

HOUSTON LIVESTOCK SHOW AND RODEO™

Spring 2008



4-H MAGAZINE

Saddle Up for Another Great Year!

RODEO
HOUSTON

**4-H Centennial
A Grand Time!
Star-Studded Entertainers**

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The Cover
RODEOHOUSTON pickup men, arguably one of the hardest-working cowboys in the arena, will saddle up for another year in 2008.



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A Message From the Chairman

During the holiday season, we have the opportunity to slow down our lives and spend some time with family and friends to celebrate and worship together as we choose. We have many, many things to be thankful for, and we should not forget to pray for the men and women in the armed forces who are making sacrifices to ensure our freedoms.

I am amazed at how Show volunteers and staff are able to change gears so quickly and begin to finalize the efforts for our big event. We announced our entertainment lineup on Monday, Jan. 7, and forklifts and other equipment are already being delivered to Reliant Center to start transforming the grounds. As I travel and promote the Rodeo, people ask me how we are able to accomplish what we do and control costs while getting everything done so efficiently and timely. The only thing that I can tell them is that we have a tremendous group of dedicated volunteers and a committed staff.

Show President Skip Wagner, Chief Operating Officer Leroy Shafer and I have attended many meetings with several of you, and now the committees are starting to meet on a regular basis. There will be something for us almost every day until the Show is over. The energy and excitement that we see in the committee meetings seem to grow and expand every year. This is what we look forward to each year. I love being in Reliant Center every night and greeting old friends, shaking hands and seeing so many happy people — happy people that are committing their time and money to the young people of Texas.

As we prepare for the exhibitors and public that will be coming to our event, I also think about the young people who are putting together their projects to come to the “Big Show.” Each exhibitor tries to win recognition for his or her efforts, as well as scholarships, financing for higher education and self-satisfaction for a job well done.

I think about the more than 300,000 young people who have diligently worked on a project for our School Art Program. They must have started trying to decide what their subject would be many months ago. I am sure that they then sought counsel from a school advisor, a parent or other person in whom they had confidence. They probably sought input at different stages in the development of their project.

I also think about the young people stretched apart by thousands of miles in our great state that have taken on the responsibility of raising an animal. Each has the dream of getting that trophy and going to one of our auctions. They all have to get up early, sometimes on very cold mornings in adverse weather, and take care of that animal. They must come home at night and put off other activities to again take care of, feed, groom and maintain the health of that dependent animal. They must keep records and maintain the health of their current closest friend.

All of these young people are winners, even though they may not make the auctions or get a trophy. They have learned how to take a responsibility in life and how to manage time and care for either a helpless animal or make decisions in completing an art project. We may have given a young person the incentive to stay off the streets and out of trouble, because when these students took on their projects, they did not have time to be in the wrong place or situation.

I have met many of these young people, and I hope that you also have had the opportunity to meet them or will make an effort to meet them this year. Yes, they are all winners, and I know that they are going to be good citizens of our state and their community for the lessons learned and the responsibility they took on as well as the project they completed. Hats off to the parents, siblings, peers, agricultural science teachers, county extension agents and others who have supported and encouraged all of the young people that are participating in the different events at our Show.

We all know that we cannot sustain life without food — it is more important than oil or other commodities that we treasure, and we should never take the agricultural industry for granted. It is because of our superior ability to provide our nation with a secure and adequate food supply that our country has been so powerful in a resource-starved world.

So, as we prepare for the 2008 Houston Livestock Show and Rodeo™, let us remember our roots in the agricultural industry. As we see the many people working at Reliant Center, remember that there are more people — the students, their families and teachers — working around our large state to come and make our event the most successful of its kind in the world.

We know that each and every one of you are committed and we know you care for one another. The love that is a part of our large extended Rodeo family is exhibited year-round, and now we are coming together for the fruition of all of the efforts.

The members of the Executive Committee want me to thank you for everything that you do, and we know that the success of the Show would not happen without you. THANK YOU, GOD BLESS YOU AND HAVE FUN — YOU DESERVE IT. I look forward to seeing all of you and being with you soon.

Sincerely,



Paul Somerville
Chairman of the Board





Katrina's Gift

By Crystal Bott McKeon

The most amazing, and sometimes only thing, survivors of a disaster can take with them is hope – hope for the future. Barbara LeBanks, a survivor of Hurricane Katrina, now is a talented high school graduate, tackling life as a 2007 freshman at Texas Christian University.

Life was not always easy for LeBanks. She was born and raised in New Orleans, and grew up with classmates who did not understand her enjoyment of reading, writing and school. “I always felt like an outcast because the other students didn’t want to learn, read and go somewhere with their lives.” Throughout her school years, she was treated as if she were an outsider, instead of the intelligent, driven and dedicated person she is. Living in New Orleans during the summer of 2005 changed her life in a way she never thought imaginable.

LeBanks had very different interests from the other children, and their ridicule caused her to become an exceptionally shy child. She, however, did not allow this hardship to get the best of her. LeBanks was driven to become a journalist like one of her idols, Atoosa Rubenstein, who is a former editor-in-chief of Seventeen magazine. LeBanks realized, in order to gain enough experience to become a successful journalist, she would have to move away from the only place she had ever called home.

Even though LeBanks had to endure one of the most traumatic experiences of her young life, Hurricane Katrina gave her the opportunity to leave her hometown.

Stranded in her grandmother’s third floor apartment during the hurricane, her family was unable to get any help from, or even contact, the outside world. During their confinement, her thoughts lingered on whether she ever would escape her grandmother’s apartment and see her home or friends again. When the family was rescued by airlift, she flew over what had been her home, which now was submerged in the waters of Lake Pontchartrain. On that day, she lost all of her cherished photos, childhood belongings and trophies, along with her home.

Eventually, LeBanks and her family arrived in Houston and settled in a small space on the floor of Reliant Astrodome. During a time when she only had the clothes on her back and a few borrowed cots to call her own, she set aside her career goals and dreams for the moment. Her desires became only a safe place for her family, food and clothing. “I didn’t think about the future anymore because I was so worried about the then and now.”

After a few weeks of neither escape nor distraction from the riotous chaos of living among hundreds of people, life for the LeBanks family began to show some signs of returning to normal. While she was able to return to school, LeBanks and the other students from New Orleans were treated like outsiders. They rode a separate bus and attended separate classes from the Houston students. In her new environment, she again found herself isolated and emotionally alienated.

Things began to change when her family moved into an apartment. LeBanks enrolled at Lee High School. There, she found acceptance for being herself: a unique individual, among a group of students. “Lee [High School] is so diverse; it encourages people to be themselves,” she said. When she joined a group, Overbound, it made her high school years some of the best in her life. Overbound’s main goal is to help high school students prepare for college. She made friends with others who shared similar goals of college and a career. The students were not the only source of companionship for LeBanks; her teachers also had a significant effect on her development.

Rescue photos courtesy of Jason “Bear” Wilson

Diane Morrow, her Advanced Placement English teacher, was one of many role models in LeBanks' new life. Morrow not only helped her write her first essay, but she also taught LeBanks to be happy with who she is and always to be true to herself. "I had always wanted to be a writer, but I never had to write anything. I wrote my first essay in 11th-grade AP English."

One of Morrow's most significant teachings to LeBanks was that anything is possible. In a time when most of her family's money was used to replace lost possessions, Christmas presents were luxuries they could not afford. As the holiday approached, Morrow told LeBanks to write out a Christmas list. She got most of her wish list through Morrow and her church. Just two of these generous gifts included a laptop computer and printer for college. Morrow also encouraged LeBanks to apply for many college scholarships, including one from the Houston Livestock Show and Rodeo™. In 2007, she was awarded one of the Show's Opportunity Scholarships and attended the awards banquet with Morrow in tow. Through Morrow's and countless other people's support and encouragement, LeBanks slowly regained confidence in herself. "It is really hard to

be confident when you feel like you have so much going for you, and then you move and there are more kids with more experience."

LeBanks believes the best thing to come out of Hurricane Katrina was her family's move to Houston. The move spurred her to be a more outgoing, confident and happy young woman than she ever thought possible. She always had wanted to be a writer; however, until her move to Houston, she never had the tools to get there. This makes it even more extraordinary that LeBanks was able to write a one-act play for a competition at the Alley Theatre. The judges were so impressed with her writing ability they called her in for an interview and had her write a more extensive version.

It is inspirational that, in the midst of this horrible tragedy, such a wonderful outcome was in the making for one young woman. This talented and exceptional woman would have been unable to accomplish her dream of becoming a journalist without the help of other exceptional people. LeBanks found truth in the saying, "You may be just one person in the world, but to one person you are the world." This is what the Houston Livestock Show and Rodeo



Photo by John McCaine

Chief Operating Officer Leroy Shafer presented LeBanks with her 2007 Opportunity Scholarship.

is all about, helping young people believe in themselves. Each of the numerous scholarships given every year makes a significant impact in students' lives. They move on to continue their lives with a sense of accomplishment and a belief in themselves. 🏠



Happy 100th, 4-H

By Clarissa Webb

In 2008, the Texas 4-H program will celebrate its 100th birthday. One hundred years of history, tradition and education commemorate the centennial anniversary of one of the most active youth development programs in the country.

