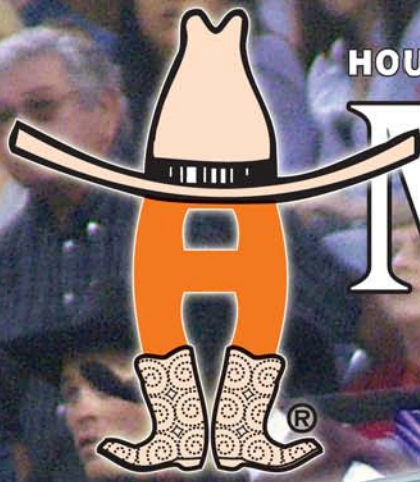


HOUSTON LIVESTOCK SHOW AND RODEO™

Spring 2007



# MAGAZINE



*From  
Opening  
Night ...*



*to the Finale ...*

*it's going to be  
a year  
to remember.*

*The Year  
of the  
Volunteer!*



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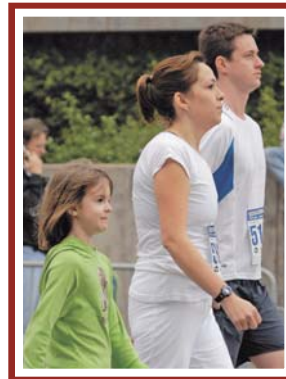
*For the Houston Livestock Show and Rodeo's 75th anniversary celebration, Hall of Famers George Strait and ZZ Top will open and close the festivities.*



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## Houston Livestock Show and Rodeo™™™

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# A Message From the President

Welcome to the 75th anniversary of the Houston Livestock Show and Rodeo™! There are a lot of exciting things to take in at this milestone Show, and I hope you have a chance to experience it all.

The 2007 Show is a celebration of “The Year of the Volunteer,” recognizing the efforts of the Show’s 17,000 volunteers. It’s because of our volunteers that the Show is able to make such significant contributions to agriculture, education, entertainment and Western heritage. In fact, since its beginning in 1932, the Houston Livestock Show and Rodeo has contributed more than \$200 million to scholarships, research, endowments, calf scramble participants, junior show exhibitors, the Rodeo Institute for Teacher Excellence™, School Art participants, and other educational and youth programs.

There will be a number of changes implemented for the 2007 Show, but none bigger than the new RODEOHOUSTON™ format. The world’s best cowboys and cowgirls will be competing in the PRCA’s richest regular-season rodeo with a purse that has been raised to \$1.275 million. RODEOHOUSTON has been broken into five Super Series, a pair of semifinals, a wild card round, and ultimately the Super Series Championship, where the winner of each event will take home a check for \$50,000. This format will give fans an opportunity to track their favorite athletes all the way to the Championship. It’s a revolution in rodeo!

In addition to the rodeo action, there will be stiff competition in the livestock and horse arenas. Exhibitors come from across the country to exhibit their animals in these prestigious arenas.

Affordable family fun is abundant! From the rides and games at the carnival to the Western shopping mall, and from the pig races to the unique food on a stick, there is something for everyone. And, if you are really looking for a bargain, check out the new Monday Madness promotion.

Finally, a thought or two regarding the Show family — more than 30,000 members with 17,000 actively contributing participants. Like most families, there might be internal disagreements, but just let someone from outside disrespect any part of it, and the whole family rallies. We do the same when anyone in the family is hurting, so I ask you to continue to express care and concern as well as offer prayers, if you are so inclined, when you become aware of someone who is struggling with health or other matters. If it is appropriate and requested, the Show can even make the family aware of any special needs like perhaps blood or platelet donations. After all, we are the Show with a heart!

The entire Rodeo family pulling together for the youth of Texas — it doesn’t get any better than that. Let’s have a great 75th anniversary celebration!

Sincerely,



Skip Wagner  
President



# Who We Are: Show Volunteers

By Katie Lyons

As the 2007 Houston Livestock Show and Rodeo™ draws near and the 75th anniversary celebrations begin, it is time to take a step back and honor the nearly 17,000 volunteers who make the Show the world-renowned success that it has become. Not only will the 2007 Show mark the 75th anniversary of the Houston Livestock Show and Rodeo, but also it will celebrate “The Year of the Volunteer.” Just who is the Show volunteer?

It would be impossible to define this person by age, gender, ethnicity or occupation. However, what makes Show volunteers unique is their outpouring of generosity and passion toward the Show’s mission.

## Houston Livestock Show and Rodeo Volunteer Facts

- Nearly 17,000 volunteers tirelessly donate their time and talent.
  - Volunteers serve on more than 90 different committees and do everything from organizing the Downtown Rodeo Parade to greeting livestock exhibitors.
  - Although they all have different roles in their business lives — bankers,
- construction workers, homemakers, television personalities, attorneys and entrepreneurs — they all work together to promote agriculture, support education, provide a premier entertainment venue and preserve Western heritage.
  - The oldest, active volunteer was born in 1911.
  - 41 percent of Show volunteers are female; 59 percent are male.
  - Committee volunteers and Show members represent a cross section of the ethnic and socioeconomic makeup of Houston and Harris County.
  - Every residential ZIP code in Harris County has committee members living in its neighborhoods.
  - Show volunteers come from 31 U.S. states, as well as from Canada.
  - The U.S. Ambassador to Spain and Andorra is a volunteer.
  - Volunteers work more than 1,125,955 hours each year — an average of 67.8 hours per volunteer.
  - The current value of the volunteer dollar to the Show is \$17.81 per hour, which would equal more than \$20 million a year.
- With the help of these dedicated individuals, the Show, since 1932, has been able to contribute more than \$200 million to scholarships, research, endowments, calf scramble participants, junior show exhibitors, the Rodeo Institute for Teacher Excellence™, School Art participants, and other educational and youth programs.

## Jimmie Allen on “Home”

“I’ve actually been involved with many charities, but the Houston Livestock Show and Rodeo is the one that feels like home. If you think about it, it’s like being part of a huge family. We all have something in common. We’re there to give some kids a chance to go to school that might not otherwise be able to. So once a year, we throw a family reunion, and when it’s over, we send a bunch of kids to school.”

*Jimmie Allen serves on the Breeders Greeters, Gatekeepers and Quarter Horse committees.*

## Hap Hunnicutt on “Giving Back”

“I became a Houston Livestock Show and Rodeo committeeman in 1977 immediately after getting out of The University of Texas. There were not many charities back then that had vehicles for young, single men to give of their time, which was the only thing I had an abundance of! The Show allowed me to give something back to the city that I loved so much, make new friends, and have a ball doing it.”

*Hap Hunnicutt is a lifetime vice president of the Show. He serves on the Grand Entry, Judging Contest, Lifetime Vice Presidents, Parade, Rodeo Express, Western Art, and Wine Competition and Auction committees.*





### Jen Marie Rau on “Dedication”

“I saw a young boy in a wheelchair pushed by someone who I assumed was probably his dad. Later, when we as a committee went ‘ringside’ to watch the judging, I saw the dad hurriedly leave the ring with a roll of duct tape. The next thing I knew, the dad returned to the ring with his son duct-taped to a utility dolly. He pushed that boy, pig crop in his hand, around the ring in the sand in order for that boy to show his pig to the judges. There wasn’t a dry eye in the barn. I can tell you that, at that very moment, I understood the dedication the kids, their families and their communities as a whole have to the Houston Livestock Show and Rodeo; and that is just one of the many reasons that I will forever be a ‘swiner.’”

*Jen Marie Rau is a Show director. She serves on the International, Judging Contest and Swine Auction committees.*

### Lee Rountree on “Blessings”

“I was assigned as a ‘cowboy’ to a little boy. This little boy was unable to walk in the arena sand, so I carried him. He was very unresponsive to the whirl of activity going on around us. Then, it was his turn to ride the horse. We put him in the saddle, and suddenly he became energized. His eyes opened wide, he smiled, he sat up straight, his little body transformed. I spoke with his mom after the [Top Hands] rodeo and told her about his reactions. She told me that riding horses is how he was taught



to walk. The movement of the horse walking worked his hips in such a way he learned to walk. I went home that night and held my healthy daughter a little tighter with that good-night kiss and thanked God for our blessings.”

*Lee Rountree is a Show director. He serves on the Commercial Exhibits, Special Children’s and World’s Championship Bar-B-Que committees.*

### Ryan Smith on “Opportunities”

“I have been around the Houston Livestock Show and Rodeo before I can remember, literally. I was born in 1978, and that is the same year I became a lifetime member. I continue to support the Show, since it gives young adults the resources and opportunities that they may not have had in life otherwise.”

*Ryan Smith serves on the Agricultural Mechanics Committee.* 🤠



♪ There are people in this country who work hard every day. Not for fame or fortune do they strive. But the fruits of their labor are worth more than their pay. And it’s time a few of them were recognized.

For everyone who works behind the scenes. With a spirit you can’t replace with no machine.

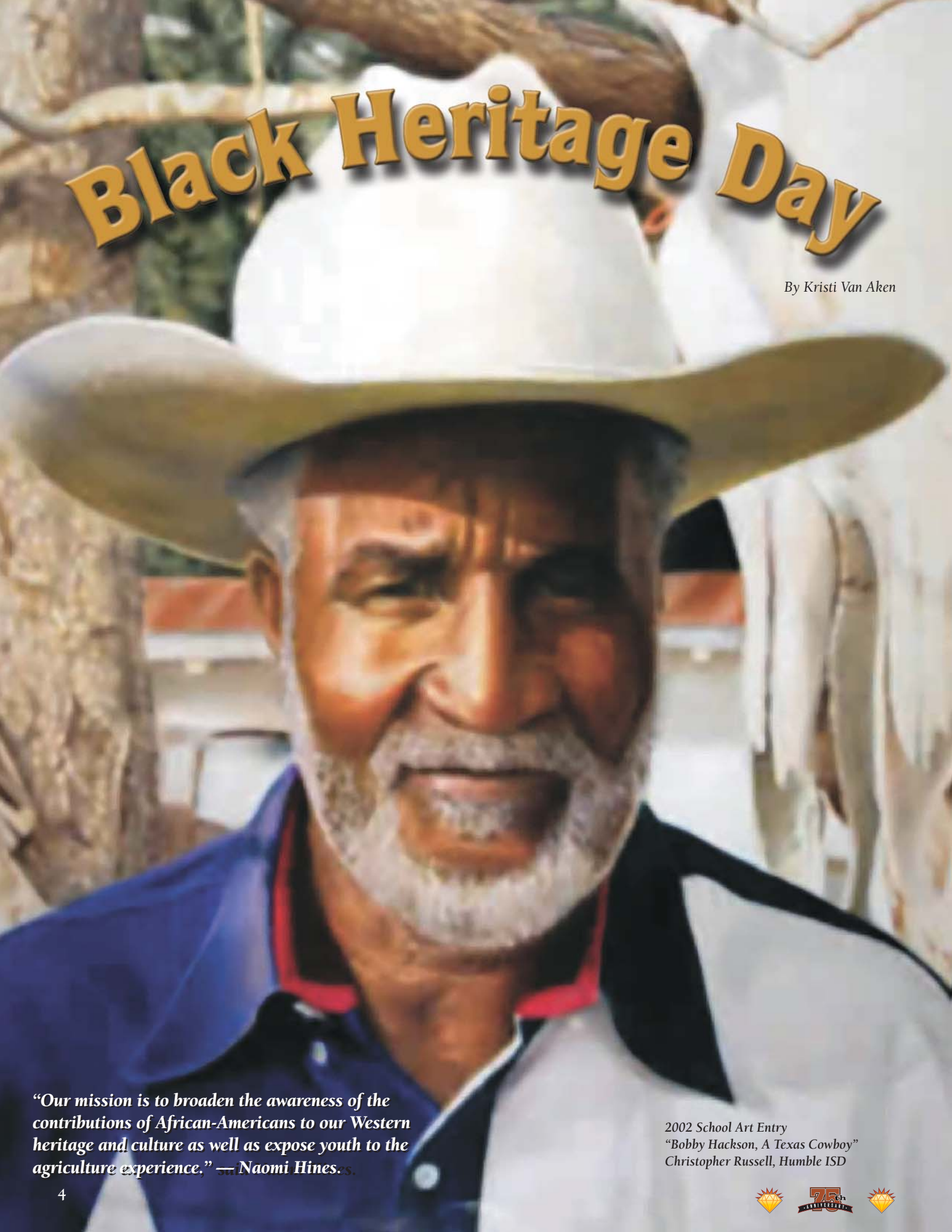
Hello, America, Let me thank you for your time. ♪

Lyrics from Alabama’s  
“Forty hour week (for a livin’)”

Alabama has performed at RODEOHOUSTON™ 10 times (1986, 1988-92, 1996, 1998, 2001 and 2003).

