

HOUSTON LIVESTOCK SHOW AND RODEO™

Winter 2007



MAGAZINE



Dogs Herding Sheep

A Ranching Legacy

2008 Show Update

CONTENTS

A Message From the Chairman 1

Features

Reliant Astrodome Redevelopment —
A Tri-Party Dilemma 3

Reliant Astrodome Redevelopment —
Just the FAQs! 8

J.D. Hudgins Ranch — A Family Legacy 9

2008 Entertainer Teaser 12

Rookie Boot Camp — You Are Invited 13

Sheep Dog Trials 14

Show News and Updates

2008 Show Update 16

Online Member Services 19

Livery Team Committee Spotlight 20

Rodeo Roundup 21



page 3



page 9



page 12



The Cover
Man's best friend will be stealing a bit of the spotlight at the 2008 Houston Livestock Show and Rodeo. Dogs, teamed up with their handlers, will prance their paws and prove to the world how smart and talented they are, on March 22, at the Sheep Dog Trials.

Houston Livestock Show and Rodeo™

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A Message From the **Chairman**

The volunteers and staff make it easy for me to find material for this periodical every quarter. I always can start off by saying congratulations for everyone's accomplishments. We continue to raise the bar.

I am proud to announce that the Executive Committee has unanimously approved a recommendation from the Educational Contributions Review Committee that will commit nearly \$16 million to the youth of Texas in 2008. This includes an increase in all of the Show's four-year scholarships from \$12,000 to \$15,000 each. An additional \$500,000 also has been committed to the Rodeo Institute for Teacher Excellence™ program. Many worthy and qualified students will receive the opportunity to excel in higher education because of your hard work. Our community and state have benefited from the educational support the Show has given our youth, which totals more than \$220 million since 1932.

There are numerous task forces formed throughout the year and chaired by members of the Executive Committee. These task forces meet on a regular basis and play an important role in supplying information and making recommendations to the Executive Committee. CEO Skip Wagner, COO Leroy "Shafe" Shafer, Chief Administrative Officer Carl Wimberley and Chief Financial Officer Jennifer Hazelton play an important role in supporting all of these committee and task force meetings.

While late spring and early summer usually are slow periods for the majority of our committees, just before the fall rush, the standing committees of the Executive Committee have been very busy working with staff leadership to finish 2007 business while preparing for the next Show.

As I mentioned above, the Educational Contributions Review Committee, chaired by Jim Bloodworth, has worked very hard in preparing our future support program and budget.

The Nominating Committee works year-round, gathering information to identify future leaders in our organization and carry out elections.

The Audit Committee is chaired by Butch Robinson and has been working with our outside auditors to close out our last fiscal year and complete our statements.

The Budget Committee, chaired by Steve Stevens, has been busy working with all of the committees and Show departments ensuring that we demonstrate our fiscal control and responsibility in planning purchases and expenses for the future.

The Investment Committee is chaired by John O. Smith and meets with expert advisors to ensure that we safeguard and maximize our financial assets.

John T. Cook heads the Standing Committee that investigates our insurance and benefit requirements to assure that we pay competitive rates while maintaining our necessary coverage.

Dick Graves chairs the Building Committee that continues to improve our facilities and works with our joint tenants to maintain our facilities and upgrade them. This committee prepares many conceptual plans and budgets to ensure that we are able to maximize the use of our property off Highway 288 and explore ideas that might benefit our organization.

Tilman Fertitta is the chairman of our Long Range Planning Committee which interfaces with almost all of the other committees and explores future ideas and direction of the organization.

Don Buckalew is chairman of the Governance Committee that reviews all of our organization's bylaws to ensure that we comply with them and that, in turn, they are in compliance with regulatory standards.

The leadership and hard work of these standing committees have helped build the foundation for the continued success of our Show. We sincerely appreciate the effort of these men and all of the volunteers that serve on these committees.

To continue our success as an organization, we must stay informed and united on issues that could affect our ability to continue to put on a first-class event at a reasonable price. This enables us to give so much support to the education of the youth of Texas.

A Message From the Chairman

The Houston Livestock Show and Rodeo™ never has aligned itself with any political party nor tried to promote candidates for office. Show leadership must work with numerous regulatory and governmental agencies or representatives, as the facilities that we call home are owned by Harris County.

We always have supported progress and improvements while investing in the facilities that we use to ensure that we could put on the best Show possible. It is a well known fact that the Show paid for the Astrohalls and Astroarena and donated them to Harris County, lien-free. The Show has made many necessary adaptations to continue our superior entertainment venue.

We have become one of the largest organizations of our kind anywhere in North America, and we are unique. Our Show brings millions of visitors from the Houston area and around the world to our facilities each year. The annual economic impact exceeds \$344 million, with \$179 million in direct expenditures in the Houston area. Our impact includes more than 200,000 hotel/motel rooms (more than 460,000 room nights) and nearly 2 million meals in Houston restaurants by Show-related personnel and guests. Almost 3,000 students from Harris County alone have received Show scholarships. More than \$2.5 million in scholarships were awarded in 2007 to more than 200 Harris County students.

Our Show is international as well as national, and more than 2,100 media credentials are issued annually. The Show has nearly 35,000 members and 19,000 of these are serving on committees. There are 17,788 Show members living in Harris County, and those families include 58,700 voting-age members. The sphere of influence of these voting-age members in Harris County includes more than 280,000 people. The average household income of Show members living in Harris County is \$96,336.

During the last years in the Astrohalls, the replacement value of our investments on the property was more than \$130 million. These facilities, given to our landlord lien-free, were able to be used by others for approximately 11 months out of the year to generate revenue from which only the landlord benefited. We since have supported and invested in the Reliant Park facilities.

The Houston Livestock Show and Rodeo has had an estimated economic impact of nearly \$8 billion in our community since moving to the Astrodome in 1966. That's right, I am saying "billions."

We have given thousands of young people the financial support to get an education and become productive, tax-paying citizens of our community. I have met several who are successful doctors, business owners, ranchers, corporate executives and employers. This is what makes our community and our economy strong. We live in a great country, and there always will be controversy in politics, but isn't it wonderful what a committed group of volunteers, working with a dedicated staff, can accomplish?

Just as in any relationship, good things that happen all of the time can be taken for granted. When we allow that to happen, something can suffer. We live in a fast-changing world right now, with new technology by the second and communications around the world in nanoseconds. We have to stay on top of things to ensure that we are not taken for granted or left behind in the name of ambition or progress.

The Houston Livestock Show and Rodeo is probably a bigger and more powerful organization than many of us ever realized, and we must be informed and involved with issues that can affect us so that we can maintain the success that benefits our youth and our community.

I would urge you to stay aware of any issues that can affect the Show's ability to continue to serve and to continue in our venue. Please read the article about the Astrodome Redevelopment on the following page, and ask questions and understand that you do have a voice and a vote.

Together, we have created a unique and wonderful organization because we all believe in what we are doing and we are committed to the same goals. I want to say congratulations again and thank you on behalf of the youth of Texas.

Courtney and I thank you for all of your support and prayers.



God Bless,
Paul Somerville



RELIANT ASTRODOME

Redevelopment

— A Tri-Party Dilemma

Throughout Houston Livestock Show and Rodeo™ history, the efficient use of adequate facilities, land purchases, new building construction, redevelopment of buildings and grounds, and the availability of sufficient vehicle parking spaces have been keys to the Show's phenomenal success. Many times in the Show's history, its leadership has faced challenges and tough decisions regarding those elements of success. Another such decision time is here.

Recently, there has been a lot of media attention about the Astrodome Redevelopment Corporation and its plans, in conjunction with Harris County, to redevelop Reliant Astrodome into a luxury convention hotel, food, shopping, amusement and entertainment complex. These redevelopment topics directly affect the Reliant Park "Tri-Parties" — the Houston Livestock Show and Rodeo, the Houston Texans, and the Harris County Sports & Convention Corporation.

"This is a complex topic, surrounded by much speculation and different sources of misinformation," said Leroy Shafer, Houston Livestock Show and Rodeo chief operating officer. "I encourage supporters of the Houston Livestock Show and Rodeo to take the time to read this article and to get a good grasp of the Show's history. I encourage you to support the Show's leaders as they confront the challenges of this proposed project and as they protect the Show's rights granted through 'Tri-Party Agreements' and lease agreements with Harris County."

