

HOUSTON LIVESTOCK SHOW AND RODEO™

Fall 2007



TV MAGAZINE



Driving Cattle

- From the Eyes of a Child
- Working the Late Shift
- Bucking Mathematics

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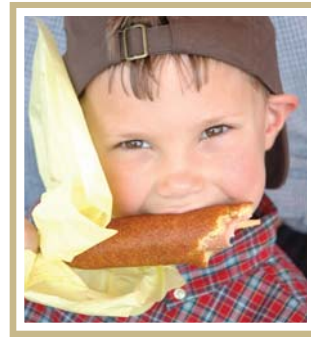
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The Cover

Cattle drives began in order to meet the high demand for beef in the northern and eastern United States. By driving cattle on the hoof from the open range directly to railroad centers, the animals could be transported easily and cheaply to cities for processing and marketing.



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Houston Livestock Show and Rodeo™

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A Message From the Chairman

Wow! Congratulations on a fantastic year. The success of our Show is based on the hard work of many different teams — the cowboys, entertainers, exhibitors, customers and many others, but the staff and the approximately 19,000 volunteers work year-round to really make it happen and make it successful. The members of the Executive Committee and staff are proud of our volunteers, and we were happy to honor them during our 75th anniversary year. Skip Wagner wants to make every year an anniversary year, and he and I are working on ways to continue to highlight and honor our volunteers, the keys to our organization.

I sure am happy to be back representing you and working with you again. The love that my family received from the Rodeo family during my wife Kathy's illness is indescribable. I sincerely appreciate the Executive Committee giving me a leave of absence this past year. I must especially thank Jim Bloodworth, Don Jordan, Mike Wells and John O. Smith for rallying and taking over the responsibilities of the chairman's office. These men never have hesitated to give of their time and money to our Show. They each have served terms of up to six years as president and chairman, and have spent a lot of time doing this away from their jobs and families. They never stopped serving and continued covering for me while offering to help my family in any way possible. My hat is off to them. We are very fortunate to have men like them in leadership positions in our organization as well as in our community.

My family and I have been blessed in many more ways than I can ever share in this space with you. I want to thank all of you and the staff for your cards, prayers and many offers of anything that we needed. I especially have to thank the many people who donated blood and platelets. Carl Wimberley had a weekly appointment to give platelets. One day I ran into Mike O'Kelley on an elevator, and he and his wife just had finished donating platelets. Pat Scherrieb was working the blood donations and bringing treats to Kathy's room on a daily basis. Dr. Dan Lehane and Roxie Campbell organized a blood drive. There were many others that I did not run into on an elevator who were making donations and calls. Most important were the many prayers that we received. Prayer lines were set up at numerous churches of various faiths around the world, and I heard of numbers of more than 100,000 of call-in prayers.

All of this love and support came from our Rodeo family, and we are humbled. I had my eyes opened through this experience. Our Show family does not just do this for the Somervilles — I have found that all of the committees rally any time one of their members or their members' families need help. Often, if you are not a member of that committee, you never hear of the need for support, as it is given in abundance by fellow members. What a loving and caring family we have, and I was able to experience that love from a different angle and in more abundance than most this year.

Many of you may have heard this story, but it is what we are all about, and it needs to be in print. In July 2006, a doctor was brought into Kathy's examining room with her primary physician. The young doctor said that he would be working on her case. He introduced himself by saying, "I do not know whether you remember me or not, but 14 years ago both of you had dinner with my mother and me when you presented me with my Houston Livestock Show and Rodeo™ scholarship. I am now your doctor."

The next time somebody asks why people spend \$600,000 on a steer, or why someone volunteers to stand in the rain all night at a gate helping people with directions, or help carry gear and supplies in and out of the facility, I now know how to answer "WHY."

I have a new comfort in and respect for our Rodeo family, as so many of you professed your faith in our Lord and His promises to His children in your prayers for us. Kathy and I have been honored by you and by God. We have quite a testimony of your love and God's love and healing power.

God bless you and thank you for everything from the bottom of my heart.

Paul Somerville

Paul Somerville
Chairman of the Board





Kids' Eye View

By Samantha Fewox

Dozens of kids laughing and rolling down a grassy hill inside Reliant Center might be an unexpected sight at the Houston Livestock Show and Rodeo™. Wait a minute, that is not a hill, it is a platform, and that is not grass, it is green carpet.

What is going on? The kids have taken over and transformed the milking parlor's observation area into an imaginary hill of fun.

Each year, the Show's commitment to entertaining and educating children can be seen through a variety of attractions, including the carnival, Capital One AGVENTURE, Rodeo University, petting zoos, the milking parlor, pig races and pony rides. But, what do the kids think? What are they most excited about doing when they arrive at the Show?

Hands down, the most popular attraction for kids of all ages is the carnival. Dean, 7, and his brother, Jack, 3, from the Magnolia/Tomball area, said they could not wait to go to the carnival. "Roller coasters are the best, especially the spinning ones," said Dean. Not to be upstaged by his older brother, Jack added that the little roller coaster was his favorite.

"I like the ride that looks like an alien ship, but when you get on it, you lean back and end up with your feet in the air," said Justin, 13, of Houston. His sister Tyra, 12, prefers rides that are a bit more calm. The 15-story Ferris wheel, La Grande Wheel, is her favorite.

Collin, 7, from Cypress-Fairbanks, agreed with Jack that the spinning roller coaster is great, but he cannot decide which ride is the best. "I like the giant slide because you go so fast and also the ride where you bounce up and down and go backwards, and the kite ride where you feel like you're flying."

Trace, 5, who lives in Houston, is very clear on which ride is his favorite. He enthusiastically shouted out, "I like the crashing cars because they crash!" Although many of the kids might not know the official names of the rides, they just point, and their parents follow.

Second to the carnival, kids love the animals, and Capital One AGVENTURE is where they see and learn about them up close. Kaitlyn, 10, who lives in Katy, Texas, said, "I like this area because I like animals, and I get to touch them here. The pigs are my favorite."

Friends Ashley and Alexis, both 8 years old, also enjoy looking at the animals, but, when it comes to the cows, they keep their distance. "The cows scare us. They're so big," said Ashley, who lives in Pearland, Texas.

Petting the animals tops the list of favorite things to do at Capital One AGVENTURE. During most of the day, long lines filled with people young and old can be found at the petting zoo. Armed with food, the goal for some is to touch every animal. The younger ones only take two or three steps before their mission is stalled by the clever goats and pigs that zero in on the easy bounty. Some children are scared and run to their parents for cover, but others bravely grab the goats' hair and the pigs' tails and do not let go until the animals release the coveted food.

"It's kind of scary when all the goats come at once," said Collin. "It feels like they're going to bite you. I try to move to the other side."



First-time visitor Chace, 4, Tyra and Justin's brother, pointed to the pony ride and said he likes to ride the horses. Chace also loves to pet the animals. The cows do not scare him, and his mother has the proof. He insisted that she take several photos of him standing next to the cows, so he could show all his friends.

Food is an important part of the day. Delicious, deep-fried, chewy funnel cakes sprinkled with powdered sugar, delectable cotton candy, and scrumptious ice cream served in enormous chocolate-dipped cones top the list of kids' favorite foods — all of which rank as a parent's nightmare but a child's delight.

"I love ice cream with gummy bears," said Trace. He's in luck, as there are numerous ice cream vendors to be found throughout Reliant Park.

Ashley and Alexis agreed, "Funnel cakes are the best!" They are serious about their funnel cakes. As if reading each other's minds and filling in words when one was at a loss, they both described how a funnel cake is made and which toppings are the tastiest.



Justin, did not have a preference, "I like all of the food," he said with a big smile.

While most of the kids do not understand how the Rodeo competition works, they do have their favorite RODEOHOUSTON™ events. They all agree that the bareback, saddle bronc and bull riding contests are the most exciting to watch. "I like to see all the cowboys bounce around when they're riding the bulls," said Collin.

Justin said he likes to watch the rodeo clowns. "They're funny, but they also help the riders, so they don't get hurt."

Trace enjoys the team roping and tie-down competitions because he has his own rope, and he loves to practice roping at home. Kaitlyn, who is a Rodeo veteran, having attended more rodeos than she could remember, said she prefers watching the horses during the Rodeo's grand entry, as well as all of the horse events.

