as an entertainer, Keen has other fond Houston Livestock Show and Rodeo™ memories. Once, when he and childhood friend Bryan Duckworth (who later played in Keen’s band for seven years) were only 14 years old, they sneaked onto the Astrodome floor to catch a glimpse of a real cowboy. “Our biggest aspiration was to be rodeo cowboys,” said Keen.

“During the Grand Entry, we slipped along the rail and down the ramp near the door. We stayed in the shadows. We saw this guy with a riggin’ bag that said ‘Rusty Riddle’ and, for a second, we forgot where we were and we screamed his name — ‘Rusty!’ We were busted. The other cowboys saw us, opened the door, and let us in. We watched the entire Rodeo standing on the chutes. It was great.”

Seeing the livestock projects is just as exciting to Keen as watching the bull riding. Before his 2006 performance, Keen took time to tour Reliant Center to talk with the exhibitors. He admires and respects the mission of the Houston Livestock Show and Rodeo. “It’s really a wonderful focus. It teaches parents and children to work together on a project all year long. It brings families and communities together,” he said. “It’s awe-inspiring. Houston represents the largest rodeo, including livestock — really exotic show cattle like Simmental — from Europe, Asia and the British Isles. I have admiration



for anyone who works with animals. Really, the reward is a personal one.”

Keen puts his money where his mouth is when it comes to supporting youth, agriculture and education. At a small livestock show in Medina, Texas, he bid on different auctions for “kids who possibly needed a little help with the bidding.” Keen revealed that he bought a few rabbits that day.

Keen is astutely aware that caring for and raising animals requires dedication, talent and a little luck. “We had some cows for a while. I really loved it. It was very calming for me to feed the cows and then just watch them. They’re very Zen-like. They just sit there and eat. There’s nothing else but being a cow for them,” he observed.

There’s nothing else but being a performer for Keen. He and his band tour constantly, playing the 70,000-seat Reliant Stadium one week and a honky-tonk with a standing-room-only capacity of 600 the next. “We’re a touring band. We tour all year-round. One month we’re in Vegas; next month, we’re at a feed store. We play where we play — some huge festivals, some bars. We are live entertainment that people come to see,” he said.

When people cannot come to Keen, Keen comes to the people. International Space Station Commander Bill MacArthur recently shared — from space — with a group of students that Keen is one of his favorite singers. Shortly thereafter, Keen visited the Johnson Space Center in Houston and made a surprise call to the International Space Station. He sang “Mr. Wolf and Mama Bear” and “Feelin’ Good Again” to MacArthur.

“Bill was so happy about the videoconference with Robert Earl. I mean super happy. He was absolutely thrilled. He said that he was totally caught by surprise,” commented Dr. Sean Roden, NASA flight surgeon.

Texans never have seemed too concerned about following the crowd, and Robert Earl Keen’s Texas-bred independence is a refreshing alternative to the mainstream. From the extremely long-distance call to a fan to his own minor acting roles in a few B-movies or singing about Christmases with the family, Keen enjoys being slightly beyond the mainstream. “I have a really good job,” he said. Who can argue with that! 🤠

# The Way It All Began

By Ken Scott

*During 1931, in the midst of Prohibition and the Great Depression, Houston's headlines often read of falling prices, drought, unemployment and hardship. A town with fewer than 300,000 people and approximately 2 million cattle, Houston lagged far behind other cities as an organized livestock market. Despite the prevailing business climate, business leaders knew that before Houston could establish itself as a major cattle market, it first had to develop a successful livestock show. Seven men had a vision.*

These men, James W. Sartwelle, J. Howard West, Julian A. Weslow, W.C. Munn, Marcus Meyer, Haygood Ashburn and W.S. Cochran, met for lunch in downtown Houston at the Texas State Hotel in January of that year, and the Houston Fat Stock Show and Livestock Exposition was born. The impact of the actions initiated that day continues to ripple throughout Houston and the agricultural world today as the Houston Livestock Show and Rodeo™.

This was not the first time such an effort had been launched in this area. In 1869, local ranchers and farmers formed The Agricultural, Mechanical and Blood Stock Association and held its first and only livestock show. In this new venture, the seven Show founders must have realized that starting a livestock show would be easier than developing the support and stamina needed to continue and to grow the event.

Sartwelle was no stranger to the cattle industry. Born in 1887 in Dallas, he bought and managed cattle as a young man for several families in Southeast Texas, helped establish the American Brahman Breeders Association in 1924, founded Port City Stockyards in 1931, and was the driving force in the creation of the Fat Stock Show. Sartwelle was elected the first president of the Houston Fat Stock Show, and he served in that position until 1948. He remained a vital part of the Show until his death in 1965.

Elise Sartwelle, his great-granddaughter, currently serves on the Show's board of directors, is chairman of the School Art Auction Committee, and has been part of the Show most of her life. She said, "My great-granddad and the other officials possessed determination from the start that it would go on and get bigger and better each year."

The first Show ran from April 30 through May 4, 1932, in Sam Houston Hall. As Lynne Chesnar wrote in her 1991



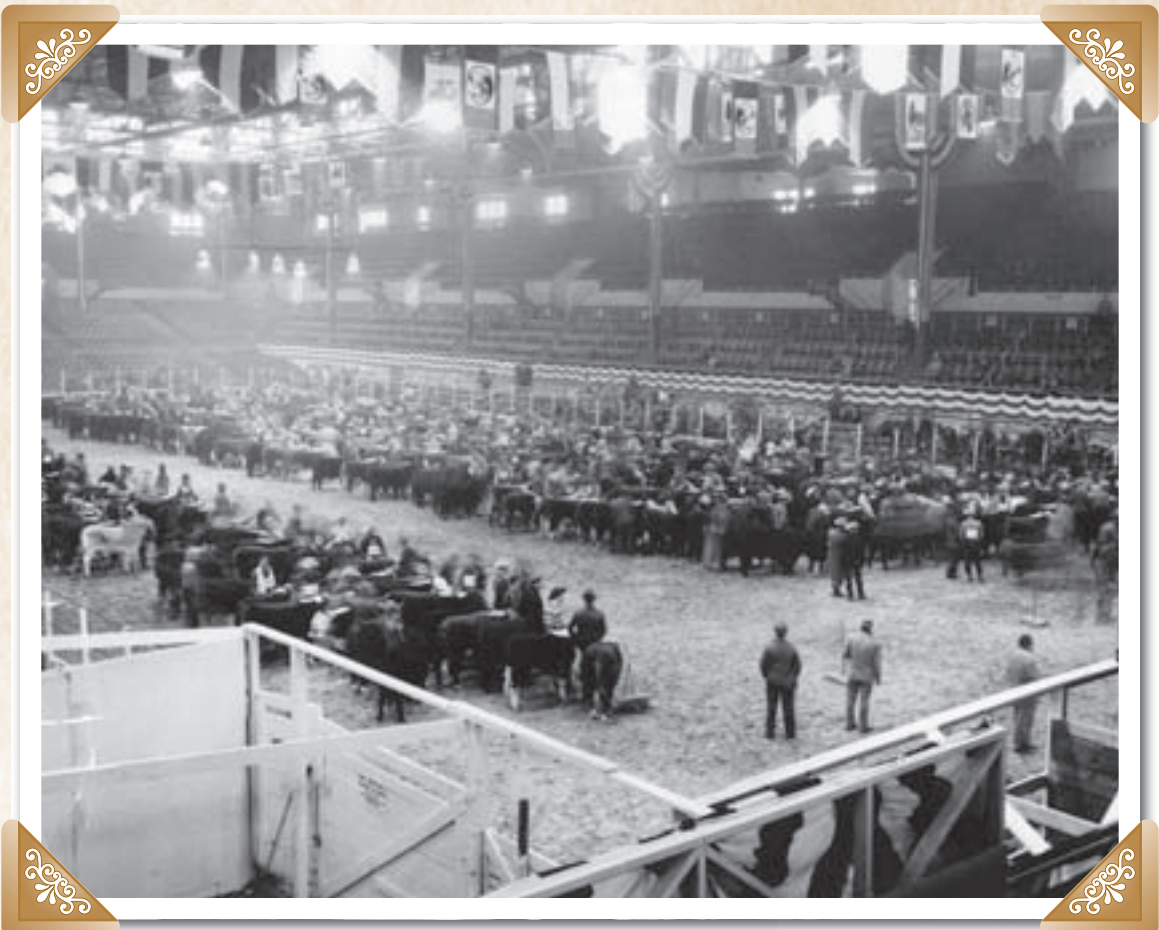
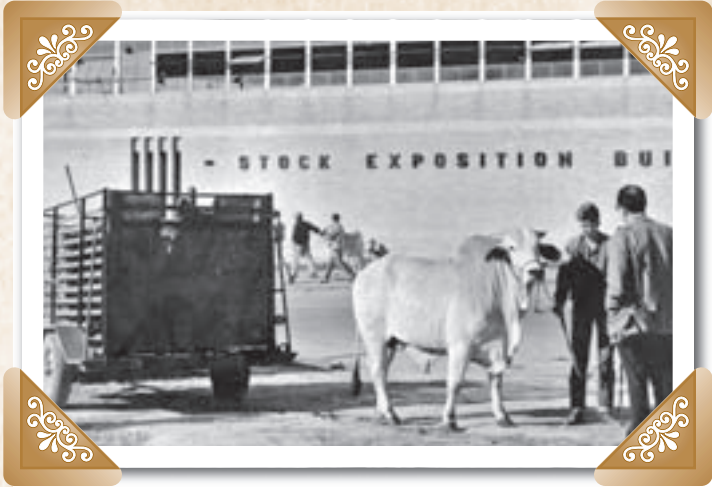
Photo courtesy of Victor M. Helm