Photos courtesy of Texas 4-H



Jack County Corn Club



4-H Food Show, 1977



4-H Roundup, College Station, 1953

By the 20th century, corn farming was practiced through traditions passed down for centuries. A life-giving plant since the days of the first Americans, corn was grown by Texas farmers using tried-and-true methods. So when Tom Marks, a county extension agent in Jacksboro, Texas, attempted to introduce new and improved ways to grow this grain, his fellow producers would not hear of it. "We've been doing it this way for as long as anyone can remember," they said, "and if it was good enough for our grandfathers, it's good enough for us."

While the adults passed up the opportunity to learn something new, Marks focused on educating the children. In the fall of 1907, he invited the sons of seasoned corn growers to the first meeting of the Boys' Corn Club. Twelve boys showed up, and Marks taught those future planters techniques that would maximize their efforts and streamline their processes; unlike their parents, they listened.

These meetings proved effective in training the boys to be more efficient farmers. Similar situations were developing across the nation during this time with overwhelmingly positive outcomes.

In 1911, the U.S. Department of Agriculture asked Edna Westbrook Trigg of Milam County, Texas, to establish a Girls' Tomato Club. Like the Boys' Corn Club, the purpose of this group was to enable girls to produce, use and can tomatoes. The girls' newly acquired skills came in handy, especially during World War I when food was rationed.

Clubs like these demonstrated the untapped potential of America's youth. They were an open-minded, moldable group that was receptive to direction. The teens were gaining valuable agricultural skills and learning responsibility simultaneously with remarkable results. It was not long before the state of Texas organized a program to consistently invest in these youngsters — and thus, Texas 4-H was formed.

The stated mission of 4-H is to prepare youth to meet the challenges of childhood, adolescence and adulthood, through a coordinated, long-term, progressive series of educational experiences that enhance life skills and develop social, emotional, physical and cognitive competencies.

Today, the Texas 4-H and Youth Development Program does much more than teach young people how to farm, though that remains a project area. Texas 4-H has expanded

A look at the past, present and future of Texas 4-H

its offerings to include training in leadership skills, public speaking, team development and more. What began in 1907 with 25 boys now has grown to more than 640,000 members throughout the 254 Texas counties. The numbers may have changed, but the focus and ultimate goal has been the same since 4-H's inception — teaching important life skills to the next generation.

In addition to life-skill training, 4-H provides ample opportunities to build relationships. It brings about friendships among members, as well as mentoring relationships with adults who provide guidance and expertise in various arenas.

Gayle W. Hall is the state marketing and communications specialist for Texas 4-H. When she began her career with 4-H in 1975, she had no idea how it would change her life. "For me, 4-H is more than a job; it's a lifestyle. I spend a great deal of time working with the members and love every minute of it. I was never blessed with children of my own, but I am proud to call all my 4-H'ers my kids!"

Current 4-H Council President Loni Woolley, a second-generation 4-H member, recounts the many benefits of her 4-H experience. "4-H has been my life since I was little. I don't know what kind of person I would be today if I had not been in 4-H. Being a part of 4-H is not just the activities that you participate in, it is the experiences, memories and relationships that you develop. These will stay with me forever — in high school, college and the workplace."

Texas 4-H is a state-run youth program operated through the Texas Agrilife Extension Service, in the Texas A&M System. Each club is supported by a county extension agent who recruits, trains and mobilizes the volunteers who form the strong base of the organization. Caring adult volunteers have been the driving force behind 4-H's growth over the past century. In 2006, the Texas 4-H program involved more than 39,000 adult volunteers in its mission. This level of community participation is what enables 4-H to transform the lives of young people throughout the state.

With continuing help from the 4-H staff and volunteers, Texas 4-H continues to evolve. The program's offerings include everything from raising livestock and showing horses to flag etiquette and Global Positioning System technical training. The program is ever-changing to meet the needs of today's youth. "We'll use just about any product to develop the young person — that is the end goal. What the young person then does with the knowledge they've gained is how we measure our success," said Hall.

So it is with immense pride that Texas 4-H celebrates its 100th year of investing in America's youth. The centennial

celebration officially began Sept. 1, 2007, and events are scheduled throughout the year to commemorate this milestone. A significant 100th anniversary celebration will take place the second week of June 2008 on the Texas A&M University campus. In July, the Texas 4-H Congress will have the privilege of meeting on the floors of the Texas Senate and House of Representatives in Austin. A Texas ice cream maker is even joining the festivities with a new flavor created specifically to honor Texas 4-H.

Texas 4-H was created for the purpose of bettering the nation's future, a goal whose attainment requires ongoing efforts and continuous dedication. But for many 4-H'ers, including Woolley, this goal already has been achieved on a personal level.

"The life skills that I have developed [through 4-H] are many in number. Responsibility, leadership, communication, teamwork, community service and public speaking are just a few. I think that being in 4-H my entire life has made me very competitive in what I do and makes me always strive to be the best. In order to be the best, you must represent all of those life skills," said Woolley. "Without these life skills learned in 4-H, I would not be the successful student and person that I am today."

The upcoming celebratory year will continue the Texas 4-H motto, "to make the best better," by members serving their community, country and world through clearer thinking, greater loyalty and personal values, larger service and a healthy lifestyle. 🐑



4-H youth showing at Houston Livestock Show and Rodeo, 2007



2008 RODEOHOUSTON™

Tim McGraw

Monday, March 3, 6:45 p.m. RODEOHOUSTON™ performance
RODEOHOUSTON appearances: 1996-97, 2003, 2008



In 1993, Tim McGraw debuted his first album, "Tim McGraw." Throughout his career, he has released nine albums which have produced 25 number one singles and sold 33 million copies. He has become so wildly popular that a new young country artist has even released a single titled, "Tim McGraw." This "Indian Outlaw" grew up in Louisiana and had a love for sports

and music. McGraw's successful career is evidenced by the many music industry awards he has picked up along the way, including two GRAMMY® Awards. McGraw is married to country music sweetheart Faith Hill. He has even made his way to the big screen, with roles in "Friday Night Lights" and "Flicka."

Singles: "Last Dollar (Fly Away)," "If You're Reading This," "Live Like You Were Dying," "Drugs or Jesus," "The Cowboy in Me," "Angry All the Time," "Indian Outlaw," "Refried Dreams"

Faith Hill

Tuesday, March 4, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 1999, 2008



Faith Hill says she found her passion growing up in Star, Miss., but she followed her heart to Nashville to sing. Her first single, "Wild One," was released in 1993. Since then, she's gone on to sell more than 30 million records and has celebrated 11 number one singles. With five GRAMMY Awards under her belt and a slew of other music industry awards, this

powerful, sultry singer is the only female artist to celebrate three consecutive album debuts atop both Billboard's Top 200 Album Chart and Country Chart: "Breathe," "Cry" and "Fireflies." In October, Hill released "The Hits;" she says it's a privilege to release a greatest hits album.

Singles: "Red Umbrella," "Mississippi Girl," "Stealing Kisses," "The Lucky One," "Cry," "There You'll Be," "Breathe," "If My Heart Had Wings," "This Kiss," "Let's Go to Vegas," "I Can't Do That Anymore," "Take Me as I Am," "Wild One"

Kevin Fowler

Wednesday, March 5, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2008



A native of Amarillo, Texas, Kevin Fowler grew up listening to Johnny Cash and Merle Haggard. He rounded out his musical education in Los Angeles, where he attended the Guitar Institute of Technology. He then returned to Texas, turning his full attention to his own vision of music. With his new album "Bring It On," Fowler delivers 100 percent Texas country music with

style. That's no surprise to his myriad of fans who know every word of his honky-tonk anthems, such as "Beer, Bait and Ammo," "The Lord Loves a Drinking Man," and "Loose, Loud and Crazy." In his new single, "Long Line of Losers," Fowler pokes fun at what he calls "that somebody in everyone's family who annoys them." He has recorded with some of his musical heroes, including Willie Nelson and George Jones. Fowler can be described as the country rebel with a heart of rock.

Singles: "Long Line of Losers," "Beer, Bait and Ammo," "The Lord Loves a Drinking Man," "Loose, Loud and Crazy"

Alan Jackson

Thursday, March 6, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 1992 – 2008



Since 1989, Alan Jackson has sold more than 45 million records, and has recorded 31 number one songs, 21 of which he composed. He has won upward of 95 Country Music Association, Academy of Country Music, GRAMMY, ASCAP, American Music, Billboard and other industry awards. Jackson holds the record for the most CMA nominations. Not a bad record

for the Newman, Ga., native who began his career as a staff songwriter at Glenn Campbell's music publishing company. Jackson has honed his sound while staying true to his traditional roots in the country music industry.

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

John Legend

BLACK HERITAGE DAY sponsored by Kroger

Friday, March 7, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2008



Debating in 2004 with "Get Lifted," John Legend showed the world his strong vocals and soulful lyrics. The album earned him eight GRAMMY nominations, with three wins. The Ohio native already has proved that his voice has power, selling 3 million copies of his debut album. With his second album, "Once Again," Legend brings pop and soul to his fans through creative and intelligent beats and lyrics.