The most exciting part of the Show for Tyra is the concert. On this particular day, Beyoncé was performing, and Tyra was eager to see her favorite singer in person. Ashley and Alexis felt the same way. While standing in line to get on a carnival ride, they burst out singing "Irreplaceable," one of Beyoncé's biggest hits.

Whether it's due to the exhilarating carnival rides, engaging animal exhibits, enticing food, exciting rodeo events or energizing entertainers, all the kids agreed on one thing — there's no other place they'd rather be than at the Show.

"Every time I see a carnival, I hope it's the Rodeo," said Collin. "I can't wait for it to get here." No doubt a thought he shares with thousands of Houston-area children. 🤠



James, Dean and Collin said nothing beats cotton candy. They prefer the blue kind because "pink is for girls," but they will eat pink cotton candy if it is the only choice.

Turkey legs and french fries also make the list of favorites. Tyra said she could not wait to eat a turkey leg. Her brother,



CATTLE DRIVES

By Bill R. Bludworth

From its early occupation by the Spaniards, and their imported Spanish Andalusian cattle — ancestors of the Texas Longhorns — Texas was destined to become the birthplace of many legendary cattle drives. Spain lost control of the area now known as Texas, and what was to become known as the southwestern United States, in the early 1800s. The ways and traditions of the Spanish and Mexican vaqueros were adopted by the American cowboys who were moving into the region and setting up housekeeping. At the time, one of the aspects of cattle raising was the use of the open-range concept, which meant no fences, so the cattle could roam far and wide. The Texas Longhorns were a particularly hearty breed, which adapted well to the dry, scrub brush-covered terrain of the area north of the Rio Grande.

Subsequent to the Battle of San Jacinto and its resulting change of government, many of the Mexican-owned and -managed cattle herds were allowed to run free, and they scattered. They flourished, and their number grew into the millions. The cattle were, for the most part, unbranded. They were free to whoever wanted to round them up.

In the 1840s, aggressive cattle ranchers began exploring ways to move these cattle to markets. Some chose to go east to Shreveport and New Orleans — markets that lasted through the Civil War. From these markets, the cattle could be shipped north on barges up the Mississippi River. Others chose to move their cattle on foot by driving them as far north as Chicago and St. Louis and as far east as areas in Ohio. Often, the buyers of the cattle would fatten them up

on the lush Midwestern grasslands before moving them east. The southern markets did not provide the great economic boom the Texas ranchers had hoped for because of the overabundance of cattle in Texas. By 1860, it has been said that there were more than six times as many cattle as people in Texas.

The salvation of the cattlemen proved to be the northern destinations, which were becoming more and more connected by railroads to the populous eastern United States. One of the early cattle trails ran from Texas into Missouri and southeastern Kansas. It was called the Shawnee Trail, and it traveled through San Antonio, Austin and Waco, Texas, concurrently with the Chisholm Trail. At Waco, it split to the east and went through what is now Dallas, then north through Indian Territory, later known as Oklahoma, and then on to Kansas and Missouri.

The hearty Texas Longhorns often would bring with them ticks that carried Texas Fever, also known as Mexican Fever. This fever was often lethal to the less robust local cattle breeds of the North and East but did not affect the Texas Longhorns. It was such a problem that the legislatures of Kansas and Missouri passed laws forbidding Texas cattle from entering their states. This legislation led to many confrontations,



which resulted in gun fights and changes of routes. Missouri was much more emphatic about enforcing this law than was Kansas. In fact, in 1867, a cattle-shipping railhead was established at Abilene, Kan.

Thus, the trail moved west and ran from San Antonio through Fort Worth, Texas, across the Red River at Red River Station and across the Indian Territory, then north to Abilene and Ellsworth, Kan. This trail was known as the Chisholm Trail.

Still farther west, the Western Trail ran from South Texas through San Antonio, then northward to Dodge City, Kan., to another railroad. It became popular when the Chisholm Trail was overgrazed by the thousands of cattle passing along it.

Even farther west, a rancher named Charles Goodnight drove his cattle from the Texas Panhandle to Granada, Colo., and even as far north as Cheyenne, Wyo. He used the Palo Duro-Dodge City Trail, and the Goodnight and New Goodnight trails to those destinations.

Another rancher from northern New Mexico had been driving his cattle to Denver via the Loving Trail which bore his name. Oliver Loving later teamed up with Goodnight and created the Goodnight-Loving Trail, which ran southwest from Fort Belknap in north central Texas on the Brazos River, to Fort Concho, in western Texas, then north to Pope's Crossing on the Texas-New Mexico border, then on to Fort Sumner, N.M., and there connecting to either the Goodnight, New Goodnight or Loving trails.

Goodnight and Loving are personified in Larry McMurty's book "Lonesome Dove," where his characters, Captain Call and Gus McCrae, share similar character traits and experiences. Goodnight even brought Loving's body back to be buried in Texas after Loving died in New Mexico as a result of wounds received in a fight with Indians.

The lives of those who drove the cattle were not easy. The cowboys earned \$25 to \$40 a month for their efforts. The natural hardships of living on the trail were increased by rain storms, blizzards, Indian attacks, thieves, and stampedes caused by lightning, a sneeze, or nothing at all. Many cattle were lost, as were more than a few cowboys, during stampedes.

River crossings were hazardous as well. Sometimes the rivers were shallow enough to wade, but the cattle had to swim many of the major rivers. It was helpful to have a "lead steer," which was chosen to make many trail drives because it was a calm, authoritative leader and would be first to enter a



river crossing to lead the other, hesitant animals into the water, which was often muddy and fast moving.

The crew of a trail drive usually consisted of 10 to 12 cowboys, a cook who drove the chuck wagon, and the trail boss who served as the leader and scouted ahead for water and the next night's stop. There also was a wrangler who looked after the extra horses.

When the cattle were moving along the trail, there were riders on either side to keep them moving forward and in a line. The most forward of these were called the "point" riders. The middle ones were called "swing" riders, and the side riders in the rear rode "flank." The rookies bringing up the dusty rear were called "drag" riders.

While barbed wire, wooden fences and civilization now sweep the once-proud mile-long lines of cattle into the past, many reenactments keep the memories alive, not the least of which is the local Salt Grass Trail Ride, which leads all of the Houston Livestock Show and Rodeo™ trail rides into the annual Downtown Rodeo Parade. 🤠



LATE NIGHT

With Show Volunteers

By Brad Levy

The Houston Livestock Show and Rodeo™ consists of thousands of volunteers who come from all walks of life. Some committee members work their required hours throughout the year before the Show even starts — fund raising and promoting the educational and community service programs provided by the Houston Livestock Show and Rodeo — while others perform their volunteer hours during the run of the Show. Many of the committees work when the majority of the public is on-site during the day and night, and then there are those committees that work from late in the night, on into the next morning.

Six of the committees that work the graveyard shifts at the Show are: Facility Services, Corral Club, Rodeo Express, Gatekeepers, Horspitality and Breeders Greeters committees.

The Facility Services Committee members work to keep the grounds clean and oversee the recycling program at the Show. The old saying, “It’s a dirty job, but someone has to do it,” is embraced by these committee volunteers. Norman Fowler, a committee captain, said his teams of volunteers hold a variety of day jobs — pharmacist, rancher, machine operator, truck driver and sales representative, to name a few. During the Show, their day begins with an assessment of the Show grounds at 5:30 a.m. Throughout the day, three shifts of volunteers work with the Show’s paid staff to keep the operation running smoothly, all the way until the early hours of the morning. Most of the volunteers never do tasks such as these in their regular job, but that does not bother them; they know they are an important part of the success of the Show’s operation.

The Corral Club committees also consist of late-night volunteers. Richard Weiman, past Division III chairman, oversaw the operation of eight Corral Club facilities during the Show. It takes a lot of hard work and labor to be a volunteer on these committees — members are required to lift heavy bags of ice and spend many hours standing and greeting guests in the clubs. Most of these late-night volunteers work from 4:30 p.m. to 12:30 a.m. on weeknights, and even later on the weekends. Weiman said his committee members might be bank presidents, lawyers, business owners or ditch diggers — they all are required to do the same work, and everyone leaves his or her title at the door. Weiman alters his own life for the three weeks of the Show. He and some fellow volunteers rent an apartment near Reliant Center. He works his regular



job from 6 a.m. to 3:30 p.m., gets one hour of rest, and then works at the Show from 4:30 p.m. until 12:30 a.m. He said his motivation is the kids who receive scholarships from the Houston Livestock Show and Rodeo. He wants to help give them an opportunity to attend college, an opportunity he was not fortunate enough to have growing up.