Tri-Party Agreement

Beginning in 1998 (when the new Rodeo-football stadium was first proposed to the National Football League) and continuing through 2000 when the skeletal frameworks of Reliant Stadium and Reliant Center were rising from the parking lot, the foundation also was laid for a strong partnership between Harris County, the Show and the Houston Texans. Although the Show has a rich history of working with city and county governments on buildings and improvements, the Reliant Stadium/Reliant Center projects brought those past partnerships to the next level.

The Tri-Party Agreement is a straight-forward, binding, legal document that defines the rights, commitments, responsibilities and liabilities of each Tri-Party (each unto itself and unto each other). It served as a legal blueprint that paved the way for designing, financing and constructing Reliant Stadium and Reliant Park, and for developing future management and operational procedures and policies.

With the Tri-Party Agreement, a new Reliant Stadium lease (principal project documents) and a restructured Astrodomain, the Show joined with Harris County and the Houston Texans to bring professional football back to Houston and to provide a new home for RODEOHOUSTON™ (the Show's rodeo/concert presentation). The partnership focused on building a first-class campus to showcase the Houston Livestock Show and Rodeo and the Houston Texans football team, and to attract the world to Houston year-round.

Harris County Sports & Convention Corporation

The Harris County Sports & Convention Corporation is a Texas public nonprofit corporation that was formed by the Harris County Commissioners Court in 1997 after Harris County bought out the remainder of the Reliant Astrodome lease from Drayton McLane, Houston Astros owner. Harris County, the owner and ultimate landlord of all facilities at Reliant Park, formed HCSCC to manage, maintain and sublease the grounds and facilities. The Harris County Commissioners Court oversees and approves the actions of HCSCC.

According to the principal project documents and legal agreements with Harris County, HCSCC operates and maintains Reliant Park (including booking other events). NFL football and Rodeo are the highest priority uses, and all other uses must not interfere with Houston Texans' home football games and Show events.



The Eighth Wonder of the World

In 1962, Major League Baseball made its way to Houston with the Houston Colt .45s, later named the Houston Astros. In 1963, former Houston Mayor and Harris County Judge Roy Hofheinz, financier R.E. "Bob" Smith and Harris County Judge Bill Elliot discussed plans with the Show for the Harris County Domed Stadium. The group invited the Show to be a part of the plans. The trio knew that adding a livestock facility that doubled as a convention facility would enhance the viability of the Astrodome (now Reliant Park).

In February 1964, the Show's board approved the terms of a contract with the Houston Sports Association, which was set up by Hofheinz and his partners to manage the original Astrodome and the Houston Astros baseball team. The Show's board authorized the general manager to accept bids for the construction of the Houston Livestock Show and Rodeo Exposition building, which was ultimately named the Astrohalla. Under the terms of the agreement, the Show donated the Astrohalla to the citizens of Harris County in return for rent-free use of the facilities during its annual Show.



- ◆ The stadium was designed to facilitate both baseball and football (Houston Oilers). The world's first domed stadium opened in 1965, and the Houston Livestock Show and Rodeo first occupied it in 1966.
- ◆ In 1971, the Show loaned the Houston Sports Authority \$2 million to help it maintain complex operations.
- ◆ In 1975, Hofheinz relinquished control of the original Astrodome lease to two credit companies.
- ◆ In the spring of 1979, the Astrodome lease and the Houston Astros baseball team were sold to John McMullen, a New Jersey-based industrialist and part-owner of the New York Yankees.
- ◆ In 1992, McMullen sold the Astrodome lease and the Houston Astros to Drayton McLane, entrepreneur and chairman of McLane Co. McLane became the new landlord of the Houston Livestock Show and Rodeo.
- ◆ In 1995, Bud Adams, owner of the Houston Oilers, struck a deal to move his team to Nashville, Tenn. Adams still had two years left on the Astrodome lease.
- ◆ In 1997, ground was broken on Enron Field, now known as Minute Maid Park (downtown baseball park for the Astros). Harris County purchased the Astrodome lease from McLane.
- ◆ In 2002, the Houston Livestock Show and Rodeo, after 36 years, held a concert finale in Reliant Astrodome, setting an attendance record for any event in the legendary stadium.



The Show's extensive rights throughout Reliant Park, which are legally binding on Harris County, include facility use, parking, vehicle and pedestrian ingress/egress, exhibition and presentation exclusivity, concession and merchandise, and intellectual property rights. Harris County is not only bound to protect the Show's rights, it must ensure that the Show's use has priority over all tenants and facility users. In addition, the Show and the Texans jointly sell advertising, branding, serving and certain signage rights in Reliant Stadium.

Also, Harris County has several specific responsibilities to the Show and the Texans regarding future development at Reliant Park, particularly regarding Reliant Astrodome.

While HCSCC has the ultimate responsibility for managing and operating Reliant Park, it contracts with SMG, an international management company, to handle day-to-day management of operations, event booking and park maintenance.

Astrodome Redevelopment Corporation

The Astrodome Redevelopment Corporation has assembled a group of potential developers and loosely affiliated engineering and design firms which have been working on various Reliant Astrodome redevelopment plans and proposals since 2003. During the years since receiving exclusive rights (from HCSCC) to complete financial, conceptual and construction plans for third-party redevelopment of Reliant Astrodome, ARC's proposal has morphed from a space exploration museum to a space-themed amusement center and hotel, and, finally, to a full-service luxury convention hotel, food, shopping, amusement and entertainment complex with a 2,100-car parking garage with extensive merchandise shops, restaurants, clubs, spas, ballrooms, amusement rides and attractions.

Harris County Judge - Ed Emmett

Harris County Commissioners Court

Precinct 1 - El Franco Lee

Precinct 2 - Sylvia Garcia

Precinct 3 - Steve Radack

Precinct 4 - Jerry Eversole

HCSCC Board of Directors

Chairman - Michael Surface

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Secretary/Treasurer - John J. Montalbano

Director - Felix Cook Jr.

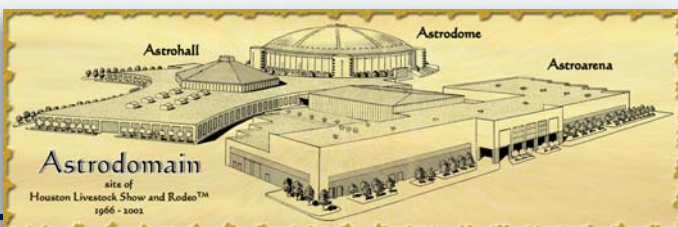
Director - Bill T. Teague

**Show Opposes Currently
Planned Redevelopment**

Houston Livestock Show and Rodeo officials have informed Harris County Judge Ed Emmett, Harris County Commissioners, and Harris County Sports & Convention Corporation board members that, while Show officials are committed to working with Harris County to solve issues of the aging Reliant Astrodome, they will oppose the current luxury convention hotel, food, shopping, amusement and entertainment complex plans of the Astrodome Redevelopment Corporation.

It is the unanimous opinion of the Houston Livestock Show and Rodeo's Executive Committee and senior management that the proposed redevelopment poses serious operational hurdles for the Show, threatens the Show's financial well-being, violates the Show's lease agreement rights with Harris County and diminishes the spectator-participant experience for the Show's visitors, exhibitors and contestants.

"This proposed redevelopment is extremely problematic," said Skip Wagner, Show president. "It will negatively impact many of our revenue streams and it will impede vehicular and pedestrian mobility around and on our grounds — diminishing the experience of our spectators, our exhibitors and our contestants. The bottom line is that this project will have a negative impact on the Show's future success, including its many youth and educational programs."



Reliant Park Construction

- ◆ In 1996, the Show was actively involved in the passage of state legislation and a Harris County voter referendum that allowed for the construction of Enron Field and the Astrodome, now called Reliant Park. The Show had a vested interest in the future of professional sports in Houston.
- ◆ In return for the Show's involvement in legislation and referendum support, Harris County officials agreed to replace and/or refurbish the Astrohall and Astroarena, now Reliant Arena, to state-of-the-art facilities. They also agreed to upgrade all of the Astrodome Complex in the event that an NFL team was not secured for Houston and the complex.
- ◆ Harris County officials moved forward to honor their commitment, beginning with the construction of Reliant Center in 2000. Reliant Center is indeed a state-of-the-art replacement for the Astrohall.
- ◆ The Show assisted in the design, funding and construction of Reliant Stadium. It was extremely instrumental in the process that returned the NFL to Houston.



