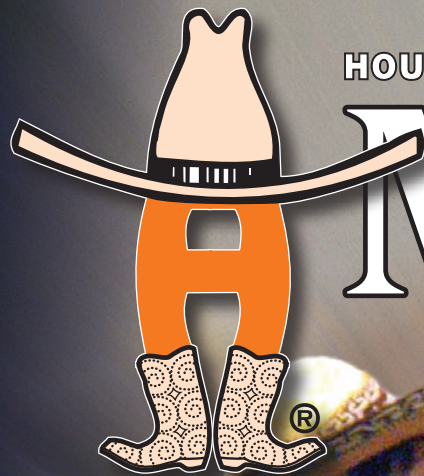


HOUSTON LIVESTOCK SHOW AND RODEO™

Winter 2006



MAGAZINE



Houston's Rich Hispanic Heritage

- 75th Anniversary Update
- Man Versus Bull

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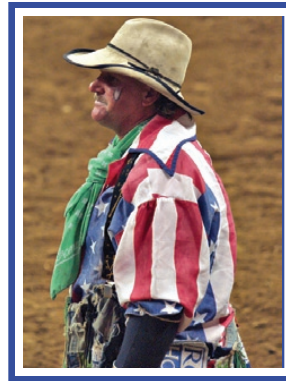
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The Cover

Fiesta Charra is a colorful display of Mexican heritage and includes amazing horsemanship skills, traditional costumes, vaquero trick roping and more. It is just one of the many fun exhibitions during Go Tejano Day.



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A Message From the **President**

Seventy-five years of agriculture, education, entertainment and Western heritage — it is unbelievable how far the Houston Livestock Show and Rodeo™ has come, thanks to the efforts of so many.

I would like to thank Paul and Kathy Somerville for their time and dedication given to the Show. They are an amazing duo as chairman of the board and first lady of the Show. As of Aug. 1, 2006, at his request, Paul has been granted an indefinite leave of absence in order to relieve him from Show responsibilities. Kathy's current health requires Paul's time and devotion as her full-time caregiver. Paul will be welcomed back into his position whenever he decides it is time. We are grateful to both of them for all they have done for this organization, giving incredibly of their time, talent and financial resources, and we look forward to both rejoining us to benefit the youth of Texas.

While Paul is caring for Kathy, a task force, appointed by the Executive Committee, will fulfill the responsibilities of chairman of the board. Members are Jim Bloodworth, Don Jordan, John O. Smith and Mike Wells, who also will serve as the interim chairman of the Executive Committee.

As we are celebrating the Show's 75th anniversary, we are enlisting every member, every volunteer, and every business associate to serve as part of our public relations effort. Remember that you are an ambassador of the Show. Tell your friends, co-workers and business associates that you support an organization that has given more than \$200 million to support the youth of Texas since its founding 75 years ago. Encourage them to come out and see why you work so hard every year.

This issue highlights activities for the 2007 Show — “The Year of the Volunteer.” Be sure and check out all the new events for the 75th anniversary. Keep your eye out for the Spring 2007 issue to see which performance of RODEOHOUSTON™ will feature your favorite star entertainer in concert and watch for exciting news in the Rodeo arena, as well.

The Show soon will be in full swing, and we are working to make sure the 75th anniversary is the biggest and best ever. I look forward to seeing you on the Show grounds.

Skip Wagner

Skip Wagner



DANCES WITH BULLS

By Gina Covell

When a bull rider bursts out of the chute on a bucking and snorting bull, he has three fundamental goals: hold on for eight seconds, earn a high score and look for the guys in the funny clothes. Many spectators refer to those creatively dressed guys as rodeo clowns. However, running toward a 2,000-pound animal with deadly horns hardly is clowning around; rather, it is the serious business of bullfighting.

So, how does one get started in such a business? Miles Hare, one of the nation's most famous bullfighters, is a 29-year RODEOHOUSTON™ veteran from Liberty, Texas. When he was 6, he began taking care of his father's bulls and said it just came naturally to him. "My father was a stock contractor, and I have always loved bucking bulls," explained Hare. "There were not many things that my father got out of the way of, and he got out of the way of bulls. So, to me, bulls have always represented power, strength and majesty."

With that love and respect for bulls, it was not a stretch for Hare to make his career out of being around his favorite animals. He studied techniques from other bullfighters and honed his own style. He became a professional bullfighter in 1975, and, in 1977, at age 22, was the youngest bullfighter voted to the National Finals Rodeo. When the NFR was over, Hare was invited to work the Houston and Fort Worth shows. Because he was "worth hiring," he worked many rodeos from Calgary to Houston and from San Francisco to New York.

"There are not many rodeos like Houston, where you fight in front of 70,000 people," said Hare. "I remember the first time I heard I was going to be on the [Diamond Vision] screen. I thought, man, that is so cool! Then, I realized that when I made a mistake, there it was, larger than life for everyone to see. That was tough."

Imagine how many people have seen Hare in action, on or off the big screen. He has fought in more than 600 performances and encountered thousands of bulls at RODEOHOUSTON.

"What makes you effective in an arena is knowing a bull's bucking pattern," said Hare. "Timing is everything. You have to be far enough away to not disturb the bucking pattern and score, but not too far away to help the rider."

Looking at Hare, you can tell he has lived life — years on the road are evident in his face. With knee and elbow braces and stories of injuries, bullfighting surely has taken its toll on his body, but nothing could exhaust his spirit.

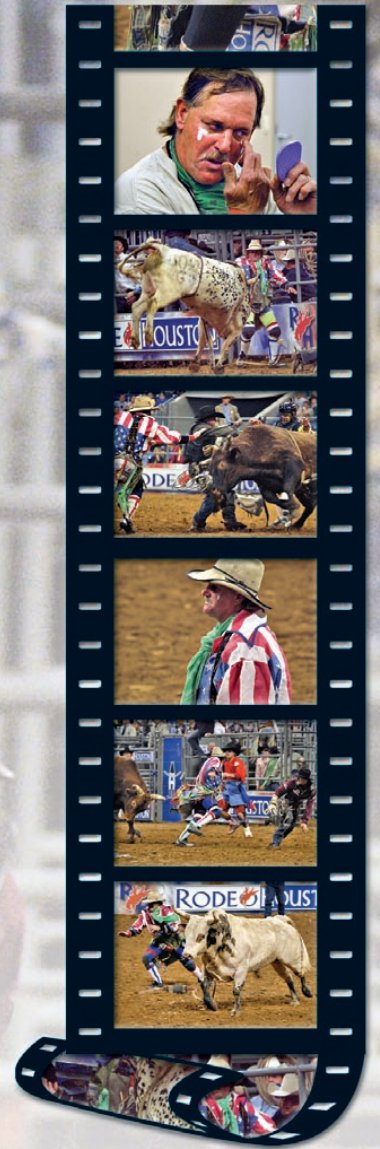
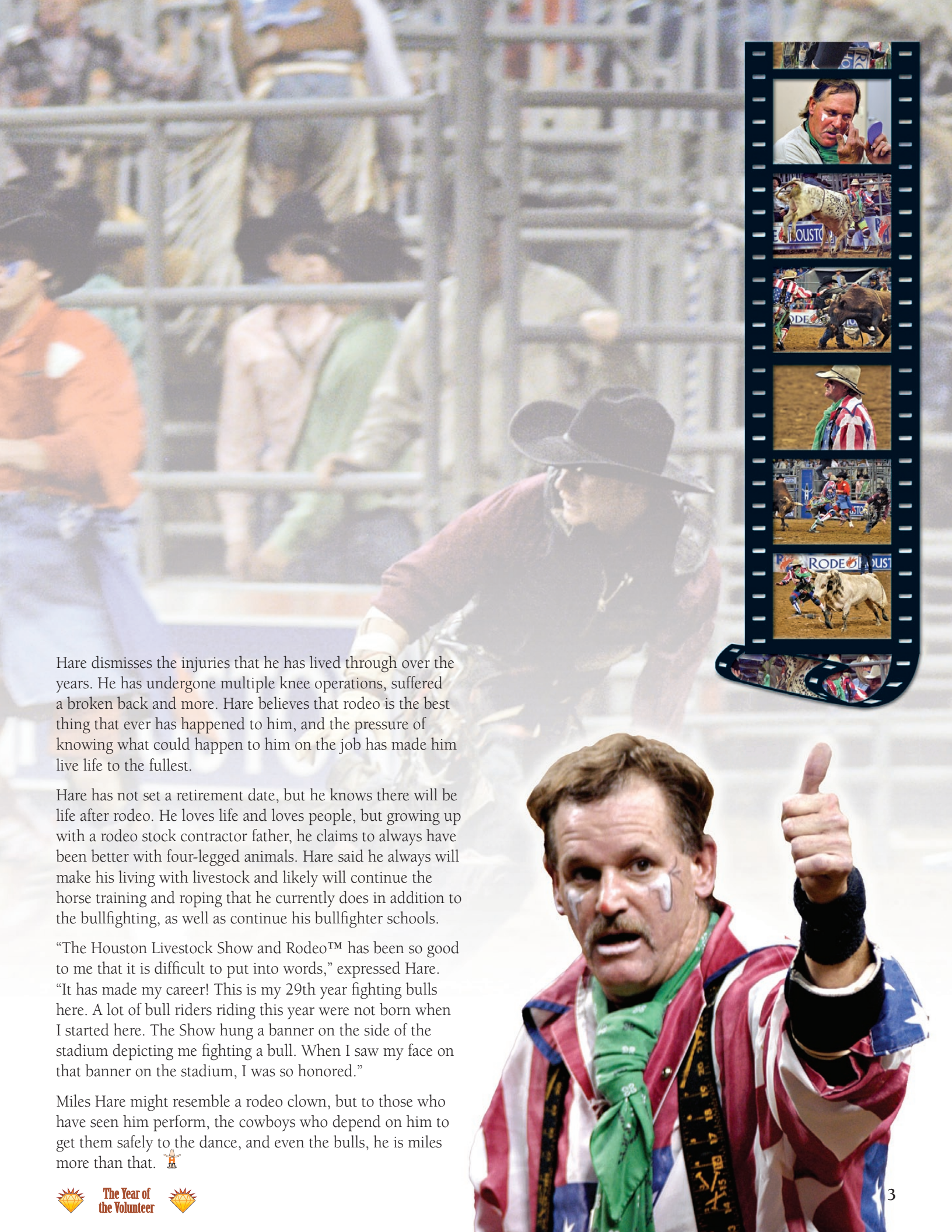
"Bullfighting is the most rewarding job to me," said Hare. "It is a life and death situation, and it can be violence or poetry. I don't know if I have saved anyone's life, but I do know I have helped some riders avoid a lot of injuries. When someone is down and ready to get crushed and you are able to help him up and get him back to the chute and to the dance with barely a wrinkle in his shirt, that is a good feeling. When those bull riders say 'thanks,' they mean it."