It takes a special, late-night volunteer to be part of the Rodeo Express Committee. Just ask Jerry Key, a division chairman, who oversees more than 600 committee volunteers as they assist in the traffic control of buses on Show grounds and off-site, as well as METRORail at Reliant Park. Key is an engineering design manager during the day, a job that has served his committee well. Over the past 10 years, he has designed the plans for the Rodeo Express bus location at Reliant Center.

Committee members direct bus traffic and guide the public and volunteers to buses. The day shift starts at 9 a.m. on weekdays and later on the weekends. The night shift will work until 1 or 2 a.m., with some volunteers not arriving back home until 3 a.m. Committee members consist of electricians, Texas Department of Transportation employees, tax consultants, homemakers and police chiefs. The Rodeo Express Committee shares the same motto as the U.S. Postal Service, "Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds." Volunteers are sure to have extra shoes, socks, raincoats and gloves ready at a moment's notice.

Another group of volunteers that braves the outdoor conditions, day and night, is the Gatekeepers Committee, whose members work well past midnight on some days. These volunteers are primarily in charge of making sure Show visitors and committee members enter the proper gates at the Show. With that comes a dose of good humor and hospitality to "jumpstart" visitors. Ted Tarver, an assistant captain, said it is the goal of the committee to make

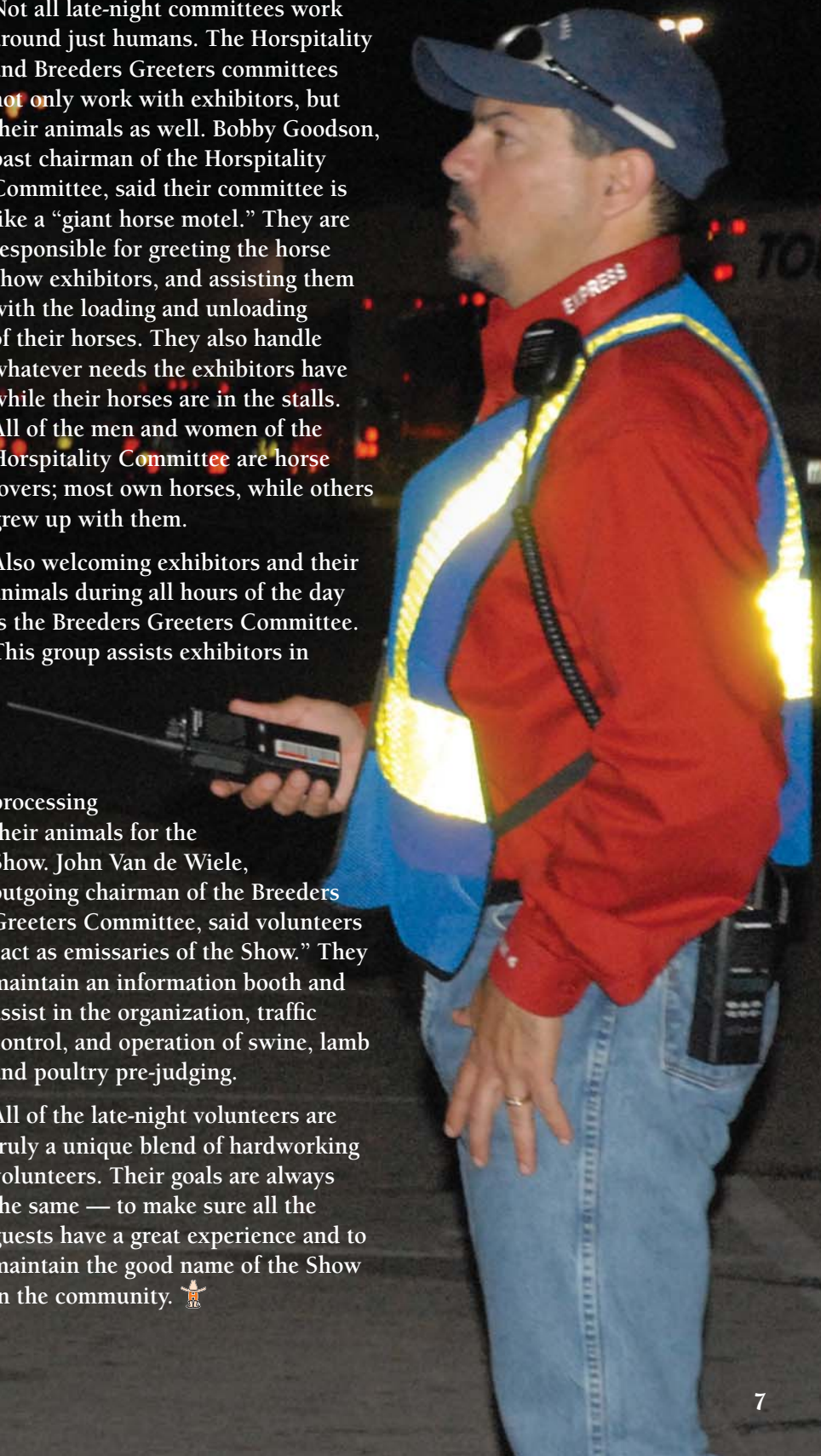
sure all guests feel welcome at the Show. A little humor can go a long way to setting the mood for the whole day. The Gatekeepers are in charge of 12 gates on the grounds, as well as assisting Chute Seat patrons out onto the Rodeo arena floor during the concert performance.

Not all late-night committees work around just humans. The Horspitality and Breeders Greeters committees not only work with exhibitors, but their animals as well. Bobby Goodson, past chairman of the Horspitality Committee, said their committee is like a "giant horse motel." They are responsible for greeting the horse show exhibitors, and assisting them with the loading and unloading of their horses. They also handle whatever needs the exhibitors have while their horses are in the stalls. All of the men and women of the Horspitality Committee are horse lovers; most own horses, while others grew up with them.

Also welcoming exhibitors and their animals during all hours of the day is the Breeders Greeters Committee. This group assists exhibitors in

processing their animals for the Show. John Van de Wiele, outgoing chairman of the Breeders Greeters Committee, said volunteers "act as emissaries of the Show." They maintain an information booth and assist in the organization, traffic control, and operation of swine, lamb and poultry pre-judging.

All of the late-night volunteers are truly a unique blend of hardworking volunteers. Their goals are always the same — to make sure all the guests have a great experience and to maintain the good name of the Show in the community. 🐾



THE SCIENCE OF

By Denise Doyle

Think back to some of the more notable scientific discoveries. Archimedes discovered the principle of buoyancy while he took a bath. Gravity was discovered when an apple fell out of a tree and landed on the head of Sir Isaac Newton. Ben Franklin went out to fly a kite and discovered electricity. While watching a bucking bronc at RODEOHOUSTON™, Martin Golubitsky, Ph.D., developed a new understanding of the role of symmetry in a central pattern generator. What was that last one again?

Truth sometimes is stranger than fiction, yet a bucking bronc at RODEOHOUSTON was an inspiration to help explain a complex mathematical theory involving a central pattern generator. Golubitsky, an expert in the architecture of the dynamics of coupled systems and Cullen Distinguished Professor of Mathematics at the University of Houston, looked past the rodeo action on the arena dirt and focused on how the horse moved.

Golubitsky, whose research focuses on symmetry in applications (fluid dynamics, the visual cortex and animal gaits), was with a group of University of Houston scientists watching a Rodeo performance one evening in 1999. Perhaps because they are mathematicians, they started counting the time between the unique jumps of the broncs and quickly became convinced they had witnessed a different symmetrical



rhythm that could be used in research already being conducted on locomotion generators. Subsequently, they acquired a tape of the event from the Houston Livestock Show and Rodeo™, and the group set about looking at the bronc jumps, frame by frame. As predicted, the jumps exhibited a unique pattern of movement, represented by a differential equation that was consistent with an existing symmetrical model for repetitive gaits already developed. Interestingly, they noted, the manner that a bronc moves is similar to the rhythm seen in the primitive ricocheting jumps of a Norway rat and an Asia Minor gerbil.