The Show's Financial Commitment

- ◆ Houston Livestock Show and Rodeo funding (rent, parking tax and ticket tax) is retiring \$60 million of Reliant Stadium construction bonds. In fact, the Show will pay between \$120 million and \$130 million over the 30-year life of the bonds.
- ◆ The Show directly funded \$7.4 million of the Reliant Stadium construction costs; \$11.2 million for the build-out of its space in Reliant Center; and \$3.5 million for Reliant Park grounds improvement, gates, signs, and ticket buildings.
- ◆ During the construction of Reliant Stadium, the Show agreed to become the audiovisual provider for Reliant Stadium and Reliant Park, allowing for a \$5 million reallocation of Reliant Stadium construction funds.
- ◆ The Show's total Reliant Park direct contributions and bond coverage funding is \$87.1 million.

Reliant Stadium bond coverage.....	\$60,000,000
Reliant Stadium project funding.....	7,400,000
Reliant Center project funding.....	11,200,000
Reliant Park grounds, gates and signs	3,500,000
Reallocation of Reliant Stadium construction funds.....	5,000,000
TOTAL.....	\$87,100,000

Reliant Arena's Future

One of the biggest issues currently being discussed is that Reliant Arena, which was completed in 1975, has not been refurbished to a state-of-the-art facility. It is in constant need of repair and is slowly becoming untenable. Also, the age and condition of Reliant Arena detracts from the ambiance and presentation of Reliant Park.

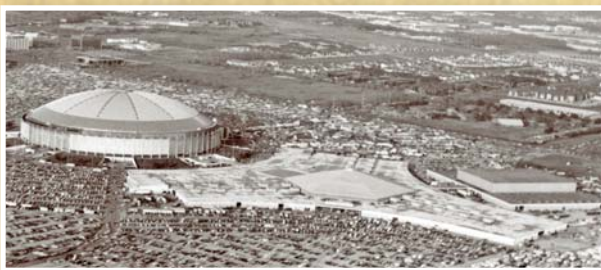
"We're on record with Harris County, citing our concerns about the viability of Reliant Arena, and, in accordance with our agreement with Harris County in 1996, we expect the county to move forward with the replacement of Reliant Arena," said Shafer.

"The Show is committed to working with Harris County to resolve issues relating to the replacement of Reliant Arena," he said. "As the Houston Livestock Show and Rodeo has always done, we want to continue to ensure the future viability of the facilities for all tenants, spectators and citizens of Harris County."

The Show's Construction History

Reliant Park has been home to a number of buildings that were donated by the Show to Harris County for entertainment and educational uses throughout the years. The Show has been an active partner in the Astrodomain, now known as Reliant Park, since 1964.

- ◆ Within 11 years of making the decision to move to the Astrodomain, the Show built 22.3 acres of state-of-the-art facilities, the Astrohalls and Astroarena, and donated them back to Harris County. These buildings have allowed Houston and Harris County to attract hundreds of trade shows, conventions and exposition that have resulted in billions of dollars in economic impact.
- ◆ By 1996, the Show had spent \$26 million on the construction and expansion of the Astrohalls and Astroarena (now called Reliant Arena), most of which was in 1960s and 1970s dollars. These buildings were given to Harris County lien-free. The original Astrodome construction budget was \$36 million.
- ◆ The replacement value of the Show's Astrodomain construction was more than \$130 million in 1996.
- ◆ Since 1964, the Show has solely funded and/or participated in nine construction projects at Reliant Park (not including Reliant Center and Reliant Stadium).



The Show's Local and Worldwide Impact

When the NFL began looking at Houston as a feasible alternative to Los Angeles for an expansion football team, NFL officials were immediately struck by the economic and community impact of the Houston Livestock Show and Rodeo. Each year, the Show has a deep effect, not only in Houston and the state of Texas, but also across the globe. It is the premier charity, educational and

Amplified Concerns

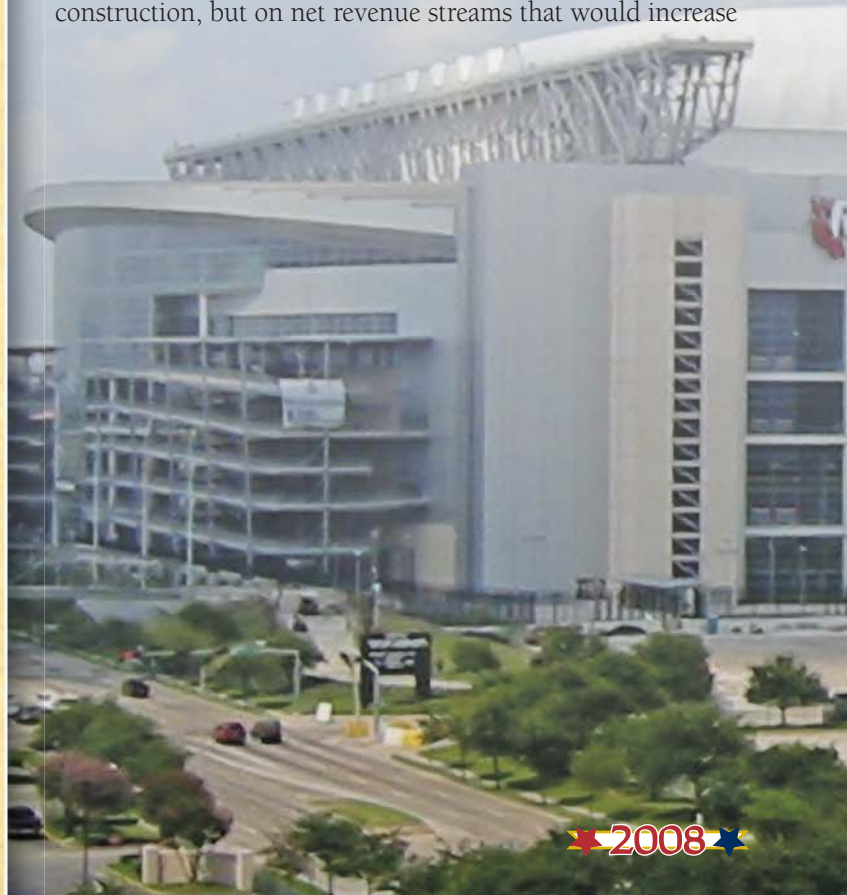
Show officials are extremely concerned about cannibalization of the Show's exclusive concession, exhibit, merchandise, advertising, priority booking and sponsorship rights — rights that are guaranteed through the principal project documents.

To cite one example, ARC officials recently revealed to the Houston Chronicle that their operational plans and financial pro forma anticipate that 750,000 of the Show's spectators will enter the redeveloped Astrodome and spend money in the clubs, restaurants, food courts, various shops, amusements and entertainment attractions.

The impact of 750,000 Show spectators in the redeveloped Astrodome would have a major economic impact on the Show. The average Show spectator spends \$55 in association with each visit to the Show (including tickets, parking, food, beverage, merchandise and amusements). Minus tickets and parking (parking goes to Harris County), each spectator spends \$22.11. Accordingly, the 750,000 Show spectators ARC anticipates capturing from the Show represents more than \$16 million revenue that gets spent at Reliant Park.

The Show and the Texans derive a considerable amount of their operational revenue from preferred arrangements with sponsors, corporate partners and advertisers. The potential for economic damage in this area (from the proposed redevelopment) is tremendous.

The Reliant Stadium funding commitments of the Show and of the Houston Texans were based on projected revenue streams that would not only exist at the completion of construction, but on net revenue streams that would increase





throughout the 30-year lease as well. The redevelopment plans will decrease current revenue and seriously impair the Show's ability to develop new revenue streams.

Operational concerns are paramount, and they are compounded by the ingress and egress of cars, limousines, buses and service vehicles (to include large delivery trucks) going to and from the hotel. Even with a proposed elevated bridge, certain parts of this traffic will have to be at street level (crossing the parking lots and internal roadways) and all of it will have to enter and leave the grounds at street level. This situation will only aggravate the traffic congestion in and around Reliant Stadium during the Show's peak hours.