*James W. Sartwelle served as the first Show president.*

book, "February Fever," the hall was built originally to host the 1928 Democratic Convention. It was not designed to be a permanent part of Houston, but it was large enough for the event, had easy access along the streetcar line, and served the Show well for the first five years.

The seven founders were elected to serve as the Show's first officers, and they recruited agricultural, civic and business leaders from throughout the area to serve as directors for the Show. One of those men was E.H. Marks, a successful rancher. Maudeen Marks, his daughter, was publicity director for the Show for more than 20 years.







Now 88 and still an active rancher, she attended that first Show with her father, and her memories are vivid. Marks recalled that her father held rodeos at their ranch west of Houston near Barker, Texas, for years. Even though the Show had no real rodeo and no arena at that time, her father brought his saddle broncs and other animals. "He paid area cowboys 'mount money' to ride bucking broncs in an open area on the floor," Marks said. "We were just trying to do something to help the Show come alive."

It has been reported that a formal parade was first a part of the Show in 1938, but Marks remembers it differently. "I don't care what anybody says, there was a parade in 1932. I know, I was in it," she said. She was about 13 years old. "Someone said, 'Maudeen can ride' and put me up on this pony and said, 'Go!' Anybody there with a horse or anything that could be in the parade, got in," she recalled. "But, it was a pretty skinny parade."

There were more than top show cattle and thoroughbreds at the Houston Fat Stock Show. To entice visitors, Show officials provided free barbecue on the first Saturday. The April 30, 1932, Houston Chronicle reported, "[T]here has been prepared a varied vaudeville program for the evenings. These programs will draw some of Houston's best dancing and singing talent during the week."

The Show continued to grow through 1936, but, in 1937, Sam Houston Hall was razed. The next 18 months were spent on a statewide goodwill tour to increase support for the Show and its purpose. Although there was no budget to

include a rodeo as part of the event, a small group of area men took on the task and financed one.

In October 1938, the new 74,000-square-foot, 10,000-seat capacity Sam Houston Coliseum was ready to offer what Sartwelle proclaimed to be "The Show of Shows." That was the first year for an official parade, an organized rodeo, a horse show and a floorshow, called the International Review, featuring "The Gay Corral Follies" every night after the rodeo. Souvenir programs sold for 15 cents, tickets sold for \$1.10 and more than 100,000 attended the successful 10-day event. The 1938 Show was pivotal, proving it had become Houston's largest and most successful civic event.

In 1932, the Show had an attendance of about 2,000, and, although it lost about \$2,800, the effort was considered a success because it began the heart of the Show — volunteerism. The 2006 Show recorded a general attendance of more than 1.6 million, gave more than \$7.8 million in direct educational support and happened only with the help of almost 17,000 volunteers.

James D. "Bubba" Sartwelle, a Lifetime Vice President, and W.C. "Bill" Sartwelle, a Show director and Elise's father, are J.W.'s grandsons. Bubba and Bill, whose father, James D. Sartwelle Sr., served as a Show officer, grew up in the Show and still operate Port City Stockyards. "My granddad and the men who worked to get the Show going were visionaries," said Bubba. When asked if his grandfather would be surprised at how much the Show has grown through the years, he said, "Oh yes, and wouldn't he be pleased." 🏇



# COTTON PICKIN'

By Nan McCreary

It's a fiber, a seed and a food crop. Its lint is used to make blue jeans, shirts, towels, sheets, blankets, diapers, draperies, medical supplies and U.S. currency. Its seed is pressed for oil, which is used as an ingredient in fast foods, salad dressings and cooking. And, its discarded hulls are used as animal feed. What is this all-purpose commodity? It's cotton, the largest cash crop in Texas.

Cotton is defined by the U.S. Department of Agriculture as "a soft white vegetable fiber that grows around the seed of the cotton plant." Cotton is truly a miracle of nature. It has been called "white gold," "the fabric of our lives" and "the fiber with a thousand faces." In Texas, it has earned the title of "King," as the state's annual harvest leads the nation in cotton production.

Texas farmers produce 7 million to 8 million bales of cotton annually, garnering a \$1.5 billion share of a total \$5.2 billion economic impact for cotton and its byproducts. Across the state, cotton is grown in six different regions on more than 5 million acres. Each region is characterized by unique types of climate, soil, rainfall, irrigation and harvesting techniques, which require different production systems. Surrounded by more than 60 percent of the state's cotton crop, Lubbock, Texas, located in the High Plains area, is the self-proclaimed "cottonest city" in the world.

From planting to market, cotton's journey is precarious. During its 150- to 180-day growing season — the longest of any annually planted crop in the country — the crop is susceptible to insects, diseases and the whims of nature. Too delicate to survive hail, heavy wind or rain, it cannot be too hot nor too cold, and it cannot receive too much water nor too little. Conditions must be "just right" for a plant to produce a mature, harvestable cotton boll.

Texas boasts two varieties of cotton: the long-fiber pima, or Egyptian type, and the short-fiber upland, the most common type of cotton grown in the United States. Depending on

weather conditions, planting in South Texas begins as early as February, and in the High Plains, as late as June. Highly specialized machines — called precision planters — place cotton seedlings in the soil at uniform depths and intervals, covering as many as 10 to 24 rows at a time. Within seven to 14 days, the seedlings take root. Four to six weeks later, flower buds form on the plant. In three more weeks, the blossoms open only to wither and die after three days. What remains are the cotton ovaries, which mature and enlarge into pods, called cotton bolls. After 50 to 70 more days, the bolls open to the air and dry to white, fluffy, seed-filled fiber pods poised for harvest.