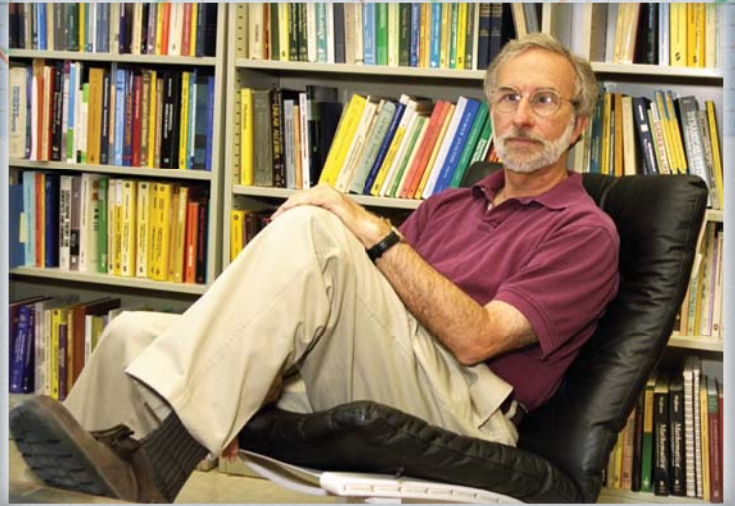
“Ever since moving to Houston, our family has always enjoyed

the Rodeo. It was all the sweeter that the validation of our symmetry-inspired gaits prediction was unexpectedly validated when my wife, Barbara, and I organized an evening out at the Rodeo for my English co-author, Ian Stewart, and his wife, Avril, and some of our other UH math colleagues,” said Golubitsky.

One might ask, “What is a coupled system? What is a central pattern generator?” Simply stated, a coupled system consists of nearly identical subsystems joined together. So, when a four-legged animal moves its legs, the subsystems are operating as a coupled system. When one sees things, the parts of the brain that interpret what the eyes see operate



GAITS



Martin Golubitsky, Ph.D.
Cullen Distinguished Professor of Mathematics, University of Houston

in this way. While it seems far-fetched, the math behind the systems helps explain the connection.

Animal locomotion is controlled, in part, by a central pattern generator, which is an intraspinal network of neurons capable of generating rhythmic output. In plainer terms, the central pattern generator produces the signals which cause movement. Each of the gaits in quadrupeds (four-legged mammals) can be predicted, and are reflected, by simple spatiotemporal symmetrical solutions to model equations. Whether the gait is a pace, trot or walk, there will be exact phase shifts in the time between the movements of pairs of legs. The same sort of exact phase shifts also are present in the bound and the prong (all four feet in the air at the same time). The gait cycle discovered while watching the bronc jumps was entirely new, but it followed a natural rhythm, which was represented by the existing symmetrical model consisting of eight neurons arranged in a specific manner. These gaits also lead to logical assumptions about the symmetry of a CPG for locomotion in bipeds (two-legged mammals — like humans), which are based on a series of four neurons.

The reality is most of this is just “Greek” to the average person — but in the scientific world, mathematics plays a crucial role in solving complex problems. The link between the unusual bronc jump and the neuroscience involving coupled systems in humans — such as the primary visual cortex (how one sees things) — sometimes can be explained by using the concept of mathematical symmetry.

Many research centers in the United States and Europe are using this kind of mathematics to advance current studies. Golubitsky has been involved with the Portland Legacy Center and the Newton Institute at Cambridge University, where the bifurcation (divided into two branches) theory of pattern formation is being studied for applications in different areas of science. The same kind of mathematics that is used

to describe the gaits produced by a model central pattern generator also helps explain the types of patterns that appear in fluid flow, in convection, in certain geological formations and even in cloud formation.

By thinking of a central pattern generator as electrical circuits that produce periodic signals which control the timing of different muscle groups, one can see how basic scientific research into understanding how these symmetrical (and sometimes asymmetrical) patterns work in a coupled system could possibly help to explain the rhythms of other muscle groups in the human body. Just as the human gaits of walk and run are naturally supported by this four-neuron model of locomotion generation, it might be that it is the symmetry of the connections between the neck muscles that causes nods and shakes of the head to be such natural head motions.

While much of the current study is abstract and speculative, it is based on firm mathematics and reasonable modeling. The symbiotic relationship between mathematical theory and animal gaits does exist — and amazing as it may seem, the bucking broncs at the Houston Livestock Show and Rodeo helped prove it. So Archimedes, Newton and Franklin, move over and make room for Golubitsky. 🤖



MORE THAN WRESTLING

Even though bobbing, weaving and leaping are part of a calf's master plan to avoid being captured, all calves at the Houston Livestock Show and Rodeo™ calf scramble are caught by 14 of the 28 determined scramblers. Watching the battle of wits, speed and determination between the energized kids and explosive calves is humorous, heart-wrenching and exhilarating, all at the same time. However, the impact that this event has on the lives outside the arena is far more fascinating than the crazy 10 or so minutes of wrestling in the dirt.

Calf scramble excitement at the Rodeo began 65 years ago. It was introduced in 1942, the same year that Gene Autry first charmed audiences at the Sam Houston Coliseum. Scramblers come from all across the state of Texas to have their time on the Reliant Stadium floor during the "World's Greatest Calf Scramble."

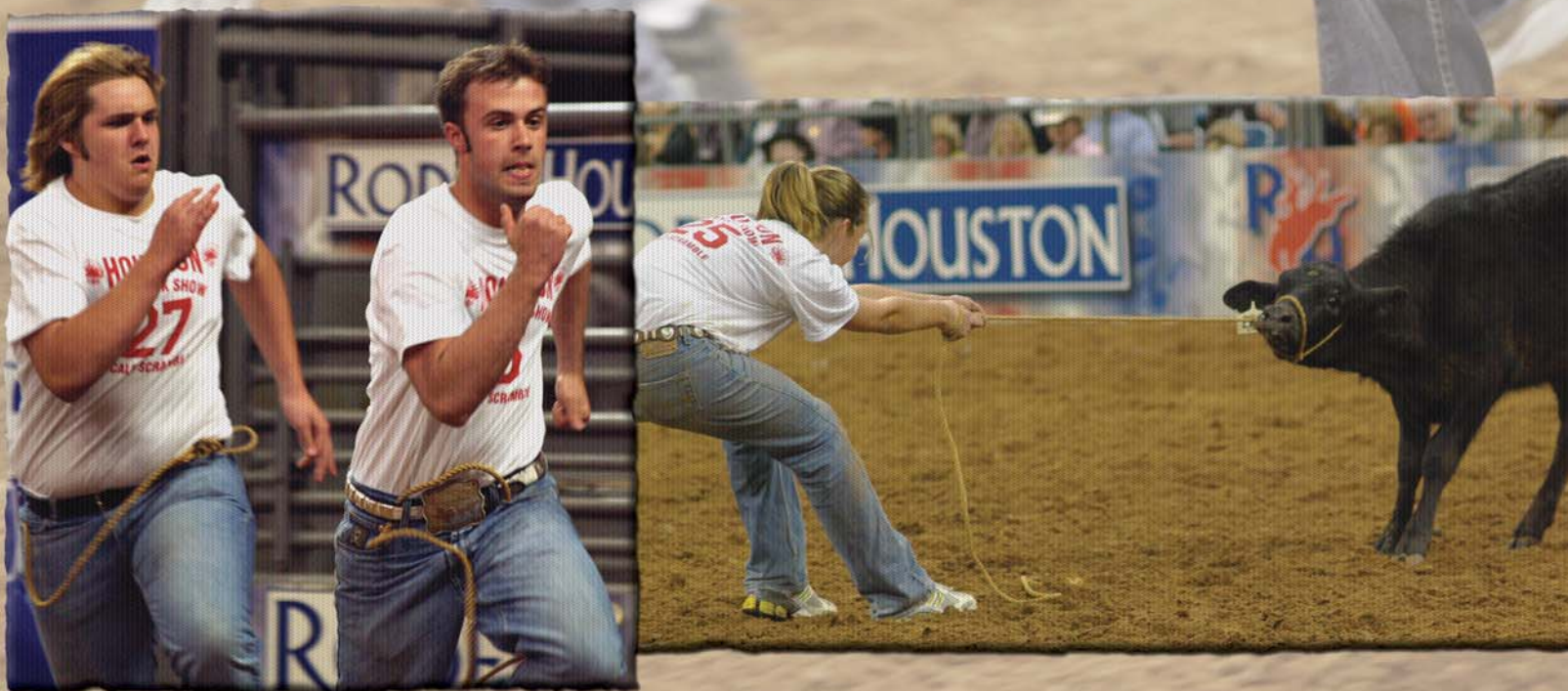
Traveling from his hometown of Wharton, Texas, Jacob Medina entered the calf scramble competition in 2005 at the age of 16. His experience was particularly nerve-racking, as he was the next to last to grab a handful of calf hair. Medina wrestled his calf to the ground, haltered it and breathlessly pulled it into the center of the arena.