Singles: "Ordinary People," "Used to Love U," "Save Room," "Show Me"

Martina McBride

Saturday, March 8, 3:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 1996, 2001-08



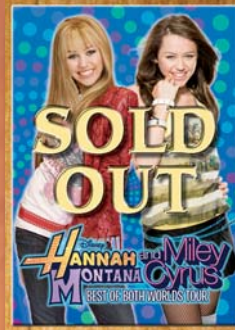
Despite racking up 22 top 10 singles, numerous Country Music Association and Academy of Country Music awards, and a slew of national television appearances in her illustrious 15-year career, Martina McBride continues to scale new artistic heights. The Kansas-native grew up in her dad's band singing and playing keyboards. Her ninth studio release, "Waking

Up Laughing," has seen her fastest rising single ever with "Anyway." "For These Times" speaks to McBride's willingness to use her music as a platform for her convictions. The self-produced album marks McBride's artistic evolution from a small-town singer with a big voice to a country music icon who commands not only the stage, but every facet of her career.

Singles: "For These Times," "Anyway," "Rose Garden," "When God-Fearing Women Get the Blues," "This One's for the Girls," "God's Will," "Independence Day," "Wild Angels," "Valentine," "Concrete Angel," "Love's the Only House"

Hannah Montana and Miley Cyrus

Sunday, March 9, 3:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2007-08



Hannah Montana and Miley Cyrus will take the stage as part of the "Best of Both Worlds Tour." Currently, Miley Cyrus as Hannah Montana holds the RODEOHOUSTON paid attendance record with 73,291 fans. Cyrus is the star of the Disney Channel's comedy "Hannah Montana." She developed a love for the stage by watching her dad, country singer Billy Ray Cyrus, who performed

at RODEOHOUSTON from 1993 to 1995. Miley has followed in her father's footsteps, and shares the same love of writing music, playing guitar and singing. She also enjoys dancing and cheerleading. Miley's musical influences include 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"

Sugarland

Monday, March 10, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2007-08



The double-platinum selling duo Sugarland is back for 2008. Jennifer Nettles and Kristian Bush have traveled a long way since the debut album "Twice the Speed of Life." This duo isn't slowing down with its sophomore album, "Enjoy the Ride!" Powered by Nettles' country/soul vocals and Bush's passionate harmonies and playing, the entertainers were nominated for

five Academy of Country Music awards. Nettles upped that impressive tally to a total of six with her nomination in the Vocal Event of the Year category for "Who Says You Can't Go Home," her number one duet with Bon Jovi. There is a lot more to come from the talented duo!

Singles: "Stay," "Settlin'," "Everyday America," "Fly Away," "Baby Girl," "Something More," "Just Might (Make Me Believe)," "Down in Mississippi (Up to No Good)"

2008 RODEOHOUSTON™

Rascal Flatts

Tuesday, March 11, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2001, 2005, 2008



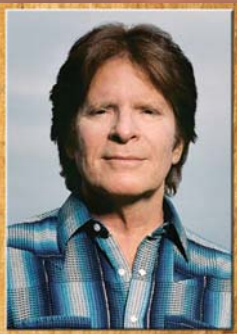
After canceling its 2007 RODEOHOUSTON performance due to illness, Rascal Flatts returns to the RODEOHOUSTON stage. Eight years ago, Gary LeVox, Jay DeMarcus and Joe Don Rooney climbed into the country music scene. This trio

was the top-selling artist of 2006 in all genres of music, which was the first time in 15 years that a country artist achieved that milestone. The GRAMMY-winning group has appeared on the soundtrack "Cars," with the recording of "Life Is a Highway," one of 2006's most digitally downloaded tunes and also a multi-award nominated song.

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

John Fogerty

Wednesday, March 12, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2006, 2008



Between 1969 and 1972, John Fogerty had nine top 10 singles as lead singer of Creedence Clearwater Revival. The group's hits became American anthems, including the ever-popular "Proud Mary." In 1975, Fogerty released his first record as a solo artist. For personal and professional reasons, he stayed out of the musical spotlight from 1977 until he emerged in full force in 1985

with "Centerfield." Fogerty cemented his legacy by winning a GRAMMY in 1997 and continuing solo success. As a solo artist, Fogerty has sold millions of his chart-topping records. This California-born musician is a two-time hall of famer. He was inducted, with Creedence Clearwater Revival, into the Rock and Roll Hall of Fame in 1993 and inducted into the Songwriters Hall of Fame in 2005. The GRAMMY-winning rock album, "Blue Moon Swamp," is followed by a strong swamp-pop "Revival," which is currently nominated for a GRAMMY for Best Rock Album.

Singles: "Swamp River Days," "Déjà Vu (All Over Again)," "Premonition," "Proud Mary," "Eye of the Zombie," "Born on the Bayou," "Fortunate Son," "Susie Q," "I Heard It Through the Grapevine," "Travelin' Band," "I Put a Spell on You"

Toby Keith

presented by Ford

Thursday, March 13, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 1995-96, 2003, 2006-08



In 1993, Toby Keith's debut single, "Should've Been a Cowboy," went to number one on the Billboard country singles chart, and his self-titled debut album was certified platinum. Since then, he has sold millions of records, produced numerous hits and started his own music production company. Keith has made 16 albums in 15 years. His success is noted by a long list of

awards, including Academy of Country Music, Country Music Association, Billboard Music and GRAMMY nominations and wins. His 15th album, "Big Dog Daddy," was released in June of 2007. Born and raised in Oklahoma, some of Keith's early jobs included rodeo work, climbing oil rigs and semi-pro football, until music became his focus, and soon skyrocketed him to the country superstar he is today. On top of his work in the music industry, Keith has worked on films and written screenplays.

Singles: "Love Me If You Can," "A Little Too Late," "Get My Drink On," "I Love This Bar," "I'm Just Talkin' Bout Tonight," "As Good as I Once Was," "How Do You Like Me Now?!", "I Wanna Talk About Me," "Beer for My Horses," "Should've Been A Cowboy"

Clay Walker

Friday, March 14, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 1994 – 2008



Clay Walker first topped the Billboard country singles chart in 1993 with "What's It to You" and followed with his second consecutive number one hit, "Live Until I Die." Since then he's placed 31 titles on Billboard's singles chart, including "Dreaming With My Eyes Open" and "If I Could Make Living." He's scored four platinum-selling albums and two gold albums. The singer, songwriter

Entertainers



and Texan has been one of country's top-grossing touring acts several times. Walker is a native of Beaumont, Texas. His most recent album, "Fall," was released in April 2007.

Singles: "Fall," "Fore She Was Mama," "A Few Questions," "Jesus Was a Country Boy," "I Can't Sleep," "Who Needs You, Baby," "Hypnotize the Moon," "What's It to You," "If I Could Make a Living," "Live Until I Die," "Live, Laugh, Love"

Brad Paisley

Saturday, March 15, 3:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2001, 2005, 2008



When Brad Paisley was only 8 years old, he received his first guitar; his first public appearance was in church at age 9; and by 13, Paisley was opening for acts such as The Judds and George Jones. In 1999, Paisley's debut album, "Who Needs Pictures," was released, and by 2000, he was the newest Country Music Association Horizon Award winner. Paisley keeps stacking

up the awards with seven CMA awards, GRAMMYS, Academy of Country Music awards, Nashville Music awards and many more. Now, Paisley is a member of the Grand Ole Opry®, and with four albums out, this singer, songwriter, guitarist and performer says his goal is to always entertain his fans.

Singles: "The World," "Time Well Wasted," "Letter to Me," "Online," "Alcohol," "When I Get Where I'm Goin'," "She's Everything," "Mud on the Tires," "Celebrity," "Little Moments," "Whiskey Lullaby" (with Allison Krauss), "I'm Gonna Miss Her," "Me Neither," "Who Needs Pictures," "He Didn't Have to Be"

Duelo

GO TEJANO DAY sponsored by State Farm®

Sunday, March 16, 3:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2005, 2008



Duelo is composed of six young men: Oscar Iván Treviño, Juan Barrera, Edgar Rodríguez, Cristan Rivera, Dimas López and Luis Guerra. The group started out singing table to table for tips in a family member's restaurant.

Duelo members say that it was one of their best experiences, and motivated them to continue their career and dream to be one of the best Norteño groups around. Their fans are typically young people across Texas and northern Mexico. Duelo sings romantic ballads that talk of love, lost loves and loves yet to grow. Their albums show growth with each release, and the passion for their music is evident when they sing. Their most recent release is "En Las Manos de un Angel."

Singles: "En Las Manos de un Angel," "Vuelvo a Caer," "Rezo," "Quién Escribió Nuestra Historia," "Para Sobrevivir," "Lo Que Nunca Comenzo," "Me Gana," "Hablar de Ti," "Un Beso," "Por Amarte Tanto," "El Amor No Acaba," "Mi Ilusion"

Los Horoscopos de Durango

GO TEJANO DAY sponsored by State Farm®

Sunday, March 16, 3:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2008



Los Horoscopos de Durango is considered one of the icons of the Duranguense wave, using instruments from Durango, Mexico, like the tambora, saxophone, and trombone. The story of this successful group was started by Don

Armando Terrazas almost three decades ago in Chicago. The group is headed by Vicky and Marisol Terrazas, and includes Leo Terrazas, Oscar Ponce, Hector Arreguin, Roberto Marin, Martin Alonso Leyva and Hector Villaseñor. This young group has had undeniable success throughout Mexico and the United States. The group has won five Billboard Latin Music Awards, was twice nominated for the Album of the Year at the Latin GRAMMYS and was nominated in three categories for "Premios Que Buena." An original style and talent make Los Horoscopos de Durango one of the most solid music groups in the industry.