Timing of a cotton harvest is a balancing act in which boll quality and yield are at risk. If picked too early, the bolls might be of inferior quality. However, the longer the bolls stay on the plant, the greater the risk is for them to be damaged or completely ruined by severe weather.

Even the harvesting method affects this balance. Handpicking is slow, laborious and costly, but the effective yield percentage is high. Two techniques primarily used to harvest cotton in Texas are "picker" and "stripper" harvesting. Complex picking machines mechanically twist the cotton fiber and seed from the plant, resulting in less waste, yet higher harvest costs. The more commonly used stripper harvesters pull the entire boll from the plant. The cotton fiber, the hulls and the cottonseed are separated later.

Once harvested, the cotton is formed into modules, which are protected from moisture and stored until they can be delivered to the cotton gin. At the gin, the cottonseed, which makes up about two-thirds of the harvested crop, is separated mechanically from the cotton fiber or lint. This ginned fiber is pressed together into bales, each weighing about 500 pounds. The seed is crushed to extract the oil, which is used primarily for food products. The residual seed meal and hulls are used, either separately or in combination, as livestock feeds and fertilizer.

After the cotton has been baled, the market price is at its lowest due to increased supply. Growers might sell their cotton lint to recover costs or decide to store their crop and wait for prices to rise. Texas is the nation's top cotton exporter. Typically, half of Texas cotton goes to mills in Mexico and other foreign markets, where it competes with cotton from Brazil, Africa, Turkey and Central Asian countries.

The greatest challenge Texas cotton growers face — in addition to the weather, diseases and insects — is the value of the dollar. In a global economy, profits depend on monetary exchange rates, foreign cotton production, international import and export policies, surplus or stored stocks, and worldwide supply and demand for cotton. Cotton prices have been relatively stable for the past quarter century, with New York cotton futures trading from 50 cents to 70 cents a pound. In 1800, prior to the invention of the cotton gin, cotton sold for 37 cents per pound, an equivalent of about \$2.89 per pound in today's dollars.

The 21st century cotton farmer must be a savvy entrepreneur to succeed in a global market and must be willing to accept the challenges of weed control, insect management, soil conservation, irrigation and even Mother Nature. Spanish missionaries first farmed cotton near present-day San Antonio in 1745 and produced just a few thousand pounds of cotton annually. Today's farmer can produce about 500,000 pounds of cotton lint a year from 1,000 acres — enough cotton for about 1.3 million T-shirts.

Cotton has been king in Texas since before the Civil War. With a world demand for tight-fitting jeans, comfy T-shirts, luxuriously soft bedding and absorbent towels, Texas farmers will continue to find high-tech and efficient ways to maximize crop yields. Long live King Cotton. 🐝

*Photos courtesy of the  
National Cotton Council of America*

## **THINGS THAT CAN BE MADE FROM ONE BALE OF COTTON:**

**215 Pairs of Jeans**

**249 Bed Sheets**

**409 Men's Sport Shirts**

**690 Terry Bath Towels**

**765 Men's Dress Shirts**

**1,217 Men's T-Shirts**

**1,256 Pillowcases**

**2,104 Boxer Shorts**

**2,419 Men's Briefs**

**3,085 Diapers**

**4,321 Mid-Calf Socks**

**6,436 Women's Briefs**

**21,960 Women's Handkerchiefs**

**313,600 \$100 Bills**

*Source: National Cotton Council of America*



# The Competitive

By Katie Lyons

**W**hat does it take to become a rough and tough cowboy? Power lifting? Cardiovascular training? A professional cowboy, like any other competitive athlete, must build endurance and train intensely to remain active at an elite level. His physical stamina is put to the test with each rodeo competition.

At each performance, RODEOHOUSTON™ spectators sit on the edge of their seats, watching the action-packed rodeo events. For a cowboy awaiting his opportunity to shine on a bucking bull or bronc, it takes just a few seconds to achieve success. A cowboy spends hours each week practicing on a bucking bull or bronc, but consider what a cowboy has to do to better his own body to keep up with the high level of competition, or, more importantly, to prevent injury.

“Rodeo is one of the most dangerous sports in the world,” said Dale Kiecke, a physical therapist, certified athletic trainer and program manager with the Justin Boots’ Sportsmedicine Team in the Southwest Region. “More injuries occur in rodeo than any other sport.

These guys have to be tough to ride through injury. They lift weights and train constantly to prepare for their event.”

No athlete’s training program will be exactly like another’s. Some athletes focus on building muscle mass; others focus on speed and agility; still others must increase their cardiovascular endurance. How exactly does a typical rodeo cowboy prepare his body to be competitive?

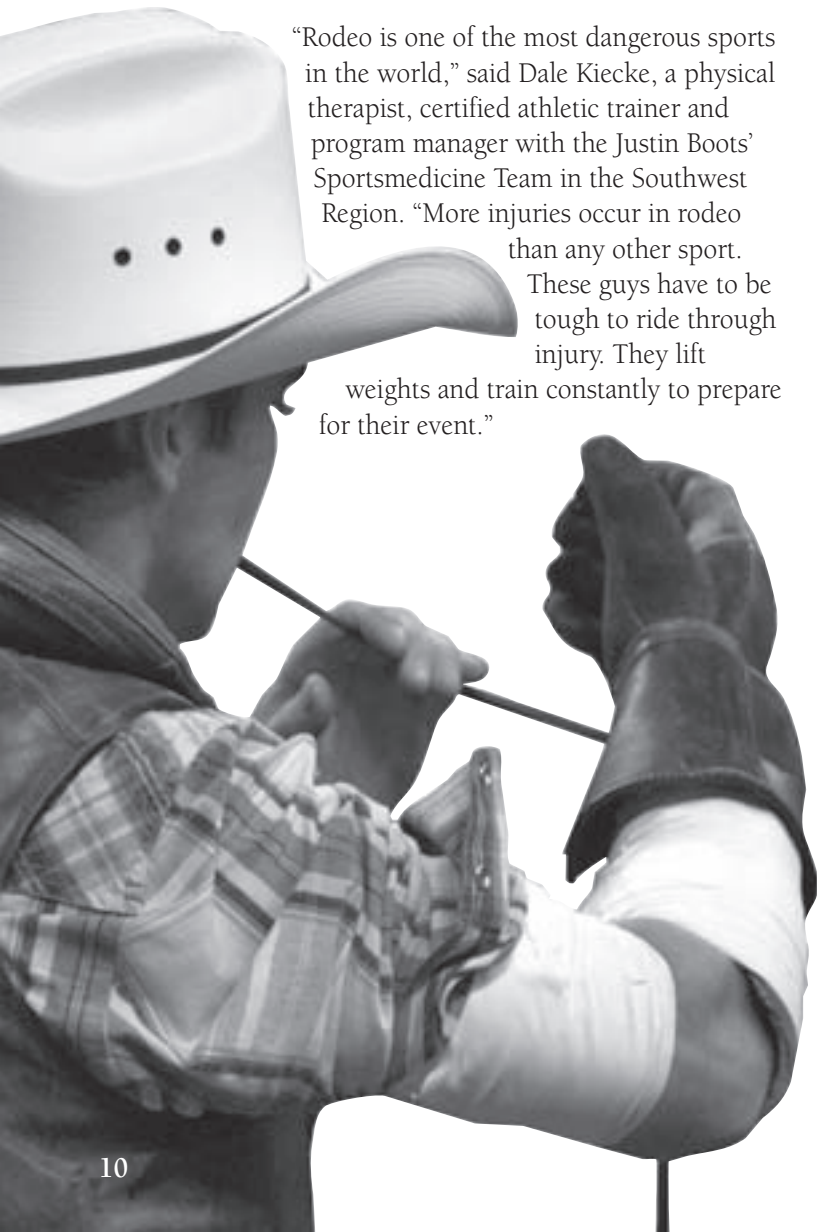
Tie-down roper Fred Whitfield, the 2000 RODEOHOUSTON calf roping champion, was inducted into the ProRodeo Hall of Fame in 2004. This eight-time world champion cowboy said, “Rodeo is a whole different ballgame now with the kids coming up in the rodeo who have been athletes all their lives, whether it was football, basketball, etc. It is now more about speed than talent.”

