



HOUSTON LIVESTOCK SHOW AND RODEO™

Winter 2008

A MAGAZINE



**Entertainer
Preview**

**Vold's View from
the Chutes**

**Texas Tech's
Masked Rider**



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**WESTERN
HERITAGE**



A Message From the Chairman

I hope this finds you and your family well on the way to recovery from the damage left behind by Hurricane Ike. Our hearts go out to those who are still struggling to recover from this devastation. While going through a hurricane like Ike, and watching news coverage of our current economic environment and pending elections, I'm reminded of the amazing resilience of our community and state.

We have recovered from some minor damage to the Show offices, and the roof of Reliant Stadium is being repaired as I write this. Plans for the 2009 Show are in full swing, and a great Show it will be! Committee meetings are becoming more frequent, and volunteers are continuing their tireless push toward producing "The Show With a Heart."

In this issue, you will read about a scholarship recipient who is thriving at her university, the many different entertainers who have graced the rotating stage, a young lady who is successful in the world of rodeos, and how volunteers make a difference for our Show and in our community. All of these make the Show unique. You can't define the Show in one or two sentences. It's a multitude of things that makes this the greatest Show in the world, and most of all, the best group of volunteers anywhere.

Also in this issue is a preview of some of the 2009 RODEOHOUSTON™ entertainers. We are off to a great start with these superstars as part of the 2009 lineup. Keep your eye out for more entertainers and updates as we get closer to Showtime. It's going to be another great year, as we begin "Celebrating Commitment to Community."

Sincerely,

Butch Robinson



A Different View

By Teresa Ehrman

The hoofs of a 1,000-pound gelding clank noisily against the metal chute as the young cowboy mounts for what he hopes are eight seconds of pure grit and glory atop the bucking stock. He and the horse are about to compete to see who has more power, speed and agility.

Dirt is slinging. Sweat is pouring. All the while, more than 60,000 fans are screaming for one of the most popular events at RODEOHOUSTON™ — saddle bronc riding. In the midst of the organized chaos stands Kirsten Vold, looking over the horse she raised, checking out the flank strap placement and praying for the cowboy to have a great ride.

At first glance, it appears as though the golden-haired young woman with a smile that could light up Reliant Stadium might be in the wrong place at the wrong time. But she is right where she is supposed to be — at work. For Vold, RODEOHOUSTON's first female stock contractor, it is just another day at the office.

Vold is general manager of the Harry Vold Rodeo Company — the rodeo stock contracting business her father started in 1941. The Volds were again asked to provide stock for the 2008 Rodeo at the invitation of Cervi Championship Rodeo Company, RODEOHOUSTON's stock coordinator and rodeo producer.

Photo by Jennifer Alnwick



Photo by Jennifer Almwick

Vold works daily during the Rodeo to track each horse's performance.

While her status as RODEOHOUSTON's first-ever female stock contractor is headline-worthy to many, to her it is just a way of life. After all, she was still sporting diapers when she was introduced to the sport that one day would define her life.

Spending her childhood years on the road with her family's company, Vold's closest friends were the children of rodeo contestants and other stock contractors. Many days were spent on the road and at arenas across the country, and she was tutored as the family traveled.

As a young girl, Vold's first rodeo job was taking care of the horses belonging to the pickup men — the cowboys on horseback who get riders safely off bucking horses and move livestock out of the arena. She helped cool the horses off after the rodeo for a dollar. "I was so happy," Vold laughed, "And, I thought I would never see a poor day in my life with that kind of money!"

A desire for a normal high school experience prompted Vold to attend Pueblo County High School in Colorado for four years. She traded in her blue jeans for a cheerleading uniform and even participated in track and field events. After graduating from the University of Southern Colorado with a degree in mass communications, Vold worked for a sports apparel marketing firm and a recording company. Her passion for rodeo, however, continued to bubble up. Before long, Vold was back on the road with her family, totally immersed in the only life she had ever loved — rodeo.

Vold now directs daily operations for the 67-year-old family business. Her responsibilities during rodeos are vast, but include meticulously caring for, feeding and washing the livestock. She prepares them for their performances, maintains data on each animal and coordinates daily logistics.

"Animals must be in peak condition for the rodeo, so we take very good care of them every single day," Vold said. When not on the road, she manages the family's 30,000-acre operation near Avondale, Colo.

Celebrating a decade in the business at 2008 RODEOHOUSTON, Vold definitely felt the pressure of managing stock at the world's richest regular-season Professional Rodeo Cowboys Association rodeo. "It was both exhausting and exhilarating," she said. "Houston is very selective about the contractors and the animals here, since the top cowboys are competing for high stakes. That adds another element to the pressure, but it's such an honor to be here, and everything has been great. Everyone from the staff and volunteers to the many other rodeo professionals have been wonderful!"

In the past several years, Vold has witnessed many changes in rodeo — most notably the hefty increases in prize money. "It has been tremendous for the sport," Vold said. "But, that also adds a lot of demands on contractors to raise and provide absolute premier stock, since the cowboys are relying on the animals." She also noted there has been a significant difference in breeding over the last few decades. "Contractors are following genetics more closely and developing better, tougher animals. We are basically raising top athletes."

Although the industry is unquestionably dominated by men, Vold is unaffected by her minority status. Quick to point out that she's "not a trailblazer," Vold noted that women like her definitely are making their mark on the sport of rodeo.

"Kirsten is really just one of the guys and doesn't ever remind us that she's not," said Binion Cervi of Cervi Championship Rodeo Company and one of Vold's lifelong friends. "She's grown up in rodeo, and there's not a whole lot she doesn't know. She is definitely one of the best in the industry."

While a few males have declined to work for her, Vold is as tenacious as some of the very livestock she raises. She is committed, dedicated and passionate about her industry, and being far outnumbered by men means nothing to her. 🤠

Vold grew up around horses in Colorado, and she now runs the 67-year-old rodeo company.