# Black Heritage Day

By Kristi Van Aken



*“Our mission is to broaden the awareness of the contributions of African-Americans to our Western heritage and culture as well as expose youth to the agriculture experience.” — Naomi Hines. s.*

2002 School Art Entry  
“Bobby Hackson, A Texas Cowboy”  
Christopher Russell, Humble ISD

Many Texans are familiar with legendary cattle drivers Oliver Loving and Charles Goodnight, who were the inspiration for Larry McMurtry's novel "Lonesome Dove." Perhaps fewer folks are as familiar with another cattle herder and tireless worker, Bose Ikard, a best friend to Goodnight, and one of America's most famous black cowboys. Between working the trails in the West and blazing trails in the military, black Americans are intrinsically woven into the fabric of American, particularly Western, history. Other more familiar African-American contributors, like champion cowboy Fred Whitfield, who was elected to the ProRodeo Hall of Fame in 2004, and Mollie Stevenson Jr. and her mother, the late Mollie Stevenson Sr., who were both inducted into the National Cowgirl Museum and Hall of Fame in Fort Worth, Texas, also have made historic contributions to Western heritage. It is appropriate that, to fulfill its mission of promoting Western heritage and education, the Houston Livestock Show and Rodeo™ annually recognizes and honors the contributions and heritage of African-Americans.

Friday, March 3, 2006, marked the 13th annual Black Heritage Day, originally called Black Go Texan Day, at the Houston Livestock Show and Rodeo. When established in 1993, the then-Black Go Texan Committee was charged to promote the Show directly to Houston's African-American community and to be an educational resource for the community at large. Although the name was changed in

2003 to the Black Heritage Committee, its purpose has never wavered.

"Our mission is to broaden the awareness of the contributions of African-Americans to our Western heritage and culture as well as expose youth to the agriculture experience," said Naomi Hines, the current and first female chairman of the Black Heritage Committee. "It is an exciting challenge."

"Exciting" seemed to be the tone for Black Heritage Day in 2006. Reliant Center bustled with activity: various student artwork depicted the history and accomplishments of black cowboys, a display saluted Buffalo Soldiers, and a quilting exhibit weaved a rich tapestry of African-American heritage. In the midst of the general attendance crowd of 73,119, marching bands and ROTC teams from area middle and high schools performed routines and drills on the Show grounds, and students of all ages participated in a musical and talent showcase. Gospel, jazz, and rhythm and blues music were heard all around, as was a taste of local country Western music — Houstonian Donna Nash sang several times throughout the day and later that evening at The Hideout. Adding a little New Orleans flavor, a line dance paid tribute to the Big Easy, and Keith Frank & Soileau Zydeco Players rounded out the day as the last act at The Hideout. Throughout the day, students interested in higher education visited the college fair, and various federal law enforcement agencies, from the FBI to the U.S. Secret Service, held informational sessions on topics such as preventing identity theft and how to become a federal agent.



2006 Quilt Contest Entry  
 "Underground Railroad"  
 Area Go Texan Committee  
 Navarro County  
 subcommittee



Following the evening's RODEOHOUSTON™ events, two star entertainers played to a paid attendance crowd of 62,138. Actor and singer Raven, who played Olivia on "The Cosby Show" and now stars in her own television program, "That's So Raven," kicked things off with an energetic pop and hip-hop performance. She shared messages of empowerment and

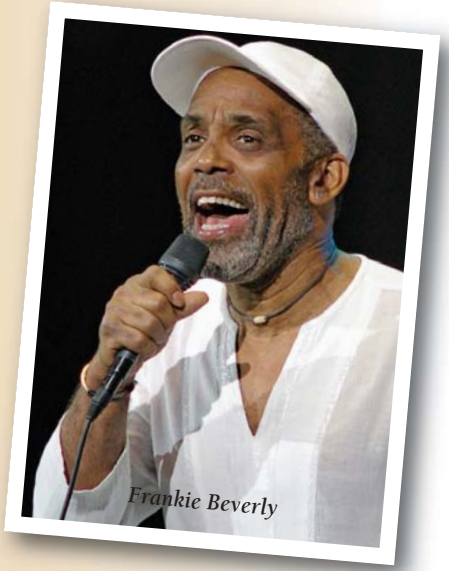
positive self-image between songs as she regrouped for her next song-and-dance combination. Raven and her dance troupe's energy surged through the crowd.

Slowing the tempo was the second act of the evening, recording artist Maze featuring Frankie Beverly, whose jazz-influenced, soulful music has been classified as urban, soul, funk, and R&B. The group played a range of music — from slow ballads to classic '70s funk — to a captivated audience.

"African Americans have made great contributions to Western heritage, and we want to communicate that as well as be recognized for it," explained Hines. "It's important to reach out, because in many cases, the African-American community is not aware of the contributions that we have made to Western heritage. It's also important to make the community aware that we exist as a committee and are a vital part of the Houston Livestock Show and Rodeo, and that we can be of assistance in helping our minority youth apply for the various educational scholarship opportunities available," she said.



Education is one of the goals for all who are involved with the Show. This holds true for the Black Heritage Committee. More than 75 volunteers conducted several major fund-raisers in 2005 and 2006, including a golf tournament, a roundup dance, and its premier fund-raiser, the annual gala, which boasted



a guest list of more than 3,000 and honored community leaders for their achievements and contributions. A new fund-raising event is planned for 2007 — a fashion show. As a result of the volunteers' hard work and successful fund-raising, 22 scholarships, totaling \$264,000, were awarded by the Show on behalf of the committee.

"The impact that the African-American culture has had, and continues to have, on our Western heritage is undeniable," said Dick Hudgins, officer in charge of the Black Heritage Committee. "In addition to being a means of providing educational resources to deserving students in the community, through the hosting of Black Heritage Day, the Show has an opportunity to provide a day of entertainment geared to the black community in an event which brings families together."

"It's an exciting, family-oriented day for everyone in the community," said Leroy Shafer, chief operating officer of the Show. "It brings the people of Houston together for a day and night of great music, educational opportunities, and a unique celebration of Western heritage."

Attendance at Black Heritage Day is impressive and accounts for two of the Show's 20 highest paid attendance records. Most notably, Black Heritage Day 2005 had the third-highest attendance ever. The achievements associated with Black Heritage Day — community awareness, fund raising and scholarships — are a persuasive testament to its continued success as well as its continued need. 🏆





# RANCHING AND WILDLIFE EXPO

The 2007 Houston Livestock Show and Rodeo™ is a must-see event, as 75 years of agriculture, education, entertainment and Western heritage will be celebrated from Feb. 27 to March 18 at Reliant Park in Houston.

During the first part of the Show, Feb. 27 to March 1, a Ranching and Wildlife Expo will inhabit Reliant Arena. This first-time event will be held in conjunction with the Cattleman's Appreciation Days. The Expo will include educational seminars related to ranching and wildlife. Various sessions will be led by recognized professionals in their field. Selected sessions will offer Continuing Education Units. The Expo will end with a Wildlife Auction that will feature hunting and fishing trips, bird watching excursions and wildlife artwork.

## **Tuesday, Feb. 27**

- |           |  |
|-----------|--|
| 9 a.m.    | Brush and Weed Control                                       |
| 11 a.m.   | Legal Aspects of Private Pesticide Application               |
| 1 p.m.    | Feral Hog Control Techniques (i.e., trapping)                |
| 2 p.m.    | Managing Land for Wildlife and Cattle, Integrated Management |
| 3:30 p.m. | High Fence/Low Fence Management                              |

## **Wednesday, Feb. 28**

- |                    |  |
|--------------------|--|
| 9 a.m. and 1 p.m.  | Wildseed Farm (wildflower planting)                    |
| 10 a.m. and 2 p.m. | Habitat Management for Biodiversity and Non-game Birds |
| 11 a.m. and 3 p.m. | Wildscape Presentation                                 |

## **Thursday March 1**

- |                    |   |
|--------------------|---|
| 9 a.m.             | Assessing Land for Its Wildlife Potential                     |
| 10 a.m. and 2 p.m. | Aging Deer on the Hoof  |
| 11 a.m. and 3 p.m. | Supplemental Feeding for White-tailed Deer                    |
| 1 p.m.             | Landowner Liability to Recreational Guests, Including Hunters |
| 5 p.m.             | Wildlife Auction  |

For more information on the Ranching and Wildlife Expo or additional Houston Livestock Show and Rodeo activities, visit [www.rodeohouston.com](http://www.rodeohouston.com).

**Ranching and Wildlife Exhibits**  
**Range Bull and Commercial Female Sale**  
**Auction**  
**Educational Seminars**



# 2007 RODEOHOUSTON™

## GEORGE STRAIT

Opening Night Performer

Tuesday, Feb. 27,

6:45 p.m. RODEOHOUSTON™ performance

RODEOHOUSTON appearances: 1983 – 1997, 2002 – 2004, 2006 – 2007

- opens the 75th anniversary Houston Livestock Show and Rodeo™
- 20th RODEOHOUSTON performance
- recently inducted into the Country Music Hall of Fame
- “Give it Away” became Strait’s 53rd number one single, making him the all-time leader for number one country singles
- one of only three entertainers to have performed for more than 1 million RODEOHOUSTON fans
- honored with his name on the Houston Livestock Show and Rodeo Star Trail display
- his Reliant Astrodome Concert Finale, which closed the 2002 Houston Livestock Show and Rodeo, holds the record for the highest paid attendance for any event ever held in Reliant Astrodome

Singles: “Give it Away,” “Somewhere Down in Texas,” “I Hate Everything,” “A Fire I Can’t Put Out,” “The Chair,” “All My Ex’s Live in Texas,” “Baby Blue,” “The Fireman,” “The Cowboy Rides Away,” “I Can Still Make Cheyenne,” “Amarillo by Morning”



- successful in television, movies and theater
- line of clothing.