Singles: "Antes Muerta Que Sencilla," "Mi Amor Por Ti," "Cómo Te Va Mi Amor," "Dos Locos," "Tu Serás Mi Baby (Be My Baby)," "Debes Volver," "Locos de Amor"



2008 RODEOHOUSTON™

Miranda Lambert

SPRING BREAK STAMPEDE

Monday, March 17, 6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 2008



Miranda Lambert first exploded onto the scene as a finalist in the 2003 season of the “Nashville Star” television series. She didn’t win — a result she has described as a blessing. Her first album, “Kerosene,” debuted at number one on the country charts, and went on to earn her nominations for the Country Music Association’s Horizon Award, the Academy of Country Music’s

Top New Female Vocalist Award and a GRAMMY nomination. “Kerosene” was named one of the best albums of the year by the “New York Times,” “Rolling Stone,” “Blender Magazine,” iTunes, “Tennessean” and many more. The Longview, Texas, young woman’s music has been certified platinum. Lambert’s follow-up, “Crazy Ex-Girlfriend,” is following in the footsteps of her debut.

Singles: “Gunpowder and Lead,” “Famous in a Small Town,” “Crazy Ex-Girlfriend,” “New Strings,” “Kerosene,” “Bring Me Down,” “Me and Charlie Talkin”

Big & Rich

SPRING BREAK STAMPEDE

Tuesday, March 18, 6:45 p.m. RODEOHOUSTON

Xtreme Bulls performance

RODEOHOUSTON appearances: 2005, 2008



Big Kenny and John Rich create the duo of Big & Rich, an unconventional, wild and woolly pair of musicians. One is a Texan who is referred to as the “Cowboy Stevie Wonder;” the other is known as Nashville’s “Universal

Minister of Love.” Kenny believes that music should have no limits, and the duo’s music has none. From being onstage with Wyclef Jean, and vocalizing with John Legend on their new album, “Between Raising Hell and Amazing Grace,” the duo is once again breaking through walls. Its debut album, “A Horse of a Different Color,” showcased Martina McBride on background vocals and featured a rap jam with Cowboy Troy. Big & Rich’s love of music, its country and all sorts of people

is evident in the duo’s latest album. Big & Rich has been honored with several awards from the Academy of Country Music and Billboard Music. Rich has been named ASCAP’s songwriter of the year several times and Big Kenny was recently awarded “Darfur Hero” for December for his work in bringing aid to the Sudan region of Africa.

Singles: “Loud,” “Lost in This Moment,” “8th of November,” “Comin’ to Your City,” “Save a Horse, Ride a Cowboy,” “Holy Water,” “Wild West Show,” “Rollin’ (The Ballad of Big & Rich),” “Big Time”

Fergie

SPRING BREAK STAMPEDE

Wednesday, March 19, 6:45 p.m. RODEOHOUSTON performance

RODEOHOUSTON appearances: 2008



Fergie first joined The Black Eyed Peas in 2002, and their first album, “Elephunk,” went triple platinum, thrusting the group into the spotlight. The mega-single “Let’s Get It Started” earned the group its first GRAMMY for Best Rap Performance by a Duo or Group. On her stellar debut album, “The Dutchess,” the California native constructed the perfect pop

for musically diverse people. Fergie’s first single, “London Bridge,” made history as it bulletted its way up the Billboard Hot 100 chart, reaching the number one spot in three short weeks, the second highest jump ever recorded by Billboard. “The Dutchess” opens with the second single “Fergalicious.” The album has so far spawned three U.S. Billboard Hot 100 number one singles and five, top-five hits.

Singles: “Clumsy,” “Big Girls Don’t Cry,” “Glamorous,” “Fergalicious,” “London Bridge”

Entertainers



Dierks Bentley

SPRING BREAK STAMPEDE

Thursday, March 20, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2004, 2007-08



The last few years have seen Dierks Bentley emerge as the hottest young star in country music. With two platinum albums — 2003's "Dierks Bentley" and 2005's chart-topping "Modern Day Drifter" — and a long list of honors. In just one year, he won every new artist award the industry offers and leapt to the next category, grabbing Male Vocalist of the Year nominations at the

Country Music Association, Academy of Country Music and GRAMMY award ceremonies. With the release of "Long Trip Alone," Bentley keeps that momentum rolling. "Every Mile a Memory," the first single from "Long Trip Alone" shot straight to number one. The Phoenix-born guitar slinger played more than 300 days on the road in 2006, and has no plans of slowing down.

Singles: "Every Mile a Memory," "Free and Easy Down the Road I Go," "Long Trip Alone," "Settle for a Slowdown," "Lot of Leavin' Left to Do," "Come a Little Closer," "My Love Will Follow You," "My Last Name," "What Was I Thinkin'"

Pat Green

SPRING BREAK STAMPEDE

Friday, March 21, 6:45 p.m. RODEOHOUSTON performance
RODEOHOUSTON appearances: 2002-08



After becoming an established Texas music artist through self-generated independent albums, Pat Green chose to take his music to a national audience. Now, no one's going to try and tell Green to change his distinctive musical vision or songwriting style, not after earning three GRAMMY nominations and a top-three hit with "Wave on Wave." "Feels Like It Should,"

the first single from "Cannonball," encapsulates the spirit of the new album. As his attitude and words prove, Green has no problem believing that "Cannonball" is a career album for him. "I have to believe in what I'm doing — that's what has gotten me over every hill," he said.

Singles: "Way Back Texas," "Dixie Lullaby," "Feels Just Like It Should," "Baby Doll," "Somewhere Between Texas and Mexico," "Don't Break My Heart Again," "Wave on Wave," "Three Days," "Texas on My Mind," "Carry On"

Brooks & Dunn

SPRING BREAK STAMPEDE

Saturday, March 22, 2:45 p.m. RODEOHOUSTON
Super Series Championship performance
RODEOHOUSTON appearances: 1992 – 2008



The Louisiana-born Kix Brooks and Texas native Ronnie Dunn formed this dynamic duo in 1990. With the success of its first album, "Brand New Man," one of the most awarded duos in country music was born.

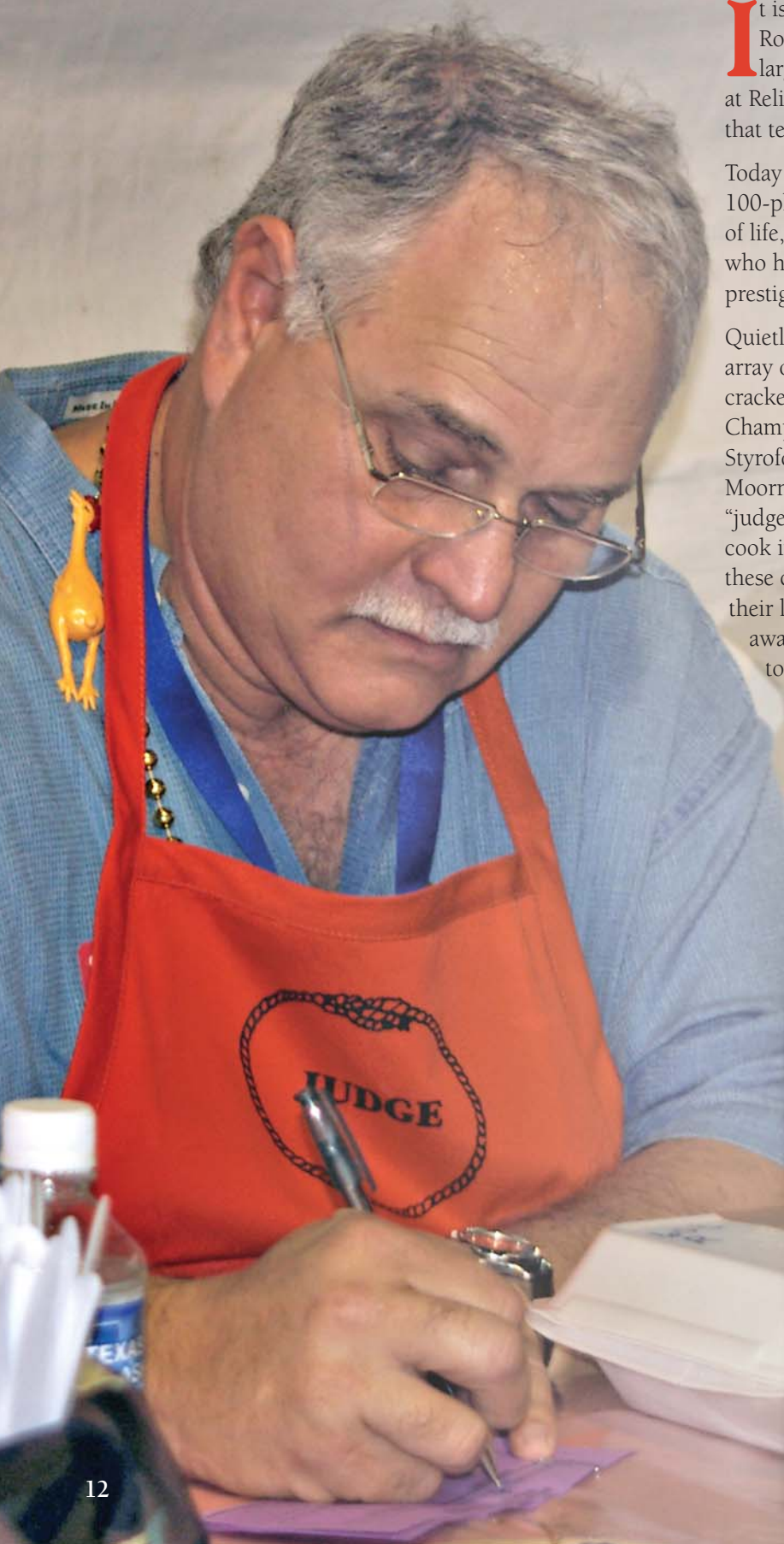
Dunn usually serves as the lead vocalist while Brooks plays guitar and works the stage. The two write most of their material, and have earned both singing and songwriting awards from the Country Music Association and the Academy of Country Music. They won the CMA entertainer of the year trophy in 1996. Successful through the years, the single "Ain't Nothing 'Bout You" in 2001 spent six weeks at number one, and the follow-up, "Only in America," became a rallying cry after the Sept. 11 terrorist attacks. The album "Red Dirt Road" arrived in 2003, which the duo supported by touring smaller markets. The title track quickly reached number one and received a GRAMMY nomination. "Greatest Hits II" in 2004 produced the number-one hit, "It's Getting Better All the Time." The following year, the duo released "Hillbilly Deluxe," which included the hits "Play Something Country" and "Believe." The duo hosted the CMA Awards in 2004, 2005 and 2006. In 2006, "Believe" won CMA Awards for song and single of the year and Brooks & Dunn won in the vocal duo category.