Photo by Jennifer Almwick



Superstars on

By Crystal Bott-McKeon

The greatest stars in many genres of the entertainment industry have performed on the rotating stage at the Houston Livestock Show and Rodeo™.

It all started in 1942, when the "Singing Cowboy," Gene Autry, debuted as the first star entertainer. Today, musical sensations such as Miley Cyrus, Brad Paisley and Fergie perform every year, setting attendance records and entertaining Show visitors.

Choosing which star will take the rotating stage is quite a process which includes customer feedback, market availability and ticket sales.

RODEOHOUSTON™ fans, whether a committee volunteer, a season ticket holder or a one-time ticket buyer, can impact future entertainer lineups. Fans help by completing annual surveys sent to the Show's membership and season ticket holders or by answering a survey at Reliant Park during the Show. Another way to influence the decision is to attend a performance, as attendance helps determine which performers will be invited back in the future. Furthermore, Houston Livestock Show and Rodeo officials maintain contacts from around the country with potential entertainers and agents representing the top tier of the music industry. These contacts are used to determine whose schedule will coordinate with RODEOHOUSTON performance dates, and who will put on the most exciting performance for RODEOHOUSTON fans.

Before a final decision is made to invite an entertainer to perform, Show officials must evaluate whether the potential performer provides balance to the planned lineup. The goal each year is to provide a mix of the country's top concert performers, up-and-coming entertainers and longtime favorites. The Show has an all-star list of performers that return to Reliant Stadium year after year to entertain record-breaking crowds. George Strait, Brooks & Dunn, Clay Walker, Reba McEntire and Alan Jackson have become crowd favorites, and each has returned more than 10 times to satisfy RODEOHOUSTON fans. That said, it also is important for Show officials to book those up-and-coming acts crowds are screaming for, such as the 2009 artists Jonas Brothers and Taylor Swift.

In Reliant Stadium, everything is transformed completely from a football stadium into a rodeo and concert arena.



◆◆ 2009 ◆◆

the Rotating Stage



During the Show, the Houston Texans locker room is redesigned into a lounge and dressing room to accommodate the entertainers and their entourage. The Show adds or removes temporary walls and decorates with elegant furniture to make the entertainers feel at home in an area designed for 250-pound football players. In order to create Beyoncé's Las Vegas-style show, changing rooms were needed for 14 musicians and a number of dancers. Every artist is different, depending on the genre of music and duration of their career. Younger stars, such as Miley Cyrus, travel with family in addition to the regular road crew. No matter the size of an entertainer's group, each member receives superstar treatment from the Show.

Even with such Texas-style hospitality, rookie entertainers can be overwhelmed by the colossal number of people attending a RODEOHOUSTON performance. After overcoming the initial shock, performers fully embrace their role and enjoy the RODEOHOUSTON fans. Jason Kane, managing director of entertainment, market research and audience analysis for the Show, said, "Younger, newer entertainers

have their eyes as wide as saucers learning to play in front of 70,000 people, and you see them learn what they are really contributing and buy in 110 percent."

The energy and charity of the Houston Livestock Show and Rodeo is seen not only by the volunteers and other supporters, but by some of the entertainers as well. The entertainers learn to take pride in what the Show stands for and to realize how much more it offers than simply a concert venue. Previous RODEOHOUSTON performers have been so impressed with the accomplishments of the Houston Livestock Show and Rodeo that they have made a financial contribution to the Show.

Many stars look forward to returning, year after year, to be a part of the contagious dedication and generosity created by the volunteers, members and patrons. Everyone, including the "Bowlegged H" Magazine staff, must wait for the lineup release with eager anticipation. 🤠



What's in a Name?

By Nan McCreary

The Old West must have been a fascinating place to visit. In the late 1800s, the frontier was populated by characters with colorful names like Calamity Jane, Big Nose Kate, Buffalo Bill Cody, Bulldoggin' Bill Pickett and Potato Creek Johnny. Names became part of the cowboy mystique, along with the stories, legends and myths of the time. It is a mystique that continues, and lives on through our heroes, our animals and, yes, even our children. So, what's in a name? A lot, it seems.

Calamity Jane, born Martha Jane Canary, allegedly received her nickname during an Indian campaign when she rescued her superior, Captain Egan, from an ambush near Goose Creek, Wyo. Upon recovering, Captain Egan supposedly said, "I name you Calamity Jane, the heroine of the Plains." Another story claims she earned her handle because she warned men that they would "court calamity" if they bothered her. Yet another source, the *St. Paul Dispatch*, wrote: "She got her name from a faculty she has had of producing a ruction at any time and place and on short notice."

Perhaps less known, but just as legendary in her time, was Big Nose Kate, a dance hall girl who worked in Dodge City, Kan. She earned fame as Doc Holliday's girlfriend, traveling with Holliday to Colorado, Las Vegas, New Mexico and finally, Tombstone, Ariz. Most stories claim that Kate got her nickname from her prominent nose. Others say she earned the moniker because she stuck her nose in other people's business.

Everyone, of course, has heard of William Frederick "Buffalo Bill" Cody, famous Pony Express rider, soldier, bison hunter and showman. Young Cody received his nickname when he began hunting buffalo to feed the construction crews of the Kansas Pacific Railroad. By the turn of the 20th century, Buffalo Bill Cody was one of the most famous Americans in the world and, through his Wild West Show, symbolized the spirit of the West. He even has a town named after him — Cody, Wyo.

And, then there was Bulldoggin' Bill Pickett, a rodeo star from Taylor, Texas, who pioneered the sport of bulldogging, or steer wrestling, by chasing down a steer on his horse, wrestling it to the ground, then biting its lip to subdue it. Pickett said he got the idea from watching bulldogs herd steers. According to the history books, Pickett used this method on 5,000 steers weighing from 800 to 1,100 pounds. He often was injured and allegedly lost all of his teeth because of his "bite-'em-down" technique.



