

HOUSTON LIVESTOCK SHOW AND RODEO™

Summer 2009



MAGAZINE



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SETTING
SHOW**



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Back cover photograph

by Chelsea Ruffino, Cypress Falls High School student



The Cover ... *Ramon Ayala made his third trip to RODEOHOUSTON™, setting another paid Rodeo attendance record.*

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ENTERTAINMENT



WESTERN HERITAGE



A Message From the Chairman

What a great job by our Rodeo family! Our volunteers, auction buyers, staff and sponsors came together to bring the Houston area its largest event ever. For months, national and local news spread the word of an economic downturn, and Houstonians felt the effects. Our Rodeo family came up with ideas, time and support to help visitors come see the largest livestock show and richest regular-season PRCA rodeo. Still, no one quite knew how the 2009 Show would turn out.

True to form, Houstonians came out by the hundreds of thousands to celebrate Western heritage and have some fun at Texas' best family event! Records were set from the beginning of the Show, with an amazing 217,640 attending the World's Championship Bar-B-Que Contest, up through the final day, when the general grounds attendance record from 2004 was broken with 1,890,332 visitors.

Perhaps the most exciting record was set March 15 — Go Tejano Day — with an enthusiastic RODEOHOUSTON™ crowd. Paid attendance reached 74,147 fans for championship Rodeo action and Ramon Ayala and Alacranes Musical performing in concert. On a rainy afternoon, this performance broke the paid Rodeo attendance record set in 2008, when Hannah Montana/Miley Cyrus performed.

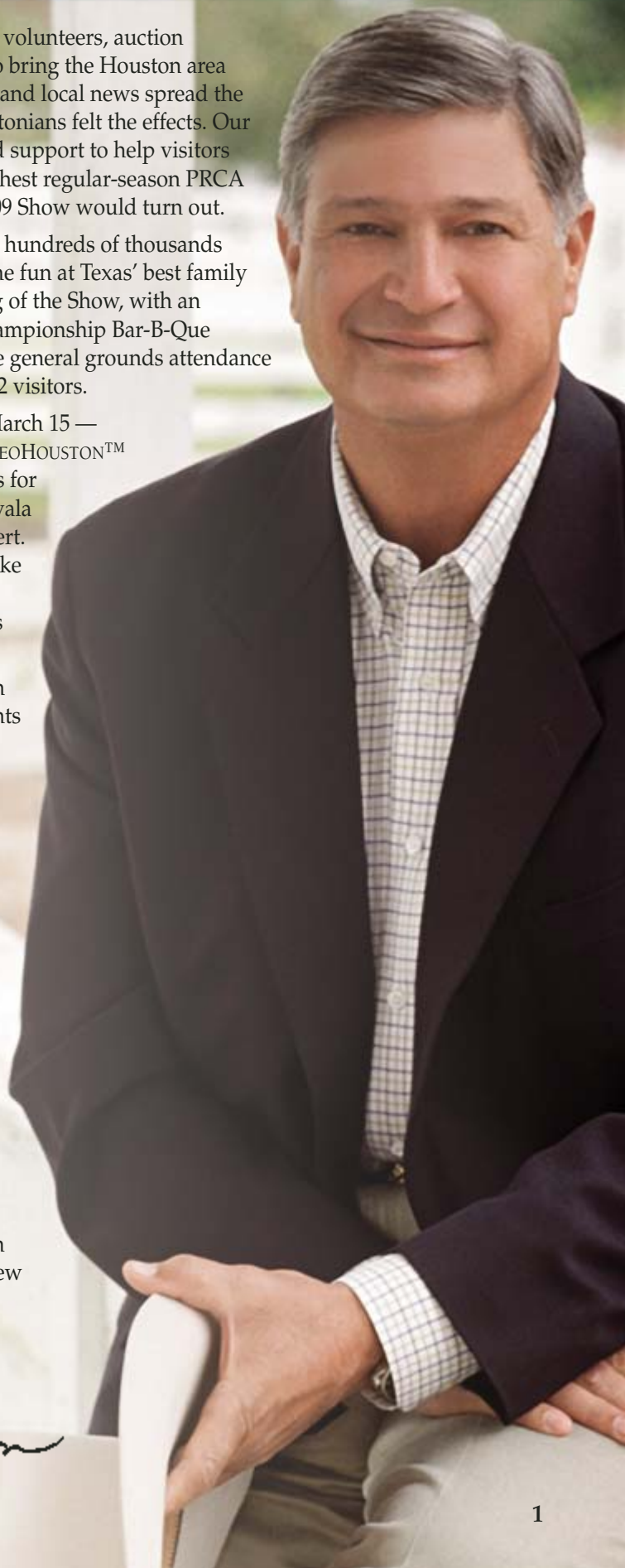
RODEOHOUSTON paid more than \$1.4 million to professional rodeo athletes in seven events during 19 rodeo performances. Hometown competitors Douglas Duncan of Alvin and Clint Cannon of Waller both left Reliant Stadium as winners, gaining thousands of new fans in the process.