Singles: “He Gets That From Me,” “Somebody,” “I’m a Survivor,” “I’ll Be,” “What Do You Say,” “If You See Him, If You See Her,” “Forever Love,” “On My Own,” “Ring on Her Finger, Time on Her Hands,” “Starting Over Again,” “Take It Back,” “You Lie,” “Little Rock,” “Can’t Even Get the Blues No More”

## NATALIE COLE

Friday, March 2,

6:45 p.m. RODEOHOUSTON performance

Black Heritage Day

RODEOHOUSTON appearances: 1995, 2007

- eight-time GRAMMY winner
- singer, songwriter and daughter of noted crooner Nat King Cole
- debut album, “Inseparable,” in 1975, resulting in her first GRAMMY for Best R&B Vocal Performance
- 1991, album “Unforgettable... With Love,” included her own arrangements of her father’s greatest hits
- 2006 album, “Leavin’,” which is a hybrid of rock, pop, and R&B music

Singles: “Daydreaming,” “Tell Me All About It,” “Angel on My Shoulder,” “Take a Look,” “Unforgettable,” “Starting Over Again,” “Miss You Like Crazy,” “Everlasting,” “Pink Cadillac,” “Inseparable”



## LOS LONELY BOYS

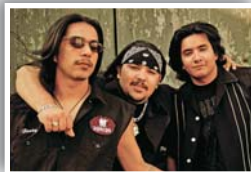
Wednesday, Feb. 28,

6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 2007

- brothers Henry, Jojo and Ringo Garza
- burst onto the music scene in 2003 with their self-titled CD and single “Heaven”
- unique style of Texican rock ‘n’ roll
- GRAMMY® award winners

Singles: “My Way,” “Diamonds,” “Velvet Sky,” “More Than Love,” “Heaven,” “Hollywood,” “Dime Mi Amore”



## KEM

Friday, March 2,

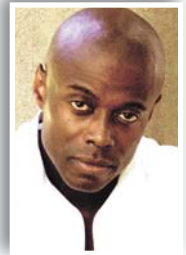
6:45 p.m. RODEOHOUSTON performance

Black Heritage Day

RODEOHOUSTON appearances: 2007

- Detroit native
- first album, “Kemistry,” released in 2003, certified gold
- second album, “KEM Album II”
- started out singing Top 40 songs in a wedding band
- wrote, produced and financed his debut album
- second album features the harmonica sounds of Stevie Wonder

Singles: “Love Calls,” “I Can’t Stop Loving You,” “Find Your Way (Back in My Life)”



## REBA MCENTIRE

Thursday, March 1,

6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 1984, 1987 – 1989, 1991 – 2000, 2004, 2007

- 16th performance at RODEOHOUSTON
- two-time GRAMMY winner
- one of three entertainers that have performed in front of 1 million RODEOHOUSTON fans
- first album in 1977
- Oklahoma native.
- first country female artist since Patsy Cline to sell 5 million copies of one album
- now sold more than 49 million albums



## CLAY WALKER

Saturday, March 3,

3:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 1994 – 2007

- Beaumont, Texas, native
- father gave him a guitar when he was 9 years old
- first album, self-titled, released in 1993, produced two number one hits
- first four studio albums reached certified platinum status



- one of only a few artists to have one of his songs included five years consecutively in Billboard's year-end Top 10 country list
- enjoys roping and riding cutting horses

Singles: "I Can't Sleep," "If You Ever Feel Like Lovin' Me Again," "You're Beginning to Get to Me," "Ordinary People," "Then What," "Who Needs You Baby," "My Heart Will Never Know," "Live Until I Die"

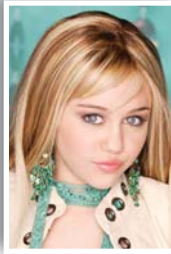
## MILEY CYRUS *as* HANNAH MONTANA

Sunday, March 4,

3:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 2007

- Miley Cyrus, star of the Disney Channel's comedy "Hannah Montana"
- developed a love for the stage by watching her dad, country singer Billy Ray Cyrus, perform
- "Hannah Montana" soundtrack was the number eight selling album of 2006 and sold nearly 2 million copies
- enjoys playing the guitar, writing music and singing
- musical influences are pop singers Kelly Clarkson, Hilary Duff and Ashley Simpson



Singles: "Best of Both Worlds," "Just Like You," "The Other Side of Me," "This is the Life"

## CHEETAH GIRLS

Sunday, March 4,

3:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 2007

- trio consisting of Adrienne Bailon, Sabrina Bryan and Kiely Williams
- soundtrack from the Disney Channel Original Movie, "The Cheetah Girls 2," garnered the number one spot on the Billboard Kids Chart and the Billboard Soundtrack Chart



Singles: "Cinderella," "Girl Power," "Together We Can," "Cheetah Sisters," "I Won't Say (I'm in Love)"

## JOSH TURNER

Monday, March 5,

6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 2007

- debuted in 2003 with his album "Long Black Train," which sold a million copies
- sophomore album, "Your Man"
- most influenced by honky-tonker John Anderson and bluegrass pioneer Ralph Stanley, who both make an appearance on "Your Man"
- South Carolina native



Singles: "Would You Go With Me," "Me and God," "Long Black Train," "Your Man"

## GRETCHEN WILSON

Tuesday, March 6,

6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 2005 – 2007

- 2004, debuted her album, "Here for the Party," which sold more than 5 million copies worldwide
- first artist with a debut album to enter the charts at number one country and number two on the Billboard Top 200
- title track remained number one for nine consecutive weeks on the country album chart
- sophomore album, "All Jacked Up"
- influenced by Tanya Tucker, Loretta Lynn and Patsy Cline



Singles: "All Jacked Up," "California Girls," "Politically Uncorrect," "Here for the Party," "Redneck Woman," "When I Think About Cheatin'"

## SHERYL CROW

Wednesday, March 7,

6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 2007

- nine-time GRAMMY winner
- Missouri native
- 1993 multi-platinum "Tuesday Night Music Club" album
- collaborated with artists across the musical spectrum, including the Rolling Stones, Kid Rock and Willie Nelson
- one-time music teacher and studio vocalist.



Singles: "Good Is Good," "All I Wanna Do," "Soak Up the Sun," "The First Cut Is the Deepest," "Everyday Is a Winding Road," "My Favorite Mistake," "A Change (Would Do You Good)," "Can't Cry Anymore," "Strong Enough"

## ALAN JACKSON

Thursday, March 8,

6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON™ appearances: 1992 – 2002, 2004 – 2007

- latest album, "Like Red on a Rose"
- since 1989, has sold more than 45 million albums
- recorded more than 31 number one songs — 21 of which he composed
- Georgia native
- began his career as a staff songwriter at Glenn Campbell's music publishing company
- has nearly 100 industry awards



Singles: "Like Red on a Rose," "Monday Morning Church," "Drive (for Daddy Gene)," "Where Were You (When the World Stopped Turning)," "Little Bitty," "Gone Crazy," "Right on the Money," "Pop a Top," "When Somebody Loves You," "Remember When"

# 2007 RODEOHOUSTON™

## PAT GREEN

Friday, March 9,

6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 2002 – 2007

- three-time GRAMMY-nominated Texas musician
- sings about college life, his love for Texas and drinking
- extremely popular live entertainer in dance halls, colleges and bars
- got his musical interest from his father and mother, who both acted in regional musical theaters across Texas
- began his musical career at the age of 18 while in college at Texas Tech University
- released his first independent record in 1995
- sold nearly 200,000 independently released albums
- released his first major-label album in 2001, “Three Days”



Singles: “Cannonball,” “Baby Doll,” “Lucky Ones,” “Don’t Break My Heart Again,” “Wave on Wave,” “Carry On,” “Three Days,” “Take Me Out to the Dancehall,” “Whiskey,” “Southbound 35,” “Down to the River,” “Songs About Texas,” “I Like Texas”

## MARTINA McBRIDE

Saturday, March 10,

3:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 1996, 2001 – 2007

- grew up on a farm in a small town in Kansas
- joined her dad’s band at the age of 7, playing keyboards and singing
- placed nearly 20 singles in the top 10
- sold 15 million records
- named CMA’s Female Vocalist of the Year in 1999, 2002, 2003 and 2004



Singles: “Rose Garden,” “This One’s for the Girls,” “God’s Will,” “Independence Day,” “Wild Angels,” “Valentine,” “Concrete Angel,” “Love’s the Only House,” “Two More Bottles of Wine,” “Safe in the Arms of Love”

## PESADO

Sunday, March 11,

3:45 p.m. RODEOHOUSTON performance  
Go Tejano Day

RODEOHOUSTON appearances: 2007

- five members: Beto Zapata, Pepe Elizondo, Julio Tamez, Luis Mario Garza and Antonio Pequeño
- started in 1993 in Monterrey, Mexico
- norteño band
- live by the motto “El grupo que vale lo que pesa, Pesado”
- GRAMMY-nominated



Singles: “Te lo Pido Por Favor,” “No Tengas Miedo a Llorar,” “Quiero,” “Día Tras Día,” “Llegó El Amor,” “Ayúdame,” “Pídeme,” “Cómo Le Hago”

## EMILIO

Sunday, March 11,

3:45 p.m. RODEOHOUSTON performance  
Go Tejano Day

RODEOHOUSTON appearances: 1990, 1995 – 1997, 1999, 2007

- 1995 country hit “It’s Not the End of the World”
- popular Tejano artist
- fuses traditional country music with Latin-influenced rock
- debuted on the Tejano scene in 1991 with the album “Unsung Highways”

Singles: “No Es El Fin Del Mundo (It’s Not the End of the World),” “Donde Andara?,” “Mi Primer Amor,” “Mira Nina,” “Hoy,” “Quiero Que Tu”



## SUGARLAND

Monday, March 12,

6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 2007

- country music’s newest, hottest group
- double platinum-selling group
- Jennifer Nettles and Kristian Bush
- debut single, “Baby Girl”
- sophomore album, “Enjoy the Ride”
- wrote or co-wrote all 11 tracks on their new album
- Nettles recorded a song and scored number one on the country charts with rockstar group Bon Jovi, “Who Says You Can’t Go Home”

Singles: “Settlin’,” “Everyday America,” “Happy Ending,” “Something More,” “Baby Girl,” “Down in Mississippi (Up to No Good),” “Fly Away”



Ford F-Series presents ...

## TOBY KEITH

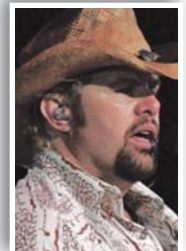
Tuesday, March 13,

6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 1995 – 1996, 2003, 2006 – 2007

- 1993 debut single, “Should’ve Been a Cowboy,” number one on the Billboard country singles chart
- self-titled debut album certified platinum
- awards from the Academy of Country Music, American Music, Billboard Music and the Country Music Association
- born and raised in Oklahoma
- early jobs included rodeo work, climbing oil rigs and semipro football

Singles: “Crash Here Tonight,” “A Little Too Late,” “Honkytonk You,” “As Good as I Once Was,” “Big Blue Note,” “How Do You Like Me Now?!,” “I Wanna Talk About Me,” “Beer for My Horses,” “Should’ve Been a Cowboy,” “I Love This Bar,” “I’m Just Talkin’ About Tonight”



# ENTERTAINERS



## RASCAL FLATTS

Wednesday, March 14,  
6:45 p.m. RODEOHOUSTON performance  
*RODEOHOUSTON appearances: 2001, 2005, 2007*

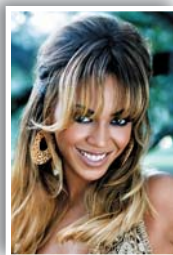


- members: Gary LeVox, Joe Don Rooney and Jay DeMarcus
- biggest-selling act in 2006, with nearly 5 million albums sold
- 2006 American Music Association, Country Music Association, Academy of Country Music and CMT Vocal Group of the Year
- GRAMMY award-winners
- most played artist on country radio in 2005
- more than 13 million albums sold
- latest album, "Me And My Gang," debuted in the number one position on the Soundscan Top 200 albums chart

Singles: "What Hurts the Most," "Me and My Gang," "Life Is a Highway," "Bless the Broken Road," "Feels Like Today," "I Melt," "Prayin' for Daylight," "I'm Movin' On"

## BEYONCÉ

Thursday, March 15,  
6:45 p.m. RODEOHOUSTON performance  
*RODEOHOUSTON appearances: 2004, 2007 (with Destiny's Child — 2001 – 2002)*



- native Houstonian
- debuted on the music scene in 1998 in the group Destiny's Child
- launched solo career in 2003 with "Dangerously in Love," which won her five GRAMMY Awards
- latest album, "B'Day," contains 11 songs co-written and co-produced by Beyoncé
- clothing line with her mother
- acclaimed actress, latest role in "Dream Girls"

Singles: "Déjà vu," "Irreplaceable," "Crazy in Love," "Baby Boy"

## DIERKS BENTLEY

Friday, March 16,  
6:45 p.m. RODEOHOUSTON performance  
*RODEOHOUSTON appearances: 2004, 2007*



- blend of traditional, bluegrass and modern country
- debut single, "What Was I Thinkin'," went number one
- second album, "Modern Day Drifter"

Singles: "Every Mile a Memory," "Lot of Leavin' Left to Do," "Come a Little Closer," "Settle for a Slowdown," "What Was I Thinkin'"

## BROOKS & DUNN

Saturday, March 17,  
3 p.m. RODEOHOUSTON performance  
RODEOHOUSTON Super Series  
Championship



*RODEOHOUSTON appearances:  
1992 – 2007*

- 21 number one hits
- more than 27 million records sold
- guitarist and songwriter Kix Brooks, along with singer and songwriter Ronnie Dunn
- honored with the Entertainer of the Year Award four times by the Country Music Association
- 2004 CMA Vocal Duo of the Year
- honors from the Academy of Country Music, the American Music Awards and GRAMMY Awards
- hold the RODEOHOUSTON all-time paid attendance record with 72,867 fans.