Singles: "Proud of the House We Built," "Believe," "Hillbilly Deluxe," "Only in America," "You'll Always Be Loved by Me," "A Man This Lonely," "I Am That Man," "My Maria," "Little Miss Honky-Tonk," "Rock My World (Little Country Girl)," "We'll Burn That Bridge," "Boot Scootin' Boogie" 🤠



The Art of Judging Barbecue

By Nan McCreary



It is the final day of the 2007 Houston Livestock Show and Rodeo™ World's Championship Bar-B-Que Contest. A large group of barbecue aficionados has convened in a tent at Reliant Park, close to the labyrinth of 364 barbecue booths that temporarily occupy the area.

Today is “judging day” — a big day in barbecue circles. These 100-plus men and women, representing all ages and all walks of life, are here to judge the culinary skills of contestants who have spiced and smoked their way to one of the most prestigious competitions in the country.

Quietly, the judges settle into their seats. Before them is an array of paper plates, napkins, plastic knives and forks, water, crackers, grapes and pickles. Soon, members of the World's Championship Bar-B-Que Committee enter the tent, carrying Styrofoam containers labeled only with numbers. Robert Moorman, vice chairman of contests, instructs the judges to “judge the sample as if you'll have to explain the score to the cook immediately after you taste it.” Before the day is over, these committed men and women — brought together by their love of barbecue — will help determine who will walk away with trophies and, more importantly, bragging rights to a world-class barbecue cook-off.

Just who are these “authorities” who will scrutinize the sight, smell, taste, tenderness and texture of hundreds of pieces of meats? How will they decide what is better barbecue?

“Anyone who loves barbecue can be a judge,” said Tom Northup, a Show lifetime vice president and seasoned judge. “But, judges do have to know barbecue. Barbecue is a real art, and the meat has to come off the fire at exactly the right time. Our judges are generally people with good credentials — honest people who know something about cooking.” Some have been judging the Houston contest since its origins in 1974; others are taking their first “stab” at it.

Like Northup, many who judge the Houston competition have earned their credentials through years of experience. Fred and Linda Gould of Belvidere, Tenn., for example, judge 20 to 25 barbecue cook-offs a year. This is their fourth year to judge in Houston. “For us, judging is a hobby,” Linda explained.

The Goulds are part of a culture of tasters who travel around the country judging barbecues. Over the years, all have become close friends. “It's about the people,” said Fred. “We always have a good time.”



Marge Plummer of Memphis, Tenn., and Tana Shupe of Lynchburg, Tenn., are part of this “barbecue family” who meet at cook-offs and share memories from previous barbecue seasons. Plummer has been judging for 20 years, Shupe for 15. Both know their barbecue — they each hold a “Ph.B. degree,” doctor of barbecue philosophy, from the prestigious Kansas City Barbeque Society. This is Plummer’s eighth Houston barbecue contest and Shupe’s sixth.

While all admit that judging barbecues is fun business, they also stress that it is serious business. Rules for judging are strict, depending on the venue, and the Houston Show’s World’s Championship Bar-B-Que Contest has a unique judging criterion based on a 50-point system, as opposed to the standard 10-point system.

There are four rounds of judging — three preliminary rounds and one final round. One hundred twenty judges are seated in three tastings in the preliminary round; 24 are seated in the final round. There are different judges for each round.

To start the judging, members of the committee place on each table approximately five samples each of pork ribs, beef brisket, or chicken, judging only one type of meat at a time. Each judge takes a score sheet and a piece of the sample, and then passes the meat to the next person. Judges rate each piece according to sight/texture, smell, tenderness and taste. Judges then fill out a score sheet with numbers ranked from one to five for texture, one to 10 for smell, one to 15 for tenderness and one to 20 for taste. The more numbers a category has, the more important it is. Judging is totally blind: score cards contain only the sample number, and not the cooking team’s name.

Judges change forks and plates for each sample so there will be no cross-contamination of flavors. And, after each sample, they cleanse their palates with the water, grapes, crackers and pickles. Judges are not allowed to talk to anyone about the samples, nor are they allowed to save samples for later consumption.

Each round lasts 45 minutes to an hour. When the first team leaves, the second one comes in, and then the third, and finally, the finals team. Committee members tally the scores after each round. Clearly, this is an efficient operation. Judging starts at 12:15 p.m. and is finished by 6:30 p.m., and the winners are announced by 7 p.m.

So what does it take to be a winner at a barbecue cook-off? “I want to eat palatable, tender meat with good flavor,” said Northup. “It must be a good piece of meat in the first place, and it must be seasoned and smoked properly.”

Linda Gould looks for tenderness. “I give the meat a little tug until it breaks,” she said. “You don’t want it to fall apart.”

All judges agree that it is difficult to rate barbecue by its taste. “Tasting is often personal preference,” said Plummer. “You can’t kill the meat just because you don’t like it.”

At the end of the day, the committee awards trophies for the Grand Champion Overall, the Champion Chicken, Champion Ribs, Champion Brisket and Go Texan Best Bar-B-Que. The winners go home with those highly prized bragging rights, and the losers depart with hopes for next year, while the judges return home, or move on to the next contest. But wherever they go, they will leave with the taste of good barbecue lingering on their palates and memories of another festive barbecue season. 🍷



GRAND MARSHALS — LONE STARS

By Tracy L. Ruffeno

While the stars might be big and bright deep in the heart of Texas, early one spring morning each year, at least one “star” can be sighted deep in the heart of Houston at the Houston Livestock Show and Rodeo™ Downtown Rodeo Parade. Every year, a special dignitary or group of dignitaries is chosen to serve as the parade’s grand marshal.

The *Oxford English Dictionary*’s definition of a marshal includes: “an official responsible for supervising public events.” The Downtown Rodeo Parade has scores of marshals, most of whom are Parade Committee volunteers dressed in yellow jackets. The honor of being named the “grand” marshal is bestowed upon local, state or national dignitaries, celebrities and occasionally, “superstars.”

Immediate past Parade Committee Chairman Bob Hunter explained that, each year, Parade Committee leadership, including the chairman and vice chairmen, discuss who they think should serve as that year’s parade grand marshal. The Parade Committee chairman invites the celebrity or group of celebrities to be the parade’s grand marshal. Sometimes, the person is chosen because he or she relates to that year’s Show theme. Other times, individuals are invited because they are in the national or local spotlight, and sometimes, they are invited due to their notoriety or position.