Zach Dishman, a 23-year-old bareback bronc riding contestant, takes his physical conditioning seriously. He frequently spends time exercising — not to grow muscle mass but to prevent injury. “When I exercise, I think about winning and bettering myself,” said Dishman. He credits his stretching and his focus on conditioning with allowing him to recover more quickly from injuries. Early in his career, Dishman suffered a rotator cuff injury that taught him the value of exercise and conditioning.

According to Kiecke, an injury to the shoulder or rotator cuff area is probably the fourth most frequently seen. “The majority of rodeo-related injuries occur along the spine — from the head to the lumbar area,” said Kiecke. “Some injuries you cannot prevent, such as fractures or trauma from coming in contact with the animal. Without properly stretching and conditioning themselves, cowboys would be even more vulnerable to injury.”

The Justin Sportsmedicine Team spends time educating cowboys on the proper stretching techniques needed to prevent injury as well as how to rehabilitate themselves after an injury. “Most of these cowboys live on a ranch or in a small town; we give them a home rehabilitation program to follow on their own,” said Kiecke.

The athlete must be committed, not only to increasing physical strength, but also to increasing mental strength. It takes focus, determination and a strong initiative to push oneself to the next level. Whitfield believes that working out helps him to mentally and physically believe that he can win. “It gives me the mental frame of mind to find success,” he said.



# Advantage

“There is no such thing as ‘injured reserve’ in rodeo. If you can’t ride and compete, you don’t get paid,” said Kiecke. “Most contestants are tough enough to ride with some form of minor injury. Sometimes it’s all we can do to keep them from riding with a significant injury.” Mentally, the cowboy has to be prepared for anything that might happen during an event.

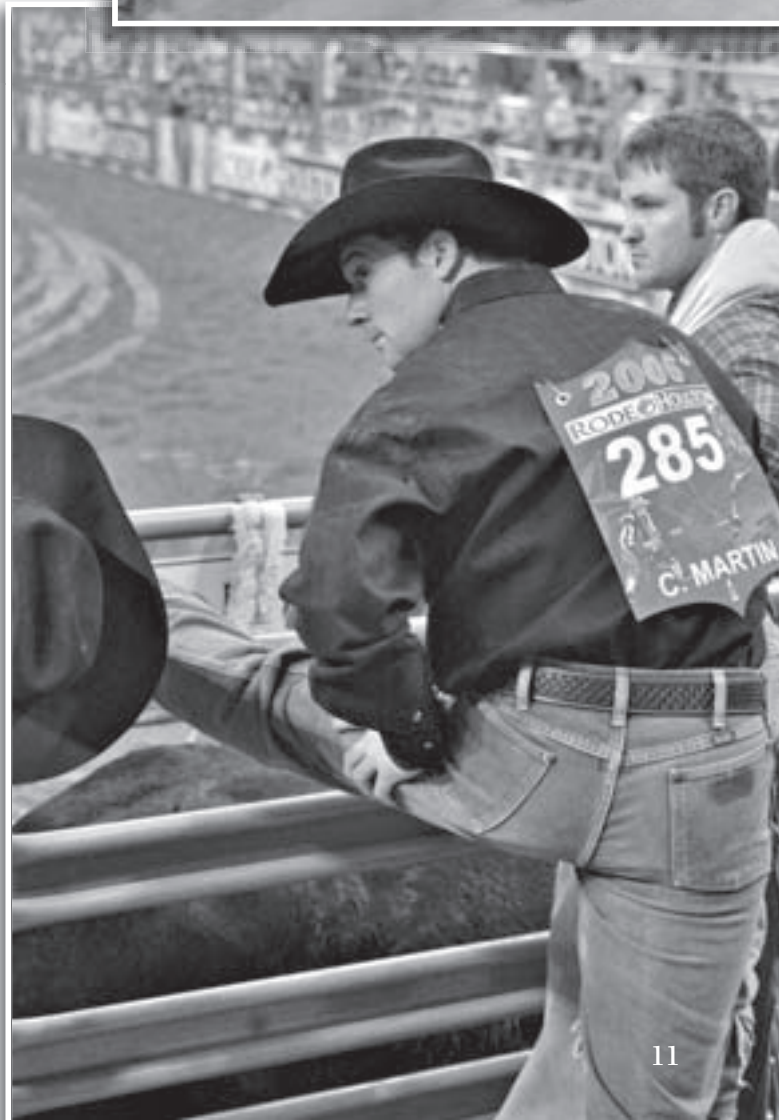
Bryan Hammons, saddle bronc riding contestant, strongly agrees with Whitfield. “I believe that rodeo is more of a mental game than a physical game,” Hammons said. He served in the U.S. Marine Corps before starting on the rodeo circuit. He attributes his ability to run and to keep up his cardiovascular condition to his time and intense training in the Marine Corps, both physical and mental.

Cody Buller, a 25-year-old bull rider, credits his focus on conditioning to training in high school and to not allowing laziness to get the best of him. “When I was in high school, I wrestled competitively, played football and lifted weights every day to stay in shape for rodeo,” said Buller. His strict schedule early in life helped to prepare him mentally for the dedication needed for professional rodeo. He also acknowledged the benefits of staying fit which helped him set the pace that has led to his success today. When Buller is home, he frequents the gym — he even rides a unicycle to practice balance and concentration.

Few people would argue with the notion that cowboys are rugged individuals, but even the toughest might get injured in the competitive field. Most cowboys agree that, if they had more time in their schedules, they would focus more on their personal strength and physical condition. Not only is it difficult to find the time to exercise between traveling and practicing, it is also expensive to use gyms in different cities.

“At every rodeo, you will see cowboys stretching before they ride. We [Justin Sportsmedicine] will stretch them before they ride,” said Kiecke. “As with any sport, stretching helps to prevent injury.” Kiecke has worked with his share of injured cowboys during the 26 years he has been involved with the sports medicine group.

Rodeo athletes often have been referred to as a breed of their own. However, like any other athlete, the cowboys’ ultimate success depends on their passion for the sport, their determination, and most importantly, their mental and physical preparation for each ride. 🐎



# UNIVERSITY CONNECTION SPACE

By Stephanie Earthman Baird



*HAS participants must design and build a rover capable of running on a simulated Mars surface.*

*Photos courtesy of Aerospace Scholars Program*

How can students be guided toward an exciting career in space exploration? Let them live it for a year! Since 1999, more than 1,000 students have done just that in the company of NASA astronauts and scientists through NASA's High School Aerospace Scholars program, underwritten in part by the Houston Livestock Show and Rodeo™ Educational Fund.

Each November, Texas legislators nominate high-school juniors from their districts to participate in this prestigious program. The first phase of HAS begins as a six-month interactive, online learning experience. Next comes the highlight of the adventure — a six-day workshop at the National Aeronautics and Space Administration's Johnson Space Center, where students act as mission scientists.