"I was awestruck by the dirt where the professionals compete, then the enormity of Reliant Stadium and the thrill of the cheering crowd," said Medina.

He was so excited with the win that he did not even realize that he had captured "the mystery calf." The contestant who catches the mystery calf is awarded an extra prize. Medina won a Houston Livestock Show and Rodeo commemorative watch.

The real work for the successful scramblers begins immediately after the Show. Medina researched the different breeds of cattle to see which was best for him. Though experienced with horses, he had very little experience with raising cattle. Based upon his research, he chose a Limousin heifer, which has an excellent feed to growth ratio — which means it takes less feed to grow a Limousin than some other breeds of cattle.

In 2006, Medina entered his calf in three competitions. In the open show competition he came in fourth place. Through his parents' support and encouragement, Medina decided to keep his calf and start his own cattle operation.




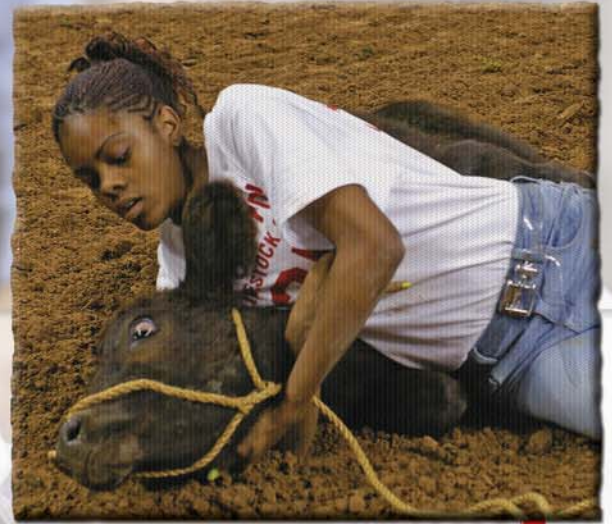
IN THE DIRT

By Sonya Aston

At the age of 18, and still in high school, he is now a successful cattle rancher. With his one Limousin heifer, he began a herd. Today, he has 10 registered Limousin cows and nine calves. Additionally, he has 22 Brangus steers.

Some of his cattle have done well at county-level competitions. Seeking to perpetuate his great experience, Medina works with exhibitors to raise their own cattle. "I want to work with young competitors and help them pick the best heifer for them to compete," said Medina. "I want them to enjoy the experience that has been so exciting for me. I won't sell [a calf] unless it is a winner."

Those 14 calves of the calf scramble stir up more than a little excitement. They generate lifelong relationships, grow young students into confident entrepreneurs of tomorrow and perpetuate the exciting Texas cattle industry. The Houston Livestock Show and Rodeo calf scramble program truly is more than wrestling in the dirt. 



Jacob Medina flanked by his calf scramble donors in 2005.



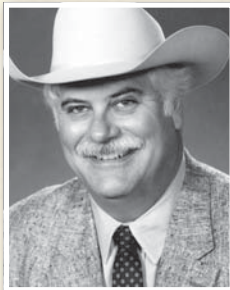
INCOMING

Committee Chairmen

On June 14, 2007, the Houston Livestock Show and Rodeo™ year began in earnest for 30 men and women selected as 2008 first-year committee chairmen. While every volunteer who wears the gold badge contributes to the overall success of the Show, these new committee chairmen have given years of service to their respective committee, and collectively, decades of service to the Show. Appointment to this leadership position is made by the president of the Show, upon the recommendation of both the committee's outgoing chairman and officer in charge. With this MAGAZINE pictorial introduction, may we each extend a "tip of the hat" to these first-year chairmen.



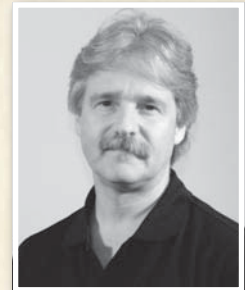
**BRYAN
BLONDER, D.O.**
Health



**LARRY L.
CARROLL**
Lifetime
Vice Presidents



**JILL
CLEMENT**
Carnival
Ticket Sales



**J.W.
DAUBERT**
Corral Club –
Suites East



**DIANA "STICK"
DELAUP**
Sheep and Goat



**GEORGE
DEMONTROND**
Wine Auction



**BRIAN
DODSON**
Corral Club –
The Cantina



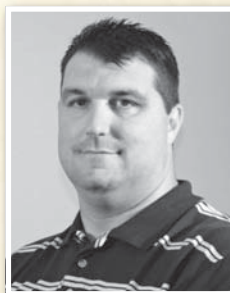
**KEVIN
DUKE**
Breeders Greeters



**CHRIS
ENNIS**
Corral Club –
Division I



**FLOYD
ESTAY**
Facility Services



**JOHN
FLANNERY**
Corral Club –
Sky Suites



**KATHLEEN "KAKI"
HERD**
Special Children's



**J.P. "HAP"
HUNNICUTT III**
Grand Entry



**CLARENCE F. "C.F."
KENDALL**
Legal Advisory



**ROBERT
KNEPLER**
Corporate
Development



**SHANNON
KOVAR**
Corral Club –
Directors' Club



**RICHARD
MARBURGER**
Go Texan
Contests



**MICHELLE
MARESH**
Ladies' Go Texan



**DAVID
MATHES**
Rodeo
Operations



**CATHY
MCADAMS**
Horse Show
Equipment



**MIKE
MCKINNEY**
Swine Auction



**MARK
MELTON**
Lamb and Goat
Auction



**GARY
PARKS**
Rodeo Express



**TIM
PING**
Parade



**DUDLEY
RAY**
General
Horse Show



**BRENT
REID**
Corral Club –
Equipment



**KYLE
REPPOND**
Horspitality



**JIMMY
WHITE**
Safety



**PATTI
WILBURN**
Houston General
Go Texan



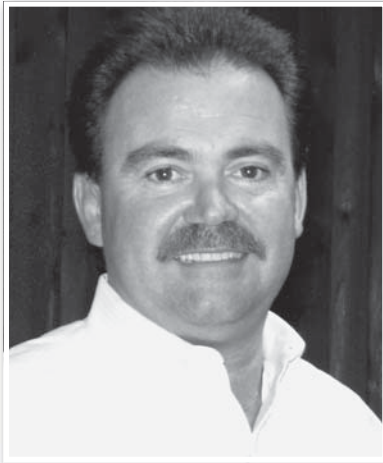
**ROD
WILLIAMS**
Rodeo
Ticket Sales



INCOMING *Vice Presidents*

By Tracy L. Ruffeno

C.A. "Bubba" Beasley



In 1982, the Show needed paramedics to serve on the Safety Committee, and C.A. "Bubba" Beasley, then a paramedic with the Houston Fire Department, accepted the call. That year, he joined the Show and the Safety Committee and began his Show career.

Beasley ultimately served as Safety Committee

chairman from 1996 to 1998. In addition, he served as a vice chairman on the Houston General Go Texan Committee, was a founding member and vice chairman of the Rodeo Merchandise Committee and, in 2002, he became a Show director.

As a vice president, Beasley oversees the Gatekeepers, Safety, Transportation and World's Championship Bar-B-Que committees. Enthusiastic about his committee assignments, he admitted, "I was really excited to go back to Safety, where I started." During his term as an officer, he intends to work with all of his committees to help them reach their goals.

When Beasley was invited to become an officer, he replied, "Absolutely!" He said he was in shock — he could not believe it, but he said, "It was an honor and a privilege to be considered."

Beasley retired after 32 years with the HFD, 27 as a paramedic. He serves as a paramedic for the Houston Astros, which he has done since 1995, and spends his time golfing, hunting, fishing and buying real estate for Beasley/Larkin Properties.

His wife, Kelly Larkin Beasley, M.D., serves as a captain on the Trailblazer Committee and is past chairman of the Houston General Go Texan Committee. Beasley has two sons, ages 14 and 7, and a daughter who is 5.