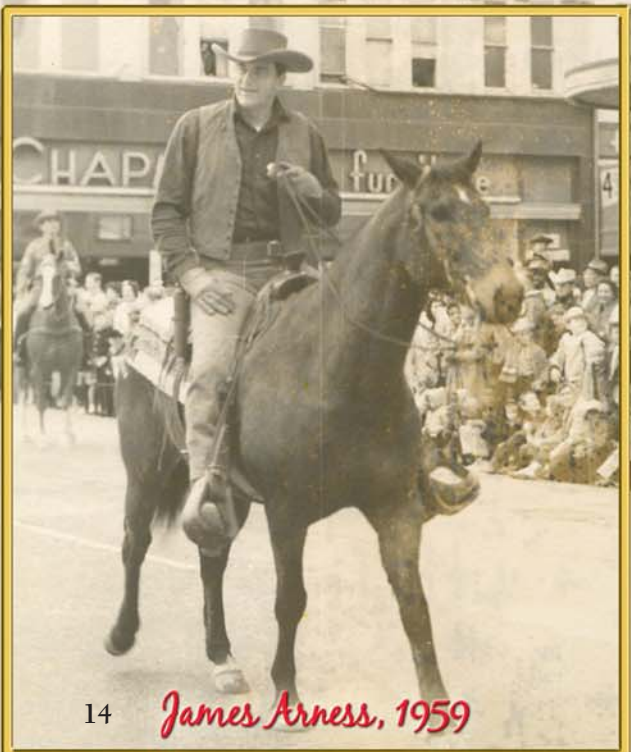
Traditionally, a color guard and a university marching band lead the parade, and the grand marshal or grand marshals follow, either on horseback or in a carriage.

On Saturday, Feb. 26, 1938, W. Albert Lee, a Show official and radio and hotel executive, served as the grand marshal for the first Downtown Rodeo Parade. Later, from 1949 to 1951, Lee would serve as the second president of the Houston Fat Stock Show and Livestock Exposition.

The 1939 Show parade, originally scheduled for Feb. 25, was cancelled due to heavy rain, and a smaller parade took place on March 2 instead. Charles W. McPhail, a local civic leader, served as the grand marshal of the “Grand Parade,” as it was hailed by the Houston Press. McPhail served as grand marshal again in 1941.

In the Houston Business Journal, historian Betty T. Chapman explained, “In 1942, the Houston Show presented its first ‘superstar,’ Gene Autry, who, with his horse Champion, headed the rodeo parade.” Autry, known as America’s Favorite Singing Cowboy, was a true friend of the Show.

“He was proud to be Houston’s first rodeo ‘superstar,’” explained Lynne Chesnar in her historical record of the Show’s first 60 years, “February Fever.” She added, “Youngsters were particularly important to Autry, and he shook hands with every child who waited in line to meet him whether at the Coliseum, Rice Hotel or some other location. Autry also spent \$100,000 to produce the Rodeo.” Autry served as the parade’s grand marshal several times throughout the 1940s and 1950s.



14 James Arness, 1959

Show Archive Photo



Photo by John McCaine

In 1950, Western stars Roy Rogers, the “King of the Cowboys,” and Dale Evans, “Queen of the West,” and Roy’s famous horse, Trigger, made a big debut at Houston’s Union Station. According to Chesnar, plans were made to enlarge the traditional rodeo parade, which was headed by Rogers and Evans, and would have more bands than the Tournament of Roses parade. That was the beginning of a lasting relationship between Rogers, Evans and the Show. The couple made many subsequent appearances at the Show, and Rogers also was inducted to the Show’s Star Trail of Fame in 1996.

The 1959 Rodeo parade was led by James Arness, better known as Marshal Matt Dillon on the popular, long-running television show “Gunsmoke.”

Texas oilman and businessman Glen H. McCarthy, probably best known locally for his glamorous Shamrock Hotel, was an active Show volunteer. He served as Parade Committee chairman for many years and was a champion auction buyer. McCarthy’s Hollywood connections might have brought even more national attention and more stars to the Show.

Speaking at the Houston Livestock Show and Rodeo Calf Scramble dinner on Feb. 28, 1992, former President George Herbert Walker Bush commented, “In 1988, I was the grand marshal of the Rodeo parade. I would like everybody to know that, that was a great honor. It was only equaled by being the grand marshal the year before of the Daytona 500. I think I was going up, though, when I got to be the grand marshal of this one....”

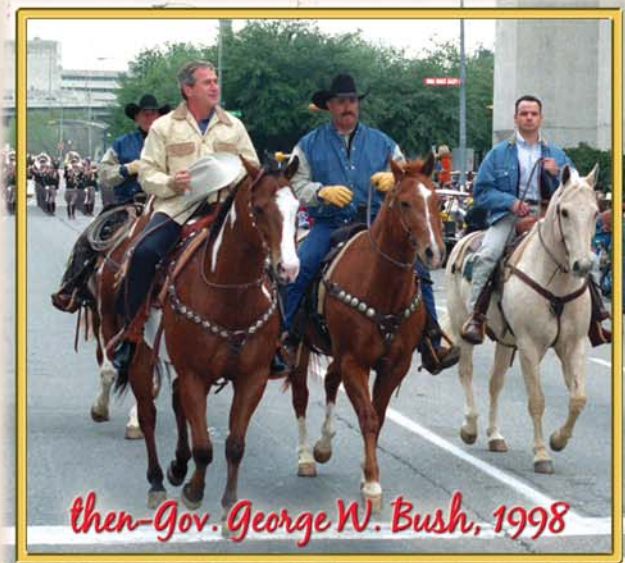
In 1998, then-Governor George W. Bush served as grand marshal, fitting right into the Western heritage theme of the parade wearing a silver-belly cowboy hat and barn coat.

Other past parade grand marshals include: in 1995, “Howdy” the Show’s 7-foot-tall “Bowlegged H” mascot, and in 1996, world-champion rodeo athlete Ty Murray. “As the most popular cowboy in the sport, Ty Murray gave the parade a new excitement for not only the thousands in the crowd, but for the participants and the Parade Committee members as well,” said George McAteer, then-Parade Committee chairman.

The esteemed position also has been held by The University of Texas at Austin head football coach Mack Brown, former Texas A&M University head football coach R.C. Slocum, U.S. Sen. Kay Bailey Hutchison, members of the U.S. Armed Forces, Houston sports legends, NASA astronauts and Show volunteers.

Through massive planning and organizing by the Parade Committee’s leadership, in 2005, despite the rain, the parade was led by 10 grand marshals — the largest contingent of grand marshals to date. “Texas sports heroes came from everywhere to support the Houston Livestock Show and Rodeo. I was very proud of our efforts,” said then-chairman of the Parade Committee Bob Hunter. He added, “All [of the grand marshals] commented on how much they enjoyed the experience and felt privileged. [Parade viewers] enjoyed seeing the people they see on the field or arena, but have never met. It was a special morning.”

The list of grand marshals of the Downtown Rodeo Parade is quite impressive, and there is no doubt, many of today’s celebrities would welcome the chance to follow the path through the streets of downtown Houston early one spring morning. It will be exciting to see who will be selected to join the ranks of the Houston Livestock Show and Rodeo’s past parade grand marshals. 🤠



then-Gov. George W. Bush, 1998

Photo by John McCaine



Ty Murray, 1996

Photo by John McCaine

2008 Houston Livestock Show and Rodeo Downtown Rodeo Parade Grand Marshal is recently retired Houston Astro legend Craig Biggio. Biggio played 20 years, from his rookie season until he retired in 2007, with the Houston Astros. This seven-time All-Star has received numerous honors for his work on the field and in the community. We are proud to have him celebrate our rich Western heritage with us on March 1, 2008.

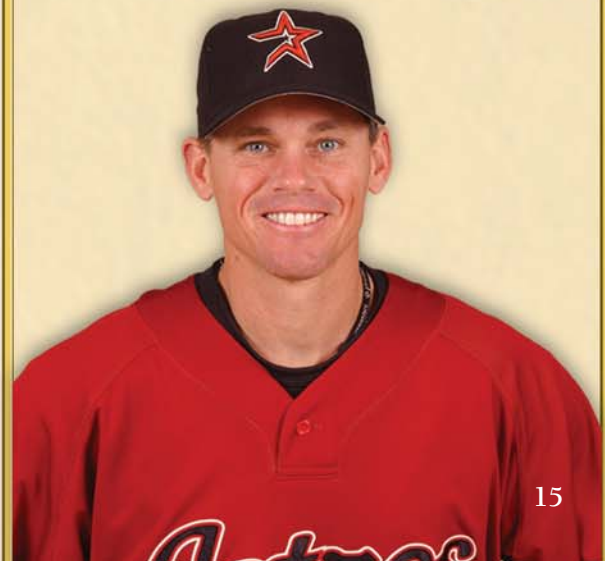


Photo provided by the Houston Astros



The RITE™ Stuff – 10 Years of Success

By Charlotte Kocian

The Houston Livestock Show and Rodeo™ is committed to the betterment of the youth of the community and to helping foster their growth through education. With this goal in mind, the Show helped to found the Rodeo Institute for Teacher Excellence™ program in 1997.

The program started with an initial three-year grant from the Houston Livestock Show and Rodeo to pay for curriculum materials and highly qualified trainers to work with classroom teachers in six elementary schools in the Houston Independent School District. The program addressed problems of low levels of reading achievement and of high dropout rates of students in Houston-area schools. Due to the growing success of the program, the Show has committed \$1.5 million per year through the end of the 2011-12 school year.

“Reading is key to a successful school career,” said Nadine Kujawa, executive director of the RITE program. “Students who read well achieve in other subjects as well and seldom drop out. In grades kindergarten through third grade,

students learn to read. After that, students read to learn.”