Pedestrian traffic to and from the proposed hotel is a major concern. Separation of non-ticketed Reliant Astrodome guests from Show ticketed and credentialed spectators, exhibitors, contestants and contractors/employees is extremely problematic. All of the new activity must be merged with the ingress/egress of the Show's spectators, volunteers and exhibitors (to include the staging, arrival and departure of livestock).

This project has a probable potential to have a negative impact on the Show's pedestrian traffic flow, the overall grounds layout, and the buildings and grounds presentation, thereby decreasing the quality of the spectator/exhibitor experience. 🇺🇸



entertainment event in the Southwest. Venues Today and Billboard Magazine rank the Houston Livestock Show and Rodeo as the second largest fair, event or festival in North America. In 2007, the Show had a general attendance of 1,806,129.

The livestock and horse show competitions boast nearly 30,000 entries each year – making the Houston Livestock Show™ the world's largest. RODEOHOUSTON™ is the world's richest regular-season PRCA rodeo. In 2007, paid Rodeo attendance was 1,176,436.

The annual economic impact of the Show is felt worldwide. It could be compared to that of a Super Bowl or a national political convention:

- ◆ \$385 million economic impact worldwide
- ◆ \$344 million economic impact in the Houston metropolitan area
- ◆ \$179 million in direct expenditures in the Houston area
- ◆ 200,000 hotel/motel room nights (more than 460,000 guest nights) in the Houston area (purchased by Show guests, contestants and exhibitors)
- ◆ 2 million meals in Houston-area restaurants (purchased by Show guests, contestants and exhibitors)

In the Houston metropolitan area, the Show is known for its generosity on a number of levels. Students from Houston and throughout Texas feel the impact of the millions of dollars in scholarships awarded every year. Since the Show began in 1932, more than \$220 million has been committed to the youth of Texas. Nearly \$16 million is committed to the youth of Texas each year. Students from 242 Texas counties and 736 Texas cities have received Show scholarships since 1957. However, no one city or county has received more educational support than the city of Houston and Harris County.

- ◆ 2,933 students from Harris County have received Show scholarships since 1957 (\$23,680,320)
- ◆ 556 Show scholarship students from Harris County currently are attending Texas colleges and universities (\$6,320,000)
- ◆ 209 Harris County students received Show scholarships in 2007 (\$2,508,000)

The annual Houston Livestock Show and Rodeo brings national and international attention to Houston and Harris County. Each year, the Show issues more than 2,100 media credentials. News coverage in print and electronic media is documented worldwide.

Annually, the Show hosts visitors from more than 50 different countries. In addition, spectators come from every state and province in North America.

The Show's membership is nearly 35,000 individuals. Of this total, approximately 19,000 volunteers help bring the Show alive by donating their time and talents for this worthy cause. These Show members and volunteers reside across the world, but most live in Houston and Harris County. In fact, more than 17,500 Show member families reside in Harris County, and that equates to more than 58,500 voting-age members. The direct sphere of influence of these Show families includes more than 280,000 people who live in Harris County.

The Houston Livestock Show and Rodeo helped build one of the finest sports and convention centers in the world. Show supporters should stay aware of the variety of options the future holds for the facility.

In 2007, the Show celebrated its 75th anniversary. There is no doubt that the Show is committed to a lasting relationship in Houston.



RELIANT ASTRODOME

Redevelopment — Just the FAQs!

Q: Why is the Houston Livestock Show and Rodeo™ against saving Reliant Astrodome?

A: Nothing could be further from the truth! The Houston Livestock Show and Rodeo is the only tenant that's been here since 1966, and we have a great history in the Astrodome. We brought Elvis Presley, Selena, Garth Brooks, Bill Cosby, and even Hannah Montana's father — some 263 entertainers for 543 performances — to the Dome, and we'd love to see this piece of Houston's history preserved in a way that is beneficial for the Show as well as the citizens of Harris County.

Q: Then what's the opposition to a hotel?

A: We're first and foremost opposed to the many violations of our lease agreement and our legal rights, which have been secured as the Show has contributed millions of dollars in building improvements and operating revenue to Harris County over the past 40 years. Second, we're opposed because the project would have a significant negative impact on many of the Show's revenue streams. Please understand that the Astrodome Redevelopment Corporation's proposal is much more than a hotel. It's a 1,300-room luxury convention hotel, complete with multiple restaurants and food courts and kiosks, and a shopping, amusement and entertainment complex that will, among many other things, take customers directly away from the Show.

Q: How much would that really affect the Show?

A: ARC is counting on 750,000 Show spectators visiting the hotel/entertainment complex. Our average spectator spends about \$22 (not including tickets and parking), so that's more than \$16.5 million that people would spend elsewhere while on our Show grounds. The income from that revenue is very important in helping us provide the great value that our Show is to the general public while fulfilling our future promises to young Texans!

Q: What about the rest of the year, when the Show isn't operating?

A: Our 35,000 members know that the Houston Livestock Show and Rodeo is in full operation year-round. We're awarding scholarships, working with young people around the state, analyzing the previous Show year, and planning for the next one. The most important part of the mix is the hundreds of meetings that our volunteers have all year to plan for the Show. If ARC's hotel/entertainment complex works as presented in the media, it will have to utilize parking, exhibit and meeting room space that we currently use to support our 19,000 volunteers and the committees on which they serve.

Q: What's the solution?

A: Hopefully, members of the Harris County Sports & Convention Corporation and Harris County government will look carefully at all aspects of ARC's proposal; consider the legal rights of the Houston Livestock Show and Rodeo and the Houston Texans; look at other proposals; be willing to fully disclose any plans to the public before they're acted upon by the Harris County Commissioners; and do what's really best for the citizens of Harris County, as the Show has always done.

We didn't oppose the current proposal without careful consideration as to its impact on the Show and our educational, agricultural and entertainment programs. Unfortunately, there are parts of the proposal that can't be made public at the time of this magazine printing, but we'll do our best to keep our members and volunteers informed. As things change, watch our Web site for updates at rodeohouston.com or hlsr.com.



J.D. Hudgins Ranch

— A Family Legacy

By Beverly Acock

The J.D. Hudgins Ranch is a 75-year veteran of the Houston Livestock Show and Rodeo™. It has impacted cattlemen since the first Houston Fat Stock Show and Livestock Exposition in 1932 and it has continued to do so through the Show's silver, gold and diamond anniversaries. In fact, during the 2007 Show, the J.D. Hudgins Ranch was presented with the "Here-From-the-Beginning" Award.

Located about 50 miles south of Houston in Hungerford, Texas, the J.D. Hudgins Ranch encompasses 20,000 acres of pastureland, supporting 1,500 head of cattle. Its story began in late 1839, when Joel Hudgins and his family settled in South Texas. The family began to search for a breed of cattle that could thrive in the sultry environmental conditions of the Gulf Coast area of South Texas. The hunt led the family to the humped cattle of India, which have an unusual tolerance for extremely hot climates and parasites. These humped cattle became the basis for the American Brahman breed.

Manso, a Gray Brahman bull purchased by the family in the early 1930s, is sovereign in Hungerford pastures. All Hudgins cattle are derivatives of Manso, which in Spanish means "gentle." He died in 1943, at the age of 17, claiming 316 offspring. It is estimated that more than 75 percent of all Brahman cattle worldwide are descendants of Manso.

The J.D. Hudgins Ranch and its Brahman cattle made the short trek from Hungerford to Houston for the first-ever Houston Fat Stock Show and Livestock Exposition, which featured approximately 100 head of cattle, mostly Brahman. Edgar Hudgins, representing the well-established cattle breeding family, hitchhiked from the then Agricultural and Mechanical College of Texas, now known as Texas A&M University, to the Show. Cattle were judged in their stalls as show rings were nonexistent, but the overwhelming popularity of the event allowed for immediate planning of the second Show in 1933. Houston hospitality, combined with a worldwide market of opportunity, made the Houston Livestock Show™ an ideal marketplace for livestock breeders.



photo courtesy of the J.D. Hudgins Ranch

The first Houston Fat Stock Show and Livestock Exposition consisted of about 100 head, and the J.D. Hudgins Ranch claimed the top prize.