Striving to influence a child's potential for success in school and in life, the Show supports many educational programs in addition to its well-known scholarship program. In 2000, the Show launched support for HAS. "Our goal to educate the youth of Texas, coupled with our close relationship with NASA, makes it a natural partnership," said Houston Livestock Show and Rodeo Chairman of the Board Paul Somerville. "We are blessed to have NASA as partners and neighbors, and we enjoy working with them to capture the attention of students in math and science studies."

Capture their attention it does! More than 500 applications are received each fall. For the following six months, the student applicants engage in distance learning assignments to learn the basics of space exploration and NASA missions. De-orbit Burn, Robo-nautics and Space Station Science are just three of 10 biweekly learning modules that must be completed successfully in order to qualify for the summer experience at JSC. Moon/Mars and Shuttle/Station online chats make use of the students' e-mail access to NASA experts. In April, NASA notifies 240 lucky students of their opportunity to taste life as a NASA engineer.

NASA ignites student interest in engineering and science professions through HAS. "By harnessing the excitement of human space exploration, we increase their awareness of the job opportunities," explained HAS Program Director Charla Stuart. "The funding we receive from the Houston Livestock Show™ plays a key role in meeting this education goal," she added.

The students' intense remote studies pay off during the summer workshop. Qualifying students participate in an all-expense-paid residential stay at JSC. Personal briefings by engineers, scientists and astronauts; behind-the-scene tours of the Space Center; and hands-on engineering opportunities are just a few of the activities in which students engage.



*Students visit historic Mission Control Center, where space missions were directed.*

Students learn firsthand just how critical teamwork is to NASA's missions. Astronauts charge four teams — Getting There, Living There, Working There and Mission Integration — with designing a feasible manned mission to Mars. Each team completes its own detailed design. The weeklong internship ends with a luncheon, during which students present their project results to NASA engineers, astronauts, state legislators, parents and other VIPs, including Show officials.

NASA not only reviews past missions and successes but also communicates openly with students about current and future exploration activities. The 2006 program will share NASA's vision for returning to the moon, traveling to Mars and beyond, and completing the planned Crew Exploration Vehicle — America's first new human spacecraft in 30 years. The CEV will be an integral component in future U.S. space exploration architecture.

Participating students make a serious commitment. Once the distance learning modules are completed and the summer workshop has ended, the responsibility continues. Scholars are asked to maintain an e-mail relationship with their team mentor, stay in touch with fellow scholars and help recruit new students. "It allows students to look at science and space travel in great detail and hopefully engages them in that arena for the rest of their lives," said state Rep. John Davis, who supported initial funding for HAS in the Texas appropriations budget in 1999.

In addition to the Show's Educational Fund supporting student involvement, teachers from across the state also learn about the U.S. space program by serving as counselors during the JSC workshop. Grant Mury was attracted to the program because of his love of space. This physics teacher for Alief (Texas) Independent School District's Elsie High School said,


"I always wanted to be a member of a space camp. So, you could say that I was trying to live vicariously. My students love to hear the personal stories I come back with, although I always leave out the really cool stuff because it is better for them to experience it without prior knowledge."

After serving three years as a counselor, he has many memories of his involvement. Mury said that one favorite is seeing the looks on the students' faces when they meet an astronaut or when they go on the behind-the-scene tours into the restricted areas.

Stuart said, "The student testimonials are the best way to know that we are meeting our goals. The increased number of students interested in science, technology, engineering and mathematics careers as a result of participating in HAS also points to the program's success."

The number of former program participants now working at NASA is further evidence of the program's success. Cheryl Morrill, a Texas A&M University student and Houston Livestock Show and Rodeo scholarship winner, is one of eight HAS alumni working at NASA. Morrill said she was directed into the HAS program by her high-school teachers. "I had no idea what engineering was all about. The program opened my eyes to the broad job opportunities available," said Morrill. Her HAS experience led to her engineering co-op opportunity at NASA.

"The students' presentations at the end of an intense week here at NASA are exciting to watch," said Robert Cabana, deputy director of Johnson Space Center. "The energy they have about space exploration really comes through, and it tells me that that our aerospace scholars program is working to inspire America's future explorers." NASA is embarking on a bold, new journey to take humans back to the moon by the year 2020, and today's students are the ones who are going to make it happen.

For the 2006 summer program, 285 students have been selected to participate. For more information regarding the HAS program, visit the Web site at <http://aerospacescholars.jsc.nasa.gov/HAS>. 

# Incoming

# VICE PRESIDENTS

By Lawrence S Levy



## BILL BOOHER

For nearly 30 years, Bill Booher has served the Houston Livestock Show and Rodeo™. “I had some friends active in the Show, and they encouraged me to get involved,” he said, having joined as a life member in 1977. First volunteering on the Corral Club™ Committee, his path at the Show crisscrosses the map. He served as a vice chairman on the World’s Championship Bar-B-Que Committee, the Calf Scramble Committee and the Magazine Committee, on which he also served as chairman.

When President Skip Wagner told him of his newest Show responsibility, “Boo,” as he is known by many, said, “I was very excited and honored that I was given the opportunity to serve the Show as a vice president.” Booher will serve as officer in charge of four committees: All Breeds Livestock Sales, Breeders Greeters, Junior Commercial Steer Feeding and Management Contest, and Livestock. He said that he believes that the Show hierarchy felt this related core group of committees was a good fit for him. When asked about his intentions as a first-year officer in charge, he said, “I hope to build upon the existing foundation of the committees, make sure we accomplish our goals and have a fun time doing it.”

Booher is employed by Forge USA in sales and marketing. His wife, Pam, is a Show life member who volunteers on the School Art Committee.



## CHARLENE FLOYD

Growing up in small-town North Zulch, Texas, Charlene Floyd realized that, due to financial constraints, few in her community attended college. Such awareness created within her a passion for education. She wanted to help kids who wanted to attend college. So, in 1984, when then-Group Ticket Sales Committee member Don Smiley contacted her regarding group ticket sales, Floyd saw an opportunity. “I asked [Smiley] how I could get involved with the Rodeo, and he invited me to attend a Group Ticket Sales [Committee] meeting. I was hooked,” she said.

Hooked she was, joining the Show in 1984 on the Group Ticket Sales Committee, and serving as its vice chairman a decade later. Her 22 years of Show activity include serving as a past chairman of Corporate Development Committee, a member of the International and Trailblazer committees, and as the Western Heritage Community Challenge Committee’s first chairman.

Elected to the Show’s board of directors in 2002, Floyd also was a 2003 Show Trailblazer honoree. She is officer in charge of the Corporate Development, Rodeo Ticket Sales, Trailblazer, Western Heritage Community Challenge and 75th Anniversary Special Projects committees. Generally unflappable, she admitted that, “Wow, are you kidding?” went through her mind when she learned of her nomination — quickly joined by a sense of honor and privilege to be able to serve more than 17,000 volunteers.

Floyd holds the position of manager of member services for the Greater Houston Partnership. Her husband, Richard, is a Show life member and serves on the Calf Scramble Arena, Group Ticket Sales, and Wine Competition and Auction committees. Her son, Kevin Lagrone, is an eighth-grade schoolteacher in Big Spring, Texas.