For nearly a decade, Hare worked RODEOHOUSTON alone. Then, in the late 1980s, he teamed with Rick Chatman. With the addition of Darrell Diefenbach in 2005, there are now three bullfighters for an extra measure of safety for both bullfighters and cowboys, as well as barrelman Leon Coffee.

"I really want people to understand that there is no head bullfighter," explained Hare. "We have been here so long because we work together as a team to keep the bull riders safe. I am nothing in the arena without my partners, and none of us are any better than the help we've got. You win in this game by being a survivor. It is humbling."

While Hare works other rodeos, he never participates in any rodeo six weeks prior to RODEOHOUSTON, so he can stay fresh for his hometown crowd and get his mind-set ready. "There is no match between a man and a bull," said Hare. "Bullfighting is truly a mind game, and our only advantage is to outthink the bull. Each ride is different, and you have a split second to predict and react. You don't really have time to get scared. The bottom line is you have to get to the bull rider before the bull."

It is difficult to imagine an occupation in which, if you have a bad day, some of your closest friends and co-workers might get injured badly. Bullfighters have to shake it off and concentrate on the next ride, because the next guy also needs their protection and skill. "All bulls have the ability to kill you," said Hare. "You can't dwell on hooking or the bad things and stay on the adrenalin. You have to keep a level head."



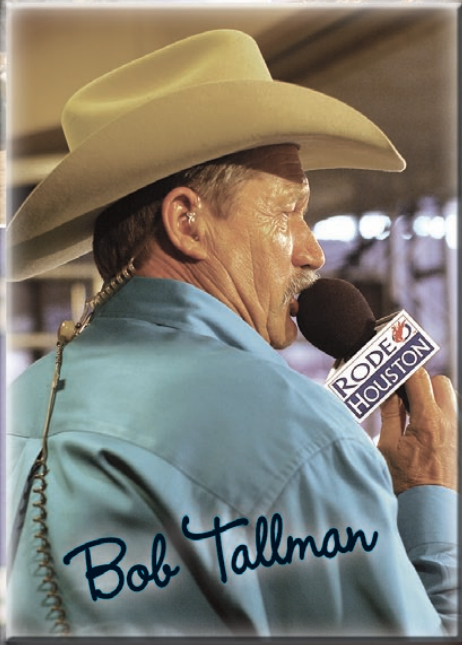
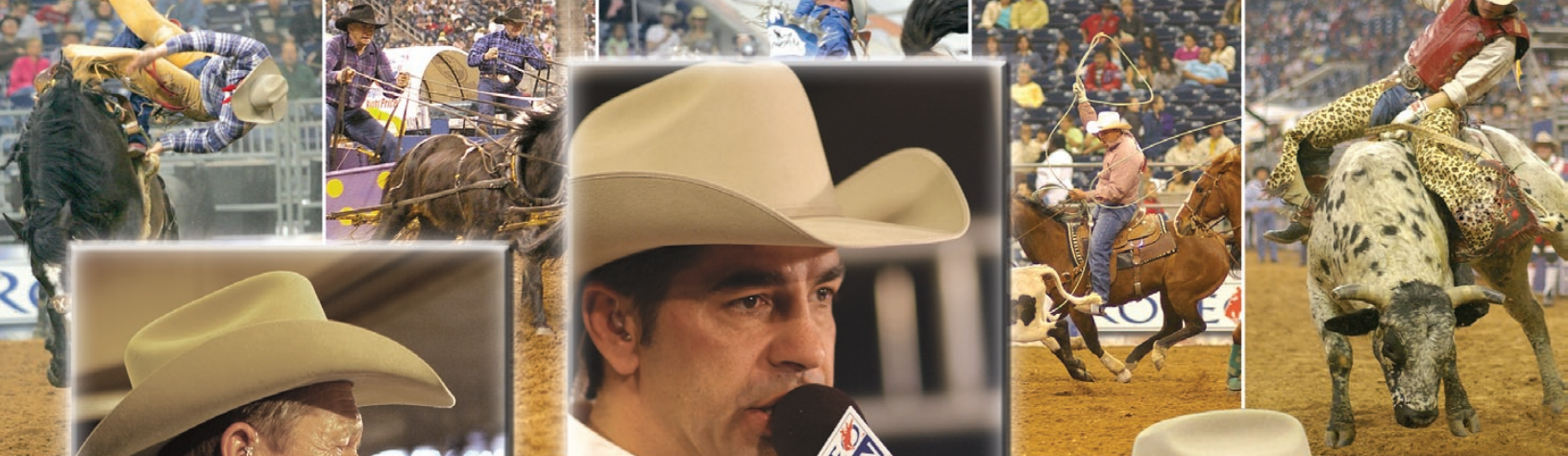
Hare dismisses the injuries that he has lived through over the years. He has undergone multiple knee operations, suffered a broken back and more. Hare believes that rodeo is the best thing that ever has happened to him, and the pressure of knowing what could happen to him on the job has made him live life to the fullest.

Hare has not set a retirement date, but he knows there will be life after rodeo. He loves life and loves people, but growing up with a rodeo stock contractor father, he claims to always have been better with four-legged animals. Hare said he always will make his living with livestock and likely will continue the horse training and roping that he currently does in addition to the bullfighting, as well as continue his bullfighter schools.

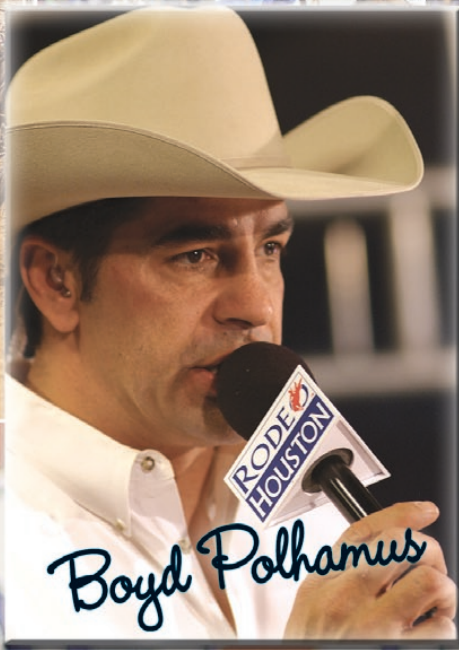
“The Houston Livestock Show and Rodeo™ has been so good to me that it is difficult to put into words,” expressed Hare. “It has made my career! This is my 29th year fighting bulls here. A lot of bull riders riding this year were not born when I started here. The Show hung a banner on the side of the stadium depicting me fighting a bull. When I saw my face on that banner on the stadium, I was so honored.”