The J.D. Hudgins show herd can include as many as 24 head of cattle.

The J.D. Hudgins Partnership claimed the Brahman Championship at the first Show, which was located at the Democratic Convention Hall. Half of a century later, the ranch secured the grand championship at the Show's 50th anniversary in the Astrohalla. A quarter century after that, as Houston celebrated the 75th anniversary of the world's largest livestock show and rodeo, the J.D. Hudgins Ranch took a clean sweep in 2007 with its championship bulls in Reliant Center.

The Hudgins' six-generation tradition of breeding has been praised by the American Brahman Breeders Association for maintaining the largest herd of registered Gray Brahman cattle in the country. The National Cattlemen's Association annually recognizes it as one of the largest purebred producers in the United States. The Texas Family Land Heritage Program placed a historical marker at the ranch in commemoration of 100 years of operation as a family-owned ranch. Management always has remained within the family, with approximately 15 members currently involved in the daily operations of the oldest and most recognized Brahman ranch in the world.

The J.D. Hudgins Ranch includes the Houston Livestock Show and Rodeo as a tour stop each year for its show herd. What began as a relatively small operation to show livestock

in the early 1930s has matured into a grand orchestration of events attracting worldwide attention. Family member and rancher Coleman Hudgins Locke said, "People from all over the map make it the best business in the world. Customers travel great distances, and similar to our business associates, they all become our friends. That in itself creates a phenomenal working environment."

The Hudgins family believes that Houston's enormous livestock show is ideal for accommodating both markets of their cattle business, including the show herd and the cattle producing F1 (the first cross from a purebred cow and purebred bull of different breeds) females and market calves for beef. J.D. Hudgins show herds can involve as many as 24 head of cattle. Locke said, "The Houston Livestock Show is extremely significant, creating an international presence and a supportive domestic market. The Show to our family business is like Christmas to downtown merchants."

Facility changes and improvements at the Show through the years are obvious. John Coleman Locke, following in his father's footsteps, expressed his thoughts about the current Reliant Center. "It is like when you get a new truck. You have unforgettable memories about the old one, but the new one sure is nice." John Coleman is responsible for transporting the cattle in and out of the grounds and taking care of them throughout the five-day exhibit. Agreeing with his father, he said, "The Houston Livestock Show and Rodeo does a



photo by Barker Photography

The J.D. Hudgins Ranch took the Grand Champion Bull title at the 75th anniversary Houston Livestock Show and Rodeo.

super job of orchestrating a show of this magnitude. We take our hats off in salute of the administrative leadership, their dedicated staff and more than 19,000 tireless volunteers. We were not surprised when 2007 was the 'Year of the Volunteer.' They all work together to make behind-the-scenes maneuvers organized and efficient."

The exposure that J.D. Hudgins, Inc. has received through the many years of involvement with the Houston Livestock Show and Rodeo, beginning in 1932, has been instrumental in shipping its American Gray Brahms to 42 countries and 34 states.

The ranch remains divided into five plots, as distributed to family members in the 1960s. The Forgasons, Hudgins, Koonces, Lockes and Mangums are the year-round working cowboy families of J.D. Hudgins, Inc. They strongly believe in their heritage, the business of cattle breeding, remarkable customer service and welcoming visitors from around the world with a wealth of operational information and a hearty dose of Southern hospitality. 🤠

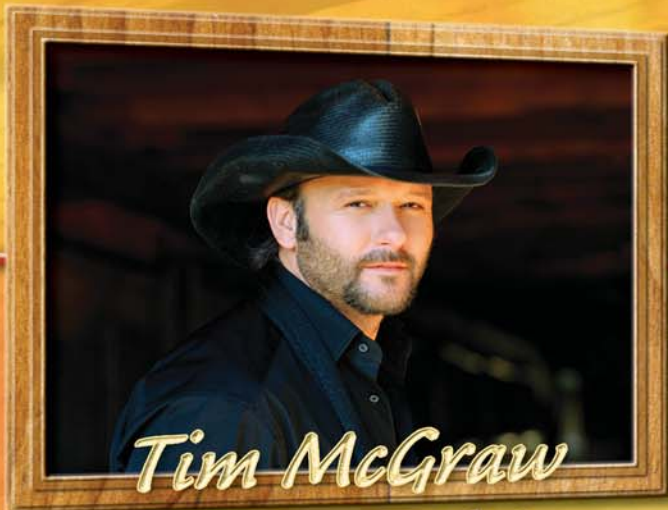
Some of the members of the Hudgins family who are involved in the day-to-day operations of the ranch pose for a family photo.



photo courtesy of the J.D. Hudgins Ranch



2008 RODEOHOUSTON™ Entertainers



Tim McGraw

Monday, March 3



Faith Hill

Tuesday, March 4



HANNAH and **Miley**
MONTANA **Cyrus**
BEST OF BOTH WORLDS TOUR

Sunday, March 9



Rascal Flatts

Tuesday, March 11

*Stay tuned ...
more to come*

SEASON & MINI-SEASON TICKETS ON SALE NOW!

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www.rodeohouston.com

Who was the first president of the Houston Livestock Show and Rodeo™? How many volunteers currently are serving on committees? Where do all the trail rides originate? Why do FFA students sell the Show's Souvenir Programs? Do you know what committee is responsible for moving all the livestock in and out? When was the first scholarship awarded and for how much? What attraction was advertised at the first Stock Show? Who is responsible for the beautiful bronzes around the Show grounds? And, how do the Rodeo contestants spend their free time while in Houston?

Rookie Boot Camp

You Are Invited

By April Rentz
contributing writer

For the answers to these questions, and many more, you are invited to attend Rookie Boot Camp.

The idea for Rookie Boot Camp was hatched in a duck blind during an ice storm in Rockport, Texas. Someone forgot to tell the birds that this was perfect hunting weather, however, because the ducks were staying away. As the hunters sat and waited, the talk turned to the Show. After much discussion, the men came upon the realization that, even though most Houston Livestock Show and Rodeo individual committees do a great job of helping their new members acclimate and assimilate into their own committee, there was not a Show-wide orientation for new members to become acquainted with all aspects of the Houston Livestock Show and Rodeo, its traditions, purposes and structure.

Joe Rentz, one of the intrepid hunters and a member of the Speakers Committee, took the deficit to heart. As it was a long drive home alone, by the time he returned to Houston he had formulated a plan. Meeting with the then-Speakers Committee Chairman Jim Billings, past chairman Dick Hudgins and officer in charge Allen Owen, he accepted the challenge and relentlessly pursued the possibility of an orientation program for all new Show members.

The original idea was to present a program to new volunteers that would be informative, educational and entertaining, while encompassing an

overview of the entire Houston Livestock Show and Rodeo, past and present, and the many experiences it provides. In the fall of 2005, Rookie Boot Camp became a reality after many false starts, long hours and interminable meetings.

Rookie Boot Camp is a highly skilled performance presented by the Speakers Committee, with a cast of more than 35 members. The program includes speakers, clowns, dancers and singers set before a backdrop of two multimedia screens with an ever-changing slide show presentation and set on three stages. Everything you ever wanted to know about the Show is discussed, from parking and partying to bovines and badges!

Rookie Boot Camp is improved every year because the Houston Livestock Show and Rodeo improves every year. The Show makes changes to enhance the experience enjoyed by guests and volunteers alike. Changes are incorporated into the presentation of Rookie Boot Camp, which has evolved since the first performance. For example, it is not just for rookies anymore. As a result, the audience includes Show directors, vice presidents, committee chairmen and longtime members, as well as rookie volunteers. Even prospective volunteers come to see what this exciting organization is all about.

After one Rookie Boot Camp performance, a committee chairman was overheard saying, "I learned more about the Show in the hour and a

half of Rookie Boot Camp than I have learned in all my 16 years of service on committees!" Another committee chairman was so impressed with his experience at Rookie Boot Camp that he has applied to serve on the Speakers Committee and is going through speakers training.

Shake hands with the great-granddaughter of our first Show president and learn what it is like to be an integral part of the Show legacy. Hear about the scholarship recipients and how their lives have been changed. Meet fellow rookies, representing all the committees of the Show. Listen to former FFA students who now are members of the Speakers Committee and giving back to the community. Meet staff members and leaders of the Show. Come to Rookie Boot Camp and enrich your volunteer experience. 