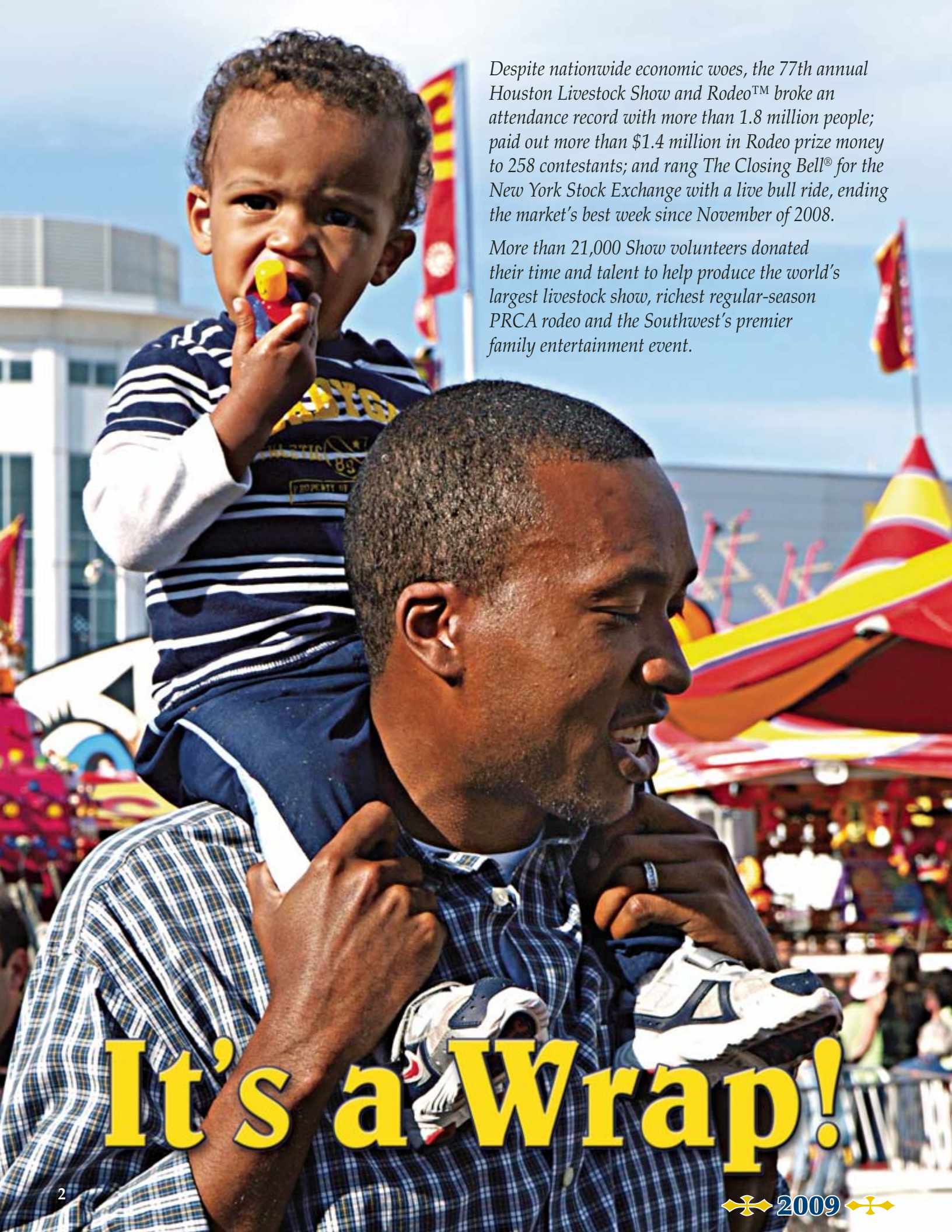
From the thousands who enjoyed the new Fun on the Farm exhibit, to the livestock and horse show exhibitors and carnival ride thrill seekers, the Show once again had something for everyone. Thank you to the more than 21,000 volunteers who are committed to making this Show run like clockwork. You are the heart of this organization! We could not get it done without all our supporters who volunteer their time, talents and money. Thanks for the support!