Miles Hare might resemble a rodeo clown, but to those who have seen him perform, the cowboys who depend on him to get them safely to the dance, and even the bulls, he is miles more than that. 🤠

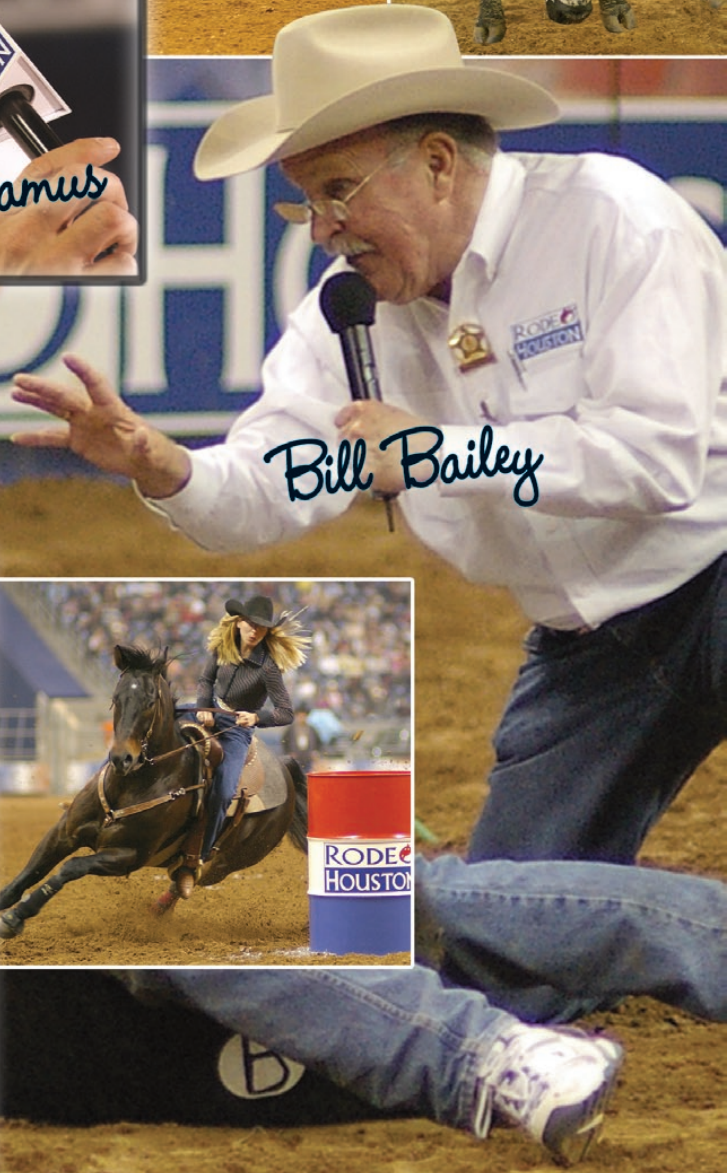




Bob Tallman



Boyd Polhamus



Bill Bailey



Sharon Camarillo



Talk of the Town

By Susan D. Emfinger



With seven fast-paced, action-packed events and the heartwarming calf scramble, RODEOHOUSTON™ can be compared to a thick novel. To appreciate each event, an investment is required on the part of the spectator. Each day is another page, each week another chapter — but an experienced narrator can make all the difference. That is what makes RODEOHOUSTON such a pleasure for the rodeo fan to attend.

Like many writers, first-class rodeo announcers capture a moment in time. Polished in their technique and poetic in their language, they bring the rodeo to life by informing, persuading and entertaining their audience. They cheer on the cowboys and cowgirls, and good announcers know something about every contestant. Almost instantly, they inform spectators of times and scores and educate them about the sport of rodeo to help everyone understand what is going on in the arena. They give details on rides and runs as well as explain reasons for disqualifications and “no scores.”

The outstanding RODEOHOUSTON announcing team includes Bob Tallman, whose booming voice is familiar to rodeo fans far and wide. He has been announcing for more than four decades and is the most honored announcer in rodeo.

Play-by-play announcer Boyd Polhamus, like Tallman, started as a rodeo contestant but realized that his real skills and longevity in the sport were in announcing. Polhamus credits Tallman, his best friend and business partner, for teaching him something new each time out of the chute. Polhamus must be a good student — he works more than 200 rodeo dates each year.

Sharon Camarillo, color commentator, who hails from California, provides the Show’s fans an insider’s look at what the competitors are feeling. She certainly has the experience. A former barrel racer, she is an intercollegiate champion, a Women’s Professional Rodeo Association champion and a four-time National Finals Rodeo qualifier.

Rounding out the team is local legend Bill Bailey, who serves as grand entry and calf scramble announcer. He is a member of the Houston Livestock Show and Rodeo™ board of directors and is a lifetime vice president of the Show. He has been involved actively with the Show for more than 40 years. When not working or volunteering at the Show, Bailey serves his beloved state of Texas as a Harris County constable.

It has been said there is no “I” in the word “team,” and this group definitely works with that statement in mind. They found a way to divide the tasks and quadruple their success. “We all have our place, and with that, we have a wonderful working relationship. I couldn’t ask for better folks to spend my time with here,” said Bailey.

“We are friends, and we are family. We play together and pray together,” said Tallman. Their individual abilities, knowledge

and experience are fully utilized by the team, and the Rodeo fans benefit from it.

“Each time I turn on the mic, I am just trying to become better,” said Polhamus. “And, to work alongside this group has helped me tremendously, both personally and professionally.”

The announcers’ jobs begin well before the lights turn up and the microphones go live. Their work begins hours earlier. “At 2 p.m., we receive the competitors list for that night’s events. We do our own research on each competitor, how they have been performing lately, the animal they have drawn and even what’s going on with them personally — anything we can do to sell to the crowd,” said Polhamus. While at the Houston Livestock Show and Rodeo, the announcers can be found throughout Reliant Park speaking to youth groups about leadership and teamwork or interviewing buyers at the auctions.


What keeps this group announcing the Show each year? “Houston is the premier rodeo to work,” said Polhamus. “They stay on the cutting edge of technology with their sound and video. It’s like a major network.” Polhamus added that RODEOHOUSTON is the envy of all other professional rodeos. He is asked constantly how Houston operates.

Tallman acknowledged that the people keep him coming back each year. “Houston’s staff, officials, volunteers and Show visitors make it like no other rodeo. It’s second to none. This is the ultimate job in our industry, and who wouldn’t want to be a part of the biggest and best organization in their profession? It’s having a job that’s obviously fun to come to every single day,” said Tallman.

All four announcers agree that the Show’s way of promoting programs that benefit youth and support education is top-notch. Camarillo believes the scholarships the Show commits to Texas students are amazing. “It only gets better and better each and every year,” said Camarillo.

None of the four has plans to stop working, especially in Houston. They have been announcing for so many years now that they can’t imagine not being in the arena. It is something in their blood. Polhamus believes retirement will come when he no longer performs at his desired level. “You don’t retire from rodeo,” he said. “Rodeo retires you.”

“I will be here as long as they’ll have me,” said Camarillo. “This is the premier event to work, and I am honored to be able to have my name associated with Houston.”

The Houston Livestock Show and Rodeo continues its tireless efforts to make the entertainment experience the best for its rodeo patrons. With the years and careers Bailey, Camarillo, Polhamus and Tallman have behind the microphone, RODEOHOUSTON will continue to be a bestseller. 

COWBOY SOLE

By Melissa Manning

For people with Western or ranching origins, the cowboy boot is almost spiritual in its significance. No matter where one lives or works, it is the single possession that most connects people with Western heritage. Outside the United States, the cowboy boot symbolizes the American West.