Beasley, who grew up in Willis, Texas, remembers going to the Sam Houston Coliseum to see the Rodeo and recalls seeing Roy Rogers, "The Cartwrights" and "The Rifleman." He said, "I thought it was big back then!" He added, "Once you get on a committee, you see just how big the Show is."

Brandon Bridwell



Brandon Bridwell grew up in a family involved in the Show. His parents are life members of the Show and served on the NASA/Clear Lake Trail Ride subcommittee, where his father, Jack, served as chairman. Bridwell attended Texas Tech University, and, upon graduation from Sam Houston State University with a finance degree,

he had time to volunteer, so his friends Richard and Charlene Floyd helped him join the Show and become involved.

In 1993 Bridwell joined the Directions and Assistance Committee, and, in 1996, he joined the Poultry Auction Committee. He served on both committees for several years, and from 2001 to 2003, served as chairman of the Poultry Auction Committee. Bridwell also has volunteered on the Judging Contest Committee since 2004, and the Ranching and Wildlife Committee since 2007.

As officer in charge, Bridwell oversees the Directions and Assistance, Graphics and Signage, Poultry Auction, and Trailblazer committees. He admits it is an honor to serve the Show in this capacity. "I have lived in Houston all of my life, and the Show has been a big part of February and March for me for all that time," he said.

During his term, he hopes to learn more about each of the committees he supervises, help where he can and stay out of the chairmen's way to let them do their jobs.

Bridwell has been married to his wife, Heidi, for eight years. They have a 5-year-old daughter. Heidi is a realtor with Remax West Houston, and she serves on the World's Championship Bar-B-Que Committee, where she recently served as a captain.

The Bridwell family recently moved to Hockley, Texas, where they have some land for their horse. Bridwell began his career at Merrill Lynch, later started his own business and, now, is a vice president of interior construction for Camp Construction Services. He recently completed his first year with the Tejas Vaqueros organization and enjoys playing golf in his spare time.

In June 2007, six individuals took the reins as the newest vice presidents of the Houston Livestock Show and Rodeo™. These men were selected from the Show's approximately 19,000 volunteers because of their leadership, years of dedicated service and their individual strengths. The leaders who accepted the commitment of serving as vice president for the next three years are: C.A. "Bubba" Beasley, Brandon Bridwell, Rudy Cano, Andrew Dow, Jim Epps and John R. Morton.

Rudy Cano



Growing up in Houston, Rudy Cano recalled, when he was 11, there was a commotion at the front desk of the Salvation Army Boys Club. After inquiring about all of the excitement, he discovered there were tickets for the Rodeo's Saturday matinee. Cano received a ticket to that Rodeo and was fascinated

by the horses, cows and an entertainer named Elvis Presley.

At that age, he knew he wanted to be a part of the Show, but he admits, back then, he did not have an appreciation for the educational aspect. However, once he received a college and law school scholarship from the Houston Junior Forum, he realized the importance of giving back. Cano attended The University of Texas at Austin, where he earned a bachelor's degree in business administration and a law degree.

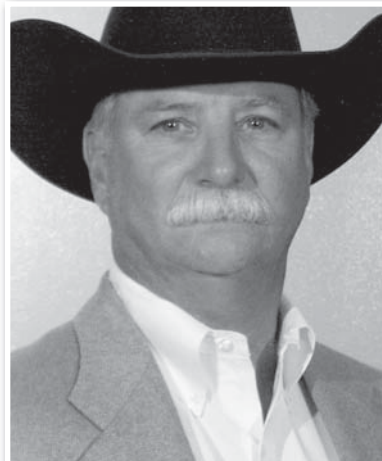
Cano joined the Show in 1994 and volunteered on the Poultry Auction Committee, where he later served as vice chairman. In 1998, he joined the Go Tejano Committee, where he worked his way up the ranks to chairman. Cano also served on the Show's Audit Committee for two years and was elected to the board of directors in 2003.

When he was asked to serve as a vice president, Cano said it was "not only an honor, but also quite a humbling experience." He added, "You don't reach that point without a whole lot of help." He explained that he has been welcomed with open arms since he joined the Show, and he thankfully recognized many people who helped him along the way to his current position.

As officer in charge, Cano oversees the Go Tejano, Membership, Rodeo Operations and School Art committees. During his term, he hopes to enhance the operations and efficiency of his committees. He said, "We need people who are dedicated to the cause, but we need to have a lot of fun while we are at it, because we are dealing with volunteers."

Cano and his wife, Lisa, have been married for 25 years and have three sons. When he is not working at the Show, Cano is a partner in the law firm Vahldiek, Cano & Petroski.

Andrew Dow



Andrew Dow had his first horse at age 5. He grew up in Huntsville, Texas, showing horses and even showed in Houston in 1966, the first year the Astrodome opened. He has remained involved with the Show since then. After competing in rodeos all four years at Texas Tech University, Dow began his career in banking.

In 1975, Dow joined the Show. He has served as chairman of the Appaloosa and Donkey and Mule committees. He also has volunteered on Horse Show Announcers, where he served as vice chairman, Quarter Horse and Rodeo Contestant Hospitality committees. Dow was elected to the Show's board of directors in 2000.

As officer in charge, Dow oversees the 14 Horse Show committees. His goals as vice president are to continue to provide the premium quality horse shows the Show is known for and to continue to increase entries.

"I'm looking forward to the opportunity to serve and represent the Show in this capacity," he said. The best parts of the job for Dow are being exposed to all of the different aspects of the Show. One example is when the Show officials presented the 4-H scholarships at Texas A&M University in College Station, Texas. Dow said he was impressed to see the difference these scholarships make and to see how appreciative the scholarship recipients are.

For Dow, being an officer is rewarding because he has the chance to see firsthand the impact the Show has in providing scholarships to students who might not otherwise have the opportunity to attend college. He also enjoys seeing the smiles on the faces of the children in the Top Hands Horse Show and the Lil' Rustlers Rodeo.

Dow is a senior vice president and Houston division president of SNB Bank of Houston. He and his wife, Beth, an elementary school principal in the Lamar Independent School District, have been married 21 years.



INCOMING *Vice Presidents*

Jim Epps



Jim Epps grew up in a Show family. His father, James Epps Jr., and his mother, Suzanne Epps, were Show vice presidents. A native Houstonian, Epps enjoyed attending the Rodeo from a very young age. He became a life member after graduating from Rice University.

In 1978, Epps joined the Group Ticket Sales

Committee, where he he was a top producer. Four years later he joined the Breeders Greeters Committee. His involvement in cutting horses prompted him to become a member of the Quarter Horse Committee. Epps was elected a Show director in 1995. He served as chairman of the Quarter Horse Committee from 2003 to 2005. He is a founding member of the Wine Auction Committee and, in 2007, Epps served as co-chairman of the General Horse Show Committee.

As a vice president, he oversees the All Breeds Livestock Sales, Breeders Greeters, Junior Commercial Steer Feeding and Management Contest, and Livestock committees. On being appointed as an officer, Epps said he felt very proud and very honored to be part of and represent 19,000 volunteers. He added, "One of the neatest things I think every volunteer should experience is meeting scholarship recipients and their families. They tell you the scholarship means everything to them. It's a great feeling."

Epps and his wife, Linda, have been married 40 years. Linda is a retired schoolteacher, and she serves on the Directions and Assistance Committee, giving school tours of Capital One AGVENTURE. They have two sons, Kevin and Ryan, who both serve on the Breeders Greeters Committee. They also have two grandsons who already are riding horses.

Professionally, Epps works in the oil and gas equipment industry for Waukesha-Pearce Industries, Inc., selling post-production equipment.

John R. Morton



After 11 relocations in as many years, John R. Morton settled in Houston in 1989. He became a member of the Show in 1992, when his brother-in-law and friends encouraged him to join the Swine Auction Committee, which he did in 1993.

Morton has served as chairman of the Swine Auction Committee, was an original member of

the Rodeo Merchandise Committee, where he served as vice chairman, and volunteered on the Houston Metro Go Texan Committee – Fort Bend/Stafford subcommittee. Morton joined the Show's board of directors in 2004.

As a vice president, Morton is the officer in charge of the Carnival Ticket Sales, Jr. Rodeo, Livery Team and Swine Auction committees. Morton views the Jr. Rodeo Committee as the greatest challenge since it is one of the newest committees and is breaking new ground, while the other committees he oversees are established. He recognizes the positive response the Jr. Rodeo Committee received its first year and predicts the membership and duties will grow.