Bodacious was featured in AGVENTURE in 1998.

Hundreds, maybe thousands, of Old West figures have names that tell a story. A Deadwood, S.D., prospector, John Perret, acquired his nickname, Potato Creek Johnny, when he found one of the world's largest gold nuggets (nearly 8 ounces) on his claim in Potato Creek. William Boyd, who played Hollywood cowboy Bill Cassidy, got the name Hopalong because he was shot in the leg in the first Cassidy movie and said, "Oh, I'll manage to hop along." Yet another rodeo cowboy, Louis Lindley Jr., took the name Slim Pickens because he was told that working in the rodeo would be slim





pickings. Actually, Pickens did very well, and eventually became the highest-paid rodeo clown in show business.

It is not just cowboys who ride into the sunset with names that live long after they are gone. Who hasn't heard of Bodacious, often referred to as the "World's Most Dangerous Bull?" Merriam-Webster defines

the word "bodacious" as "remarkable" or "noteworthy." And, remarkable and noteworthy he was. The 1,800-pound "Master of Disaster" earned national prominence at the Houston Livestock Show and Rodeo™ in 1989, when he kicked, slammed and snapped his way around the arena to inflict life-threatening injuries on world champion rodeo legend Terry Don West. Of the 135 attempts to ride "the Yellow Whale," only six cowboys managed to stay on Bodacious for a full 8 seconds. After inflicting serious injury to several cowboys, Bodacious was retired at the age of 7.




Red Rock, one of the most famous bulls in rodeo history, was a red brindle crossbreed named after a red-rock formation near his birthplace in Oregon. From 1984 to 1987, Red Rock threw every rider on the circuit — 309 attempts in all. Red Rock was retired following the National Finals Rodeo in 1987, but in 1988, at the special event, Challenge of Champions, world champion bull rider Lane Frost rode Red Rock in seven exhibition matches, and beat the bull four to three. Both Bodacious and Red Rock are enshrined in the Professional Rodeo Hall of Fame.

Today, the cowboy mystique of the Old West resonates on the rodeo circuit through names like Shane, Bo, Ty, Levi, Dusty, Justin and Travis. These names invoke images of romance, gallantry and rugged individualism, quite fitting for cowboys who risk their lives riding the biggest and "baddest" bull and horses in the world.



RODEOHOUSTON All-Around Champion Ty Murray thrilled spectators, riding both bulls and broncs.

Colorful names, born on the range and championed by pop culture and "B" Western movies, are part of our country's heritage and our nostalgia for the Old West. Even young parents are climbing on the "Wild West" bandwagon, giving their little buckaroos trendy cowboy names like Austin, Cody, Cole, Cade, Dakota and Trevor. Certainly, a person's handle brings to mind a particular image. Hear the name Tex, Cody or Billy and one thinks of a cowboy riding high in the saddle, brandishing a lasso and a six-gun. Think of Curly, Red or Slim and you may see a grizzled cook slaving over the chuck wagon and doling out beans to the cowpokes.

Invariably, a name or nickname tells a story. Most likely it's a darn good one. 



UNMASKED

By Kate Gumm



At the age of 5, Ashley Hartzog got her first glimpse of the famed Texas Tech Masked Rider, mounted on a black Quarter Horse and wearing a black mask, bolero hat, and a scarlet and black cape. Since then, she has dreamed of filling those prestigious boots. On April 18, 2008, this Houston Livestock Show and Rodeo™ scholarship recipient's dream became reality when she was handed the reins of Midnight Matador, the Masked Rider's black horse, and became the official mascot of Texas Tech University.

Hartzog was born and raised in Farwell, Texas, a town of 1,300 people, located on the Texas-New Mexico border. She is a third-generation Texas Tech Red Raider and a skilled horseman who has been riding since she was 4. Although she is majoring in both animal science and Spanish, Hartzog has found the time to be involved with the Texas Tech equestrian, horse judging and ranch horse teams. Additionally, she served four years on the Masked Rider field safety crew.

The Masked Rider has a storied past at Texas Tech University. It all began in the 1930s, when George Tate led the Tech football team onto the field from the back of a Palomino horse. Donning a scarlet satin cape that had been made by the Home Economics Department, Tate quickly left the field, leaving his identity a secret. This ride was nothing more than a prank that was conjured up by Saddle Tramps founder, Arch Lamb. In time for the 1954 Gator Bowl, university officials established the Masked Rider as the school's official mascot, with Joe Kirk Fulton as the first to hold the title.

The Gator Bowl crowd was stunned and amazed to see this mysterious man galloping onto the football field. In 2004, the Masked Rider celebrated its 50th anniversary. Traditionally, the Masked Rider was a male, until the 1970s, when Ann Lynch became the first female to wear the cape. Hartzog is the 18th woman to serve as the Masked Rider.

Becoming the Masked Rider takes more than knowing how to ride a horse. The application process is extensive and tests the candidates in a variety of ways. To begin, each candidate must complete an hour-and-a-half written exam, which tests horse knowledge. Once that exam is passed, the applicants must demonstrate, to a panel of judges, their ability to ride a horse, hook up a horse trailer and drive the trailer through a series of tests. They also must submit three letters of reference as well as responses to 10 in-depth essay questions. Once a candidate successfully has completed those steps, there is a one-on-one interview. Each year, there are between five and 10 candidates, and only one is chosen to represent Texas Tech University as the Masked Rider.

Extreme dedication to both Texas Tech and Midnight Matador is an essential part of being the Masked Rider. Hartzog spends a minimum of two hours daily taking care of Midnight Matador. On performance days, the work can be anywhere from three to 12 hours.

The horse is housed on the Texas Tech campus, and Hartzog is responsible for all of the feeding, grooming and stall cleaning duties. That might sound like a full-time job, but she also is required to take 12 class hours.