# Incoming VICE PRESIDENTS

## DARRELL N. HARTMAN

“One of my earliest Rodeo-associated memories is a ’50s snapshot of me as a 7-year-old boy, wearing a pair of six-shooter cap pistols and a black hat — portraying an outlaw — on my way to see Roy Rogers at the Houston Fat Stock Show,” said Darrell N. Hartman. Growing up, sitting in his family’s longtime box seats, Hartman met people associated with the Show and realized what a great charity it was. He even saw the first George Strait performance — but Hartman was not yet a member of the Show. In the mid-’80s, one of his customers invited Hartman to attend the Junior Market Swine Auction. Hartman joined the Show and the Swine Auction Committee in 1985.

As happy as “a pig in a puddle,” Hartman is in his third decade with that committee, having served as a captain, vice chairman and chairman. In 2001, seasoned-volunteer Hartman was elected as a Show director and was tapped to help establish the new Rodeo Merchandise Committee. He also represents the Show as a member of the International Committee.

A mixture of emotions swirled within Hartman when told of his appointment as officer in charge responsible for the Llama, Membership, Poultry Auction, and Sheep and Goat committees. One thought resonated: “For years, all I knew was pigs. It is ironic to be from curly tails to go chicken feathers, but, I can auction them both,” Hartman said with a laugh.

Hartman’s wife, Lynda, is a Show life member who serves on the International and School Art Auction committees. Their children, Christopher and Christina, are both annual members. Hartman is the president and CEO of Coastal Doors, Inc., in Houston.



## MARSHALL R. SMITH III

Marshall R. Smith III began his lifelong interest in the Show by attending the Houston Fat Stock Show at the age of 1. In 1978, he began as a buyer at the junior auctions. He joined as a life member in 1982, volunteering first on the Corral Club – Arena Committee.

A man of many interests, Smith was attracted to other Show committees. He currently serves on the Magazine Committee as an editorial board member and the Speakers Committee, attaining Speaker of the Year three times. For five years, he served as vice chairman of the Houston Metro Go Texan Committee, where he was involved with creating new subcommittees. In 1987, he was elected as a director of the Show. When he was considered as a Show vice president candidate, Smith calmly took the process in stride, but he conceded, “I didn’t begin to feel the excitement and responsibility until the evening after the board meeting — then the excitement finally hit me.” Smith is officer in charge of the Area Go Texan, Facility Services, Health and Safety committees.

Smith is president of M R S Services Inc., of Houston, a life and health insurance business. His wife, Jeanie, is a Show life member and a volunteer on the Houston Metro Go Texan Committee Conroe/Willis/The Woodlands subcommittee. He has three stepsons, David Toney, a member of the Parade Committee; James Toney; and Buckner “Buck” Toney.



# Incoming

# VICE PRESIDENTS



## JAMES A. "JIM" WINNE III

From a rodeo competitor — riding bareback broncs and bulls — to a 26-year committee volunteer, Jim Winne reflected on joining the Show as a life member in 1980. "It was a big impression," he said, "when my family traveled from Cypress [Texas] to the Sam Houston Coliseum in the '50s. Dad won ribbons showing his riding horse, Rabbit. As a kid, I made such great friends through the Show, and I am fortunate to give back to this great organization and cause."

In his first year, Winne joined the Calf Scramble Committee and, for the next quarter century, established himself in all aspects of that committee. For several years, he served on the Calf Scramble Donors Committee as a committee member, vice chairman and chairman. Since 2001, he has served on the Steer Auction Committee. In 2004, he was elected as a director of the Show.

Winne is officer in charge of the Calf Scramble Arena, Calf Scramble Donors, Calf Scramble Greeters, Parade and Trail Ride committees. "My committee assignments make sense. Committees new to me are Trail Ride and Parade, but they fit together because their activities are held before the Show. The other three bring me back home, where I grew up with the Show," said Winne. Besides praying for good weather for the Trail Ride and Parade, as a first-year officer in charge he looks forward to August when the Calf Scramble Donors Committee kicks off its sales efforts.

Winne is president and CEO of Legend Natural Gas, II, LP, Houston. He has a 15-year-old daughter, McKenzie.

## SHOW VICE PRESIDENTS

**These individuals join the current Show vice presidents. Each has a diversified background with the Show. Their knowledge and experience are invaluable assets to the Show. Together, these 15 Show leaders will help guide the nearly 17,000 volunteers serving on more than 90 different committees in the coming years, continuing the success of the Houston Livestock Show and Rodeo.**

# Scholarship Student Profiles

By Gina Steere



**Marvin  
Itzep**

*Metropolitan Scholarship*

In 2005, Martin Itzep was awarded a Metropolitan Scholarship from the Houston Livestock Show and Rodeo™. Itzep, a graduate of Westside High School in Houston, was an exceptional student. He was a member of the National Honor Society, an Advanced Placement Scholar and National Hispanic Scholar, as well as co-commander of the Junior ROTC drill team.

Itzep is a sophomore at the University of Houston taking courses relating to industrial psychology. His aspirations for the future include working within human resources at a large corporation.

"I am so thankful that the Houston Livestock Show and Rodeo trusted in me enough to make the investment and offer me a four-year scholarship. One day, I want to give back to the Rodeo when I have the time and financial resources to make a true impact on those students who come after me," said Itzep.



**Kristina  
Kovar**

*School Art Scholarship*

Kristina Kovar graduated ninth in her class at Lamar Consolidated High School in Rosenberg, Texas. Winning a School Art Scholarship from the Houston Livestock Show and Rodeo was a goal she always wanted to achieve.

For three consecutive years, she competed in the School Art Program and never made it past the district level. "As a senior, I was determined to make it to Houston," said Kovar. "I worked on my portrait so hard. It finally paid off. It just goes to show with hard work and the determination to succeed, nothing can stop you."

During the 2006 Show, Kovar volunteered in the Project: Show Pride! display in the Reliant Center lobby. She wanted to make sure the people who gave her the opportunity to pursue college knew how grateful she was by giving something back to the organization.

Kovar is a sophomore at the University of Houston studying interior design and architecture.



**Jerica  
Nickerson**

*Opportunity Scholarship*

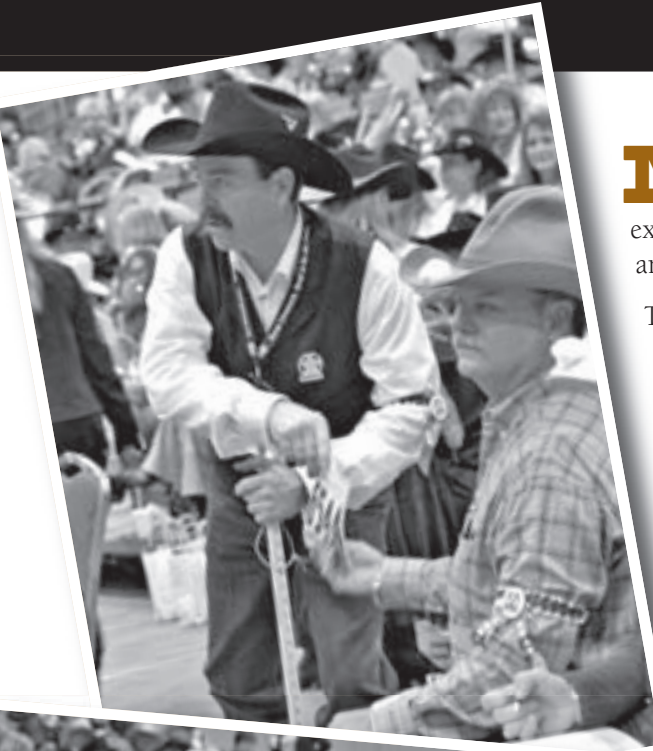
Jerica Nickerson graduated in the top 5 percent of her class and with highest honors from Booker T. Washington High School in Houston.