Rookie Boot Camp Dates

Wednesday, Dec. 5, 2007, 6 p.m.

Tuesday, Jan. 22, 2008, 6 p.m.

Saturday, Feb. 9, 2008, 10 a.m.



Sheep Dog Trials

By Sonya Aston

Man's best friend will be stealing a bit of the spotlight at the 2008 Houston Livestock Show and Rodeo™. Dogs, teamed up with their handlers, will prove to the world how smart and talented they are, on March 22, at the Sheep Dog Trials.

A Sheep Dog Trial is a demonstration of how man and canine, working together, can guide sheep through a series of obstacles to earn points. Typically, this competition consists of seven individual tasks in which the handler communicates to the dog, through whistles or voice commands, to prompt the dog to move sheep in a desired action. The handler's job is to control a dog that, in turn, controls the unpredictable animals. Judges score the effectiveness of the partnership based upon how man and dog interact and the manner the sheep react to the dog.

Standing in the arena, the handler sends the dog off toward the sheep. This is called the "outrun," worth 20 points. How the sheep move under the influence of the dog's first contact is the "lift," worth 10 points. The "fetch," where the dog must bring the sheep toward the handler through a set of fetch gates, is worth 20 points. Once the sheep have been brought to the handler, the "drive," worth 30 points, is where the dog must move the sheep across the course through sets of drive gates. With the sheep now herded into a shedding ring, man and canine execute the "shed," worth 10 points, sorting out and separating a number of sheep. These select animals are then driven to an enclosure. This is the "pen," worth 10 points. In open trial competition, a 10-point task called the "single" is included. This is where the dog culls a single sheep, driving the main herd away.

The Sheep Dog Trials consist of four classes: Open, for professional competition dogs; Open Ranch, for novice

dogs; Ranch, for dogs 2 years old; and Nursery, for dogs 30 months and younger. These dogs have quite a command of the English language, having learned several commands, including: "come by," "away to me," "stop," "get down," "get back," "look back" and "walk up."

Historically, Border Collies have been used as herding animals. This breed's natural instinct to herd and athletic abilities together with its intelligence and easy temperament allow it to be trained to work well with sheep. Although there is no agreed upon "breed standard," working Border Collies weigh about 25 to 50 pounds, about one-third to one-quarter that of a sheep. Coloration generally is black and tan with variations including reddish-brown or white markings. These are not intimidating looking dogs.

Sheep, however, tend to be a little fearful of dogs. Frances Raley, secretary of the Texas Sheep Dog Association, explained, "While the sheep are fearful of the dogs, if the dogs move without attacking, then the sheep grow to respect the dogs. The sheep respond to the pressure applied by the dog." The dog also will crouch down and face the livestock with its belly on the ground, giving a predatory look. Collies instinctively herd the sheep by using their eyes to hypnotize or "set" the sheep to gather or move in the direction requested by the shepherd or handler.

After a few moments of watching these superbly trained animals, there is no question that the dogs are smart and all of the contestants are passionate about their dogs and their ability. To see these incredible creatures and their handlers in action, race over to the Sheep Dog Trials to be held Saturday, March 22, 10 a.m. It is bound to be a doggone good time. 🐕







Update

2008 Show Dates

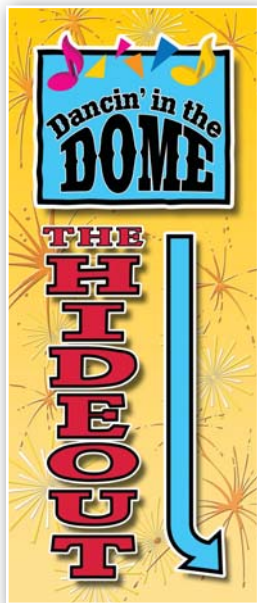
The 2008 Houston Livestock Show and Rodeo™ will open with rodeo action and a superstar concert Monday, March 3, and continue through Saturday, March 22. The Monday through Saturday schedule will be in place for one year only in order to accommodate those volunteers who want to spend Easter Sunday with their families. In 2009, the Show will go back to a Tuesday opening on March 3, and continue through Sunday, March 22.

Go Texan Contests

The Area Go Texan, Houston Metro Go Texan and Go Texan Contests committees will be helping to kick off the 2008 Show season with friendly competition Saturday, Feb. 9, at



The Great Southwest Equestrian Center in Katy, Texas. A few old favorites have returned to the contest lineup: Dominoes, washer pitching and horseshoe pitching contests will be held, in addition to team penning. Spend the day in Katy cheering on your favorite county or Houston metro area team!



Membership Dance

Mark your calendar now for the 2008 Membership Dance, Friday, Feb. 22, in The Hideout on the floor of Reliant Astrodome. Each member will receive an invitation for four to attend this Show kickoff. The entertainer will be included on the invitation and posted on the Web site at www.rodeohouston.com when that information becomes available.

Rodeo Roundup

The Houston Livestock Show and Rodeo, along with Mayor Bill White and Harris County Judge Ed Emmett, will host Rodeo Roundup, a downtown kickoff event for the 2008 Show. The festivities will take place in front of City Hall Feb. 26, 2008, from 11 a.m. until 1 p.m., and will feature food, games and entertainment. The Show's volunteers will be featured, spreading the word about the Show and all that it does.

Mustang Mania 2008

Wild mustangs are running through Houston! In an effort to raise awareness of the 2008 Houston Livestock Show and Rodeo, some 100 painted fiberglass mustangs will run through the Bayou City during February and March. The mustang sculptures will tell the Show's story, celebrate Houston and Texas' rich history, as well as boast elaborate designs, bright colors, costumes and ornaments.

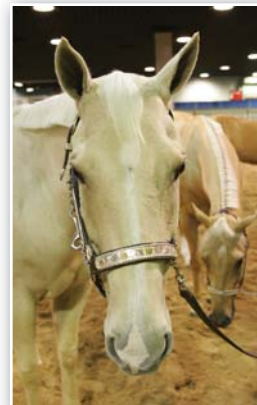
From Uptown to Downtown, and Midtown to the Medical Center, thousands of Houstonians and visitors will behold these magnificent works of art on the streets, in parks and in front of Houston's City Hall, with the top mustangs showcased on the grounds of Reliant Park during the three-week long 2008 Houston Livestock Show and Rodeo.



Horse Show Update

Due to the ever-increasing size of the Houston Horse Show, the following events will be held at the Great Southwest Equestrian Center in Katy, Texas:

Quarter Horse Speed Events — March 11
Arabian/Half-Arabian Horse Show —
March 11 – 12
Appaloosa Horse Show — March 13 – 14
Palomino Horse Show — March 15 – 16



2008 Houston Livestock Show and Rodeo™ March 3 - 22



All other Horse Show events will be held at Reliant Arena in Houston.

After the successful debut of the Team Penning and Ranch Sorting Competition and the Ranch Rodeo in 2007, these events have been expanded for 2008:

Team Penning and Ranch Sorting — March 11 – 13

Ranch Rodeo — March 14 – 15

For a complete 2008 Horse Show schedule, visit www.rodeohouston.com.

Livestock Show Update

Three new cattle breed shows have been added to the excitement of the livestock show competitions. The Open Beefmaster cattle show will be held March 7.

Two smaller breeds of cattle will take the spotlight March 15 — Open Lowline Angus and Miniature Zebu. Lowline Angus cattle are decedents of Angus cattle. A mature Lowline Angus cow can weigh between 500 and 700 pounds, and range in height from 35 to 42 inches tall. A mature Miniature Zebu cow can weigh between 300 and 500 pounds and grow no taller than 42 inches. These two additions will be a sight to see. Check them out in the main arena in Reliant Center.

For a complete livestock show schedule, visit www.rodeohouston.com.

Capital One BANK AGVENTURE

New and exciting exhibits and activities will be included in the 2008 AGVENTURE area to educate and entertain children of all ages. Witness the birth of cattle, sheep and swine at the bigger, brighter Barnyard Babies Birthing Center.