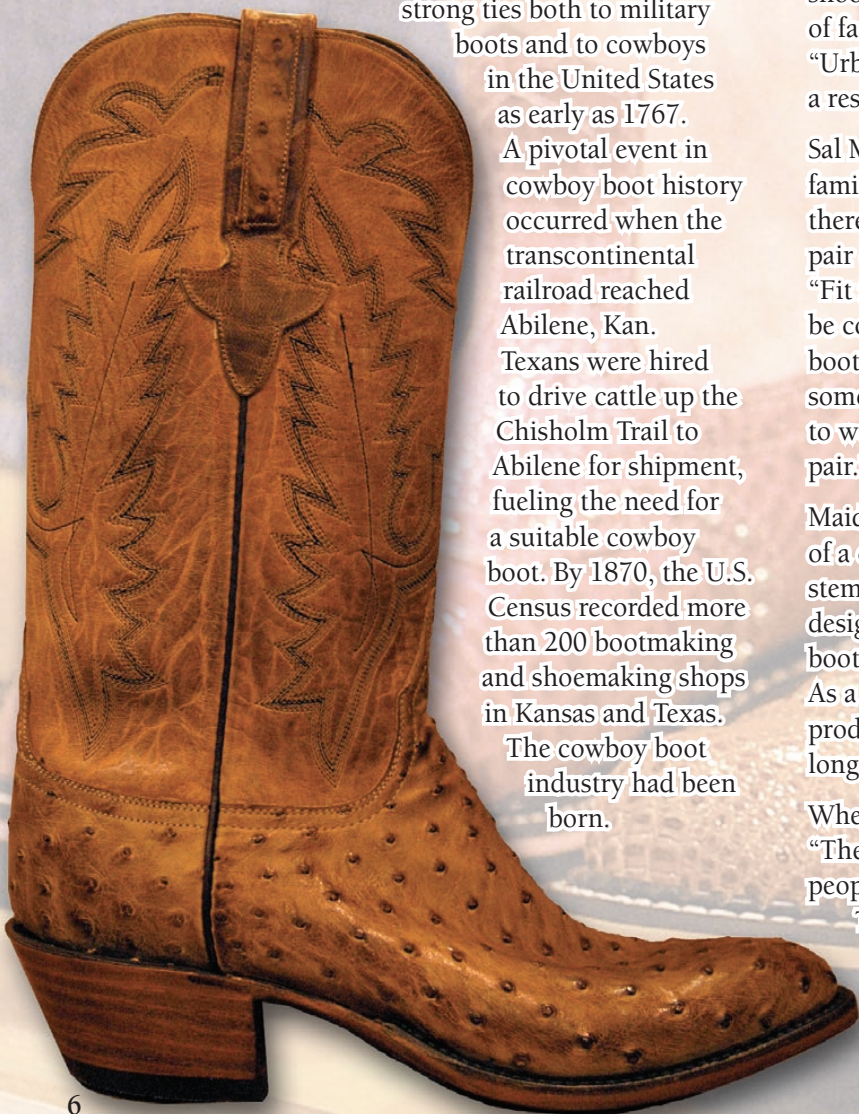
Boots have been prevalent throughout history. Archeological evidence suggests boots have been worn by hunters, horsemen, soldiers and nobility for thousands of years. Boots first became essential in surviving the rigors of trade and war. Horseback riding also mandated the need for sturdier, more protective footwear. The style of one's boot eventually became indicative of his or her social class, and the cut and style of boot worn by the upper classes led to the term "well-heeled," which still is used today.

While the origin of the cowboy boot is unknown, it has strong ties both to military boots and to cowboys in the United States as early as 1767.

A pivotal event in cowboy boot history occurred when the transcontinental railroad reached Abilene, Kan.

Texans were hired to drive cattle up the Chisholm Trail to Abilene for shipment, fueling the need for a suitable cowboy boot. By 1870, the U.S. Census recorded more than 200 bootmaking and shoemaking shops in Kansas and Texas.

The cowboy boot industry had been born.



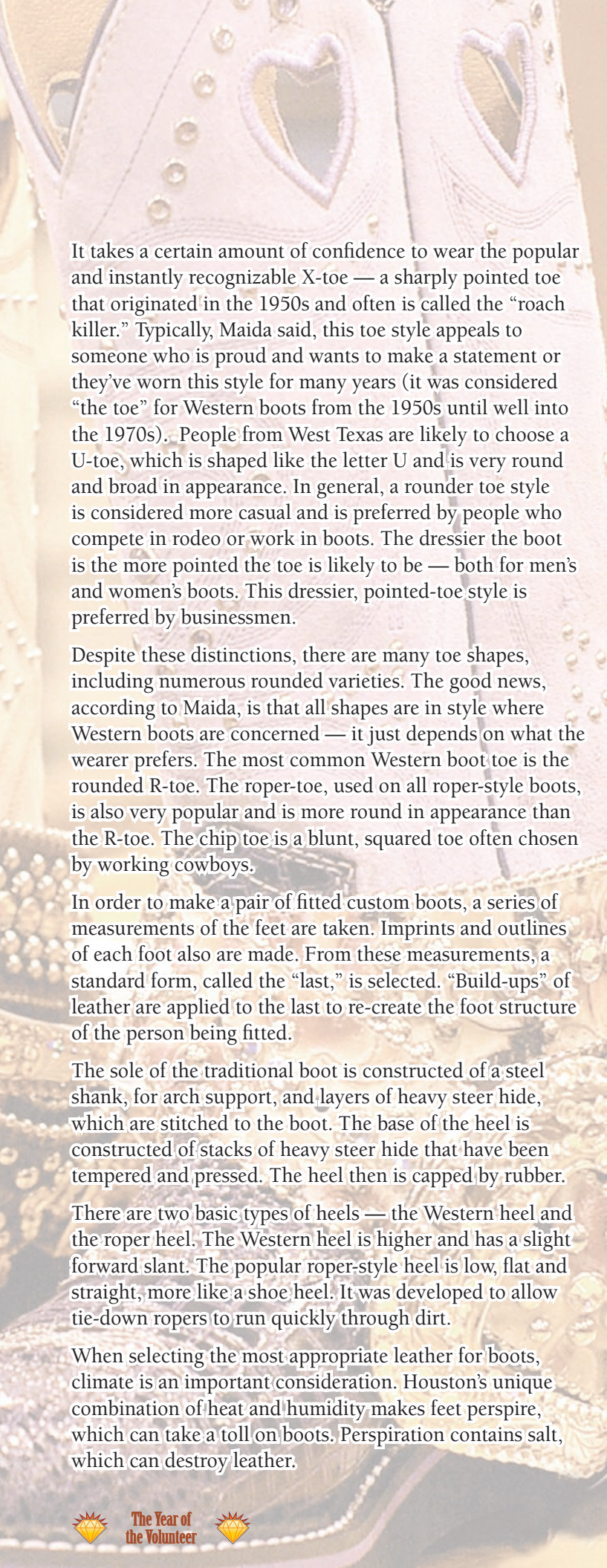
Following the success of the "singing cowboys" on radio and television during the 1920s, '30s, '40s and '50s, the cowboy boot became fashionable. Simple patterns on the boots were replaced by intricate designs of everything imaginable — horses, cacti, flowers, playing cards, six-shooters and more. In the 1960s, cowboy boots waltzed out of fashion as go-go boots became popular. By 1980, when "Urban Cowboy" hit theaters, the cowboy boot experienced a resurgence in popularity that continues today.

Sal Maida III is a fourth-generation boot maker whose family business started in Houston in 1906. "In my opinion, there is nothing more comfortable to be in all day than a pair of cowboy boots — when they fit properly," he said. "Fit is everything. They really should fit like a glove and be comfortable from the start. If you are just going to wear boots a couple of times a year, you'll probably be fine with something off-the-shelf," he said. "However, if you plan to wear boots more frequently, you might prefer a custom pair."

Maida noted there is a significant difference between the fit of a custom boot and a mass-produced boot. The difference stems from the design of each boot. The custom boot is designed to fit a specific person's foot, while production boots are made only in a few common sizes and widths. As a result, people with less common sizes who buy production boots likely are buying boots that are too wide, long, tight or narrow.

When it comes to style, the boot toe is most important. "The toe of the boot tells your story — it's what other people see first when you are walking toward them.

The style you wear also says something about your personality, and may offer clues as to what part of the country you come from and even your age," said Maida.



It takes a certain amount of confidence to wear the popular and instantly recognizable X-toe — a sharply pointed toe that originated in the 1950s and often is called the “roach killer.” Typically, Maida said, this toe style appeals to someone who is proud and wants to make a statement or they’ve worn this style for many years (it was considered “the toe” for Western boots from the 1950s until well into the 1970s). People from West Texas are likely to choose a U-toe, which is shaped like the letter U and is very round and broad in appearance. In general, a rounder toe style is considered more casual and is preferred by people who compete in rodeo or work in boots. The dressier the boot is the more pointed the toe is likely to be — both for men’s and women’s boots. This dressier, pointed-toe style is preferred by businessmen.

Despite these distinctions, there are many toe shapes, including numerous rounded varieties. The good news, according to Maida, is that all shapes are in style where Western boots are concerned — it just depends on what the wearer prefers. The most common Western boot toe is the rounded R-toe. The roper-toe, used on all roper-style boots, is also very popular and is more round in appearance than the R-toe. The chip toe is a blunt, squared toe often chosen by working cowboys.