The program is now in its 10th year of providing assistance to teachers to teach pre-kindergarten through second-grade students how to master the skills of reading. RITE utilizes trainers who are integral to the success of the program, who work with the teachers and the children to provide the resources and assistance needed to increase literacy. “Our trainers coach, mentor and nurture teachers in the classroom. They are a tremendous asset to the program,” Kujawa said. The program teaches children that words are not just letters on a page, but that they are letters that have sounds. Those sounds then are turned into words that form a sentence. That sentence then becomes a paragraph linked to other paragraphs to tell a story.

RITE is successful because of its unique approach to teaching skills for reading and literacy. The program is now in 42 schools across four school districts in or near the Houston area. The positive results of the RITE program have allowed it to expand its

reach beyond HISD and the Aldine Independent School District to Spring and Kendleton ISDs. Kendleton ISD provides a unique opportunity to test the success of the program because it is a smaller community that might not experience some of the mobility issues affecting the larger school districts. This will allow RITE officials to monitor the progressive scores of the children and obtain data to validate the success of the RITE program.

In order to create awareness about the RITE program, Show officials created an exhibit in 2005 as part of Show Pride, called the Little Red School House. The exhibit runs the duration of the Show and uses classroom simulations to showcase the RITE program methodology. Judging by the emotional reactions of parents when they see their children learning to read, the Little Red School House exhibit is a testament to the success of the program. It is an instrumental tool in raising parental awareness as to what the program can do for our children.

“It is such a pleasure to see and hear the excitement in the children’s voices as




they demonstrate their proficiency in reading to the delight of their teachers and parents,” Kujawa said. “The Little Red School House provides a wonderful opportunity to showcase students and teachers, and to share the success of the program with the community that supports it.”

As the program grew, RITE officials noticed that there was a dip in fifth-grade reading scores. Officials then implemented the Corrective Reading program to assist children who have not participated previously in a RITE program, by teaching them the skills they might have missed that are necessary for reading and literacy in the fourth and fifth grades.

Currently, the RITE program reaches approximately 12,500 at-risk students. RITE officials hope to nearly double those numbers in the upcoming five years to increase the number of children benefiting from the RITE Program. The focus, however, is always to maintain RITE’s integrity, and training teachers to teach.

In order to measure the success and maintain the integrity of the program, RITE contracted Texas Institute for Measurement, Evaluation and Statistics to conduct an independent and external evaluation and scientific measurement of the program’s effectiveness. Results from the most recent TIMES™ data concluded that children beginning the RITE program early and spending two or more years in the program outperform their schoolmates with less or no program experience.

The current findings on the success of the program are consistent with previous external statistical evaluations demonstrating the success of the program. These external evaluations allow RITE officials to gauge the program’s success. They also enable the Education Advisory Board, consisting of leaders in the field of reading instruction, assessment and research, to monitor the direction and effectiveness of the program.

The RITE program has become an integral instrument in the mastery of reading skills by children. The program provides teachers and students with the necessary tools and strategies to assist at-risk children learning to read, and stimulate the desire of children who desire reading and learning. 



Key factors that are integral to the success of the program include:

- teacher/student interaction providing direct and immediate feedback from the teacher;
- concise and organized teaching methods that stimulate an environment of work ethic in the classroom, where the teacher is there to teach and the students are there to learn;
- step-by-step progression identifying and celebrating small gains by each student; and
- effective classroom management of people and time providing clear expectations for conduct, learning and conversations within the classroom.



Rodeo Rookies

By Marian Perez Boudousquié

The Houston Livestock Show and Rodeo™ boasts more than 90 different committees a Show member can volunteer on and, on average, more than 67 hours of service are donated a year by each willing volunteer. Some members have been serving on one or more committees for just a few years and others decades, but all Show volunteers have one thing in common — each started out as a rookie. What motivates a person to step up and give his or her time to the world's largest livestock show and Professional Rodeo Cowboy Association's richest regular-season rodeo? Right out of the chute, all rookies must make a personal commitment to serve the organization in a variety of capacities, freely giving their time and talents toward a common goal: supporting the Show's mission and the youth of Texas.

Many of the Show's rookie committee members, as well as some veterans, are past scholarship recipients, like Justin Tankersley, one of the 2007 rookie volunteers.

Tankersley always had planned to attend Texas A&M University in College Station after graduating from high school. Unfortunately, tragedy struck his family during his senior year of high school, when Tankersley's father passed away. With the loss of his father's income, Tankersley's plan of becoming a student at Texas A&M seemed impossible without financial assistance. His perseverance paid off when the Show awarded him an Opportunity Scholarship in 2001.

"I really wanted to give back to the Show because college, especially at Texas A&M University, was pretty much out of the question without this scholarship," said Tankersley. "I thought this would be a good way to help out people that are currently in the situation I was in, and at the same time, meet some new friends."

Tankersley currently volunteers on two committees — Gatekeepers and Rodeo Ticket Sales. Steve Radcliff, a Show director, encouraged him to become actively involved with the Show. Tankersley prepared himself for a substantial time commitment and was ready for whatever he encountered as a Show volunteer. He was pleasantly surprised with his new responsibilities.



photo by Ken Zimmern

Justin Tankersley

"My experience as a rookie exceeded my expectations. I found out that volunteering for the Show was more fun than it was work, and I met more people than I ever imagined I would meet," he said.

Tankersley has attended the Show since he was a small child and thought he knew almost everything there was to know about the Show. When he was encouraged to attend Rookie Boot Camp, he learned even more about the Houston Livestock Show and Rodeo's history, as well as other committees.

For some rookies, like Carolyn Bess, the 2007 Show was not their "first rodeo." Bess is one of many rookies who have volunteered in the past with the Show, took a break, and then returned to donate their time once again. "I was on a committee way back in the 1970s. I worked in the Humble school district and wanted to extend my involvement with the schoolchildren by volunteering with the Rodeo." She then started a family later in her career and relinquished her position on the committee in order to devote more time to her children.

Bess came back for the 2007 Show as a rookie volunteer for two committees — Membership and Transportation. Both committees involve a certain amount of shift work, which was difficult for her to juggle along with a regular job.

"Membership hours were more flexible for me, and the shifts were short. Transportation turned out to be much harder. They work eight-hour shifts and were outside in all kinds of weather," Bess said. She added that, even though both committees were very demanding as far as time and hard work, she still enjoyed every minute of her rookie year.

"The Show has changed since I started back in the '70s as far as the size and how much volunteers do on a daily basis. I mean, think about what actually gets done around there with 19,000 volunteers! But, everyone still has the same objective they've always had — the kids and the scholarships. I'm just one little spoke on this big wagon wheel of volunteers, and I'm glad to be a part of it." 🤠



Carolyn Bess

Corral Club Committees

By Kate Gunn

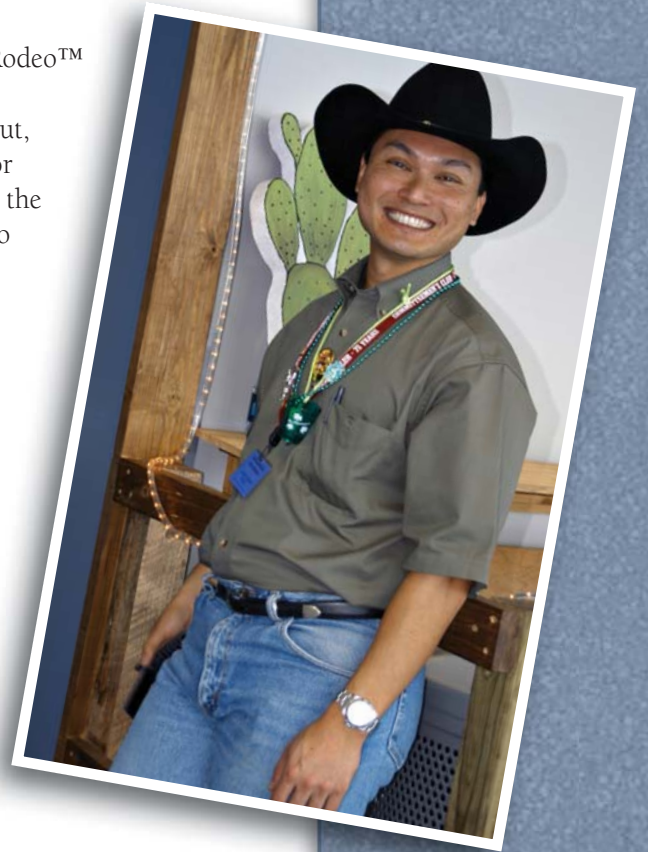
Anyone who has relaxed at the Houston Livestock Show and Rodeo™ Main Club, enjoyed a visit to the Chute Club or the Cantina, kicked up their heels at the annual Membership Dance or at The Hideout, taken a break from the Show's busy days in the Committeemen's Club or the Stockman's Club, or attended any of the Show's auctions, can thank the many hardworking members of the Houston Livestock Show and Rodeo Corral Club committees for making their visit possible.

The Corral Club dates back to the Houston Fat Stock Show at the Sam Houston Coliseum. The idea for the club was conceived when Larry L. Carroll, a lifetime vice president and a past Corral Club Committee chairman, noted that the Coliseum lacked a bar. A few gentlemen stepped up to provide a hospitality area for committee members to mingle and relax when not volunteering. What started as a hospitality space for a few volunteers has evolved into the Show's largest group of volunteers, with approximately 2,100 members.