She was awarded an Opportunity Scholarship in 2005 and remains grateful for the chance to attend college. "This scholarship has taken a huge financial burden off of my mother. She is a single mom working to support both me and my brother who is attending college at the same time," said Nickerson. "I am so thankful that the Houston Livestock Show and Rodeo even considered my application."

Nickerson is a sophomore at the University of Houston. She currently is taking classes in both business and human resources.

# Lamb and Goat Auction *Committee*

By Tish Zumwalt Clark



**M**ost of the almost 100 members of the Lamb and Goat Auction Committee are veteran committee members, who can talk to the exhibitors as well as the potential buyers with knowledge and interest. They also are serious fund-raisers!

To earn a gold committee badge, each member must raise a minimum of \$4,000 in pre-sale commitments prior to the Junior Market Lamb and Goat Auction. In 2005, the committee volunteers raised about \$1 million, and in 2006, almost \$1.4 million. Members work all year contacting prospective bidders who might pledge to spend \$500 to \$25,000, or more. For their commitment, bidders can choose to receive a gourmet package of lamb or goat meat, or have the animal sold at market with the proceeds either donated to charity or as a credit to their bid amount. On auction day, the committee hosts a breakfast for the bidders at 10 a.m. The bidding starts at noon, and, by 5 p.m., the auction is completed. According to Committee Chairman Darryl Schroeder, the bidding is vigorous and many of the bidders know each other and develop spirited rivalries. Many buy more than one animal.



After a year of learning to raise and care for their animals, the students also learn how to sell them at the auction. “They’ll bring out balloons, cute younger brothers and sisters, do a dance — whatever might catch the attention of the bidders,” said Schroeder. The rewards are substantial. Each of the 320 lambs and 150 goats selected to be in the auction brings a minimum of \$1,000 for the exhibitor. At the 2006 auction, the Grand Champion Junior Market Lamb sold for \$120,000. Of that, the exhibitor received \$40,000, with the excess amount going into the Show’s Educational Fund, to support the Show’s educational programs.

In past years, committee volunteers went to the Fort Bend County Fair Grounds to help “sift,” or pre-judge, the animals that made the cut for the Show. Since 2004, arrangements have been made for all the 4-H and FFA exhibitors to come to Reliant Center. Schroeder explained that this gives the students a chance to see and be a part of the whole Show, and it benefits the Show as well because the families usually accompany the students.

Joe Bruce Hancock, a Show vice president and officer in charge of the Lamb and Goat Auction Committee, noted that part of what the students learn in the process of raising and selling the animals is that raising livestock is a business and the students must part with their animals at the Show.

Most of the committee members volunteer several hundred hours during the year leading up to the Show. These members provide a real service and want the process to be a good experience for the students, the bidders and the committee members. 🐑



# Ladies' Go Texan

By Alicia M. Filley

## Committee

**W**hat began in 1965 as a Go Texan subcommittee is now a thriving committee with more than 200 members. The original members of the committee were mainly wives and daughters of the Show officers. Today, the Ladies' Go Texan Committee brings women from around the Houston metropolitan region together to promote the Houston Livestock Show and Rodeo™ and to encourage attendance.

“Our primary function with the Rodeo is to staff [Capital One] AGVENTURE,” said Johnnie Taylor, chairman of the Ladies' Go Texan Committee. Easily identified by their red vests, committee members promote the educational experience in Capital One AGVENTURE with the assistance of their mascot, Miss Moo.

Fulfilling its mission as a publicity committee, the Ladies' Go Texan Committee participates in regional events from August through February. Taking the Capital One AGVENTURE experience on the road, the committee members visit Houston-area schools and give children a preview of what can be seen at the Show. Along with a presentation, committee members bring items for the schoolchildren to handle. These items include cowhide, wool and eggs. Events such as the Galena Park Special Rodeo and visits by Miss Moo to the Richmond State School exemplify the spirit of the Ladies' Go Texan Committee.

“If you can't get to the Show, we bring the Show to you,” said Taylor. The committee hosts almost a dozen fashion shows throughout the Houston area, showcasing apparel from local Western wear stores and Show merchandise, and promoting the Show during the year. Now, with an official committee float, the Ladies' Go Texan Committee participates in three area parades, including the Downtown Rodeo Parade.

Supporting the Ladies' Go Texan Committee in its growth and presence at the Show is officer in charge John Sandling. Assuming the role of officer of this committee in 2005, Sandling quickly learned how energetic and productive the members of this committee are. “Their enthusiasm is infectious,” said Sandling.

Knowing that he is supporting the experience for young Texans is what Sandling enjoys most about working with the members of the Ladies' Go Texan Committee. Drawing on his own childhood memories of the Houston Livestock Show and Rodeo, Sandling said, “Someone volunteered so I could have that experience at the Show.” Now, Sandling is happy to be able to be a part of a committee that continues that tradition.

While sporting the newly redesigned committee pin with a shooting star logo, the members of the Ladies' Go Texan Committee serve a minimum of 35 volunteer hours participating in committee activities. The members also are required to attend three meetings each year.

“My committee members go over and above what they are required to do,” said Taylor. Evolving and changing is what keeps the Ladies' Go Texan Committee alive and interesting for its members. Although the committee's responsibilities have changed over the past 40 years, today's red-vested volunteers carry on with the same goals in mind. 🤠



# Third-Year Committee Chairmen

## PROFILES

By Marshall R. Smith III



### ***Wayne Hollis — Lifetime Vice Presidents***

Wayne Hollis joined the Show in 1968. He is a past chairman of the Commercial Exhibits Committee. In 1994, he was elected as a Show vice president. Wayne also is a member of the Grand Entry and Wine Competition and Auction committees. His wife, Peggy, is a life member and volunteers on the International Committee. Their son, John, is on the Commercial Exhibits Committee, and daughter-in-law, Marsha, is on the Special Children's Committee. Daughter, Brooke Hollis Hortenstine, is a life member of the Show. Wayne is Special Account Sales Manager with Mustang Cat. He enjoys ranching, hunting and fishing.



### ***Bob Hunter — Parade***

In 1985, Bob Hunter joined the Show as a life member. He also joined the Parade Committee that year, and has served in various positions before being named chairman. Bob also serves as an outrider for the Grand Entry Committee. He and his wife, Sandi, have a 5-year-old daughter, Hannah. Bob is president of R.E. Hunter Fine Jewelers, Inc. In his spare time, he raises and trains cutting horses, plays golf, and enjoys deep sea fishing.



### ***David Lantrip — Safety***

David Lantrip, a life member of the Show since 1988, began volunteering for the Safety Committee that same year and has served in every position on the committee. He and his wife, Marcia, have two daughters, Shana Wells and Dayna Fauss, and one son, Jeremy. David retired for the Houston Fire Department with nearly 40 years of service with the rank of Captain EMS Supervisor. He now owns Pestaway Exterminating Company and Trip Productions. He likes to spend time at his lake house and hunt deer.



### ***Darryl A. Schroeder — Lamb and Goat Auction***

In 1992, Darryl Schroeder joined the Show. He became a member of the Poultry Auction Committee in 1997. He also volunteers on the Agricultural Mechanics and International committees. His wife, Lori, is a member of the International Committee. Darryl and Lori have one daughter, Jill, and two sons, Christian and Scott. Darryl has three stepchildren, Carrie, Kristen and John Blackmon. Jill and Kristen are members of the Lamb and Goat Auction Committee. Darryl is president of Lone Star Construction. He enjoys golf, softball, offshore fishing and traveling.