Singles: "Believe," "Play Something Country," "Red Dirt Road," "Husbands and Wives," "Can't Take the Honky Tonk Out of the Girl," "Only in America," "My Maria," "Boot Scootin' Boogie," "Neon Moon," "Hard Workin' Man"

## ZZ TOP

Finalé Performer  
Sunday, March 18,  
3:45 p.m. RODEOHOUSTON performance  
Xtreme Bulls



*RODEOHOUSTON appearances:  
2002 – 2003, 2007*

- Rock and Roll Hall of Fame members since 2004
- "That little ol' band from Texas"
- Billy Gibbons (guitar), Dusty Hill (bass), and Frank Beard (drums)
- formed in 1969
- inducted into the Houston Hall of Fame in 2006
- named "Official Texas Heroes" by the Texas House of Representatives

Singles: "Gimme All Your Lovin'," "Sharp Dressed Man," "Legs," "Cheap Sunglasses," "Beer Drinkers and Hell Raisers," "La Grange"



# 2007 SHOW

## Saturday, February 10

5 p.m. Go Texan Team Penning Contest  
..... The Great Southwest Equestrian Center – Katy

## Thursday, February 22

5 p.m. World's Championship Bar-B-Que Contest (closes 11 p.m.)...Reliant Park  
The Chuck Wagon (public food tent) – 5 to 11 p.m.  
Gary P Nunn in The Garden – 8:15 to 9:15 and 9:45 to 10:45 p.m.  
Carnival (\*closes at 11 p.m.)..... Reliant Park

## Friday, February 23

8 a.m. Top Hands Horse Show.....Reliant Arena – Main Arena  
noon World's Championship Bar-B-Que Contest (closes 11 p.m.)...Reliant Park  
The Chuck Wagon (public food tent) – noon to 11 p.m.  
Max Stalling in The Garden – 8:30 to 9:30 and 9:45 to 10:45  
Carnival (\*closes at 11 p.m.)..... Reliant Park

## Saturday, February 24

8 a.m. Top Hands Horse Show.....Reliant Arena – Main Arena  
9 a.m. World's Championship Bar-B-Que Contest (closes 11 p.m.)...Reliant Park  
The Chuck Wagon (public food tent) – 9 a.m. to 11 p.m.  
Todd Fritsch in The Garden – 6 to 7, 8:30 to 9:30, and  
9:45 to 10:45 p.m.  
9:45 a.m. ConocoPhillips Wheelchair Race..... downtown Houston  
9:50 a.m. ConocoPhillips Rodeo Run..... downtown Houston  
10 a.m. Downtown Rodeo Parade..... downtown Houston  
Carnival (\*closes at 11 p.m.)..... Reliant Park

## Monday, February 26

8 a.m. AQHA Cutting Horse Competition.....Reliant Arena – Main Arena  
7 p.m. Rodeo Uncorked! Roundup and Best Bites Competition  
..... Reliant Astrodome

## February 27 – March 18

Carnival and Kidland Carnival – see hours each day

Capital One AGVENTURE – Reliant Center

- AGVENTURE Tours – Monday – Friday, 9 a.m. to 4 p.m.
- Barnyard Babies Birthing Center – daily, 9 a.m. to 9 p.m.
- Milking Demonstrations – daily, 10 and 11 a.m., noon, and 2, 3, 4, 5, and 6 p.m.

- Petting Zoos – daily, 9 a.m. to 9 p.m.
- Pony Rides – daily, 9 a.m. to 9 p.m.
- Rodeo University – daily, 9 a.m. to 9 p.m.
- Sing-along: Music for Little Cowpokes  
Monday – Friday, 9, 10 and 11 a.m., and 1, 2 and 3 p.m.  
Saturday – Sunday, 9:30 and 11 a.m., and 1:30, 3, 5 and 6 p.m.
- Roping and barrel racing demonstrations will be held throughout the day.
- Spinning and Weaving Demonstrations  
o Monday – Friday, 10 a.m. to 2 p.m.  
o Saturday – Sunday, 10 a.m. to 5 p.m.

Go Texan Quilt Contest Winners Display – lobby of Reliant Center – daily, 9 a.m. to 9 p.m.

Hayloft Galleries (School Art Display) – lobby of Reliant Center – daily, 9 a.m. to 9 p.m.

The Hideout – Reliant Astrodome – daily, 6 p.m. to midnight

(21 and older – live and DJ music – see entertainers each day)

Mechanical Bull – Reliant Park – daily, 9 a.m. to 9 p.m.

Petting Zoo – Reliant Park – daily, 9 a.m. to 9 p.m.

Pig Races – Reliant Park – daily, 10:30 and 11:30 a.m., and 12:30, 1:30, 2:30, 4:30, 5:30, and 6:30 p.m.

Pony Rides – Reliant Park – daily, 9 a.m. to 9 p.m.

Jiffy Lube Chuck Wagon Corral – east side of Reliant Stadium

- Monday – Friday, noon to 7 p.m. (4 to 7 p.m. sampling)
- Saturday – Sunday, 10 a.m. to 7 p.m. (noon to 4 p.m. sampling)

Project: Show Pride! Exhibit – lobby of Reliant Center – daily, 9 a.m. to 9 p.m.

Shopping and Dining – throughout Reliant Park – daily, 10 a.m. to 9 p.m.

## Tuesday, February 27

8 a.m. NCHA \$50,000 Limit Amateur Cutting Horse Competition  
..... Reliant Arena – Main Arena  
NCHA \$10,000 Novice Horse Cutting Horse Competition  
..... Reliant Arena – Main Arena

9 a.m. Ranching and Wildlife Expo (closes at 6 p.m.)  
..... Reliant Arena – Pavilion Arena  
Brush and Weed Control – 9 a.m.  
Legal Aspects of Private Pesticide Application – 11 a.m.  
Feral Hog Control Techniques – 1 p.m.  
Managing Land for Wildlife and Cattle, Integrated Management – 2 p.m.  
High Fence/Low Fence Management – 3:30 p.m.  
Cattleman's Appreciation Day..... Reliant Arena Sales Pavilion  
2 p.m. Agricultural Mechanics Job Fair\*\* ..... Reliant Center  
4 p.m. Carnival (\*closes at midnight)..... Reliant Park  
6:45 p.m. RODEOHOUSTON™ Super Series I – Round 1,  
featuring George Strait ..... Reliant Stadium

7 p.m. Simmental/Simbrah Cattle Sale ..... Reliant Center – East Arena  
10:15 p.m. The Hideout – Texas Unlimited Band ..... Reliant Astrodome

## Wednesday, February 28

8 a.m. Agricultural Mechanics Project Show ..... Reliant Center – East Arena  
Agricultural Mechanics Job Fair\*\* ..... Reliant Center  
Simbrah Cattle Show..... Reliant Center – Main Arena (east side)  
Angus Cattle Show..... Reliant Center – Main Arena (west side)  
NCHA \$10,000 Limit Amateur Cutting Horse Competition  
..... Reliant Arena – Main Arena  
NCHA \$3,000 Novice Horse Cutting Horse Competition  
..... Reliant Arena – Main Arena  
Finals: \$50,000 Limit Amateur Cutting Horse Competition  
..... Reliant Arena – Main Arena  
Finals: \$10,000 Novice Horse Cutting Horse Competition  
..... Reliant Arena – Main Arena

9 a.m. Ranching and Wildlife Expo (closes at 6 p.m.)  
..... Reliant Arena – Pavilion Arena  
Wildflower Planting – 9 a.m. and 1 p.m.  
Habitat Management for Biodiversity and Non-game  
Birds – 10 a.m. and 2 p.m.  
Wildscape Presentation – 11 a.m. and 3 p.m.  
10 a.m. 40<sup>th</sup> Annual All Breeds Commercial Female and Range Bull Sale  
..... Reliant Arena Sales Pavilion  
11:30 a.m. Braunving Cattle Show ..... Reliant Center – Main Arena (west side)  
noon Simmental Cattle Show ..... Reliant Center – Main Arena (east side)  
3 p.m. Belgian Blue Cattle Show ..... Reliant Center – Main Arena (east side)  
Brahmoussin Cattle Show ..... Reliant Center – Main Arena (west side)  
4 p.m. Carnival (\*closes at midnight)..... Reliant Park  
6:30 p.m. International Brahman Cattle Sale ..... Reliant Arena Sales Pavilion  
6:45 p.m. RODEOHOUSTON Super Series I – Round 2,  
featuring Los Lonely Boys ..... Reliant Stadium

## Thursday, March 1

8 a.m. Agricultural Mechanics Job Fair\*\* ..... Reliant Center  
Agricultural Mechanics Project Show Champion Judging  
..... Reliant Center – East Arena  
NCHA \$20,000 Non-Pro Cutting Horse Competition  
..... Reliant Arena – Main Arena  
NCHA Non-Pro Cutting Horse Competition  
..... Reliant Arena – Main Arena  
Finals: \$10,000 Limit Amateur Cutting Horse Competition  
..... Reliant Arena – Main Arena  
8:30 a.m. International Brahman Cattle Show (Females)  
..... Reliant Center – Main Arena  
9 a.m. Ranching and Wildlife Expo (closes at 6 p.m.)  
..... Reliant Arena – Pavilion Arena  
Assessing Land for Its Wildlife Potential – 9 a.m.  
Ageing Deer on the Hoof – 10 a.m. and 2 p.m.  
Supplemental Feeding for Whittailed Deer – 11 a.m. and 3 p.m.  
Landowner Liability to Recreational Guests, Including Hunters – 1 p.m.  
Wildlife Auction – 5 p.m.  
11 a.m. Agricultural Mechanics Project Show Awards  
..... Reliant Center – East Arena  
4 p.m. Carnival (\*closes at midnight)..... Reliant Park  
5 p.m. Ranching and Wildlife Expo Auction ..... Reliant Arena Sales Pavilion  
5:30 p.m. Lil' Rustlers Rodeo (Rodeo ticket required) ..... Reliant Stadium  
5:45 p.m. Red Poll Cattle Show ..... Reliant Center – Main Arena (east side)  
Shorthorn Cattle Show ..... Reliant Center – Main Arena (west side)  
6:45 p.m. RODEOHOUSTON Super Series I – Championship Round,  
featuring Reba McEntire ..... Reliant Stadium

## Friday, March 2 – Black Heritage Day

8 a.m. NCHA \$10,000 Novice Non-Pro Cutting Horse Competition  
..... Reliant Arena – Main Arena  
Finals: \$3,000 Novice Horse Cutting Horse Competition  
..... Reliant Arena – Main Arena  
Finals: \$20,000 Non-Pro Cutting Horse Competition  
..... Reliant Arena – Main Arena  
Finals: Non-Pro Cutting Horse Competition  
..... Reliant Arena – Main Arena  
8:30 a.m. International Brahman Cattle Show (Bulls)..... Reliant Center – Main Arena  
2 p.m. American Red Brangus Cattle Sale..... Reliant Center – East Arena  
4 p.m. Black Brangus Cattle Sale ..... Reliant Arena Sales Pavilion  
Zebu Cattle Show..... Reliant Center – Main Arena (east side)  
Gelbvieh Cattle Show..... Reliant Center – Main Arena (west side)  
Celebrity Dairy Goat Milking Contest ..... Reliant Center – East Arena  
Carnival (\*closes at 1 a.m.)..... Reliant Park  
5 p.m. Youth Goat Team Fitting Contest..... Reliant Center – East Arena  
6 p.m. Red Angus Cattle Show..... Reliant Center – Main Arena (west side)  
Beefmaster Futurity ..... Reliant Arena Sales Pavilion  
6:45 p.m. RODEOHOUSTON Super Series II – Round 1,  
featuring Natalie Cole/KEM..... Reliant Stadium  
7 p.m. International Brarford Cattle Sale..... Reliant Center – East Arena