Because of its massive scope and responsibility, the Corral Club's committees are separated into three divisions, which all fall under the General Corral Club Committee. Division I includes At Large, Auctions and Receptions, Equipment, Special Services and Ticket Sales committees, all of which act as the support system to the other Corral Club divisions. Division II handles all of the areas outside of Reliant Stadium, including the Committeemen's Club, The Hideout, Main Club and Stockman's Club committees. The largest division, Division III, includes all of the other areas within Reliant Stadium, covering The Cantina, Chute Club, Directors' Club, Level East, Level West, Sky Suites, Suites East and Suites West committees.

Each division has its own chairman and vice chairmen, and each committee has a club chairman. Many of the committee chairmen advance to be division chairmen, and eventually, General Corral Club chairman. There is a solid sense of committee unity, and there is a strong preference to "promote from within," said Danny Boatman, a Show vice president and officer in charge of all Corral Club committees. Boatman started on the Corral Club Committee as a Dome Club volunteer and went on to serve as chairman of the Chute Club and Committeemen's Club.

This committee's gold badge requirements are hard work and a time commitment. General Corral Club Committee Chairman Ken McGuyer estimated that most committee members spend, on average, at least 40 hours volunteering during the Show's three weeks, while managers give upwards of 200 hours. The volunteers work on a three-day rotation, which means they typically work every third day. The work they do is often physically exhausting. The Corral Club committees' members are responsible for every aspect of their events, including hauling the inventory and stocking the facilities at the many hospitality areas that operate in and around Reliant Stadium, Reliant Center, Reliant Arena and Reliant Astrodome.



Corral Club *Committees*



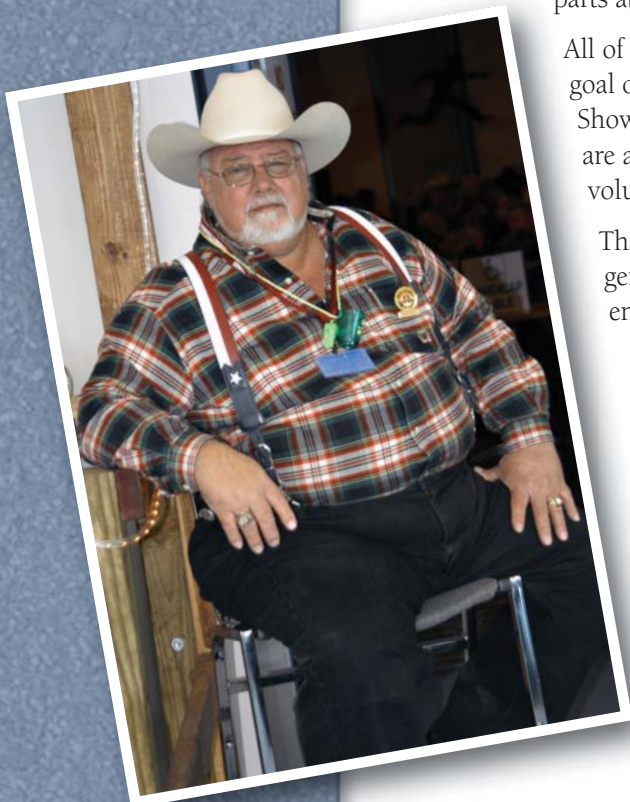
The hours committed to volunteering do not begin and end with the Show. Every member goes through extensive recruitment and training. There are numerous meetings throughout the year, and the committee focuses much of its efforts on building the strongest management team available. The entire leadership team is trained by the Texas Alcoholic Beverage Commission in order to ensure that team members effectively can oversee their operations in the best possible manner. McGuyer noted that the Show is comprised of a volunteer workforce doing, in three weeks, what many organizations do in an entire year. Because of this, management training and recruitment is especially important to a committee that relies on, and expects, hard work and time of its volunteers.

As a way to meet new people, McGuyer joined the Corral Club committees 25 years ago. He recalled, "I had no idea what I was getting into." McGuyer, now into his third year as general chairman, said that in his years as a Corral Club Committee member, he has watched people fall in love, get married and have kids. Some of those kids have grown up to be members of the Corral Club Committee. McGuyer likened the committee to a family. "We take vacations together, most recently to Schlitterbahn in New Braunfels," he said.

Boatman, now in his 30th year on the committee, agreed with McGuyer, in that the Corral Club has become his Rodeo family, and he has made what he considers lifelong friends during his tenure on the committee. Boatman said that meeting scholarship recipients is one of his favorite parts about volunteering at the Show.

All of the Corral Club volunteers' hard work ultimately supports the overall goal of the Houston Livestock Show and Rodeo to benefit the youth of Texas. A Show volunteers' reward is being able to see the many deserving students who are able to attend the college of their choice, or raise an animal, because of the volunteers' selfless giving of time and effort.

Thanks to the hardworking members of the Corral Club committees, the general public and committee members alike are provided with rousing entertainment in an enjoyable atmosphere. 🤠





RODEO

Roundup

NEWS & HIGHLIGHTS INFORMATION & UPDATES

➔ Downtown Rodeo Roundup

The Houston General Go Texan and Western Heritage Community Challenge committees are organizing Rodeo Roundup, to be held Feb. 26, from 11 a.m. to 1 p.m. Held on the steps of Houston City Hall, Houston Mayor Bill White and Harris County Judge Ed Emmett will proclaim Go Texan Days and the official kickoff of the 2008 Houston Livestock Show and Rodeo. Volunteers from several committees, as well as Show officials, will be on hand to help kick off the 2008 year!

➔ Head Down to Vintners Corral

The 2008 Show will feature the Vintners Corral. Taste your way through award-winning wines from the 2008 International Wine Competition. Located in Carruth Plaza, Vintners Corral will be a great place to relax, take in the scenery and enjoy some of the best wines from across the world. For more information on Rodeo Uncorked! events, visit www.rodeohouston.com.

➔ PRCA Awards

RODEOHOUSTON™ was honored to have worked with 10-time nominee and first-time winner of the 2008 PRCA Announcer of the Year, Boyd Polhamus. Also, the hard work and dedication of the stock contractors and RODEOHOUSTON coordinators was rewarded when the PRCA gave the Remuda Award for providing the best pen of bucking horses to RODEOHOUSTON.



➔ 2008 Salute Nights

During the 2008 Show, different committees will be saluted each night of RODEOHOUSTON. Visit www.rodeohouston.com and click on Member Services to view the salute nights.

➔ RODEOHOUSTON Stars Win Big

Among the many honorees and performers at the 35th Annual American Music Awards on Nov. 18 were several past and current RODEOHOUSTON performers. Rascal Flatts (2001, 2005, 2008), Sugarland (2007-08), Beyoncé (2004, 2007 with Destiny's Child – 2001-02), Maroon 5 (2005-06) and Duran Duran (2001) all performed while three RODEOHOUSTON entertainers took home trophies.

- Tim McGraw (1996 – 97, 2003, 2008) — Favorite Country Male Artist
- Rascal Flatts — Favorite Country Band, Duo or group
- Beyoncé — International Award

On Nov. 4, Richie McDonald of Lonestar (1999, 2000, 2006) and Lee Greenwood (1984-85, 1987, 2005) performed at the 13th Annual Inspirational County Music Awards. Past RODEOHOUSTON entertainers also picked up trophies:

- Alan Jackson (1992 – 2007) — Inspirational Album of the Year
- Josh Turner (2007) — Mainstream Country Artist of the Year

➔ The Hideout Entertainers

The Hideout will be open for those 21 years of age and older to scoot a boot to up-and-coming entertainers every night! See www.rodeohouston.com for a printable version of the calendar and more information on the entertainers.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Trent Wilmon	Katie Arntger	Walt Wilkins	Yodd Fritch	BLACK HERITAGE DAY	Sonny Burgess
DJ Music	Jamie Richards	Owen Temple	Billy Joe Stever	Granger Smith	Tommy Alverson	Zena Jones
GO TEJANO DAY	Rodney Hayden	Doug Moreland	Kyle Park	Jason Allen	Jarrod Birmingham	Johnny Bush

➔ 2008 Membership Dance

Kick up your heels at the 2008 Membership Dance, Friday, Feb. 22 when the Honky Tonk Heroes open for the Bellamy Brothers in the legendary Reliant Astrodome!



➔ Main Corral Club Entertainers

The Main Corral Club will feature live music during the 2008 Show! Monday, Thursday and Friday performances will begin at approximately 10:15 p.m. Saturday performances will begin at approximately 7:15 p.m. All entertainment will last about an hour and a half.

Honky Tonk Heroes

Monday, March 3; Thursday, March 6; Friday, March 7; and Saturday, March 8

Kenefick

Thursday, March 13; Friday, March 14; and Saturday, March 15

The Posse

Thursday, March 20; Friday, March 21; and Saturday, March 22



Visit www.rodeohouston.com
for the most recent
Houston Livestock Show and Rodeo™
calendar of events.



MONDAY, MARCH 3 – SATURDAY, MARCH 22



HOUSTON Livestock Show *and* Rodeo

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