For the sales committees he supervises, Morton hopes they will continue to set records, increase revenue and expand sales opportunities. The Livery Team Committee's focus is ease for Rodeo contestants — ensuring that ingress and egress go smoothly. Each year, the Livery Team Committee makes necessary adjustments and adaptations as a result of ongoing changes by the Show at the 288 property. He said "It's really just logistics — tweaking."

Janis, his wife, joined the Souvenir Program Committee in 1993, is a past chairman of the Llama Committee and serves on the Trailblazer and Horse Show – Ranch Sorting and Team Penning committees. She is a member of the Amigas Para Niños organization. Their sons, Eric Huegele and Lee Huegele, serve on the Swine Auction and Llama committees, respectively.

John and Janis own and operate a cast stone manufacturing company. They produce a masonry product for the commercial building industry.

Scholarship Student Profiles

By Gina Steere



Angela Ann Dantin

Metropolitan Scholarship

Angela and Leah Dantin, identical twins, are 2006 graduates of Texas City High School in Texas City, Texas, and both are 2006 Houston Livestock Show and Rodeo™ scholarship recipients.

The Dantin twins performed together in the Texas City Sting marching band for four years. Angela played the flute, and Leah, the clarinet. During their senior year, they also served together as drum majors.

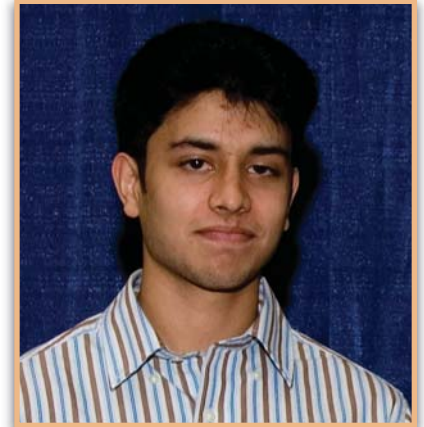
The sisters currently attend Texas A&M University at Galveston as marine biology majors. They intend to transfer to Texas A&M University in College Station as pre-med biology majors. Leah and Angela both shared a passion for biology in high school, and they plan to pursue medical careers. Angela wants to be a pediatrician, while Leah has set her sights on optometry.

Angela and Leah each applied for numerous scholarships as college approached. Angela received six scholarships, in addition to her Houston Livestock Show and Rodeo Metropolitan Scholarship. Leah was awarded a total of four scholarships, including her 2006 Opportunity Scholarship. The scholarships Leah and Angela received permit them to attend a major Texas university for all four years of college rather than starting out at a junior college and transferring later.



Leah Theresa Dantin

Opportunity Scholarship



Zain Haq

Metropolitan Scholarship

Zain Haq graduated in 2006 from James E. Taylor High School in Katy, Texas. He stood out among his peers by taking chances and started the first Muslim Student Association at Taylor High School during his junior year.

Thirty members joined the club in its inaugural year. Haq was elected president of MSA for both his junior and senior years. He also was a member of the National Honor Society and the wrestling team.

Haq currently attends Texas A&M University, where he studies petroleum engineering. His aspirations of becoming an engineer were reinforced when he met the donor of the Show Metropolitan Scholarship he received. The company is based in France and is in the oil and gas industry.

“The contacts I made through the Houston Livestock Show and Rodeo were important ones and may allow me the opportunity, once I graduate, to pursue travel internationally while working within the oil and gas industry,” said Haq.

The scholarship, coupled with meeting mentors within the petroleum industry, has given Haq the drive to continue his dreams to become an engineer.





Grand Entry Committee

By Sandra Hollingsworth Smith

When the spotlight shines down on the dazzling lineup of horses and riders, flag bearers, vintage fire trucks and the ever-popular Texas Longhorn cattle in Reliant Stadium, the audience knows it is in store for another exciting performance of the Houston Livestock Show and Rodeo™. As part of the RODEOHOUSTON™ opening ceremony, fans of all ages have come to enjoy the spectacular grand entry that kicks off each RODEOHOUSTON performance. This extraordinary event would not be possible without the hard work and dedication of the 188-member Grand Entry Committee.



The grand entry has been a RODEOHOUSTON tradition for more than 30 years, but did not become an official committee until 1992. Today, the Grand Entry Committee is a well-oiled machine handling a wide range of responsibilities. Team members obtain signed releases from each grand entry participant, issue credentials, determine placement of the participants in the various vehicles, and provide a safe and secure environment for all grand entry participants. There might be as many as 300 individuals participating in the grand entry each day, and coordinating 125 horses and riders, four fire trucks and up to 16 wagons for the crowd-pleasing, but brief grand entry procession, is not an easy task. According to Joe Bruce Hancock, a Show vice president and officer in charge of the committee, this committee's mission is moving everyone in and out on a timely basis and ensuring that they are having a great experience with the Houston Livestock Show and Rodeo.



Accommodating last minute special guests also can be a challenge. In addition to the hundreds of scheduled participants, there could be an additional 10 to 50 special guests to place in the grand entry. Typically, these last minute guests are special dignitaries who also bring their own security force. To complicate matters further, the committee might not know about the special guests until 10 minutes before the grand entry begins. Paperwork must be quickly processed and an appropriate seat on a vehicle must be found. It can be stressful, but past committee chairman Justin White said, "We do our best to help them enjoy themselves."

The grand entry both welcomes the fans and kicks off each RODEOHOUSTON performance, and it is also an opportunity for the Show to recognize civic leaders, scholarship winners, outstanding community volunteers, sponsors, international visitors, and Show executives, directors, vice presidents and lifetime vice presidents. Children are frequent participants in the grand entry as well, and Hancock finds that they remember this unique experience for a lifetime. "Lots of times it's their first exposure to the Houston Livestock Show and Rodeo, and it is a real good way to get them involved in the Rodeo again at some point in the future," said Hancock.



Each committee member is required to work nine to 10 performances and attend an organizational meeting a few hours prior to each performance. The members work on various teams within the committee, such as the fire truck team, hay wagon team, executive wagon team, horse team and office team, as well as serving as a Show ambassador when interacting with the grand entry participants.

The Grand Entry Committee membership is a diverse group of men and women, many of whom are longtime Show volunteers, including 21 lifetime vice presidents and 15 lifetime committeemen. I.H. Perry and Virgil Offutt, both carriage and wagon drivers, have served as long as anyone can remember. Both are close to 90 years of age. "They never miss a Show. They are what the Grand Entry Committee is all about," said White. 🤠

Jr. Rodeo Committee

By Ken Scott

There's a new team at Reliant Park preparing to take the reins of the Show's future — the Jr. Rodeo Committee. This “youngest” committee of the Houston Livestock Show and Rodeo™ is 170 members strong. These 16- to 20-year-olds are learning how to follow in the boot prints and replenish the ranks of the current volunteers as they retire.

At the 75th anniversary Show, appropriately named “The Year of the Volunteer,” visitors saw that the members of the Jr. Rodeo Committee stood out in the crowd. Each one sported a cleverly stylized “JRC” logo, both on the back of their jackets and on their gold badges, as they mirrored the activity of members of the more than 90 established Show committees.

A long-standing policy of the Show held that committee members must be at least 21 years old to serve. Charlene Floyd, a Show vice president and first Jr. Rodeo Committee officer in charge, said, “The JRC was established to allow young members an opportunity to be an important part of the Show's contributions to agriculture, education and Western heritage. It's a great way to get the youth involved in giving back to the community.” They are entitled to the same gold badge privileges as any other committee members, except for areas regarding alcohol.

Bob Livermore, Jr. Rodeo Committee chairman, said because this committee is a new concept, it was decided early on it would have to prove itself. The committee's 17 adult leaders reviewed applications and personally interviewed more than 300 youth who sought the 170-member positions available. JRC members are expected to work 20 hours and are given assignments on a variety of different committees. He added that the real key to success was how the new committee members performed in their roles of helping the other committees.

Jane Burnap, an adult vice chairman of the Jr. Rodeo Committee, said this new group is truly the future of the Show. “They are to the Rodeo a little like a farm team is to a major league team. Working with this great group of young adults really does put a smile on our faces,” she said.