Hartzog's work as the Masked Rider began upon the official rein transfer. Throughout the summer, and in the upcoming year, she will have represented the university at more than 120 appearances. She will have performed at every home football game as well as two out-of-town games. Other appearances include new student orientations, local parades and celebrations, summer camps for children, and the Texas Tech training camp in Junction, Texas. Some more notable appearances include the Texas Tech Alumni Association Golf Tournament, where she rode Midnight Matador down the

fairway, and the upcoming Carol of Lights Festival in Lubbock, Texas, where she will ride with a lighted cape and hat.

Hartzog attributed much of her academic and extracurricular success to the Show's scholarship dollars. "Being a Houston [Livestock Show and Rodeo] scholarship recipient has been an honor and privilege, and I am so appreciative of the support my donors have

given me," said Hartzog. "Because of their financial aid, I was able to receive an education from Texas Tech and also be very active in clubs and activities outside of the classroom. I always appreciated the fact that their support allowed me to be involved with extracurricular activities, as many people I knew in college were often restricted by the burden of working and attending school."

Hartzog also pointed out that being a Show scholarship recipient puts a student in a select group with other recipients; it creates an instant bond with the others. She also enjoys the fall luncheons that enable scholarship recipients to visit with and express their gratitude to Show representatives.

Hartzog is a walking, talking and riding example of what the Houston Livestock Show and Rodeo's mission is all about, and, as any Texas Tech supporter would tell you, she's got her "Guns up!" 🤠



Ropes and Roping



By Rochelle McNutt

Ropes have undergone an evolution in the way they are made, the material from which they are made, and the jobs they perform from prehistoric times to when they appeared at RODEOHOUSTON™. In the Western United States and Mexico, the proper term for the rope is lariat, even though most cowboys still refer to it simply as a rope. The term lariat, with its Spanish root “la reata” meaning “the rope,” is associated with the history of the horse, cattle and ranch work.

Because the lariat was born out of a need to handle animals, most likely the materials used to make the first lariats were rawhide or horsehair, as both were easily accessible at the time. Hair lariats are light in weight, and usually are not good for roping because they kink and wear out easily. Rawhide lariats usually are heavy and bulky, and they often break. It is rare to find a hair or rawhide lariat today because the modern, synthetic rope is easier to produce, less expensive and more efficient.

By the early 1970s, most ropes were made of 100 percent nylon, 3/8 inches or 7/16 inches in diameter, and available in soft, medium, or hard lays (the stiffness of the rope). New types of rope-making machines and improved materials have led to the many different types and lengths of ropes existing today.

Most ropes are spun individually using nylon and poly fibers. After the ropes are spun, they are dipped in hot wax to give them extra body and a firmer feel. Once the wax has been absorbed, the hondo, or the eye of the rope, is hand tied, and the rope is stretched to ensure it is straight and will swing true. After this process, rawhide burners are sewn to each hondo by hand. This allows the rope to slide faster and protects the inside of the hondo.

“It takes about three days for a rope to be completed, and we can make up to 550 ropes a day,” said Mike Piland, a rope manufacturer. “The majority of [our] employees are ropers who swing and test batches of ropes every day.”

Fred Whitfiled, a seven-time world champion tie-down roper from Hockley, Texas, uses a nylon rope for team roping. For tie-down roping, he uses a four-strand polygrass.

Whitfield said a good rope will last him about 20 runs, depending on the weather. If the rope gets wet, it is useless. He cares for his ropes by storing them in a rope can with a lot of baby powder to absorb the moisture. The rope then is placed in the heat of the sun to limber it up. Whitfield breaks in the rope by roping three or four calves, then puts it back in the rope can for a couple of days. After that, his rope is ready to go.

For trick roping, the Mexican maguery rope is said to be the finest rope available. According to charro Jerry Diaz, everybody calls it trick roping, but it should be called art roping or rope maneuvering. "The way I present my rope is an art form," said Diaz. "I always considered myself an artist with a rope. I feel the rope, I present the rope, and, if you're watching, I want you to feel the rope."

The maguery is made of agave cactus fiber, the same cactus from which tequila is produced. Diaz said the maguery rope is his favorite because it is the most difficult rope to maneuver in the world, as far as handling and spinning, because it spins with a different twist. He always uses the maguery, even when team roping.

Ropes are greatly affected by temperatures and moisture and should be kept in a cool, dry place. This is especially true with the maguery rope. "It's very moody, so I keep my ropes in airtight, fiberglass drums that are approximately 2-1/2-feet high and 2-feet long," said Diaz. "If I'm going to use the rope, I store it in a plastic bag until it's time for the event, so I can keep the rope the same temperature to control the stiffness. I'd rather the rope be on the stiffer side. I like to rope with a big loop, and in a slower routine, the maguery rope looks round and clean."

Breaking in a maguery rope begins with taking the 100-foot coil and stretching it with a tool called a come-along. Diaz ties the rope to a mesquite tree and burns the rope so that it will stretch and have a nice feel. "With the Mexican maguery rope, 50 percent emphasis is put on the rope and 50 percent is on the roper. We both have to be at 100 percent to be beautiful," he said. "If the rope is not good, the maneuvers look lazy. If you feel good, the rope should feel just as good. If the rope does not have a good feel, you can't perform as well."

According to Diaz, finding a good maguery rope is becoming more difficult because it is hard to find good craftsmanship and quality. "The old-timers who used to make the ropes would wait for the right time and weather to cut the plant — they had little secrets, like not twisting the rope if the weather wasn't right," said Diaz. "Some of these rope makers went back four or five generations, and they take pride in the ropes and have patience. Now, more ropes are being more mass produced."

It is undeniable that ropes, or lariats, have changed drastically over the years. Size, weight and stiffness are the main factors in deciding the proper rope for the job. Regardless of what type of rope is preferred, or what job the rope is expected to perform — one size does not fit all. 🤠





One for the Money, Two for the Show

Students work all year for the chance to show at the world's largest livestock show.