## Saturday, March 3

7 a.m. Intercollegiate Meat Judging Contest (Division B)\*\*  
..... Mims Meat Company  
8 a.m. NCHA \$3,000 Novice Non-Pro Cutting Horse Competition  
..... Reliant Arena – Main Arena  
NCHA Open Cutting Horse Competition..... Reliant Arena – Main Arena  
Finals: \$10,000 Novice Non-Pro Cutting Horse Competition  
..... Reliant Arena – Main Arena  
4-H and FFA Floriculture Judging Contest\*\*..... Reliant Center  
4-H and FFA Nursery/Landscape Judging Contest\*\*..... Reliant Center  
Youth Dairy Goat Show..... Reliant Center – East Arena (east side)  
Youth Boer Goat Show ..... Reliant Center – East Arena (west side)  
9 a.m. 4-H and FFA Range and Pasture Plant ID Judging Contest\*\*  
..... Reliant Arena  
School Art Awards..... Reliant Center – Main Arena  
Intercollegiate Meat Judging Contest (Division A)\*\*  
..... Mims Meat Company  
10 a.m. Beefmaster Cattle Sale ..... Reliant Arena Sales Pavilion  
Carnival (\*closes at 1 a.m.)..... Reliant Park  
noon 4-H and FFA Floriculture Judging Awards ..... Reliant Center  
4-H and FFA Nursery/Landscape Judging Awards ..... Reliant Center  
1 p.m. 4-H and FFA Range and Pasture Plant ID Judging Contest Awards  
..... Reliant Center  
International Brangus Cattle Show  
..... Reliant Center – Main Arena (east side)  
Brarford Cattle Show ..... Reliant Center – Main Arena (west side)  
2:30 p.m. Limousin Cattle Sale ..... Reliant Center – East Arena  
3 p.m. International Dairy Goat Congress\*\* ..... Reliant Center  
3:45 p.m. RODEOHOUSTON Super Series II – Round 2,  
featuring Clay Walker..... Reliant Stadium  
5 p.m. Charolais Cattle Sale ..... Reliant Center – East Arena  
5:30 p.m. Hereford / Polled Hereford Cattle Show  
..... Reliant Center – Main Arena (west side)  
6 p.m. Dairy Goat Product Tasting Contest\*\* ..... Reliant Center  
Rodeo Uncorked! Champion Wine Auction and Dinner  
(separate ticket required) ..... Methodist Training Center  
7:15 p.m. The Hideout – Ryan Turner..... Reliant Astrodome  
8 p.m. International Red Brangus Cattle Sale..... Reliant Center – East Arena

## Sunday, March 4

8 a.m. NCHA Youth Cutting Horse Competition ..... Reliant Arena – Main Arena  
Finals: \$3,000 Novice Non-Pro Cutting Horse Competition  
..... Reliant Arena – Main Arena  
Finals: NCHA Open Cutting Horse Competition  
..... Reliant Arena – Main Arena  
Intercollegiate Meat Judging Contest Awards\*\*..... Reliant Astrodome  
4-H and FFA Meat Judging Contest\*\*..... Mims Meat Company  
Open Boer Goat Show..... Reliant Center – East Arena (west side)  
Open Dairy Goat Show ..... Reliant Center – East Arena (east side)  
Santa Gertrudis Cattle Show..... Reliant Center – Main Arena (east side)  
Limousin Cattle Show..... Reliant Center – Main Arena (west side)  
10 a.m. Carnival (\*closes at midnight)..... Reliant Park  
Cowboy Church..... Reliant Center  
noon Charolais Cattle Show ..... Reliant Center – Main Arena (west side)  
2 p.m. American Red Brangus Cattle Show ..... Reliant Center – Main Arena (east side)  
2:30 p.m. 4-H and FFA Meat Judging Contest Results and Awards  
..... Reliant Center – East Arena  
Lil' Rustlers Rodeo (Rodeo ticket required) ..... Reliant Stadium  
3:45 p.m. RODEOHOUSTON Super Series II – Championship Round, featuring  
Miley Cyrus as Hannah Montana/Cheetah Girls ..... Reliant Stadium  
4 p.m. Maine-Anjou Cattle Show ..... Reliant Center – Main Arena (west side)  
6 p.m. Romagnola Cattle Show ..... Reliant Center – Main Arena (east side)

## Monday, March 5

7 a.m. Team Penning Competition..... Reliant Arena – Main Arena  
Ranch Sorting Competition..... Reliant Arena – Main Warm-up Arena  
2 p.m. Junior Commercial Steer Orientation ..... Reliant Arena Sales Pavilion  
3 p.m. Weigh, Grade and Ultrasound Junior Commercial Steers  
..... Reliant Arena Sales Pavilion  
4 p.m. Carnival (\*closes at midnight)..... Reliant Park  
3:45 p.m. RODEOHOUSTON Super Series III – Round 1,  
featuring Josh Turner..... Reliant Stadium

## Tuesday, March 6

7 a.m. Junior Market Steers (weigh, sift, classify) ..... Reliant Center – Main Arena  
Team Penning Competition..... Reliant Arena – Main Arena  
Ranch Sorting Competition..... Reliant Arena – Main Warm-up Arena  
8 a.m. Junior Commercial Steer Contestant Quiz  
and Preliminary Interview\*\* ..... Reliant Arena Sales Pavilion  
1 p.m. Quality Counts Exhibitor Information Session\*\* ..... Reliant Center  
3 p.m. Weigh and Sift Junior Market Goats and Lambs  
..... Reliant Center – East Arena



# SCHEDULE



- 4 p.m. Carnival (\*closes at midnight)..... Reliant Park
- Quality Counts Exhibitor Information Session\*\* ..... Reliant Center
- Junior Commercial Steer Sale ..... Reliant Arena Sales Pavilion
- 6:45 p.m. RODEOHOUSTON Super Series III – Round 2,  
featuring Gretchen Wilson ..... Reliant Stadium
- 10:15 p.m. The Hideout – Brandon Ryder ..... Reliant Astrodome

## Wednesday, March 7

- 7:30 a.m. Junior Commercial Steer Contestant Final Interview\*\* ..... Reliant Arena
- 8 a.m. Junior Market Steer Show ..... Reliant Center – Main Arena  
(Brangus, Santa Gertrudis, Brahman, Simbrah,  
ABC, Simmental and Limousin)
- 4-H and FFA Horse Judging Contest ..... Reliant Arena
- 8:30 a.m. Junior Market Lamb and Goat Show Opening Ceremonies  
..... Reliant Arena – East Arena
- 9 a.m. Junior Market Goat Show ..... Reliant Center – East Arena (west side)  
(Divisions I and II)
- Junior Market Lamb Show ..... Reliant Center – East Arena (east side)  
(Southdown, Fine Wool and Fine Wool Cross)
- Explanation of Junior Commercial Steer Ultrasound\*\*  
..... Reliant Arena Sales Pavilion
- 10:30 a.m. Junior Commercial Steer Educational Meeting\*\*  
..... Reliant Arena Sales Pavilion
- 1 p.m. 4-H and FFA Horse Judging Contest Results and Awards  
..... Reliant Arena Sales Pavilion
- Appaloosa Horse Show – English and Games  
..... Reliant Arena – Main Arena
- Arabian/Half-Arabian Horse Show – Halter and Performance  
..... Reliant Arena – Pavilion Arena
- 4 p.m. Carnival (\*closes at midnight)..... Reliant Park
- 4:45 p.m. Junior Commercial Steer Contest Awards Banquet\*\* ..... Reliant Arena
- 6:45 p.m. RODEOHOUSTON Super Series III – Championship Round  
featuring Sheryl Crow ..... Reliant Stadium
- 10:15 p.m. The Hideout – Lantana ..... Reliant Astrodome

## Thursday, March 8

- 8 a.m. Junior Market Steer Show ..... Reliant Center – Main Arena  
(Red Angus, Angus, Shorthorn, Maine-Anjou, Chianina)
- Arabian and Half-Arabian Horse Show –  
Performance Championships ..... Reliant Arena – Main Arena
- Appaloosa Horse Show – Halter and Western .....  
..... Reliant Arena – Pavilion Arena
- 8:30 a.m. Junior Market Lamb and Goat Show Opening Ceremonies  
..... Reliant Arena – East Arena
- 9 a.m. Junior Market Goat Show ..... Reliant Center – East Arena (west side)  
(Divisions III & IV)
- Junior Market Lamb Show ..... Reliant Center – East Arena (east side)  
(Medium Wool)
- 4 p.m. Carnival (\*closes at midnight)..... Reliant Park
- 6:45 p.m. RODEOHOUSTON Super Series IV – Round 1,  
featuring Alan Jackson ..... Reliant Stadium
- 7:30 p.m. Champion Junior Market Goat and Lamb Selection  
..... Reliant Center – East Arena
- 10:15 p.m. The Hideout – Jarrod Birmingham ..... Reliant Astrodome

## Friday, March 9

- 8 a.m. Junior Market Steer Show ..... Reliant Center – Main Arena  
(Hereford, Polled Hereford, Charolais, and AOB)
- Llama and Alpaca Show ..... Reliant Arena – Pavilion Arena
- Donkey and Mule Show – English and Western Performance  
and Speed Events ..... Reliant Arena – Main Arena
- noon Junior Market Lamb and Goat Auction ..... Reliant Arena Sales Pavilion
- 4 p.m. Carnival (\*closes at 1 a.m.)..... Reliant Park
- 4:30 p.m. Llama and Alpaca Fleece Show ..... Reliant Arena – Arena Club
- 6:45 p.m. RODEOHOUSTON Super Series IV – Round 2,  
featuring Pat Green ..... Reliant Stadium
- 8:30 p.m. Junior Market Steer Champion Selection ..... Reliant Stadium
- 10:15 p.m. The Hideout – Todd Fritsch ..... Reliant Astrodome

## Saturday, March 10

- 8 a.m. 4-H and FFA Wildlife Habitat Contest\*\* ..... TBA
- Llama Costume Contest ..... Reliant Arena – Pavilion Arena
- 4-H and FFA Dairy Judging Contest ..... Reliant Center – Main Arena
- Donkey and Mule Show – Halter and Showmanship  
..... Reliant Arena – Main Arena
- 10 a.m. Lloan-a-Llama ..... Reliant Arena – Pavilion Arena
- Carnival (\*closes at 1 a.m.)..... Reliant Park
- noon Junior Market Steer Auction ..... Reliant Arena Sales Pavilion
- Junior Sheep Dog Trials ..... Reliant Center – Main Arena
- 1 p.m. 4-H and FFA Dairy Judging Contest Awards  
..... Reliant Center – East Arena (east side)
- Llama and Alpaca Show ..... Reliant Arena – Pavilion Arena
- 2 p.m. 4-H and FFA Dairy Judging Contest Top 20 Reception\*\* ..... Reliant Center
- Donkey and Mule Show – Mule Coon Jumping  
..... Reliant Arena – Main Arena

- 3 p.m. Donkey and Mule Show – Championship Mule Pull  
..... Reliant Arena – Main Arena
- 3:45 p.m. RODEOHOUSTON Super Series IV – Championship Round,  
featuring Martina McBride ..... Reliant Stadium
- 4:30 p.m. 4-H and FFA Wildlife Habitat Awards  
..... Reliant Center – East Arena (east side)
- 7:15 p.m. The Hideout – Zona Jones ..... Reliant Astrodome
- 7:30 p.m. Texas Longhorn Cattle Sale ..... Reliant Arena Sales Pavilion

## Sunday, March 11 – Go Tejano Day

- 8 a.m. Classify and Show Junior Market Barrows ..... Reliant Center – East Arena  
(Show A: Spotted, Duroc, Poland China, Berkshire)
- Youth Texas Longhorn Cattle Show ..... Reliant Center – Main Arena
- Llama and Alpaca Show ..... Reliant Arena – Pavilion Arena
- Donkey and Mule – Trail, Driving and Roping  
..... Reliant Arena – Main Arena
- 10 a.m. Carnival (\*closes at 1 a.m.)..... Reliant Park
- Cowboy Church ..... Reliant Center
- 11:30 a.m. Fiesta Charra ..... Reliant Center – Main Arena
- 2:30 p.m. Texas Longhorn Cattle Show ..... Reliant Center – Main Arena
- 3:45 p.m. RODEOHOUSTON Super Series V – Round 1,  
featuring Pesado/Emilio ..... Reliant Stadium
- 6 p.m. Texas Longhorn Trophy Steer Selection (judged on horseback)  
..... Reliant Center – Main Arena
- 7 p.m. Fiesta Charra ..... Reliant Center – Main Arena