Visit the new babies and their mothers throughout the Show and talk with the agricultural science students from Texas universities who help staff the area. Breed Row, a brand new exhibit, presents the opportunity to observe and learn about the many breeds of animals that contribute to Texas' agricultural industry and exhibit in the Show's junior livestock competitions. A new exhibit presented by Reliant Energy will showcase the energy efficient farm and renewable energy sources in Texas' agriculture community.



Kids' Country

Kids' Country will be expanded for the 2008 Show, with exciting new features. There will be more rides for the younger kids to take a spin on. A free outdoor stage will feature professional and local entertainers. More seating will be available for mom and dad to take a break. Food vendors

will offer special value meals for the youngsters to enjoy. Stop by Kids' Country and enjoy the spirit of being young!

Agricultural Public Speaking Contest

The 2008 Show will hold an Agricultural Public Speaking Contest March 16 – 17. The contest will be open to members of Texas 4-H and FFA, as well as students from the Houston metro area in grades three through 12. Contestants will give speeches on agriculture-related topics and Western heritage. The final round will be held on March 17 and will be open to the public.

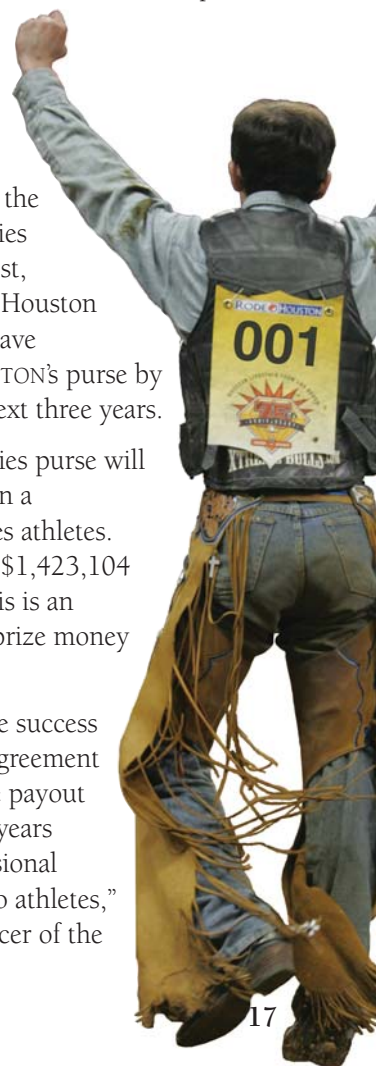
RODEOHOUSTON™

Super Series Payout Increase

After a very successful 2007 debut of the revolutionary bracket-style Super Series format that featured the PRCA's richest, regular-season purse of \$1.2 million, Houston Livestock Show and Rodeo officials have committed to increasing RODEOHOUSTON's purse by more than \$100,000 in each of the next three years.

The 2008 RODEOHOUSTON Super Series purse will be increased by \$122,898, resulting in a \$1,322,898 payout to the Super Series athletes. The RODEOHOUSTON purse will total \$1,423,104 in 2009 and \$1,524,420 in 2010. This is an increase in RODEOHOUSTON's added prize money of nearly \$1 million over four years.

"We are pleased and excited about the success of the Super Series format, and this agreement to add purse money and to tweak the payout and presentation over the next three years illustrates our commitment to professional rodeo and to building superstar rodeo athletes," said Leroy Shafer, chief operating officer of the Houston Livestock Show and Rodeo.





Update

2008 RODEOHOUSTON Schedule

Champions in each of the seven rodeo events will once again walk away from Reliant Stadium with a minimum of \$50,000. Beginning in 2008, RODEOHOUSTON has committed to increasing its payout to those contestants that place below first in the Super Series Championship. Second place in each event during the Super Series Championship will receive a minimum of \$14,000; third place a minimum of \$5,000; fourth place a minimum of \$2,500; and fifth through 10th place, a minimum of \$500. In addition, RODEOHOUSTON will now pay three places in each Super Series go-round, Semifinals Rounds and Wild Card Round. The top four contestants in each Super Series aggregate will be paid. Payouts will continue to increase and to go deeper into the rankings over each of the next three years.

“The Super Series format is a tremendous presentation that our spectators can understand. They get to see a winner at every performance,” Shafer said. “But it also is great for the contestants. The champions get a lot more money and more total contestants get paychecks. In 2006, the year before our first RODEOHOUSTON Super Series, 156 contestants won money here. That number climbed to 202 money-winning contestants in 2007, and, potentially, more than 260 contestants will win money during each of the next three years.”

PERFORMANCE	DAY	DATE	TIME
Super Series I			
Go Round 1	Monday	March 3	6:45 p.m.
Go Round 2	Tuesday	March 4	6:45 p.m.
Go Round 3 and Championship Round	Wednesday	March 5	6:45 p.m.
Super Series II			
Go Round 1	Thursday	March 6	6:45 p.m.
Go Round 2	Friday	March 7	6:45 p.m.
Go Round 3 and Championship Round	Saturday	March 8	3:45 p.m.
Super Series III			
Go Round 1	Sunday	March 9	3:45 p.m.
Go Round 2	Monday	March 10	6:45 p.m.
Go Round 3 and Championship Round	Tuesday	March 11	6:45 p.m.
Super Series IV			
Go Round 1	Wednesday	March 12	6:45 p.m.
Go Round 2	Thursday	March 13	6:45 p.m.
Go Round 3 and Championship Round	Friday	March 14	6:45 p.m.
Super Series V			
Go Round 1	Saturday	March 15	3:45 p.m.
Go Round 2	Sunday	March 16	3:45 p.m.
Go Round 3 and Championship Round	Monday	March 17	6:45 p.m.
Xtreme Bulls	Tuesday	March 18	6:45 p.m.
Semifinal 1	Wednesday	March 19	6:45 p.m.
Semifinal 2	Thursday	March 20	6:45 p.m.
Wild Card	Friday	March 21	6:45 p.m.
Super Series Championship	Saturday	March 22	2:45 p.m.



The Spring 2008 issue of “Bowlegged H” Magazine will feature the 2008 RODEOHOUSTON entertainer lineup. Stay tuned to which superstars will take the rotating stage.

Online Member Services ✓

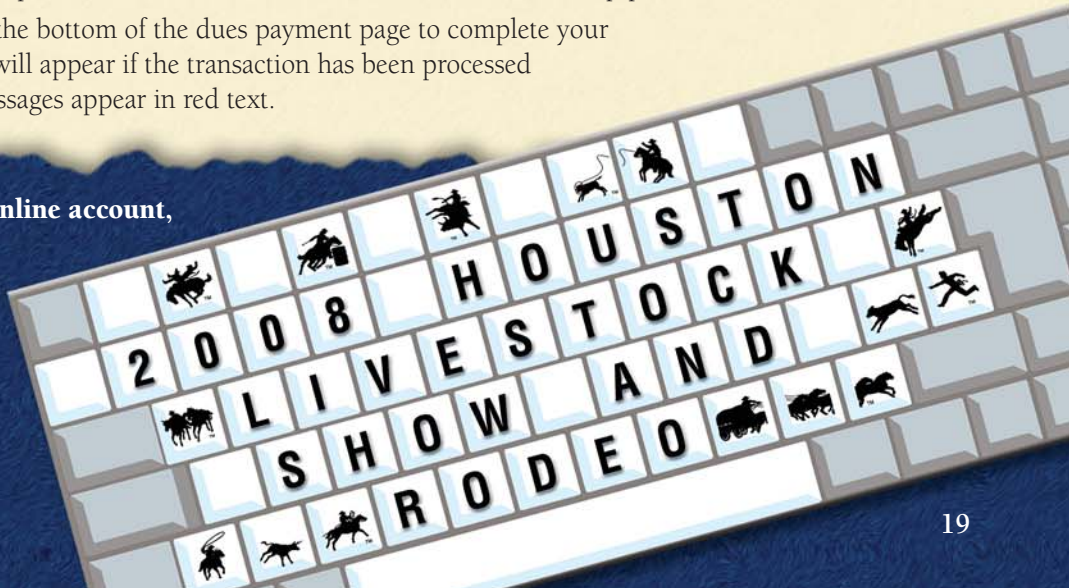
Houston Livestock Show and Rodeo™ membership and volunteer customer service options now are available online at www.rodeohouston.com or www.hlsr.com. Using personalized customer Internet accounts and secure credit or debit card payment options (Visa, MasterCard and American Express), Houston Livestock Show and Rodeo online member service options now include:

- ✓ Purchasing New Memberships
- ✓ Renewing Annual Memberships
- ✓ Purchasing Corral Club Memberships
- ✓ Purchasing Corral Club Drink Tickets
- ✓ Updating Contact Information
- ✓ Paying Committee Dues
- ✓ Viewing Committee Announcements and Meeting Schedules

If you have not previously created an online account, please follow these steps.