In order to make a pair of fitted custom boots, a series of measurements of the feet are taken. Imprints and outlines of each foot also are made. From these measurements, a standard form, called the “last,” is selected. “Build-ups” of leather are applied to the last to re-create the foot structure of the person being fitted.

The sole of the traditional boot is constructed of a steel shank, for arch support, and layers of heavy steer hide, which are stitched to the boot. The base of the heel is constructed of stacks of heavy steer hide that have been tempered and pressed. The heel then is capped by rubber.

There are two basic types of heels — the Western heel and the roper heel. The Western heel is higher and has a slight forward slant. The popular roper-style heel is low, flat and straight, more like a shoe heel. It was developed to allow tie-down ropers to run quickly through dirt.

When selecting the most appropriate leather for boots, climate is an important consideration. Houston’s unique combination of heat and humidity makes feet perspire, which can take a toll on boots. Perspiration contains salt, which can destroy leather.

CARE OF BOOTS

- 
- ◆ **When cleaning, first wipe dirt and sand away.**
 - ◆ **Apply conditioner using a soft hair brush.**
 - ◆ **Use a toothbrush to scrub conditioner into the welt (the area where the sole is stitched to the boot).**
 - ◆ **Let boots dry, then buff with a terry cloth. Apply a cream polish that matches the boot color.**
 - ◆ **Insert a pair of cedar boot trees into boots when not worn.**
 - ◆ **Store boots in a cloth boot bag or pillowcase to protect them from dust, which can scratch the leather.**

According to Rikki Lynn, a salesperson at a local Western wear store, ostrich is the most breathable leather for boots and is preferred by Houstonians for that reason. “Ostrich is a very forgiving skin — it’s very elastic and durable,” she said. “It’s our best-selling skin for women and men, by far.”

Maida agreed. “If you want to wear a boot, buy ostrich with a calf upper,” he said. “If you want to hunt in boots, buy elephant, which doesn’t breathe like ostrich, but is very tough.” Alligator skin is distinctive and exudes class and style, he added, but alligator boots can be quite expensive (approximately \$5,800 for a pair).

A basic pair of calfskin ropers off the shelf typically costs just under \$100. For a premium pair of ready-made exotic boots, expect to pay nearly \$1,000. Stepping up to a pair of custom boots, one can expect to pay approximately \$900 to \$3,000 or more.

Whether boots are purchased for work or fashion, the style of boot chosen can bring out each individual’s personality, as well as the cowboy in us all. 🤠



UPDATE

“The Year of the Volunteer”

2007 will mark the 75th anniversary of the Houston Livestock Show and Rodeo, celebrating “The Year of the Volunteer.” Mark the dates in your 2007 calendar — Feb. 27 to March 18; the Show will be here before you know it!

World’s Championship Bar-B-Que Contest

Join us at this Texas-sized picnic, Feb. 22 – 24, to launch the annual Houston Livestock Show and Rodeo. Several hundred cooks will be polishing their culinary tools and preparing to heat up their own winning run at glory! The World’s Championship Bar-B-Que Contest is three days of cooking, competition, eating and dancing. The sweet aroma drifts over the Houston metropolis, drawing crowds like bees to honey as 146,285 guests joined the feast in 2006. The Garden will feature live entertainment, with room for dancing. For updates on entertainers in The Garden, visit www.rodeohouston.com.



Thursday, Feb. 22
Gary P. Nunn



Saturday, Feb. 24
Todd Fritsch

Membership Dance

The 2007 Membership Dance will be held Friday, Feb. 16, in The Hideout on the floor of Reliant Astrodome. All members will receive an invitation for four to attend this Show kickoff. Entertainers will be posted on the Web site at www.rodeohouston.com.



Dinner-and-a-Rodeo Package

For the first time, the Houston Livestock Show and Rodeo will be offering a Dinner-and-a-Rodeo Package. Take a break from the crowds and enjoy a buffet dinner in the comfort of a dining room in Reliant Center. Dinner is served right before each Rodeo performance. Private dining and additional options are available for guests of 50 to 500. If it is just you and your friend, or, you and several of your friends, this package can accommodate individuals or small groups as well. This is a great opportunity to hold a business meeting or entertain clients during dinner. A Show official can be scheduled to speak to your group. Prices start at \$50 per person. For an additional fee, gift bags, audio and visual equipment, and bar service can be added to the package. Call the Ticket Office at 832.667.1080 to discuss your needs.



2007 Houston Livestock Show and Rodeo™ FEB. 27 — MARCH 18

Ranch Rodeo

Relive the Old West watching the first-ever Houston Livestock Show and Rodeo Ranch Rodeo Competition to be held in Reliant Arena. This fast-paced, rough-and-tough competition will feature cowboys and cowgirls invited to compete for the fastest times in events that include calf “branding” (using chalk), steer mugging (throwing and tying a yearling steer), and pasture doctoring. This forerunner to modern rodeo competitions offers the visitor a look at traditional ranch life close up! This event will feature only competitors drawn from the surrounding counties. This is an opportunity to see “cow work” at its finest.



Team Penning and Ranch Sorting Competition

A United States Team Penning Association-sanctioned competition will be held in Reliant Arena for the first time in 2007.

Team Penning features a team of three riders that cut from the herd and pen three head of cattle with the same identification number — all within a 90-second time period. Before the time begins, all cattle are bunched on the opposite side of the arena. The judge signals that all is ready with the raise of a flag. Once the flag is dropped, contestants are given their cattle penning number as the nose of the first horse crosses the start line. Any incorrectly numbered cattle that cross over the foul line can result in a disqualification.



Ranch Sorting calls for competitors (two riders per team) to move 10 head of cattle from one pen to another in numerical order, beginning with a randomly called number between zero and nine, i.e., if “six” is called, the cattle must be penned starting with animal six, then seven, and so on, with animal number five penned last. If a cow passes into the pen out of numerical sequence, the team is disqualified.

Sheep Dog Trials

The Sheep Dog Trials once again will light up the Main Arena at Reliant Center. Held on March 10, the trials will consist of timed tests on the dog’s ability to herd as well as obey its master. Using a series of words and whistles, the handler’s movements are restricted as the dog herds a small group of sheep around obstacles and into a holding pen.



Ranching and Wildlife Expo

(held in conjunction with Cattleman’s Appreciation Days)

The 2007 Show will feature a Ranching and Wildlife Expo from Feb. 27 to March 1. Located in Reliant Arena, the Expo will include educational seminars related to ranching and wildlife. CEUs are provided on various sessions. An auction will include hunting and fishing trips, bird watching excursions, and wildlife artwork. Visit the Web site at www.rodeohouston.com for schedule and more information.

The Hideout and Main Corral Club™ Entertainers

Keep checking the Web site for the latest on The Hideout and Main Corral Club entertainers. Visit www.rodeohouston.com to see if your favorite local musician will be playing in these venues.




The Spring 2007 issue of the “Bowlegged H” Magazine will feature the 2007 entertainment lineup. Keep your eye out to see who will play RODEOHOUSTON™.

BOOT SCOOT 2007



Boots are coming to Houston! To raise awareness of the 2007 Houston Livestock Show and Rodeo™, several painted fiberglass boots will kick up the dust throughout the Bayou City during February and March. Boots will be approximately 6 feet high and 6 feet long. The boot sculptures will be painted, costumed and transformed into magnificent works of art.


From Uptown to Downtown, and throughout the Houston area, the boots will be seen by many Houstonians and visitors. This public art will showcase our Western heritage during February and March.

Boots can be underwritten for \$2,000. Entry deadline is Jan. 1, 2007. Boots should be ready for display by Feb. 1, 2007. For an application or more information, contact Dan D'Armond, chairman of the Western Heritage Community Challenge Committee (Dan_DArmond@bmc.com or 713.918.2372). 

Live It, Wear It, Create It '08

During the 75th anniversary year, "The Year of the Volunteer," a badge design contest will give you the chance to submit a design for the Show's 2008 volunteer badge. The contest is open to all current volunteers and Lifetime Committeemen of the Houston Livestock Show and Rodeo.

This is your chance to be creative and put your mark on the Show. Badges become a permanent part of the Show's history and a popular souvenir piece at the conclusion of each year's Show.

Entry deadline is Friday, Dec. 1, 2006. For an entry form or more information, e-mail membership@hlsr.com or call 832.667.1073. 





Go Tejano!

By Kristi Van Aken



Ramon Ayala

What happens when chart-topping entertainers, a colorful exhibition of horsemanship skills, a traditional music contest and a unique Tex-Mex diner come together? The result is the Houston Livestock Show and Rodeo™ Go Tejano Day, which drew the highest general admission of the 2006 Show.