Complete information on the 2009 Houston Livestock Show and Rodeo is on the next few pages. Plans are already underway for the 2010 Show, and, it will be another big one!

See you soon,

Butch Robinson





Despite nationwide economic woes, the 77th annual Houston Livestock Show and Rodeo™ broke an attendance record with more than 1.8 million people; paid out more than \$1.4 million in Rodeo prize money to 258 contestants; and rang The Closing Bell® for the New York Stock Exchange with a live bull ride, ending the market's best week since November of 2008.

More than 21,000 Show volunteers donated their time and talent to help produce the world's largest livestock show, richest regular-season PRCA rodeo and the Southwest's premier family entertainment event.

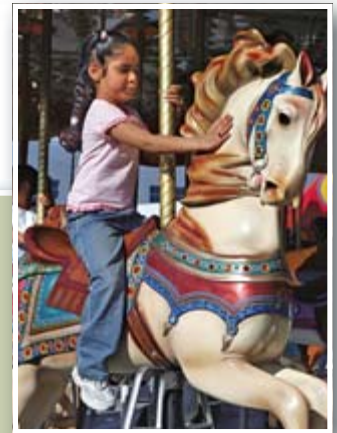
It's a Wrap!

RECORD-SETTING ATTENDANCE

The 2009 Houston Livestock Show and Rodeo entertained a record 1,890,332 visitors for general attendance (for all activities on the grounds), despite four days of cold, rainy weather. The previous general attendance record was set in 2004, with a total of 1,890,174 visitors.

The RODEOHOUSTON™ performance celebrating Go Tejano Day, featuring Ramon Ayala and Alacranes Musical in concert, Sunday, March 15, broke the all-time paid Rodeo attendance record with 74,147 fans. This exceeds the previous record set in 2008, when 73,459 fans saw the Hannah Montana/Miley Cyrus performance.

This record also tops the Go Tejano Day paid Rodeo attendance record set March 16, 2008, in Reliant Stadium with Duelo and Los Horoscopos de Durango performing for 71,164 fans. In addition, Ramon Ayala made history, having been the entertainer in the first- and third-highest Go Tejano Day paid Rodeo attendance records.



ALL EYES ON HOUSTON

Down the Trail

As the 2009 trail riders made their way to downtown Houston, NBC's "TODAY" show's weekend anchor Amy Robach saddled up with the Salt Grass Trail Ride as it rode into Memorial Park.

RODEOHOUSTON on Television and the Web

Fox Sports Houston and ESPN360.com allowed rodeo fans around the nation the opportunity to experience RODEOHOUSTON in 2009.

Fox Sports Houston aired 30-minute segments profiling RODEOHOUSTON and the RODEOHOUSTON BP Super Series athletes, and highlighting each performance through in-depth background and personal interviews. ESPN360.com offered free, live streaming media for fans to view the March 3 – 18 performances.