Mandi Martin, 19, a criminal justice major at Alvin Community College who has shown cattle and lambs at the Show for 13 years, looks at serving on the Jr. Rodeo Committee as a way to give back. She enjoyed the range of assignments given to her, and she definitely plans to continue as a Jr. Rodeo Committee member. “This has been a great experience. I have had the chance to serve on the Special Children's, Directions and Assistance, Horse Show and Rodeo [Contestant] Hospitality committees,” Martin said.

Marilyn DeMontrond, adult vice chairman of JRC, said, “The young people brought so much energy and talent to the Show that I know a member of this inaugural committee could one day become [Show] president.”

Cody Robertson's family has been a part of the Show since before he was born. Robertson, 20, an aerospace engineering major at Texas A&M University and an inaugural Jr. Rodeo Committee member, said, “I have always wanted the chance to be a committeeman but thought I would have to wait a while to get the opportunity.” Robertson participated on a number of committees, including the Livestock and Commercial Exhibits committees. He added, “The opportunity to be on the Jr. Rodeo Committee is the best experience I've had so far.”

Livermore said the Jr. Rodeo Committee has more than proved itself. “What better way to start a new committee than with the very youth the Show serves. The reports we have received on the committee's success have been great. The folks on the committees our JRC members have been assigned to have loved their work and want to see more of them.” 🤠



Commercial Exhibits Committee

By Teresa Ehrman

Houston has the world-famous Galleria, dozens of shopping malls and thousands of unique shops and stores. Just about anything can be found in the nation's fourth largest city. There is only one place to go, however, to find custom-made cowboy boots, salt-rock lamps, all-terrain vehicles and tractors, hand-carved dining room furniture, diamond jewelry, cattle pens, and cinnamon rolls as big as a hand — that place is the Houston Livestock Show and Rodeo™. Every year, the Show's visitors enjoy incomparable shopping, which features more than 380 unique vendors showcasing their wares and selling food and drinks. The Commercial Exhibits Committee coordinates virtually every aspect of this Western shopping extravaganza.



"This committee has a long history, and most of them have been a part of this group for many, many years," said Don Smiley, chairman of the Commercial Exhibits Committee. The group's origins date back to 1941, when the Show was held at the Sam Houston Coliseum. At that time, vendors primarily were selling their livestock feed. Soon, the need became evident for food and drinks for Show guests. Eventually, the diversity of the products and vendors evolved as much as the Show's attendance.

This band of 200-plus volunteers knows every square inch of the exhibit areas in Reliant Center, Reliant Arena and the surrounding grounds. Months prior to the Show, the committee's chairman and officer in charge work with the staff, evaluating applications for exhibitors from businesses all across the country. "Because of the exposure to enormous crowds and successful sales, about 90 percent of the exhibitors return every year," said Smiley. "That creates an opportunity to invite new vendors — although only a few — to the Show." When an opening does arise, staff and committee leadership strive to replace a non-returning vendor with something completely different to ensure variety for visitors.



Prior to the Show, volunteers work behind the scenes marking off the exhibitor spaces throughout the facilities. Once the Show begins, the committee remains busy, each member working a total of 35 hours during the three-week event to earn a gold badge. Each volunteer works five, seven-hour shifts — ranging from pre-Show setup to the tear-down phase.

Throughout the Show, committee members serve in numerous capacities — ranging from quality assurance agents to customer-service representatives. "They really do wear many hats," Smiley added. Duties consist of ensuring vendor installations move smoothly; helping exhibitors with any needed services, ranging from phones to electricity; assisting with parking exhibitors' trailers; monitoring the booths daily during the Show to ensure the commercial exhibitors maintain the high standards of excellence the Show commands; and assisting exhibitors with restocking products every morning. A subcommittee also audits the sales of all food and beverage vendors each day.



Because of the longevity of service and their daily contact with Show exhibitors, many committee members have established great friendships over the years. "That's what makes this committee truly unique — the volunteers and our vendors really are like family," Smiley said.

Volunteers take time to listen to exhibitor comments and concerns, as well. "These vendors really add to the overall Show experience," said David Smith, the committee's past officer in charge. "Their input is very valuable to Show leadership and is used to make enhancements wherever possible."

In fact, for the 2007 Show, the committee added 30 more commercial exhibits to its roster of existing responsibilities. These new exhibits were a part of the first-ever Ranching and Wildlife Expo. During the first three days of the 2007 Show, hunting and fishing exhibits were housed in Reliant Arena.

After more than 60 years, the Show's Commercial Exhibits Committee shows no sign of slowing down as its scope of work continues to grow year after year. The volunteers would not want it any other way. 🤠



RODEO

Roundup

NEWS & HIGHLIGHTS INFORMATION & UPDATES

➔ 2007 City Builder Award

The South Main Alliance recognized the Houston Livestock Show and Rodeo™ April 23, 2007, with the City Builder Award. The South Main Alliance promotes and supports South Main-area organizations in the health, education, art, recreation and technology industries.

➔ ACM Awards

The Academy of Country Music honored county musicians May 15, 2007. Several RODEOHOUSTON™ stars shined, walking away with yet another award for the mantel.

Kenny Chesney (2001 – 2005)

Entertainer of the Year

Brad Paisley (2001, 2005)

Top Male Vocalist

Rascal Flatts (2001, 2005)

Top Vocal Group

Brooks & Dunn (1992 – 2007)

Top Vocal Duo

George Strait

(1983 – 1997, 2002 – 2004, 2006 – 2007)

Song of the Year and Single Record of the Year, "Give It Away"

Brooks & Dunn with

Vince Gill (1991 – 1999, 2004)

and **Sheryl Crow** (2007)

Vocal Event of the Year,

"Building Bridges"

Brooks & Dunn

The Home Depot Humanitarian Award

Dolly Parton (1978),

Waylon Jennings

(1981, 1984, 1990, 1992)

and **Don Williams**

(1981 – 1983, 1986)

Cliffie Stone Pioneer Award

Buck Owens (1970)

Jim Reeves International Award



Brooks & Dunn



Kenny Chesney



Vince Gill



Sheryl Crow



Brad Paisley



Buck Owens



George Strait



Rascal Flatts



Dolly Parton

➔ Shop Online

Be sure and heck out the Show's official merchandise at www.rodeohouston.com. From clothes to koozies, and luggage to jewelry, there is something for everyone. Browse the online store and purchase your favorite Show gear for a hassle-free shopping experience.

➔ New Board Members Elected

At the Show's annual meeting May 8, 2007, the membership elected 18 new directors to the Show's board: Jimmie Allen, Roger Bethune, James Billings, Jerry Hamilton, Michael Hartwig, Joe "Buddy" Hibdon, Barbara Johnson, Paul Lehnhoff, Thomas "Tom" Lippincott, Glenda "Cookie" Michael, Demetrius "Deme" Navarro, Robert "Bobby" Schmidt Jr., Thomas James "Jim" Schwartz, Rose Marie Scott, Robbie Smith, Pam Springer, Joe Vara and Richard Weiman.

In addition, eight directors were honored with the status of lifetime director for their dedicated service to the Show. The new lifetime directors are Becky Barrier, D. Stuart Godwin II, Jim Goode, George L. McAteer, Kenneth Middleton, George R. Moody, Royce H. Peiser and Harold Ward.

➔ Ticket Update

Visit www.rodeohouston.com and click on "Ticket Info" to learn about all the great ticket options for the 2008 Show. From Season Tickets to Chute Seats, see which option will help make your 2008 Rodeo experience the best yet. For more information, call the Ticket Office at 832.667.1080.



➔ Auction Buyers

In the Summer 2007 issue of the "Bowlegged H" Magazine, 2007 auction buyers were recognized, and buyers were inadvertently left out. Wayne and Diane Gautreaux were part of the group that purchased the Reserve Champion Berkshire in the Junior Market Barrow Auction for \$25,000.

➔ Rookie Boot Camp Dates and Times

Rookie Boot Camp began in 2005 and is a great way for new committee members to learn about all facets of the Show. Be sure and catch one of the next sessions, and learn something new about this great organization.

Oct. 20, 2007 – 10 a.m. – Reliant Center rooms 201-203

Nov. 8, 2007 – 6 p.m. – Reliant Center rooms 201-203

Dec. 5, 2007 – 6 p.m. – Reliant Center rooms 201-203

Jan. 22, 2008 – 6 p.m. – Reliant Center rooms 201-203

Feb. 9, 2008 – 10 a.m. – Reliant Center rooms 201-203

Please RSVP to rookie@hlsr.com or call the Show's Membership Office at 832.667.1073 for more information.

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