Sunday, March 12, 2006, was ushered in with the rousing annual mariachi competition in The Hideout, two Fiesta Charra shows in Reliant Center, and a RODEOHOUSTON™ matinee performance featuring the music of Ramón Ayala and Jay Perez on the rotating stage in Reliant Stadium. General attendance at Go Tejano Day was 104,488, and paid admission to the Rodeo totaled 70,481 — which ranks fifth in the Show's paid attendance records and is the highest paid attendance ever for Go Tejano Day. Over the years, this unique day honoring Hispanic heritage and culture holds a total of four top 20 Show attendance records.

Go Tejano Committee Chairman Joe Vara attributes the popularity of Go Tejano Day to several factors. “The Hispanic/Latino community is one of the fastest growing communities in Harris County. We reach out and touch a lot of people. The Hispanic community is looking for good, quality entertainment. This is a family-oriented event, and families can come and have a good time at a reasonable price,” said Vara.

In addition to Fiesta Charra, the mariachi competition and the Ayala/Perez performances, fans and families were able to enjoy the volunteer-run Tejano Diner, dancing and listening to additional Tejano-themed musical groups in The Hideout. They also enjoyed the carnival, livestock exhibits, shopping, and RODEOHOUSTON competition.

Louis Bart, a Show vice president and Go Tejano Committee officer in charge said, “Texas history is enriched by the Hispanic culture and influence. It is a wonderful opportunity that the Show can host Go Tejano Day for the entire community to celebrate together.”

Hispanic culture is celebrated in various forms at the Show. The precursor to the modern-day rodeo, the *charreada*, was honored with two Fiesta Charra shows. Synchronized group riding, bareback and trick riding, *señoritas* riding sidesaddle wearing colorful, traditional Mexican costumes, “horse dancing,” and trick roping were set to live mariachi music.

Mariachi is a traditional musical style that dates back to the 1800s. An ensemble playing music while strolling among an “audience” long has been a part of Mexican culture. A mariachi band usually includes violins; a small, acoustic bass guitar called a *guitarrón*; a Mexican four- or five-string, vaulted-back guitar called a *vihuela*; and a variety of other instruments. Thus, the mariachi competition is a significant part of the festivities.

“Go Tejano’ is the spirit of the day — it’s Go Texan with a Latino spice.”
— Leroy Shafer



Jay Perez



Femenil Panamericano

Six mariachi bands from across Texas are invited to play at the annual Mariachi Invitational, which takes place at the Verizon Wireless Theater in downtown Houston the night before Go Tejano Day. The groups are judged by professional music educators from all over Texas and the groups are not publicized by name or hometown, to avoid influencing the judging. “There are specific criteria for selecting the mariachi groups and the judges,” said Vara.

The next day, the same six groups also compete at Reliant Park on Go Tejano Sunday. Local and regional student groups accompany the mariachis, dancing *folklorico* style on the floor level, in front of The Hideout stage. The groups are judged both days, with the top two selected to play in Reliant Stadium between the performances of the evening’s star entertainers. From those two, audience applause chooses the top group. In 2006, it was Femenil Panamericano from Edinburg, Texas.

The audience applause is plentiful, as the seats in Reliant Stadium traditionally are packed for rodeo action and for the star entertainers. In 2006, Perez, who was named Male Vocalist of the Year and Male Entertainer of the Year at the 2006 Tejano Music Awards, performed first.


GRAMMY winner Ayala took the stage next, playing his accordion and singing to the record number of fans. In contrast to Perez, Ayala’s music is not considered strictly Tejano. In fact, he often is credited with defining a style of Mexican music known as *norteño*, or *conjunto*, which influenced the birth of Tejano music.

“Go Tejano’ is the spirit of the day — it’s Go Texan with a Latino spice,” said Leroy Shafer, Houston Livestock Show and Rodeo chief operating officer. “The entertainment appeals to a large number of fans, and the whole family can experience Go Texan fever. It truly is a celebration of Texas’ Hispanic heritage.”

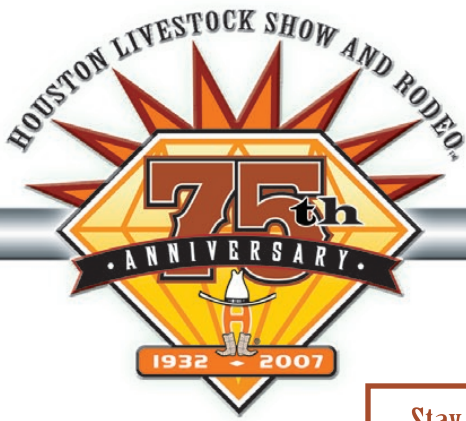
Show visitors are able to enjoy traditional Tex-Mex fare at the Tejano Diner. Operated by Go Tejano Committee volunteers throughout the course of the Show, the diner offers fajitas, tamales, nachos, soft drinks, snacks and candy. All net proceeds from the diner go to the Houston Livestock Show and Rodeo Educational Fund, directly helping those who are considered by the Go Tejano Committee as the most important beneficiaries of their work — the students.

In its mission statement, the Go Tejano Committee lists its first and foremost commitment as raising money for the Educational Fund — money that is awarded as scholarships in the name of the Go Tejano Committee. The committee takes its mission seriously. Go Tejano Day is the culmination of a year’s worth of fund-raising events, which include a golf tournament, a fashion show and dance, and a scholarship dance. The annual effort has paid off. To date, the Go Tejano Committee has helped award more than \$3 million to Hispanic students attending Texas colleges and universities.

Vara said, “We’re here to promote education in the community for Hispanic kids who might not otherwise have an opportunity to go to college.” He credits the committee’s success to the dedication and hard work of its volunteer members and extended a “thank you” to the committee and the community for all the sacrifices they have made.

Evidence of the Go Tejano Committee’s success, and the success of Houston Livestock Show and Rodeo Go Tejano Day, comes from the scholarship recipients themselves. As Lesette Soria, a graduate of Lamar High School, wrote, “Thanks to you, I am able to keep my dream alive and become a part of Texas history. ... Thank you very much for making all of America’s children count and making the Rodeo a melting pot of success.” 





MERCHANDISE

Stay Warm and Proud

Proudly display 75 successful years with the Houston Livestock Show and Rodeo™ annual jacket, available in a lightweight khaki microfiber or heavier black leather. The lightweight jacket — available in men's and women's sizes — is perfect for Houston weather year round. If a classic black leather bomber is more your style, the top grain cowhide version will be the one for you.

\$125 – \$135
(lightweight khaki jacket)
\$245
(black leather jacket)



Rodeo Time

You never will be late for your favorite RODEOHOUSTON™ entertainer's performance with this high-quality, gold and silver, 75th anniversary watch. Available in men's and women's styles, this handsome timepiece is perfect as an everyday watch, but elegant enough for those special events. \$165



Buckle Up

A sign of distinction is this beautifully handcrafted belt buckle, perfect for displaying your Western roots and a love for the Show. This latest addition to the annual collection, which began in 1980, is available in three options — gold and silver plate, antique silver plate, or solid brass. \$140 (gold and silver plate)
\$75 (silver plate) \$50 (brass)



Show Shirts

Whether you're a jeans-and-a-T-shirt kind of person or a buttoned-down professional, there is a special 75th anniversary shirt for you. The T-shirt features the 75th logo, and is available in brown, blue or pink, perfect for those comfortable days. The buttoned-down, long-sleeved shirt — available in white, hunter green and blue — offers a simple touch, with the 75th logo placed on the left chest. \$30 (buttoned-down shirt) \$15 (T-shirt)



Holiday Gift Guide

SHOP ONLINE AT
www.rodeohouston.com



Pin It On

What began in 1982 in celebration of the Show's 50th anniversary, the annual pin has been a favorite collectible with fans of all ages. The 75th anniversary edition, housed in a collectible wooden box, is a subtle way of dressing up your favorite Rodeo outfit and showing your support for the organization that benefits the youth of Texas. Also, pick up the 2007 pin set, including four limited edition designs, perfect for wearing or collecting. \$15 (annual pin) \$20 (pin set)

Weight it Down

This Waterford crystal paperweight is the perfect way to display your Show pride in your home or office. Choose either the 75th anniversary logo or the signature "Bowlegged H." \$99



Charming Charms

Sterling silver charms have been designed especially for the Houston Livestock Show and Rodeo by renowned Texas artist Kitty Keller. This is a great gift idea for your Rodeo sweetheart. Purchase the bracelet with the "Bowlegged H" starter charm, then get the commemorative 75th anniversary charm to add to your Rodeo charm bracelet. New charms will be offered each year. \$40 (bracelet and charm) \$15 (charm)



Fore!