## Monday, March 12 – Spring Break Stampede

- 8 a.m. Classify and Show Junior Market Barrows ..... Reliant Center – East Arena  
(Show B: Hampshire, Dark Crossbred)
- Palomino Horse Show – English and Western Performance  
..... Reliant Arena – Main Arena
- Paint Horse Show – English and Western Performance  
..... Reliant Arena – Pavilion Arena
- 9 a.m. Open and Junior Dairy Cattle Show ..... Reliant Center – Main Arena
- 2 p.m. Carnival (\*closes at midnight)..... Reliant Park
- 3:30 p.m. Dexter Cattle Show ..... Reliant Center – Main Arena (east side)
- Miniature Hereford Cattle Show  
..... Reliant Center – Main Arena (west side)
- 5:30 p.m. Lil' Rustlers Rodeo (Rodeo ticket required) ..... Reliant Stadium
- 6:45 p.m. RODEOHOUSTON Super Series V – Round 2,  
featuring Sugarland ..... Reliant Stadium

## Tuesday, March 13 – Spring Break Stampede

- 8 a.m. Bravado Cattle Show ..... Reliant Center – Main Arena
- Paint Horse Show – Halter and Showmanship  
..... Reliant Arena – Main Arena
- Palomino Horse Show – Halter and Showmanship  
..... Reliant Arena – Pavilion Arena
- 8:30 a.m. State FFA Tractor Technician Contest (Parts I and II)\*\* ..... Reliant Center
- 1 p.m. Paint Horse Show – Roping and Speed Events  
..... Reliant Arena – Main Arena
- 2 p.m. Carnival (\*closes at midnight)..... Reliant Park
- 5 p.m. State FFA Tractor Technician Contest (Part III)  
..... Reliant Center – Main Arena
- 6 p.m. State FFA Tractor Technician Contest Results and Awards  
..... Reliant Center – Main Arena
- 6:45 p.m. RODEOHOUSTON Super Series V – Championship Round,  
featuring Toby Keith (presented by Ford F-Series) ..... Reliant Stadium
- 10:15 p.m. The Hideout – Wade Bowen ..... Reliant Astrodome

## Wednesday, March 14 – Spring Break Stampede

- 7:30 a.m. Intercollegiate Livestock Judging Contest\*\*  
..... Reliant Arena – Halls A and B
- 8 a.m. Classify and Show Junior Market Barrows ..... Reliant Center – East Arena  
(Show C: Chester White and OPB, Yorkshire, Light Weight Other Crossbred)
- 4-H and FFA Poultry Judging Contest ..... Reliant Center – Main Arena
- AQHA Heading, Heeling and Calf Roping ..... Reliant Arena – Main Arena
- 10 a.m. Intercollegiate Wool and Mohair Judging Contest\*\* ..... Reliant Center
- 11:30 a.m. Intercollegiate Livestock Judging Contest Reasons\*\*  
..... Reliant Astrodome – Suite Level
- noon 4-H and FFA Poultry Judging Contest Awards  
..... Reliant Center – Main Arena
- 12:30 p.m. 4-H and FFA Livestock Judging Contest\*\*  
..... Reliant Arena – Halls A and B
- 1 p.m. 4-H and FFA Wool Judging Contest\*\* ..... Reliant Center
- 2 p.m. Carnival (\*closes at midnight)..... Reliant Park
- 5 p.m. 4-H and FFA Livestock and Wool Judging Contest Awards  
..... Reliant Arena Sales Pavilion
- 6 p.m. 4-H and FFA Livestock Judging Contest Top 20 Reception\*\*  
..... Reliant Center
- 6:45 p.m. RODEOHOUSTON Super Series Semifinal 1,  
featuring Rascal Flatts ..... Reliant Stadium
- 10:15 p.m. The Hideout – Doug Moreland ..... Reliant Astrodome

## Thursday, March 15 – Spring Break Stampede

- 8 a.m. Junior Market Poultry Sift ..... Reliant Arena – Hall B
- Junior Market Barrow Show ..... Reliant Center – East Arena  
(Other Crossbred)
- Youth Breeding Rabbit Show ..... Reliant Center – West Arena
- Intercollegiate Livestock/Wool and Mohair Judging Contest Awards\*\*  
..... Reliant Astrodome
- AQHA Pole Bending and Barrel Racing ..... Reliant Arena – Main Arena
- 1 p.m. Junior Market Broiler Pre-Judging ..... Reliant Arena – Hall B
- 2 p.m. Scramble Heifer Show ..... Reliant Center – Main Arena
- Carnival (\*closes at midnight)..... Reliant Park
- 6:45 p.m. RODEOHOUSTON Super Series Semifinal 2,  
featuring Beyoncé ..... Reliant Stadium
- 7:30 p.m. Junior Market Barrow Grand Champion Selection  
..... Reliant Center – East Arena
- 10:15 p.m. The Hideout – Gary Kyle ..... Reliant Astrodome

## Friday, March 16 – Spring Break Stampede

- 8 a.m. Junior Market Poultry Show ..... Reliant Arena – Pavilion Arena
- Youth Breeding Rabbit Show ..... Reliant Center – West Arena
- AQHA Open, Amateur and Youth Western Events  
..... Reliant Arena – Main Arena
- 9 a.m. Junior Breeding Beef Heifer Show ..... Reliant Center – Main Arena  
(East – Limousin, Angus, Charolais;  
West – Brahman, Red Brangus, Brangus)
- noon Junior Market Barrow Auction ..... Reliant Arena Sales Pavilion
- 2 p.m. Youth Rabbit Awards ..... Reliant Center – West Arena
- Carnival (\*closes at 1 a.m.)..... Reliant Park
- 4 p.m. Calf Scramble Banquet\*\* ..... Reliant Astrodome
- 6:45 p.m. RODEOHOUSTON Super Series Wild Card Round,  
featuring Dierks Bentley ..... Reliant Stadium
- 7 p.m. Junior Market Poultry Champion Selection  
..... Reliant Arena – Pavilion Arena

## Saturday, March 17 – Spring Break Stampede

- 8 a.m. AQHA Open, Amateur, & Youth Halter and Showmanship Events  
..... Reliant Arena – Pavilion Arena
- 9 a.m. Junior Breeding Beef Heifer Show ..... Reliant Center – Main Arena  
(East – Shorthorn, ORB, Santa Gertrudis;  
West – ARB, Simbrah, Simmental)
- 10 a.m. Open and Junior Breeding Sheep Show ..... Reliant Center – East Arena  
(Dorset, Hampshire, Shropshire, Southdown, Suffolk, ORB)
- Carnival (\*closes at 1 a.m.)..... Reliant Park
- noon Junior Market Poultry Auction ..... Reliant Arena Sales Pavilion
- Ranch Rodeo ..... Reliant Arena – Main Arena
- 2 p.m. Open Breeding Rabbit and Cavy Show ..... Reliant Center – West Arena
- 3 p.m. RODEOHOUSTON Super Series Championship,  
featuring Brooks & Dunn ..... Reliant Stadium
- 6 p.m. Celebrity Sheep Penning Contest ..... Reliant Center – East Arena
- 7:15 p.m. The Hideout – Johnny Bush ..... Reliant Astrodome

## Sunday, March 18 – Spring Break Stampede

- 8 a.m. Open and Junior Breeding Sheep Show  
..... Reliant Center – East Arena (west side)  
(Columbia, Corriedale, Delaine-Merino, Rambouillet,  
Royal White, Dorper, ORB)
- Junior Breeding Gilt Show ..... Reliant Center – East Arena (east side)  
(Berkshire, Chester White, Duroc, Hampshire, Landrace,  
Poland China/Spotted, Yorkshire)
- Open Breeding Rabbit and Cavy Show ..... Reliant Center – West Arena
- AQHA Open, Amateur and Youth English Events  
..... Reliant Arena – Main Arena
- 9 a.m. Junior Breeding Beef Heifer Show ..... Reliant Center – Main Arena  
(East – Polled Hereford, Hereford, Maine-Anjou;  
West – Red Angus, Beefmaster)
- Cowboy Church ..... Reliant Center
- 10 a.m. Open Rabbit/Cavy Costume Contest ..... Reliant Center – West Arena
- Carnival (\*closes at midnight)..... Reliant Park
- noon School Art Auction ..... Reliant Arena Sales Pavilion
- 2 p.m. Open Breeding Rabbit and Cavy Results and Awards  
..... Reliant Center – West Arena
- 3 p.m. Supreme Champion Junior Breeding Gilt Drive  
..... Reliant Center – East Arena (east side)
- Supreme Champion Junior Breeding Sheep Drive  
..... Reliant Center – East Arena (west side)
- Supreme Champion Heifer Drive ..... Reliant Center – Main Arena  
(Supreme Champion Drives to be held at the completion of each show)
- 3:45 p.m. RODEOHOUSTON Xtreme Bulls, featuring ZZ Top ..... Reliant Stadium
- 7:15 p.m. The Hideout – Gary P. Nunn ..... Reliant Astrodome

\*Carnival closing times subject to weather conditions

\*\*Non-public area



# RODEOHOUSTON™ Super Series:

The 75th anniversary Houston Livestock Show and Rodeo™ will feature the RODEOHOUSTON Super Series, where champion cowboys and cowgirls will compete for a total rodeo purse of \$1.275 million, an increase of more than half a million dollars over previous years. This increase makes RODEOHOUSTON the world's richest, regular-season Professional Rodeo Cowboys Association rodeo.

"This is a revolutionary thing for rodeo," said Troy Ellerman, PRCA commissioner. For the first time in history, a PRCA rodeo has provided more than a million dollar purse.

The 2007 RODEOHOUSTON will consist of five Super Series rodeos, each with two preliminary rounds and a championship round. The top four competitors of each event from RODEOHOUSTON Super Series I – V will advance to a RODEOHOUSTON Super Series Semifinal. The top four from each RODEOHOUSTON Semifinal advance to the RODEOHOUSTON Super Series Championship, with the remaining six getting a second chance in the RODEOHOUSTON Super Series Wild Card. The top two competitors from each event of the RODEOHOUSTON Super Series Wild Card will advance to the RODEOHOUSTON Super Series Championship. Each of the 10 contestants in the RODEOHOUSTON Super Series Championship will ride once, with the top four riding again that afternoon for the event champion title.

Each RODEOHOUSTON Super Series Championship event champion will receive \$50,000, in addition to his

or her previous winnings, and all winnings will count toward the Professional Rodeo Cowboys Association National Finals Rodeo in Las Vegas.

"We're revolutionizing the sport of rodeo," said Skip Wagner, Houston Livestock Show and Rodeo president. "We're going to make it easy for our spectators to follow and to get involved in who's winning. And, with the money we're awarding, we're also giving six cowboys and a cowgirl an almost guaranteed shot at the National Finals."