By Stephanie Earthman Baird

Raising livestock projects for the Houston Livestock Show and Rodeo™ can be a life-changing event — whether one wins a grand prize or not. More than 10,000 head of livestock raised by exhibitors from 4-H clubs and FFA chapters across Texas work their way each year to the world's largest livestock show and richest junior market auctions. It is an intriguing trail that both exhibitor and livestock follow from start to finish.

There are several opportunities to win a top prize in the “super bowl” of junior market shows. The trail begins with selecting a livestock species. A prospective junior market exhibitor can raise a barrow, pen of broilers, goat, lamb, steer or turkey. Each species follows a unique path to a potential grand or reserve grand champion award at the Houston Livestock Show™. Better yet, one can raise the stakes by entering more than one species — but only one entry per species is allowed.

With a young livestock animal or fowl chosen, the trail turns into a series of early mornings and late afternoons. Feeding, watering and cleaning chores consume 12 to 18 hours a week, on average. Students face attitudes ranging from nice and easy to hot-tempered and feisty before the school bell rings.

“It’s hard work,” said Jerry Tice II, 2007 Grand Champion Junior Market Barrow exhibitor. “You can’t skip even a day; the animal is your responsibility.”

Students frequently grow fond of the livestock they nurture to ideal market weight. The 2007 Grand Champion Junior Market Turkey exhibitor, Lauren Kubin, said, “They need someone to take care of them, so it is easy to deal with.”

Participation in the junior market shows is open to any Texas resident student who is a member of a 4-H club or FFA chapter and has continuously owned, and personally fed and cared for the livestock. Exhibitors must be between the ages of 9 and 18, with the exception of third-graders who become eligible on their 8th birthday. Livestock must meet Show requirements, such as health and weight.

Once at Reliant Center and until show time, students work feverishly to groom their livestock in hopes of catching the eye of a judge. Winners emerge through individual species competitions, where exhibitors anxiously await the traditional winning exhibitor’s handshake. Judges look for the best example of skeletal structure, degree of muscling and fat covering. It is at this point the trail splits: winners strut their stuff across the stage of the premium Show auctions, while non-winners follow another trail.

Students and their champion projects take center stage at the premium junior market auctions, where generous supporters raise their bidding numbers high in support of each exhibitor’s tireless efforts. In 2007, the Grand Champion Barrow brought \$161,000, and Tice was awarded \$40,000 for his hard work and dedication. The Grand Champion



Jerry Tice II's 2007 grand champion barrow brought \$161,000 at auction.

Steer went for \$300,000, yielding \$75,000 for his caretaker, Mackenzi Lea Dorsey. A majority of funds raised above the guaranteed premiums goes toward building the Show's Educational Fund.

Ask students why they endure this arduous path, and they almost universally will answer, "the money." Joel Cowley, the Show's executive director of Agricultural Exhibits, explained that the Show has an established schedule of guaranteed premiums to be paid to all eligible junior market show exhibitors who have won ribbons while competing in their individual classes — with a higher placing equating to a higher guaranteed premium. This way, exhibitors know in advance the amount of money they will receive for their livestock, and the junior auction committees know how much money they must raise to cover these guarantees.

The buyers do not take home the champion livestock they purchase at auction, and neither do the exhibitors. In return for the guaranteed premium, all ribbon-winning livestock become the property of the Show at the time the ribbon is awarded. The livestock are sold in their respective junior auctions, with the exhibitors taking home the guaranteed premiums. Following the auction, most of the animals enter the commercial food chain, and, at times, the meat is donated to charities. The buyers can select a premium meat package with their auction purchase.

While ribbon winners participate in the premium auction, the non-ribbon animals are sold as a lot to the highest bidder. A Show commission agent solicits bids from anyone wishing to purchase the non-placing animals within a species. The exhibitor must sell the livestock to the winning bidder at the bid price.

The Junior Market Show is a terminal show, a common type of competition at large Texas exhibitions, where the animal entry is sent to final processing. Students bravely face this harsh reality from the start. The potentially large payday allows exhibitors to accept the eventual fate of their livestock — the processing plant. "It's not hard if you have money in hand," said Tice after turning away from feeding his barrow, Lil' Big Man, for the last time.

With the exception of the Show's Junior Market Steer Show, the shows are terminal for logistical reasons. According to Cowley, "Our tight schedule does not allow exhibitors to enter the grounds to load the large number of livestock that did not make the premium auction. Allowing such would hinder our ability to offer all of the shows that we do."

For steers that do not qualify for the junior auction, the exhibitor has the option of selling the animal at the price offered by the highest bidder or taking the animal home. The larger monetary investment required to raise a steer is the reason for this one exception, as students can enter other shows after Houston. All qualifying animals, however, trail off into the all-important food chain.

The top champions in each class take a road trip to Texas A&M University in College Station for a carcass contest. There, meat scientists evaluate consumer acceptance by judging total red meat yield and meat quality. This objective evaluation yields even more prize money for the winning exhibitors.

When Reserve Grand Champion Barrow exhibitor Myles Duelm was asked about the "end of the trail" with his barrow, Krazy Karl, he said, "It's not too bad. This has had an impact on my life. I've had to be responsible and accountable. I've learned a lot of things to make a better future [for myself]." And, the trail begins again. 🐄



The 2008 grand champion steer was shown by Madison Kelly of New Braunfels, Texas, and sold for \$300,000.



In Memoriam: Dick Graves

By Todd Zucker



The Houston Livestock Show and Rodeo™ lost a true friend and leader when James R. “Dick” Graves passed away Aug. 18, 2008. Graves served as the Show’s 16th president during the 1990-92 Show years, and he left an indelible mark.