From Athens to Houston

Former Olympian Elva Dyer competed in the 2009 ConocoPhillips Rodeo Run and won Overall Female in the 10K race with a time of 35.09. Dyer ran in both the 5K and 10K events at the 2004 Olympics in Athens, Greece, finishing as the top American in the 10K, placing 19th.

Ring My Bell

RODEOHOUSTON rang The Closing Bell® for the New York Stock Exchange on March 13 in true rodeo style, with a bull and cowboy.

At 3 p.m. CDT, RODEOHOUSTON cowboy Douglas Duncan came barreling out of the chute atop the jet black bull named Pure Payne. The bull twisted and turned as the bell around his belly rang. Show officials, NYSE personnel, and invited guests that included local business leaders and Show officers, filled the stands of Reliant Stadium for the event, and rang cowbells, as well. Duncan's father, Mike Duncan, is one of 21,000 Houston Livestock Show and Rodeo volunteers.





HOMETOWN HEROES

Houston always has taken pride in the athletes who hail from the Bayou City and surrounding areas, no matter the sport. In 2009, RODEOHOUSTON fans created an atmosphere in Reliant Stadium similar to a red carpet event each time Douglas Duncan and Clint Cannon rode into the arena.

Cannon, from Waller, Texas, rose to the occasion to become the 2009 RODEOHOUSTON Bareback Riding Champion, winning \$59,250. Not to be outdone, Douglas Duncan, of Alvin, Texas, was the only man to ride a bull for the full 8 seconds in the Shootout. Duncan was the RODEOHOUSTON Bull Riding Champion with a total of \$55,000 in winnings. From the rodeo arena to the Fan Zone, sponsored by Texas Farm Bureau Insurance, for the awards presentation, both competitors were bombarded with exuberant fans.

RECORD-SETTING NUMBERS

- World's Championship Bar-B-Que Contest Attendance: 217,640
- Grounds Attendance: 1,890,332
- Paid Rodeo Attendance: 1,182,128
- Clint Cannon set a new RODEOHOUSTON Bareback Riding record with a score of 92 points in the Shootout to win the championship title.
- Junior auctions all brought in more than \$1.1 million. Grand and Reserve Grand Champion Junior Market Goats and Reserve Grand Champion Junior Market Barrow all set new world's records.

Show Attendance was high for new and recurring events:

- International visitors: 1,826 from 94 countries
- Fun on the Farm visitors: more than 70,000
- Total RODEOHOUSTON BP Super Series Payout: more than \$1.4 million

Capital One Bank AGVENTURE had many new additions born in the Birthing Center:

- 77 piglets
- 17 lambs
- 12 calves



RODEOHOUSTON CHAMPIONS

- Tie-Down Roping: Ryan Watkins – Stephenville, Texas, \$52,500
- Bareback Riding: Clint Cannon – Waller, Texas, \$59,250
- Team Roping: Kelsey Parchman – Cumberland City, Tenn., \$52,250, and Richard Durham – Morgan Mill, Texas, \$52,250
- Saddle Bronc Riding: Bryce Miller – Buffalo, S.D., \$53,500
- Steer Wrestling: Curtis Cassidy – Donaldo, Alberta, \$53,500
- Barrel Racing: Mary Burger – Pauls Valley, Okla., \$58,500
- Bull Riding: Douglas Duncan – Alvin, Texas, \$55,000



WHAT DID YOU EAT?

Show visitors enjoyed all kinds of foods:

- More than 6,200 cheesecakes on a stick were sold.
- More than 9,600 orders of chicken-fried bacon were made.
- More than 14,000 pounds of popcorn seeds were popped.
- More than 84,000 turkey legs were served.

2009 Auction Buyers

\$15,000 and above

JUNIOR MARKET BARROW AUCTION

Grand Champion Junior Market Barrow

Exhibitor: Chaeden Reyna – Levelland FFA

Price: \$140,000

Buyers: Bacon's Butties, Ed Decora, Georgia's Texas Grassfed Beef, and Standard Constructors Inc.