### ***Brenda Short — Special Children's***

Brenda Short followed in her dad's footsteps and joined the Show in 1989. She first joined the Special Children's Committee, where she worked her way up to chairman. She is also a member of the Grand Entry Committee and was elected to the Show's board of directors in 2006. Brenda's dad, Roy Elledge, is a lifetime vice president of the Show. Her husband, Tom, is chairman of the Calf Scramble Arena Committee. They have two children, Haley and Travis. She owns Short Benefit Services, an employee benefit consulting firm. She likes to spend time with her children, run and volunteer for school activities.



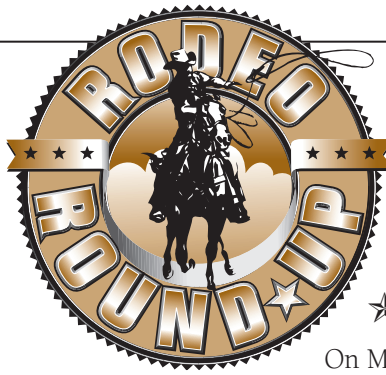
### ***Robbie Smith — Carnival Ticket Sales***

In 1996, Robbie Smith became a life member of the Show. He also is a member of the Judging Contest Committee. Robbie and his wife, Annette, have a 2-year-old daughter, Audrey Elizabeth. Robbie is vice president of Norman Smith Equipment Co., a family-owned business for 30 years. In his spare time, he enjoys working on his ranch in Waller, Texas, and playing competitive sports.



### ***Johnnie Taylor — Ladies' Go Texan***

In 1990, Johnnie Taylor joined the Show as a life member. She has devoted her time strictly to the Ladies' Go Texan Committee. Her husband, Terrell, is a member of the Show. Her sister, Camille, is a volunteer on the Souvenir Program Committee. Johnnie and Terrell have a 6-year-old son, Trey. Since she retired from the insurance industry, Johnnie volunteers for her son's little league team and is on the board of trustees of the Regis School of the Sacred Heart.



### ★ **New Board Members**

At the Houston Livestock Show and Rodeo™ annual meeting May 9, 2006, the membership elected 13 new directors to the Show's board: Becky Damone, Ernie Davis, Ph.D., Roy Marsh, Patrick "Pat" Pennington, Elise Sartwelle, Deborah D. Scott, Brenda Baker Short, D. Wayne Turner, John A. Van De Wiele, John Porter Wade, Reed Wood, Sally M. Woody and Robin Young-Ellis. In addition, three directors were honored with the status of lifetime director for their dedicated service to the Show. The new lifetime directors are Fred Magee Jr., Jerrol Springer and Joe Whitley.

### ★ **75th Anniversary Cookbook**

As many of you may remember, the Show and the Ladies' Go Texan Committee produced a 50th anniversary cookbook. It was a great success and one of the most popular keepsakes from that landmark year. To celebrate another historic anniversary, the Show and the Ladies' Go Texan Committee is producing a 75th anniversary commemorative cookbook, which will highlight recipes from Show officials, entertainers and volunteers. The cookbook will be available in December for \$25 per copy. Check the Web site at [www.rodeohouston.com](http://www.rodeohouston.com) for more updates.



### ★ **Welcome New Staff**

Gene Gregg – Coordinator, Luxury Suite Sales  
 Jamay Fishback-Jones – Clerk, Accounts Receivable  
 Stephanie Largent – Administrative Assistant  
 Allen Rountree – Administrator, LAN/Network  
 Paula Scott – Director, Human Resources  
 Jacqueline Tassel – Clerk, Accounts Receivable

### ★ **Season Tickets Update**

Call 832.667.1080 to purchase your season tickets to the world's largest livestock show and championship rodeo! Season tickets give you the same great seats at all 20 performances, with a pair of season tickets starting as low as \$640. The cost also includes admission to Reliant Center, Reliant Arena, The Hideout (21 and older) and the carnival.



### ★ **Bill Williams' Scholarship Foundation**

On May 11, 2006, friends of the Bill Williams Capon Charity Dinner contributed \$500,000 to the Houston Livestock Show and Rodeo Educational Fund for the purpose of endowing a scholarship program to honor Bill Williams' efforts of supporting the youth of Texas, as well as the Houston Livestock Show and Rodeo.

A leader throughout the community, Williams sought to improve the lives of children through his charitable works. Each year, one of Houston's most successful charitable events, the Bill Williams Capon Charity Dinner, raised millions of dollars that was used for organizations such as Big Brothers, Boys' Harbor, YMCA, the Jewish Community Center and camps for underprivileged children.

In particular, Williams had a true love for the Houston Livestock Show and Rodeo, of which he was a dedicated benefactor since the 1940s and a member since 1968. He fully supported its educational efforts with his time and financial support. For example, in 1942 and 1943, he purchased the Grand Champion steers, and throughout the years, he purchased nearly half a million dollars worth of steers and capons. In today's dollars, his financial support would equal more than \$1.5 million.



# CALENDAR OF EVENTS

## AUGUST 2006

| 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 |    |    |

## SEPTEMBER 2006

| 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 |

## OCTOBER 2006

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

## NOVEMBER 2006

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| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

## AUGUST

- 18 New Caney/Splendor HMG T – Golf Tournament – Kingwood Country Club, Kingwood
- 19 Aldine/Spring/Klein HMG T – Rock & Bowl Rodeo – AMF Diamond Bowl, Houston
- 19 Channelview/Sheldon HMG T – Star Studded Dinner & Dance – Leon Grayson Center, Houston
- 25 La Porte HMG T – Golf Tournament – Battleground Golf Course, Deer Park
- 26 Waller HMG T – Turkey/Sporting Clay Shoot – The Hill Bar & Grill, Waller
- 26-27 Crosby/Huffman HMG T – Brisket Sale – Waltons Feed Store, Crosby
- 30-31 Deer Park HMG T – Brisket Sale – Cattle Drive BBQ, Deer Park

## SEPTEMBER

- 8 Humble/Kingwood HMG T – Golf Tournament – Clubs of Kingwood, Kingwood
- 9 Tomball/Magnolia/Montgomery HMG T – Turkey Shoot – Darwin's, Tomball
- 10 Lamar/Needville HMG T – Golf Tournament – River Point Golf Club, Richmond
- 11 Cypress/Fairbanks HMG T – Golf Tournament – Jersey Meadows Golf Course, Jersey Village
- 12 Go Tejano Committee – 8th Annual Go Tejano Committee Golf Tournament – Cypresswood Golf Club, Spring
- 16 Special Projects HMG T – Fish Fry – Blanco's Bar & Grill, Houston
- 23 Alvin/Pearland HMG T – Horses & Horsepower Car Show and Rodeo Bowl – Pearland Bowling Center, Pearland
- 29-30 Aldine/Spring/Klein HMG T – BBQ Cook Off/Brisket Sale – Papa's Ice House, Spring
- 30 Agricultural Mechanics – Shrimp Boil Fundraiser – The Hideaway on Dunvale, Houston

## OCTOBER

- 6 New Caney/Splendor HMG T – Brisket Sale/Craft Show – East Montgomery County Fairgrounds, New Caney
- 6 Special Projects HMG T – Golf Tournament – Wind Rodeo Golf Club, Spring
- 15 Lamar/Needville HMG T – Hit Me With Your Best Shot – Stubby's, Needville
- 20-21 La Porte HMG T – BBQ Sales – Gerlands Food Store, La Porte

## NOVEMBER

AGT – Area Go Texan Subcommittee

HMG T – Houston Metro Go Texan Subcommittee

Visit the Web site at [www.rodeohouston.com/calendar](http://www.rodeohouston.com/calendar) to view more information on these events, or to view additional events.



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