Graves became a life member of the Show in 1960, and joined the Poultry Auction Committee in the early ‘70s, where he was instrumental in its development. “Chicken Dick,” as he was known by its members, built the Chicken Coop, which was used for a number of years at the committee’s barbecue cook-off. Graves served as the Poultry Auction Committee chairman from 1978-81. He was elected as a Show vice president in 1983, a lifetime vice president in 1986, and to the board of directors in 1977, and became a member of the Executive Committee in 1988. When Graves assumed his duties as Show president for the 1991 Show, he hit the ground running. That year, the city of Houston hosted the Economic Summit of Industrialized Nations, an event of worldwide significance attended by numerous heads of state and foreign dignitaries. Under Graves’ leadership, the Show hosted a one-time Rodeo performance and Grand Ole Opry held in the Astroarena. Graves became chairman of the board in 1993.

Also during Graves’ three-year tenure, the Show completed a 210,000-square-foot expansion of the Astroarena, and the Show’s membership doubled in size. He and wife, Betty Ann, had a flair for attracting new Show participants, inviting prospective guests and donors to ride in their Cadillac convertible in the Grand Entry. In 1997, he was the founding director of the Rodeo Institute for Teacher Excellence™. Graves remained heavily involved in the Show and its management until his death, at which time he was serving on the Executive Committee and was chairman of the building subcommittee.



Graves was born in Tonkawa, Okla. He graduated from Houston’s San Jacinto High School in 1947. In 1951, he graduated from Texas A&M University with a bachelor’s degree in engineering. He married Betty Ann Johnson that year as well. Graves was an Aggie through and through, even to the point of having a maroon and white powder room in his home, and “The


Spirit of Aggieland” was played at his funeral service. After graduating college, Graves attended the U.S. Army Aviator School and served as a first lieutenant pilot in the Korean War, where he flew missions in L-19 reconnaissance planes. He was awarded the Bronze Star and a Purple Heart.

Graves was the owner and president of Graco Mechanical, Inc., an air conditioning firm, and was a registered engineer in five states. Graco was founded as Massey Graves Co. in 1958. Graves was a true innovator, having been a pioneer in the development of widely used heating systems. He was the founding president of the Texas Environmental Bureau and the chairman of the Houston Air Conditioning Review Board. Son Larry noted that his father most enjoyed solving problems that no one else could solve, and that even competitors of Graco would seek Graves’ technical advice. It was a great source of pride for Graves to have been able to consult on the air conditioning equipment in Reliant Stadium, as well as to assist the city of Houston with the development of local air conditioning building code provisions.

Perhaps reflective of his engineering background, Graves always had a love for gadgets and technology. He brought a stopwatch to each of the Show’s annual membership meetings to make sure the vice presidents delivered their reports within the strict time limits. At any social gathering, Graves could be seen capturing the moment with his camera. Graves also embraced computer technology, frequently sparking an e-mail war by unleashing a particularly funny lawyer joke, which would prompt the inevitable flurry of engineer jokes.

According to Betty Ann, Graves was a loving father, grandfather and great-grandfather. He is survived by his wife; three sons, Jimmy, Larry, and Johnny; daughter Libby Gray; brother, Donald; and brother-in-law, Raleigh W. Johnson Jr.; as well as a number of grandchildren and great-grandchildren.

Graves touched the lives of so many Houston Livestock Show and Rodeo friends and volunteers, and he will be remembered as the ultimate Show volunteer and leader.

Perhaps Judge Eric Andell summed it all best when he said, “Dick lived his life, everyday, to the fullest. He lived life on his terms.” 

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How to Volunteer on a Committee

By Lawrence S Levy



Congratulations! You now are a member of the Houston Livestock Show and Rodeo™. What comes next?

You have the opportunity to serve on one of the nearly 100 different Show committees, joining 20,000 other volunteers who make the Houston Livestock Show and Rodeo the best in the world.

But, how does one go about getting onto a committee? First, learn what the different Show committees do, and decide which ones might hold a personal interest for you and would best utilize your talents. Then, let someone know that you are interested. An easy way to do all this is to talk with friends who are already volunteers. Ask what they and their committees do. Read the “Bowlegged H” Magazine, which spotlights a number of committees throughout the year.


Visit rodeohouston.com to read descriptions on each committee, and then go to “Member Login/Committee Volunteer Request” to express your interest in volunteering

with specific committees. This is the first and simplest way to let Show officials know that you want to serve as a volunteer. You may contact the Membership Office for a physical Committee Request card if you do not have Internet access.

A committee representative will respond to the requests, when there are available openings, and discuss committee requirements.

Although you might not be appointed to your first committee of choice, get involved and learn more about the Show. Continue to seek that desired appointment, but gain an entry on one of the other committees.

A committee volunteer also can earn a gold badge — a distinctive symbol that shows the wearer works for the benefit of the Show.

Joining the Show is step one. The second step is to make the leap and become a committee volunteer. The next steps you take will lead to friendships, fun and, most importantly, the personal satisfaction of promoting the goals of the Houston Livestock Show and Rodeo: to celebrate agriculture, promote education, provide entertainment and preserve Western heritage. 





A Helping Hand



More than 2,800 barbecue meals were served to fans attending the Rice University and Southern Methodist University football game.

Houston Livestock Show and Rodeo™ volunteers are used to pulling together to give back to their community through the various duties they perform as Show volunteers; however, not everyone in the Houston area is aware of how efficiently a group of determined Show volunteers can coordinate an event. Rice University's students, faculty and staff are now acutely aware of the Show's volunteers and how beneficial they are to producing a successful event.

On Aug. 29, the Rice University Owls kicked off the 2008 football season against Southern Methodist University's Mustangs with a little help from more than 70 World's Championship Bar-B-Que Committee volunteers. In true Western fashion, the committee members reached out to the community, honored Houston Livestock Show and Rodeo scholarship recipients who attend Rice University, and promoted the 2009 Show in style.

"We floored the Rice people," said Randall J. Trahan, division chairman for the World's Championship Bar-B-Que Committee. "They had no idea how well we, as a committee, function."