On the final night of the Houston Livestock Show and Rodeo, Xtreme Bulls returns to the RODEOHOUSTON arena with 40 top cowboys competing on the world's toughest bulls. 🐮





# It's a Revolution in Rodeo

## 2007 RODEO HOUSTON SUPER SERIES

a division of the Houston Livestock Show and Rodeo™



Round 1, Feb. 27  
Round 2, Feb. 28  
Round 3/Championship  
Round, March 1



Round 1, March 2  
Round 2, March 3  
Round 3/Championship  
Round, March 4



Round 1, March 5  
Round 2, March 6  
Round 3/Championship  
Round, March 7



Round 1, March 8  
Round 2, March 9  
Round 3/Championship  
Round, March 10



Round 1, March 11  
Round 2, March 12  
Round 3/Championship  
Round, March 13

top four from each event from each Super Series to  
RodeoHouston Super Series Semifinals (20 total, 10 each)



March 14

top four from each event to  
RodeoHouston Super Series Championship

remaining six from each event to  
RodeoHouston Super Series Wild Card



top two from each event to  
RodeoHouston Super Series  
Championship

RodeoHouston  
Super Series  
Championship

March 16

remaining six from each event to  
RodeoHouston Super Series Wild Card



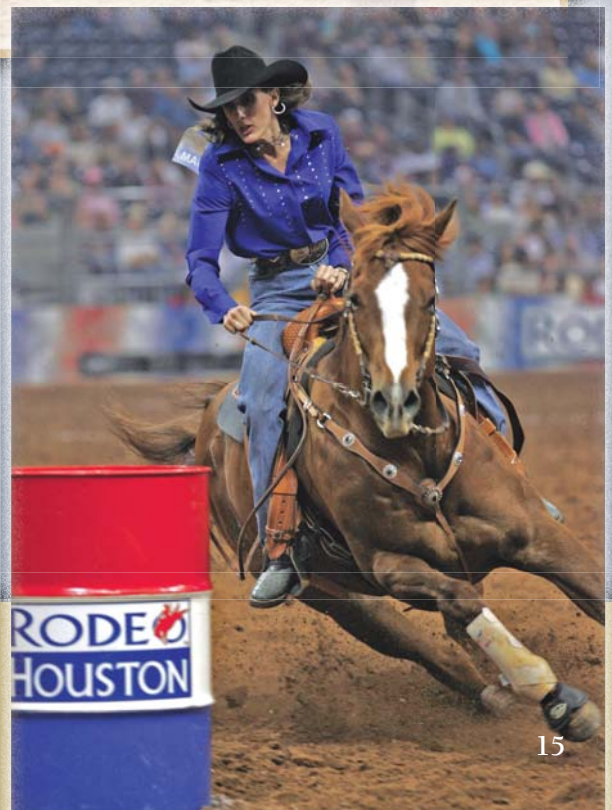
March 15

top four from each event to  
RodeoHouston Super Series Championship



four from each Semifinal plus  
two from Wild Card ride once

top four in each event  
ride again in shootout for  
RodeoHouston Super Series  
Event Champion titles



# *Stampede for Scholarships*

By Nan McCreary

**I**t was a dreary February morning in downtown Houston, but the threat of rain did not dampen the spirits of the participants who were chomping at the bit to start the 19th annual ConocoPhillips Rodeo Run. Chuck wagons, horses and cowboys clad in Western finery intermingled with race-savvy entrants sporting running gear as they waited for the signal to “Go!” This is Houston, where country meets city; this is Texas, where the Old West joins forces with modern-day athletes in a stampede for scholarships.

With the start of the Rodeo Run, participants led the annual Downtown Rodeo Parade past thousands of spectators who gathered for the annual event. The nearly 6,400 participants in the 2006 ConocoPhillips Rodeo Run ranged in age from 6 to 80. They participated as individuals, couples, running club buddies or entire families. Many were wearing cowboy hats, and some were dressed to kill, vying for top prize in the costume contest. Among those contestants were two cowgirls riding stick horses; a young woman with a painted clown face and a big, yellow cowboy hat; a mother-daughter team clad in Western gear; and two girls, dressed as chefs, wearing blonde wigs. Many participated in the 10K, while others walked or ran the shorter 5K. A few were there to win, but most were there just to have a good time.

From a starting line at Texas and Smith streets, the point-to-point 10K took participants through downtown Houston, across the Elysian Street viaduct, through residential streets north of Buffalo Bayou and finally to Minute Maid Park,

where a Texas-sized, post-race party with food, music and prizes awaited. The 5K crowd veered off downtown to make a beeline for the party. Along the route, the entrants were greeted by music and by cheering spectators who handed out water, snacks and a hearty dose of old-fashioned Texas hospitality.

The ConocoPhillips Rodeo Run has something for everyone, and it is a must-do event for those who want to be outdoors, catch the spirit of the Houston Livestock Show and Rodeo™, and enjoy friends and families in a festive atmosphere that celebrates the Western heritage of Texas. This tradition benefits the Show's Educational Fund, which provides scholarships for Texas youth. Since its inception, the Rodeo Run has contributed more than \$1.6 million to the Educational Fund. In 2006, the race raised \$145,000.

More than 1,400 volunteers, including ConocoPhillips employees, retirees, contractors, family members and friends, help plan and administer the race from start to finish, allowing the company to contribute all net proceeds to the Show's Educational Fund. Following the 2006 run, ConocoPhillips Rodeo Run Chairman Carin Knickel, vice president of human resources said, “Our race participants and volunteers did more than cross the finish line today. They help make college dreams a reality for deserving Texas youth. We are so proud to be a part of this Houston tradition.”

The Rodeo Run has led the Downtown Rodeo Parade every year since the run started in 1988. ConocoPhillips



employees came up with the idea of creating a running event that would help the community. Several of these employees had ties to the Show and they recommended that the proceeds go toward the Show's Educational Fund. That first year, nearly 3,000 runners saddled up for the race's only event, a 10K. In 1998, entries topped 5,000 for the first time. Organizers added the 5K in 2003, which brought in a younger crowd and increased entries by 1,500. The numbers have been increasing ever since. In 2005, the race was Houston's third largest, following the Houston Marathon and the Susan G. Komen Race for the Cure®.

Ranked as one of the nation's best road races, the ConocoPhillips Rodeo Run is a favorite among Houstonians. The modest entry fee of \$25 includes free shuttles from parking lots at Minute Maid Park to the starting line; a bag drop where runners can leave warm-up clothes for pickup at the finish line; plenty of course support and entertainment; chip-timing for quick, online posting of results; a commemorative T-shirt; and streaming video of runners crossing the finish line, posted on the race's Web site.

The race offers prizes for overall winners, men's and women's masters, men's and women's wheelchair, and age group division winners. The 2006 winner in the men's overall 10K race was Sean Wade, 40, of Houston, finishing with a time of 31:01.40. This was Wade's fifth ConocoPhillips Rodeo Run victory. Wade also holds the course record of 29:20, set in 1995.

Cassandra Henkiel, 35, of Austin, Texas, finished first in the women's overall 10K race with a winning time of 35:13.20. This was Henkiel's first Rodeo Run win. Jon Butler, 43, of Sugar Land, Texas, was the winner of the men's masters division, and Carmen Ayala-Troncoso, 46, of Austin, Texas, was the winner of the women's masters division. Ramiro Bermudez, 45, of Houston, won the men's wheelchair division, while Michelle Colvard, 30, of Houston, won the women's wheelchair division. Jose Lara, 30, of Houston, was the 5K male winner, and Heide Mairs, 45, also of Houston, was the 5K female winner.

The 10K first-place race winner in each category receives a custom, etched-glass trophy; an official Go Texan cowboy hat; and two round-trip Continental Airlines tickets. In the 5K, first-place overall male and female, and male and female wheelchair winners, receive a cowboy hat. Corporate teams also compete in the 10K — awards go to each of the top finishing teams in three divisions, based on the total number of employees in the state of Texas.

The 20th annual ConocoPhillips Rodeo Run will be held Saturday, Feb. 24, 2007. Those interested in helping kick-start the 75th anniversary of the Houston Livestock Show and Rodeo by stampeding through downtown Houston, should sign up to participate in the Rodeo Run. Everybody is invited. Remember, every entry benefits the Show's Educational Fund.

For more information on the ConocoPhillips Rodeo Run, visit the Web site at [www.conocophillipsrodeorun.com](http://www.conocophillipsrodeorun.com). 

# Souvenir Program Committee

By Terri Moran

**S**elling advertising for the Houston Livestock Show and Rodeo™ can be traced back to the Show's establishment in 1931. For more than 20 years a group of volunteers was tasked with the responsibility. In 1952, the Charles Giezendanner advertising agency managed the advertising for the Show, with Bruno Bagnoli leading the efforts. Then, in 1958, a ladies' group took over program advertising sales. In 1961, in an effort to boost sales, men also began selling advertising. This led to a friendly "battle of the sexes" between the two groups for advertising sales. Finally, in 1988, the men and women joined forces to form the Souvenir Program Committee.

This committee is responsible for selling all the advertising space in the Official RODEOHOUSTON™ Souvenir Program. The revenue generated by these sales defrays the cost of producing the Souvenir Program, with a significant amount left over going to the Show's bottom line. Members also obtain donations that directly support the Show's Educational Fund.

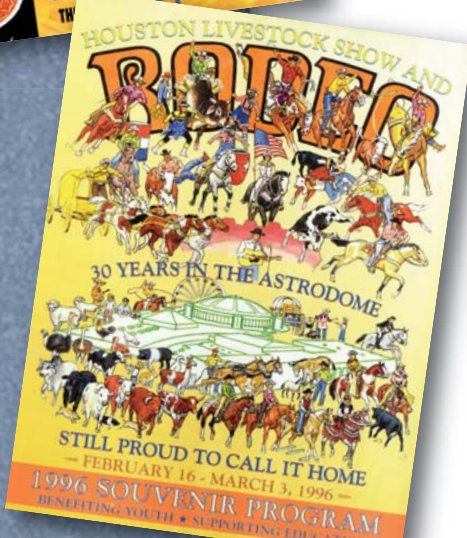
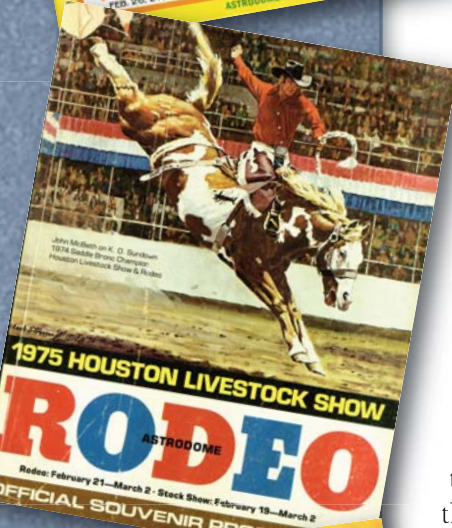
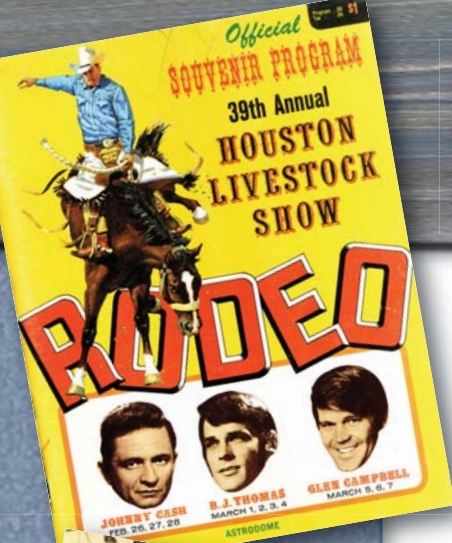
"The Souvenir Program Committee has been around a long time. There are lots of dedicated, seasoned veterans on the roster; however, it also is a great place for Show rookies to cut their teeth, meet new people and learn about the Show," said Bill R. Bludworth, a Show vice president and officer in charge of the committee.

Traditionally, this committee is one of the first to meet and begin its activities in anticipation for the next year's Show. Typically, the committee meetings begin in July — only a few months after the previous Show. This 450-member committee is divided into eight sales teams, and there is vigorous competition among them. The members must have their ads sold or contributions donated by December. To earn a gold badge, a committee member's advertising and donation totals must meet a minimum of \$1,750. In 2006, the gross sales and contributions totaled more than \$750,000.

Chairman Janet Jones said, "I have been on the Souvenir Program Committee for 15 years. I have been blessed to meet so many wonderful people who also share my desire to go above and beyond what is expected in supporting the youth of Texas and surpassing previous personal goals. I cannot tell you how gratifying it is when sharing information about the Souvenir Program and see that same excitement and enthusiasm with my advertisers." She added, "It is a fun committee, and you couldn't meet a nicer group of folks."

In addition to selling ads and soliciting contributions, the committee assists FFA and 4-H members who sell the Souvenir Programs to the public. The programs sell for \$2, and each club or chapter benefits directly from the sales.