You won't want to be caught on the golf course without your specially designed golf balls that proudly display the 75th anniversary logo. You will be the envy of all the golfers. \$2



Bring a Little Rodeo to Your Holidays

It's always Rodeo time, and the holidays are the perfect season to bring a little Rodeo into your events. Choose one of these stunningly designed ornaments to decorate your home, or give one as a gift. \$25 (ball ornaments) \$10 (brass ornament)



Cover Your Lid

Keep the sun off your face and be stylish at the same time. With the 75th anniversary logo emblazoned on the cap, you are sure to get noticed. A wonderful assortment of Western colors make this cap a must-have. \$15

Stay Warm

Keep this cotton throw close at hand during those chilly nights at home. This collectible item is lightweight and makes the perfect gift. \$40



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Ladies' Night Out

By Kristi Van Aken

Among the 61,130 fans watching the action-packed RODEOHOUSTON™ performance and star entertainer Toby Keith singing in Reliant Stadium were several hundred taking in the entertainment from a private party held in the South Terrace — many of whom had never before attended the Rodeo. Wednesday, March 8, 2006, was Ladies' Night Out — the first such event at the Houston Livestock Show and Rodeo™.

The evening's theme was "Kick up Your Heels," and many women took the advice to heart. Upon arrival at the South Terrace, the guests of honor were adorned with feather boas and given goody bags filled with makeup, jewelry, and other fun items from local retailers and artists. The area was illuminated by a large projection of the Show's "Bowlegged H" logo. A bar-top ice sculpture in the shape of a boot offered chilled beverages, and lighted, blue neon martini glasses were available for purchase. In addition to the appetizers and a large salad bar, a self-service doughnut station, complete with glaze dip, chocolate dip, and sprinkles, was the dessert fare.

While Toby Keith sang, hair stylists, massage therapists, nail artists and body-painting artists pampered the women. Fingernails were adorned with the Show logo, body art was painted to color-coordinate with outfits, hair was coiffed, and overworked neck muscles were massaged.

It might seem unorthodox for such a gathering to take place at the world's largest rodeo — which is precisely why Ladies' Night Out came into existence. The unique event was the culmination of the efforts and creativity of the Trailblazer Committee, which formerly was named the Ladies' Season Box Committee. In 2005, committee duties changed and the name changed to Trailblazer Committee.

"The goal for the event was to get women who have not attended a Rodeo to experience the event with their friends," said Angela Schroder, chairman of the Trailblazer Committee.




Vice Chairman Teresa Ehrman concurred. "We're trying to expose more people to the Rodeo. What better way to do that than by creating an atmosphere that appeals to people who might not otherwise attend?"

The strategy of targeting women who are not affiliated with the Show worked well for the debut event. More than 400 were in attendance, and the committee expects to sell 500 tickets for the 2007 event. "Attendance of more than 400 people at an event that has no history is a huge success. We were thrilled at the response," said Ehrman.



The party atmosphere was an avenue the committee used to increase awareness of the Show. "Key information about the Rodeo was in the goody bags," said Schroder, "and the Show's mission statement was printed on the back of the Ladies' Night Out invitation." At the end of the evening, the women got to take home a faux magazine cover with a group photo of the attendees of the inaugural Ladies' Night Out — a souvenir and perhaps a reminder

of the variety of opportunities and activities at the Show.

One participant said, "This evening is a wonderful idea, and we need to do it again next year." That is exactly what the Trailblazer Committee plans to do. The next Ladies' Night Out will be scheduled at a later time. A limited number of tickets are available for Rodeo newcomers and veteran volunteers alike. Just remember, boys — this special night is for ladies only. 



Scholarship Student Profiles

By Gina Steere



Kara Hall

School Art Scholarship

Kara Hall was awarded a 2005 School Art Scholarship from the Houston Livestock Show and Rodeo™ for her efforts on a colored drawing of her brother holding an American flag, as well as her high school accomplishments.

Before graduating from Newton High School in Newton, Texas, she was vice president of the National Honor Society, a member of the student council and a member of the Fellowship of Christian Athletes.

Hall's father passed away several years ago, leaving her mother as a single parent working to support two children. "My mother works so hard for us. She will be my hero forever," said Hall. "It was such a blessing to receive the scholarship from the Rodeo. College is so expensive. My brother is a senior in high school this year and will be headed for college soon."

Hall is a sophomore at The University of Texas at San Antonio, majoring in education with a minor in Spanish.



Eric Morales

Opportunity Scholarship

Eric Morales graduated 17th in his class from Milby High School in Houston. He was a member of the National Honor Society, a Magnet Program participant and a Texas Scholar, a distinction which recognizes students who take a more challenging course load.

Morales said that he works and goes to school at the same time. Because he was fortunate to receive a Show scholarship, the time spent having to work while attending school is minimal.

"Without the Rodeo scholarship, it would have been difficult for me to attend college," said Morales. "My parents help out as much as they can, but it's really nice not to have to worry about paying for tuition and books. I have to work a little bit, but not so much to have to make a real financial difference, so I can go to school."

Morales is a sophomore at the University of Houston majoring in computer engineering. His aspirations upon graduating include working in computer software design and programming.



Jordan "Ty" Mylnar

4-H Scholarship

As a sophomore at Trinity University in San Antonio, Ty Mylnar is making the most of his college career by working toward a double major in communication and theater arts. At the same time, he will work to complete a teaching certificate for all academic levels.

"I visited many Texas schools looking for a college home. I went to the Trinity campus three times and knew that was where I belonged," said Mylnar, but, he admitted having chosen a private institution was very expensive.

"My family doesn't have that kind of money, but they supported my decision and would have sold the horse, the farm — everything to get me there. The Rodeo scholarship, plus other scholarships all together, made it possible for me to go there," said Mylnar.

After completing his degrees, Mylnar wants to try an acting career on film or stage, or become a high-school theater arts teacher.

School Art Committee

By Teresa Ehrman



Every year, thousands of visitors from around the world marvel at the world-class livestock and top-notch commercial exhibits at the Houston Livestock Show and Rodeo™. However, with one stroll down the west end of Reliant Center, visitors seem to have stepped into one of the world's finest Western art galleries.

From pencil sketches, pastels and watercolors, to oils on canvas and even sculptures, the stunning artwork displayed in the Hayloft Gallery rivals that of seasoned professionals. "What's most amazing is to realize young people are behind this extraordinary work," said Dennis Filson, chairman of the School Art Committee. Those young people are just a few of the talented Texas students who compete in the Show's School Art Program.

Like many other Show activities and events, the School Art Program started out small. It began in the mid 1960s as a Go Texan poster contest that drew a surprising 700 entries. Four decades later, the competition now boasts more than 315,000 entries annually and ranks high in popularity with teachers, contestants and Show visitors.

"What's almost as remarkable as the artwork is the talent and dedication of the committee people who organize every facet of the competition," Filson said. The sheer magnitude of this contest requires the commitment of more than 200 volunteers on the Show's School Art Committee. While a little more than half of the committee members are retired art teachers, painters, professional artists, sculptors and even architects, many others have no connection to the art industry — they simply have a passion for young people and this unique slice of the organization.

Five well-oiled subcommittees work in collaboration on every facet of the competition — a process that begins in early June and concludes when School Art pieces hit the auction block during the Show. Even before students begin their projects, the committee hosts a summer open house for art teachers in participating counties. During this open house, committee members brief educators on contest guidelines and host art-related workshops.

After entries are submitted in January, committee teams immediately begin traveling to more than 90 school districts to judge the artwork. The artwork is divided into three categories — elementary, junior high and high school. All entries judged receive a ribbon, and the premier pieces receive Special Merit, Gold Medal or Best of Show honors in this preliminary evaluation.

Final judging, known as the Grand Prix, occurs in February. At the Grand Prix judging, the Grand Champion, Reserve Grand Champion and Class Champions are selected, as well as the elementary and junior high school champions. Special Merit, Gold Medal and Best of Show winners have their artwork displayed in the Hayloft Gallery during the Show. Once the final evaluations are complete and awards named, including overall Grand Champion and Reserve Grand Champion, the School Art Auction Committee organizes the sales aspect of the contest.

In addition to the competition, the School Art Program educational component is amazing in its own right. Each year, 96 students attend the Glassell School of Art Summer Workshop in Houston and two dozen students attend the Museum of Western Art Summer Workshop in Kerrville, Texas. Both workshops provide unparalleled training that the participants otherwise would not have an opportunity to experience.