Using enormous cookers, several donations of equipment and services, and volunteers eager to interact with the community, the committee cooked more than 2,800 barbecue meals for Rice University football fans. The first 2,000 meals were donated on behalf of the Show; the additional proceeds from meals sold were donated to the Wounded Warrior Project. With the committee's help, more than \$3,500 was raised to aid severely injured service members during the time between active duty and transition to civilian life.

"I'm forever in debt to all of you for all the donated time, effort and equipment that went into this event," said Megan Dodge, director of marketing at the Rice University Department of Athletics. "You all did such an amazing job!"

The volunteers' efforts were recognized during the game and documented by an ESPN film crew. As the line for barbecue snaked out the tent entrance and wrapped around the side of the stadium, it was apparent the World's Championship Bar-B-Que Committee volunteers had scored a touchdown with football fans! 🏈



WCBBQ committee member Harry Miller admires his Wounded Warrior Project wristband.



Lee Smith, Randy Trahan, Rice Athletic Director Chris del Conte and Jeff Jones worked to pull the event together.



CALF SCRAMBLE

Committees

By Ken Scott

Before the 28 scramblers dig their feet into a starter's stance; before the designated starter begins the action with a drop of the hat; before the more than 50,000 spectators get caught up emotionally with a group of young people they do not know; before the experience that provides an opportunity of a lifetime can begin — hundreds of Houston Livestock Show and Rodeo™ committee members work thousands of hours to make it happen right.

It takes three committees to produce 20 performances of the world's greatest calf scramble successfully. The Calf Scramble Arena, Greeters and Donors committees, plus 10 dedicated Houston police officers, artfully intertwine their endeavors to benefit the 560 youths who participate in this perennial Show favorite each year.

These volunteers do more than teach the young participants the rules of the contest and the proper use of the halter. They let them know what to expect and how to succeed, both during the performance and in the future.

In a Calf Scramble Arena Committee meeting prior to one of the 2008 scrambles, Mike Howard, a 21-year committee volunteer, addressed the scramblers, some of whom live in small, rural communities. Howard put the event in perspective, gently reminding them there would be more spectators in Reliant Stadium than residents in many of their hometowns.

"Our committeemen mentor these kids. They really care about them, what they achieve and their futures," said Tom



After catching a calf, the scrambler must bring it into the chalk square, where a member of the Calf Scramble Arena Committee secures the animal.

Short, Calf Scramble Arena Committee chairman. Short went on to explain that volunteers want these kids to leave with a great deal more than a haltered calf or the memory of an attempted capture. They want them to be able to draw on this rich experience to benefit them in whatever path they choose in life.

The Calf Scramble Donors Committee includes 125 men and women whose work throughout the year results in the distribution of \$450,000 to the participating calf scramblers. "Our dedicated group locates approximately 360 donors from throughout the community to [donate calf purchase certificates]. Each committee member is responsible for bringing in at least \$3,000 in [donation] funds," said Steve Small, past chairman of the Donors Committee. Additionally, they coordinate the details for the Scramble Awards



Calf Scramble Arena Committee members herd the calves toward the scramblers each night.

Banquet, held during the Show. More than 1,600 people, including the scramblers, their parents, agricultural science teachers, county extension agents and all the Calf Scramble committees' volunteers, gather at the awards presentation. Awards are given in four categories: essay, scrapbook, outstanding herdsman and cleanest stall.

Seventy-five members of the Calf Scramble Greeters Committee start working with the youth, awarding the certificates immediately after the scramblers catch their calves. "We introduce ourselves to these kids at the time they scramble, so we can all put a name with a face. Then, we follow up with them throughout the year and assist them when they come back to show their livestock the next year," said Shannon Philpot, Calf Scramble Greeters Committee chairman.

Philpot said a lot can happen during the 12 months between Shows. He added, "Our 240 volunteers work to keep these kids inspired for the long term. The parents tell us that they find this experience teaches their kids a genuine work ethic and how to successfully take on sustained responsibility."

Although not an official part of any of the three Calf Scramble Committees, 10 Houston police officers participate as volunteer escorts and instructors at each performance, a 66-year tradition with dozens of officers serving.

Jim Winne, officer in charge of the Calf Scramble committees, has been a part of the calf scramble program since 1980. "All the volunteers involved with the calf scramble are



With the help of Houston Police Department officers, scramblers are shown how to properly halter the calf prior to scrambling.

hardworking, top-quality people. They prepare these kids for the 12-minute event and the one-year commitment of feeding, grooming and bringing the calves back a year later. I'm proud to be associated with this terrific group," said Winne. "We may be structured into three committees, but we are really just one big calf scramble family." 🤠



BREEDERS GREETERS Committee

GO TEXAN CONTESTS Committee

By Kate Gunn

Every year, thousands of livestock make their way to the Houston Livestock Show and Rodeo™. Due to the hard work and meticulous organization of the folks on the Breeders Greeters Committee, these livestock and their owners are able to smoothly navigate through the expansive grounds of Reliant Park and off-site check-in areas. Members of the Breeders Greeters Committee unload livestock, direct exhibitors to the parking areas, provide shuttle transportation for exhibitors to and from the parking areas, staff the livestock staging areas, and, as needed, work through the night to ensure the exhibitors and their livestock are given the necessary attention.



The Breeders Greeters Committee originated in 1963, when Bob Herrin was asked by then-Livestock Show Manager John Kuykendahl to greet Show exhibitors as they arrived at the Sam Houston Coliseum. Once he realized that the request was going to be more than a one-person job, Herrin recruited two friends, Tyson Smith and Tyson Smith Jr., to join him. When the Show moved to the Astrodome complex in 1966, the Exhibitors Reception Committee officially became a committee, with Tyson Smith as its first chairman. Under Chairman John R. Braniff, the committee doubled its size to 100 members between 1978 and 1980. During that time, the committeemen commonly were known as “those guys greeting the breeders.” This moniker led the committee officially to change its name to Breeders Greeters. In 2008, there are 550 active members of the Breeders Greeters Committee, and that number increases to more than 600 members when lifetime committeemen are included.