- 1) Go to www.rodeohouston.com or www.hlsr.com and select “Member Login” from the Member Services area.
- 2) Select “Create Account.” Each member must have a separate online account.
- 3) Enter your member number and key code in the data entry boxes. Please contact the Membership Office at 832.667.1073 or membership@hlsr.com if you do not know your member number or key code.
- 4) Create your personal user name and password, and then complete the other fields as instructed. You will need your new user name and password for future online access to your account.
- 5) Take advantage of this online opportunity to initiate or renew any memberships that you wish. Please note that volunteers must already be listed on an official committee roster to pay committee dues online. Please check back at a later date if paying committee dues is not listed as a current option for you.
 - a. Select the “Contact Information” tab to verify and update your personal information in the Show database. Make any changes necessary and click on the “Update” button at the bottom of the page.
 - b. You may select the “Dues Payment” tab to make a credit card payment (Visa, MasterCard or American Express) for Show dues, committee dues and Corral Club membership. Acceptance of the Show’s indemnity agreement terms is required to process a committee dues or Corral Club membership purchase.
 - c. Click the “Submit” button at the bottom of the dues payment page to complete your transaction. A receipt screen will appear if the transaction has been processed correctly. Data entry error messages appear in red text.

If you have already created an online account, please follow the steps above, omitting steps 2 through 4 for account creation, to make updates or purchases.



Livery Team *Committee*

By Sandy Hollingsworth Smith



“You Haul ‘Em – We Stall ‘Em,” is exclaimed on the logo of the Livery Team Committee, and is especially appropriate for the committee dedicated to assisting RODEOHOUSTON™ contestants with stalling their horses and parking their trailers. The Livery Team Committee, however, does much more. It also provides animal care and vehicle maintenance, distributes tickets to contestants’ families, provides transportation between Reliant Stadium and the Reed Road parking lot, and does anything else necessary to ensure that each contestant’s RODEOHOUSTON experience is positive and rewarding.

Established in 1994 with only 17 members, the Livery Team Committee has grown to 106 members. Its original objective was to greet the contestants and coordinate the use of 15 borrowed horse stalls located in an old warehouse off North Main Street. Today, the committee utilizes 175 stalls and operates out of a building at Reliant Stadium and two small buildings at the Reed Road parking lot. While the committee still helps with stalling horses, its members act as RODEOHOUSTON ambassadors, as well. They strive to achieve their mission of providing quality services to contestants in a manner that reflects the integrity and good will of the Houston Livestock Show and Rodeo™, the city of Houston and the state of Texas.




The growth of the Livery Team Committee is due in large part to feedback received from rodeo contestants, whose suggestions frequently result in new services and amenities being implemented by the Show.

Coordinating the numerous horses and trailers and seeing to the various needs of the contestants is no easy accomplishment. According to Ken Barrett, committee chairman, it is a challenge to ensure that the Livery Team Committee activities remain efficient while operating in two locations. In addition, the committee now is faced with accommodating, in the space allotted, the ever-increasing size of the truck and trailer rigs that contestants bring to the Show. Such challenges aside, Barrett observed, “We want to make sure everyone has fun and enjoys the volunteer time that they contribute.”



The Livery Team Committee is comprised of men and women with varied backgrounds. Some have livestock experience, but most do not. Because the committee deals with logistics and people, it is important that the members not only are compassionate and caring, but problem solvers, too. To earn the gold badge, each committee member is required to attend four meetings during the year and work five- to six-hour shifts at either location during the Show.

John Morton, a Show vice president, joined the committee in 2007 as its officer in charge. While new to the Livery Team Committee, Morton brings 16 years of Show volunteer experience with him. He is looking forward to assisting Barrett with some fine-tuning of logistical concerns at the Reed Road location, such as space utilization with the stalls and the provision of electricity and water. For Morton, however, “The ultimate reward is talking to the kids that receive our scholarships and hearing their stories of how this Show impacts their lives and affords them opportunities that they would not ordinarily have.”

Barrett echoed Morton’s enthusiasm, “The bottom line for all of us is that we know that the time we give to the Houston Livestock Show and Rodeo is helping provide scholarship funds for kids that are not only needed but much appreciated.” 



RODEO

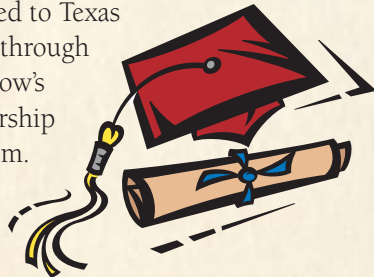
Roundup

NEWS & HIGHLIGHTS INFORMATION & UPDATES

➤ Scholarship Increase

All Houston Livestock Show and Rodeo™ four-year college scholarships will increase from \$12,000 to \$15,000 each, a 25 percent increase. The increase takes effect with the scholarships to be awarded in 2008, and brings the Show's total yearly commitment to the youth of Texas to nearly \$16 million.

In 2008, the Show will award 534, \$15,000, four-year scholarships to deserving high school seniors to attend a Texas college or university. With this increase, more than \$8 million will be awarded to Texas youth through the Show's scholarship program.



➤ Rodeo Institute for Teacher Excellence™ Named New Executive Director

Nadine Kujawa, a leader in special education and behavioral intervention at earlier grade levels, has joined the Rodeo Institute for Teacher Excellence as executive director.

Kujawa recently retired as superintendent of the Aldine Independent School District, one of Houston's largest and most diverse school districts. She has been with AISD since 1962.



➤ Past RODEOHOUSTON™ Stars Become Country Music Hall of Fame Inductees

Vince Gill (1991-99, 2004) and Mel Tillis (1977, '80, '82-83) have been inducted into the Country Music Hall of Fame prior to the CMA award show. The two were also honored in October at the Hall of Fame and Museum. Congratulations to these country legends.



➤ National Cowboy Hall of Fame

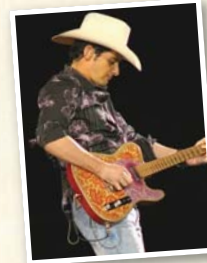
RODEOHOUSTON announcer Bob Tallman was inducted into the National Cowboy Hall of Fame Sunday, Oct. 21, 2007, in Oklahoma City, at the National Cowboy and Western Heritage Museum. For more than 40 years, this talented cowboy has been dedicated to the rodeo industry, as an announcer and contestant. The Houston Livestock Show and Rodeo tips its hat to Bob.



➤ Past RODEOHOUSTON Entertainers Dominate CMA's

The 41st Annual Country Music Association Awards aired Wednesday, Nov. 7. "Country Music's Biggest Night™" showcased the top artists

in country, and past RODEOHOUSTON entertainers took home all but three of the major awards.



Seven-time nominee Brad Paisley (2001, 2005) took home his first Male Vocalist of the Year title, as well as Music Video of the Year for "Online." Sugarland (2007)

broke Brooks and Dunn's (1992-2007) six year winning streak for Vocal Duo of the Year.

RODEOHOUSTON crowd favorite, and Country Music Hall of Fame member, George Strait (1983-97, 2002-04, 2006-07) won Album of the Year for "It Just Comes Natural" and Song of the Year with "Give It Away." Rascal Flatts (2001, 2005, 2008) took home its fifth consecutive Vocal Group of the Year award.



The night's coveted title of Entertainer of the Year went to Kenny Chesney (2001-05), making him a three-time winner of the award.



Chesney joined Tracy Lawrence and Tim McGraw (1996-97, 2003-08) in winning Musical Event of the Year for "Find Out Who Your Friends Are."

Musician of the Year went to Jerry Douglas who performed with Allison Kraus and Union Station at RODEOHOUSTON in 2002.





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