"Supporting the arts is important to the Show, especially since all kids don't have the resources to raise livestock," said Louis Bart, a Show vice president and officer in charge. "This committee works passionately to promote and reward artistic talent because they value creativity and care tremendously about these young people." 🤠



Veterinarian Committee

By Amy Sloan

Through the efforts of approximately 35 volunteers, most of whom are practicing veterinarians, the Houston Livestock Show™ works to ensure a level playing field among the thousands of market animals brought to compete in the Show each year. Members of the Houston Livestock Show and Rodeo™ Veterinarian Committee conduct tests for any unapproved drugs or drug residue present in market lambs, goats, steers and barrows. The testing also assures that all livestock exhibitors conform to guidelines set forth by the Food and Drug Administration to provide a wholesome food product to the American public. Committee members test top-placing animals and perform random tests as well.

The drug testing is accomplished by collecting urine samples from the animals. Each sample is divided with half being sent to the Texas Veterinary Medical Diagnostic Lab at Texas A&M University for testing. The lab analyzes the samples for a variety of substances, including anabolic steroids, anti-inflammatory drugs, diuretics and pain medications. The remainder of the sample is frozen and retained by the Show, in the event a question arises later.

“The Veterinarian Committee is a vital part of the junior market shows,” said Ricky Greene, a Show vice president and officer in charge of the Veterinarian Committee. “By conducting these tests, we are ensuring that quality meat products are distributed to the consumers.”

In addition to its 35 members, the Veterinary Committee receives assistance from college students studying veterinary medicine and biomedical science. The work of these students is overseen by the committee members.

Members of the Veterinarian Committee support the Show’s Quality Counts Program, which educates exhibitors on topics of raising animals for food consumption. Here, students learn about various animal drugs, how to read labels, where the proper injection sites are on animals, and more.

“The Houston Livestock Show and Rodeo is about educating Texas youth. There is a lot to learn about raising market animals. The Show is dedicated to ensuring that a wholesome food product is the end result,” said Greene.

The Show began drug testing animals in 1989, and, in 1995, delegated this responsibility to the then-newly formed Veterinarian Committee. In the hands of the professional veterinarians who volunteer their time each year, the Houston Livestock Show has since become the standard among such shows throughout the United States. 🤠



Third-Year Committee Chairmen

PROFILES

By Marshall R. Smith III



Jody Adamek — Facility Services

Jody Adamek was hooked on the Houston Livestock Show and Rodeo™ when he caught a calf in the Show's calf scramble in 1982. As a student at Texas A&M University, he was involved in animal research funded by the Show. In 1993, he became a life member and began volunteering on the Facility Services Committee. Jody served in every committee position before becoming its chairman. He and his wife, Elesha, have a daughter, Krista, and they are expecting another child the first week of November. Jody and his brother, Michael, own ABC Adamek Custom Homes and Mikes Machinery. His hobbies are fishing, hunting and working with his cattle.



Raymond E. Dockum — Corral Club™ – Directors Club

In 1986, Raymond E. Dockum joined the Show as a life member. Raymond has served on several Corral Club committees, starting with the Loge Level, then on to Press Club, Sky Suites, and Committeemen's Room, where he served as chairman, and finally, Directors Club. He is a member of several junior auction buying groups at the Show. Raymond is president of Sunrise Certified Services. He is a hunting and fishing enthusiast.



Gary Kramer — Corral Club – The Cantina

Gary Kramer became a life member of the Show in 1990, and he has been a member of the Corral Club committees the entire time. Gary has served on the following Corral Clubs: Loge South, The Hideout, Back Stage and The Cantina. He and his wife, Donna, have a daughter, Alexandra. Gary is a district manager for Blockbuster, Inc. He is a hunter and likes to spend time with his family.



Kermit Leistikow — Corral Club – Equipment

In 1990, Kermit Leistikow joined the Show as a life member. The following year he became a member of the Corral Club – Committeemen's Club. Since then, he has served on Corral Club Special Services and Corral Club – Equipment. Kermit has two daughters, Amy and Erin. He is the owner of KAR Parts, an auto parts store. In his spare time, he loves to travel.



Ken McGuyer — General Corral Club

In 1982, Ken McGuyer joined the Show as a life member and joined the Corral Club Committee. He also is an assistant to the chairman of the Grand Entry Committee and has been a member of that committee for 14 years. Ken has three daughters: Candace, Holly and Shana. He was elected to the Show's board of directors in 1999 and is a member of Tejas Vaqueros trail riding club. Ken is president of Petro Chem Refrigeration. When he has free time, he spends it trail riding and motorcycling.



Jeff Schaffer — Rodeo Express

Jeff Schaffer joined the Show as a life member in 1988, and he has been a member of the Rodeo Express Committee for 18 years. He served two years on the Horspitality Committee. Jeff worked his way up to chairman of Rodeo Express by serving as vice chairman and division chairman. His wife, Diane, also serves on Rodeo Express. Jeff is a 24-year veteran of the Houston Police Department, and he enjoys power boating and being on the water.



Justin White — Grand Entry

Justin White joined the Show as a life member in 1975. He has been chairman of the World's Championship Bar-B-Que, Breeders Greeters and Grand Entry committees. In 1984, he was elected to the Show's board of directors, and served as a Show vice president from 1986 to 1988. He is a member of the Lifetime Vice Presidents Committee. Justin has been married to his wife, Gina, for 37 years, and they have four sons: Justin IV, Robby, Chad and Ryan. All of his sons are life members of the Show and are serving on committees as well. He is an executive sales manager for SMG. Justin loves playing golf, hunting and spending time with his family.



RODEO *Roundup*

NEWS & HIGHLIGHTS INFORMATION & UPDATES

➔ **Louis M. Pearce Jr. and ZZ Top – Houston Hall of Fame Members**

Houston Livestock Show and Rodeo™ official Louis M. Pearce Jr. and RODEOHOUSTON™ performer ZZ Top were inducted into the Houston Hall of Fame on Aug. 23, 2006, at the Wortham Theater Center in downtown Houston. The Houston Hall of Fame includes Houstonians who have made a mark in their respective area, nationally and internationally. Houston Hall of Fame members include heart surgery pioneers Michael DeBakey and Denton Cooley, Sen. Lloyd Bentsen, boxing champion and entrepreneur George Foreman, NBA icon Clyde Drexler, Olympic gold medalist Mary Lou Retton, and Houston Astros owner Drayton McLane, among others.



Pearce served as the Houston Livestock Show and Rodeo president from 1967 to 1969, and is currently a member of the Executive Committee. Before becoming a leader of the Show, Pearce participated as a livestock exhibitor. This rancher serves as chairman of the board for Pearce Industries, Inc.



The members of ZZ Top are Billy Gibbons, Dusty Hill and Frank Beard. ZZ Top performed at RODEOHOUSTON in 2002 and 2003.

➔ **Buyer Recognition**

In the Summer 2006 issue of the “Bowlegged H” Magazine, 2006 Auction Buyers were recognized. Two buyers inadvertently were left out. Dr. Jeff Lewis was part of the group that purchased the Reserve Champion Turkey for \$105,000 in the Junior Market Poultry Auction, and Platinum Network Systems was part of the group that purchased the Reserve Champion Lightweight Duroc for \$13,000 in the Junior Market Barrow Auction.

➔ **RODEOHOUSTON Stars Make Country Music Hall of Fame**

George Strait and Sonny James are the newest members of the Country Music Hall of Fame. The two officially were inducted during the 40th Annual CMA Awards on Monday, Nov. 6, 2006. The 2006 inductions raise the Country Music Hall of Fame membership to 98.



Strait performed at the Houston Rodeo from 1983 to 1997, from 2002 to 2004, and 2006. He holds three spots in the RODEOHOUSTON top 15 attendance records, and the all-time record for any event ever held in Reliant Astrodome, with a total of 68,266 fans.

James performed at the Houston Rodeo in 1969 and 1973.

➔ **Check Out the New Look!**

The Houston Livestock Show and Rodeo Web site has a new look. Check it out at www.rodeohouston.com. Great information about the world's largest livestock show and rodeo is at your fingertips. Be sure and visit the Member Services section of the Web site, where users can join the Show, renew annual memberships, upgrade to a life membership, purchase a Corral Club™ membership, pay committee dues, and more, all online.



➔ **Welcome New Staff**

Lisa Armstrong – Administrative Assistant
Ruben Gomez – General Maintenance
Jason Kane – Managing Director, Entertainment, Market Research and Audience Analysis
Angel S. Valdez – Coordinator, Luxury Suites Sales
Lindsay Whittredge – Administrative Assistant

➔ **“Bowlegged H” Magazine**

We hope you enjoy the new look of the “Bowlegged H” Magazine. This magazine now is sent to all members of the Houston Livestock Show and Rodeo. Enjoy!

www.rodeohouston.com

www.hlsr.com



Visit www.rodeohouston.com
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FEB. 27 – MARCH 18, 2007


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