More than 30 years ago, the Go Texan Contests Committee held its first event, hay hauling, in the parking lot of the Astrodome complex in an effort to promote the Go Texan spirit. Over the years, horseshoe pitching, washer pitching, dominoes, fiddling, photography, whistling and team penning have come and gone. Although most of the events occur before the Houston Livestock Show and Rodeo begins, the Go Texan Contests Committee also judges the beautiful handmade quilts that line the lobby of Reliant Center during the Show’s run. During the 2008 Show, team penning, washer pitching, dominoes and horseshoe pitching competitions were held at the Great Southwest Equestrian Center in Katy, Texas.

With the inclusion of lifetime committeemen, the committee roster exceeds 100 members. The committee’s duties include bringing all the equipment for the events on the night before the contests, setting up for the contests, updating all contest rules, and breaking down the materials after the contests.

Participating Area Go Texan and Houston Metro Go Texan subcommittees each select a team to compete. The committee fosters competition among 60 area counties and 25 metro subcommittees, and the public is welcome to attend the contests.





RODEO

NEWS & HIGHLIGHTS INFORMATION & UPDATES

Roundup

➤ Hank Williams Jr. Named Music Icon

Past RODEOHOUSTON™ entertainer Hank Williams Jr. (1983, '92-93, '95-97, '99, 2001) will be honored Nov. 11 in Nashville, Tenn., at the BMI awards ceremony as a music industry icon.

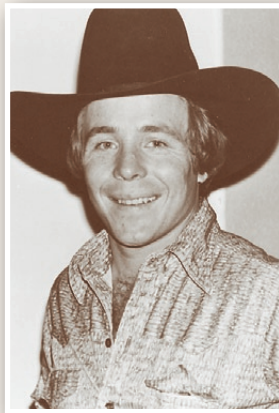
Known to some as Bocephus, Williams has had six platinum albums and 20 that were certified as gold. The man who wrote and performed the theme song for ABC's Monday Night Football has recorded hit songs including "Family Tradition," "Country Boy Can Survive" and "All My Rowdy Friends (Have Settled Down)."

Williams, 59, joins past honorees Willie Nelson, Merle Haggard, Dolly Parton, Loretta Lynn, James Brown, the Bee Gees and Isaac Hayes.

➤ National Cowboy Museum Hall of Fame Inductees

Three cowboys with ties to RODEOHOUSTON were inducted into the National Cowboy & Western Heritage Museum Rodeo Hall of Fame in Oklahoma City.

Don Gay competed at RODEOHOUSTON several times, winning the bull riding championship in 1976 (co-champion) and 1986. While still in high school, Gay earned his Professional Rodeo Cowboys Association card, and went on to win seven world titles, setting the record for the most PRCA world bull riding titles with his eighth win in 1984. The man from Terrell, Texas, co-founded the Mesquite Championship Rodeo in Mesquite, Texas, and now provides color commentary on rodeo events on several networks. Gay also was inducted into the ProRodeo Hall of Fame in Colorado Springs, Colo., in 1979.



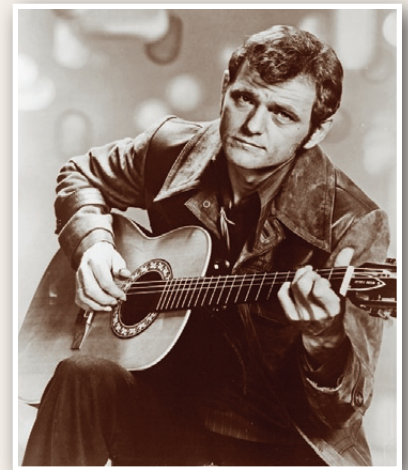
Lane Frost has been immortalized on the big screen for his great accomplishments during his short lifetime. Frost, an Oklahoma native, won his first world championship in bull riding in 1987. Frost competed at RODEOHOUSTON in 1986 and 1987, and was inducted into the ProRodeo Hall of Fame in 1990, one year after he died after completing a ride at Cheyenne Frontier Days in Cheyenne, Wyo.

Chuck Parkison started his rodeo career as a bareback rider, bull rider and occasional chute boss. However, the Northern Hollywood, Calif., native found his calling as a rodeo announcer in the late 1940s. His announcing career

began in 1947 at the Los Angeles rodeo when the scheduled announcer failed to show. Parkison announced the Houston Livestock Show and Rodeo for 24 years and the National Finals Rodeo six times.

➤ RODEOHOUSTON Entertainer Jerry Reed Passed Away

Jerry Reed (1969, '72) gained recognition as a singer, songwriter, ace guitarist and actor. On Monday, Sept. 1, Reed died of complications from emphysema at 71. Born in 1937 in Atlanta, Reed's mother taught him to play guitar at age 8. The singer dropped out of high school to tour with Ernest Tubb and Faron Young, signed his first Nashville contract at 17, and released 40 albums in his career.



The GRAMMY® award winning artist gained notoriety with such songs as the crossover hit "Amos Moses," "When You're Hot, You're Hot," and collaborations with Chet Atkins such as "Sneakin' Around." Known as "Snowman" in the "Smokey and the Bandit" films, Reed recorded the hit single "East Bound & Down," which became an anthem for truck drivers across the country. He re-emerged in the film industry as the hateful coach in Adam Sandler's "The Waterboy" in 1998.

➤ Faulk Named Outstanding Texas Woman in Business

Lifetime Vice President Carolyn Faulk has been recognized by Forbes magazine as one of the outstanding Texas Women in Business. Faulk is chairman of A&C Plastics, where she has made a mark at all levels of business in Texas and has been recognized by many national magazines as a real leader in company achievements.



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