Many people buy the program simply as a souvenir of their day at the Show. Others use it as a guide to assist them in their quest to see and to do everything at the world's largest livestock show and rodeo. Another long-term use of the Souvenir Program is as a reference source, to learn which advertisers and donors support the Houston Livestock Show and Rodeo, who might, in turn, be called upon and patronized for their service or product. No matter the eventual use of the program, the hard work, dedication and success of the committee members are bound in each copy of the Souvenir Program. 🤠



# Western Art Committee

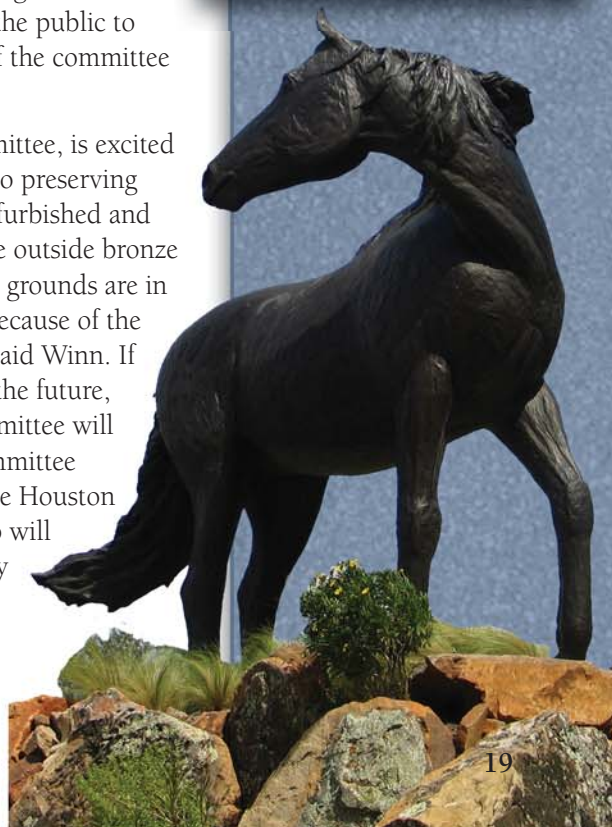
By Brad Levy

**I**n late 1990, Dick Graves, an Executive Committee member and then soon-to-be Houston Livestock Show and Rodeo™ president, believed strongly that the history and memorabilia of the Show should be preserved. It was this belief that led to the establishment of the Western Art Committee. Now, 16 years later, the committee of 65 members, nine of whom were part of the original group, is actively preserving, protecting, researching and exhibiting the collections of the Houston Livestock Show and Rodeo. This committee is dedicated to acquiring additional collections that enhance and continue to embrace Western art, and the traditions and history of the Show.

Members serve on a variety of subcommittees to earn their gold badges. One such subcommittee is acquisition. This subcommittee works throughout the year, raising funds to commission different artists to create artwork for the Show offices, including the paintings of the eight arena events featured at RODEOHOUSTON™ by Texas artist John Austin Hanna. In 2006, Hanna was commissioned to produce a painting depicting the 1966 move of the Show from the Sam Houston Coliseum to the Reliant Astrodome, and finally to Reliant Stadium. The painting will be presented to the Show's Executive Committee in early 2007.

Wanda Dowell, committee chairman, said the committee also is involved with the renovation and display of art and Western memorabilia. "It is of major importance that we maintain and archive all of the Western art, statues and memorabilia of the Show, lest we lose all of the wonderful history and stories from past Shows," said Dowell. Many private donors have realized the importance of preserving Western art and memorabilia and have donated items, including two saddles — one from the family of Albert Lee, who was the second president of the Houston Fat Stock Show, and one from Texas oilman Glenn McCarthy. The two saddles were used by Roy Rogers and Elvis Presley during the Show. These historic saddles have been refurbished and are on display in the lobby of the Show offices for all visitors to see. Dowell said part of the committee's long-term plan is to work with the Show to conduct public tours, throughout the year, of the Show's Western art and memorabilia. Hopefully, these tours will allow the public to understand the overall historic importance of the Show, as well as the hard work of the committee in preserving that history.

Griffin Winn, a Show vice president and officer in charge of the Western Art Committee, is excited to work with the committee. "They are a great group of people who are dedicated to preserving the art pieces that we currently have on display and in the warehouse. All of the refurbished and wonderful art pieces on display and in permanent cases in the Show offices and the outside bronze statues around the Reliant grounds are in the condition they are in because of the Western Art Committee," said Winn. If history is any indicator of the future, then the Western Art Committee will help assure that future committee members and visitors to the Houston Livestock Show and Rodeo will have a rich, cultural history preserved and available for all to see. 🤠



# Third-Year Committee Chairmen

# PROFILES

By Marshall R. Smith III



## ***Kelly Larkin Beasley, M.D. — Houston General Go Texan***

Kelly Larkin Beasley joined the Show as a life member in 1999. She is a member of the Trailblazer Committee and was selected rookie of the year when the committee was called the Ladies' Season Box Committee. Her husband, C.A. "Bubba," is a Show director and a member of the Safety and Membership committees. They have two children, Greer and Grace. Kelly is an emergency physician and an associate medical director for St. Luke's Episcopal Health System in Houston. In her spare time, she enjoys cooking and playing golfing.



## ***Larry Byars — Horse Show – General***

In 1978, Larry Byars began volunteering at the Show as a life member. He has served on several committees, including Area Go Texan, Corral Club™ – Sky Box, Grand Entry, Rodeo Contestant Hospitality and several of the horse show committees. Larry was elected to the Show's board of directors in 1996. His wife, Angie, and daughter, Stacy, volunteer on the Horse Show – Team Penning and Ranch Sorting Committee. Larry is president of The Laryat Company, Inc. and is events coordinator for USFR Media. His hobbies include team roping, horse training, hunting and fishing.



## ***Rey Gonzales — Corporate Development***

In 1996, Rey Gonzales joined the Show as a life member and began volunteering on the Corporate Development Committee. He served in various positions and won several sales awards on his committee. His wife, Santa, is a life member and volunteers on the Trailblazer Committee. They have one daughter, Dey, who lives in Miami. Rey is president of Universal International Services, Inc., a multinational customs and importing service company. He serves on the executive boards of the YMCA, Battleship Texas Foundation and Houston Hispanic Forum. Rey likes spending time with his grandchildren, traveling and studying military history.



## ***John Morton — Swine Auction***

In 1992, John Morton joined the Show as a life member. John has been a member of the Houston Metro Go Texan and Rodeo Merchandise committees. He also is a member of the Show's board of directors. John's wife, Janis, is a former chairman of the Llama Committee and a captain on the Trailblazer Committee. They have two sons: Eric, who is a member of the Swine Auction Committee, and Lee, who is a member of the Llama Committee. John owns Stone Castle Industries, Inc. His spare time is spent ranching, hunting and fishing.



## ***Lon Randazzo — Horse Show – General***

Lon Randazzo joined the Show in 1989 and is a life member. Lon started volunteering with the Horspitality Committee and worked his way up through the ranks in the horse show committees. He also is a member of the Grand Entry and Rodeo Contestant Hospitality committees. In 2004, Lon was elected to the board of directors at the Show. He is employed with Case Tech International. His hobbies are raising horses, hunting and fishing.



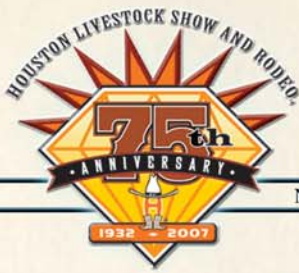
## ***Ron Roberts — Rodeo Operations***

Ron Roberts began his involvement with the Show as a life member in 1992. He has served on the Horse Show – Equipment, Outhouse Gang and the Facility Services committees. Ron's wife, Judy, is a captain on the Rodeo Operations Committee. He is vice president/estimating for Magnum Tunneling, LLC. When he is not volunteering at the Show or working, he raises Quarter Horses and likes to hunt.



## ***Sam Takacs — Horse Show – Equipment***

In 1994, Sam Takacs became a life member of the Show. He first joined the Corral Club – Main Club Committee. Later, he joined the Horse Show – Equipment Committee where he served as a captain, vice chairman and finally chairman. His wife, Cynthia, and daughter, Katelyn, say that they don't see Sam during the entire month of the Show. He is employed with Stewart & Stevenson as a manager. His hobbies are hunting, horses, fabricating specialty items, and spending time with family and friends.



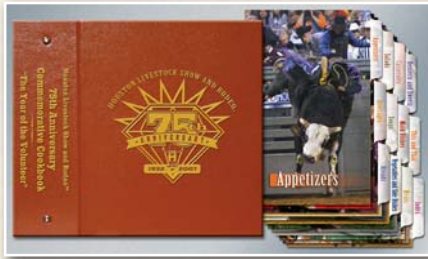
# RODEO

## Roundup

NEWS & HIGHLIGHTS INFORMATION & UPDATES

### ➔ Cookbook

The Houston Livestock Show and Rodeo™ 75th Anniversary Commemorative Cookbook is here. Visit the Show's online store at [www.rodeohouston.com](http://www.rodeohouston.com) to purchase this commemorative keepsake.



### ➔ Salute Nights

During the 75th anniversary of the Show, different committees will be saluted each night of RODEOHOUSTON™. Visit [www.rodeohouston.com](http://www.rodeohouston.com) and click on **volunteers** to view the Salute Nights.

### ➔ Universities Say "Thanks"

In October 2006, several Texas universities held appreciation luncheons for the Houston Livestock Show and Rodeo, saying "thanks" for the years of support through educational scholarships for their students. Prairie View A&M, Sam Houston State and Texas Tech universities each held individual luncheons, with Show and university officials, and Show scholarship winners in attendance.

### ➔ RODEOHOUSTON Super Stars

- Sharon Camarillo, RODEOHOUSTON color commentator, was inducted into the 2006 Cowgirl Hall of Fame.
- RODEOHOUSTON announcer Bob Tallman was honored by the PRCA as Announcer of the Year for the eighth time.
- Tim McGraw, who performed at RODEOHOUSTON from 1996 to 1997 and in 2003, stars in the film "FLICKA." RODEOHOUSTON announcer Bob Tallman, also appears in the movie portraying a rodeo announcer.



Sharon Camarillo



Bob Tallman

The Houston Livestock Show and Rodeo tips its hat to these super stars.

### ➔ 7th Annual Latin GRAMMY Winners

RODEOHOUSTON stars shined bright at the 7th annual Latin GRAMMY Awards.

- Kumbia Kings (2000, 2002) – Best Tropical Regional Mexican Album
- La Mafia (1992, 1996, 1998) – Best Tejano Album
- Los Tigres Del Norte (2002) – Best Norteño Album



Kumbia Kings



Los Tigres Del Norte



La Mafia

### ➔ 40th Annual Country Music Association Winners

RODEOHOUSTON entertainers fared well at the 40th Annual CMA Awards.

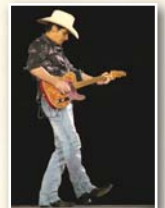
- Brooks & Dunn (1992-2006) – Single of the Year, Song of the Year, Vocal Duo of the Year and Video of the Year
- Kenny Chesney (2001-05) – Entertainer of the Year
- Brad Paisley (2001, 2005) – CMA Album of the Year
- Brad Paisley (2001, 2005) and Dolly Parton (1978) – Musical Event of the Year
- Rascal Flatts (2001, 2005) – Vocal Group of the Year
- Keith Urban (2005) – Male Vocalist of the Year



Brooks & Dunn



Kenny Chesney



Brad Paisley



Keith Urban



Rascal Flatts



Dolly Parton

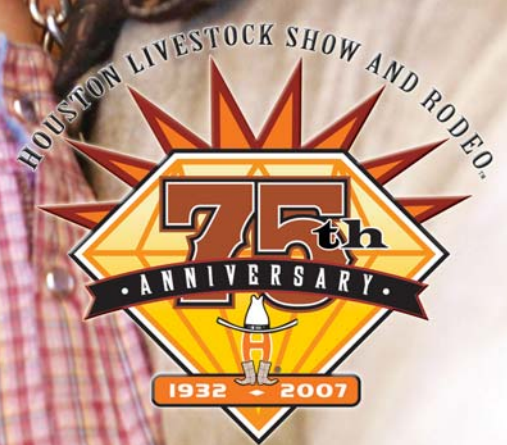
### ➔ Welcome New Staff

Joanna Giacometto – Coordinator, Go Texan

[www.rodeohouston.com](http://www.rodeohouston.com)

[www.hlsr.com](http://www.hlsr.com)





**FEB. 27 – MARCH 18, 2007**

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