Reserve Grand Champion Junior Market Barrow

Exhibitor: Kolten Loveless – White Deer FFA

Price: \$113,000 (world's record)

Buyers: Jon and Jackie Hodges, Bill and Judy McDonald, Boyd L. Naegeli Jr., and James Parish/Bob Rumcik



Place	Exhibitor	Buyer	Price
Champion Chester White and Other Purebreds	Brooks Williams Tascosa FFA	Lyndal Garner, Mike and Mary McKinney, Tim and Katherine Ping, and Dennis Steger	\$60,000
Champion Duroc	Stephanie Williams Hardeman County 4-H	Tom and Mimi Dompier, Jerrol and Pam Springer, and Joe Van Matre	\$42,000
Champion Poland China	Hattie-Carole Bezner Dallam County 4-H	The Freeman Agency, Diane and Wayne Gautreaux, Bill and Carol Lawler, and Jan Maly	\$40,000
Champion Yorkshire	Madeleine Bezner Dallam County 4-H	Ben McNeil, Charlie Moger, Robert and Jill Nieskes, and Shannon Payne	\$30,000
Champion Hampshire	Mandy Stevenson Jones County 4-H	Kay and Louis Bart; David and B.J. Boothe; Shelly, Jerome, Allie, and Abbie Mulanax; and Damir ZeeSkerl	\$28,000
Champion Spotted	Emma Farris Potter County 4-H	Paul Dunn, John Grimes, Dave Roberts, and Gary Smith Sr.	\$28,000
Champion Berkshire	Austin P. Abbott Dobie FFA	Atlantis Plastics Company, Gosco Equipment, Robert and Erin Steele, and Archie and Pam Thompson	\$25,000
Reserve Champion Chester White and OPB	Joseph Burks Bullard FFA	Moreland Chapman, Gary Lawrence/Aura Engr, Mike and Mary McKinney, and Hugh Sutton	\$24,000
Reserve Champion Poland China	Emily Mahalitic Rice Consolidated FFA	Darrell and Lynda Hartman, Jim and Angie Schwartz, Charlotte and Dan Walsh, and Tim and Gigi Wark	\$23,000
Reserve Champion Duroc	Delphin Janecka Gonzales FFA	Roy Brock, Ed Decora, Carol Hudson, and Mike and Mary McKinney	\$22,000
Reserve Champion Hampshire	Swenhaugen Shala Perryton FFA	Bill Murski, Pam and Jerrol Springer, Todd Riddle, and Joe Van Matre	\$21,000
Reserve Champion Yorkshire	Austin W. Crissman Bells FFA	Loren and Denise Fuhrman, Gary and Ladonna McMullen, Texas Star Custom Homes, and Wuensche Buying Group	\$20,000
Reserve Champion Spotted	Sherrye Buchanan Hereford FFA	John and Daryle Lynne Ebeling, Annette and Pat Fojtik, Smith and Chris Howland, and Roy and Judith Shaw	\$20,000
Reserve Champion Dark Cross	Sage Stephens River Road FFA	Babes in Art, Exama Oil Company, Leslie Liere and Douglas Teague	\$18,500
Reserve Champion Berkshire	Makenzie Standlee Nazareth FFA	189 Club, Boardwalk Floors, Gary and Cheryl Deitcher, and Don Nelson	\$18,000
Duroc	Zachary Kenneth Curry Dublin FFA	Nelson Fetgatter, Clean Coast Technologies, Hank Thomas - Flex Oil and Chuck Winfield - Quantum	\$18,000
Light Weight Champion	Hayden Brown Midland County 4-H	Sheri Parrack, Les Petersen, Russell Raia and Jill Sisler	\$17,000
Reserve Champion Other Crossbred	Cheyenne Davis White Deer FFA	Intercoastal Inspections, Mannie Seale, Craig Stanich and Topwater Management - Dan Murphy	\$17,000
Hampshire	Landon Meador Stonewall County 4-H	Michael Ellis, Ann Page, Petite Piglettes and Polk and Peterson	\$16,000
Light Weight Champion	Madysen Arthur Collinsville FFA	Bill and Teresa Jordan, Toni Lawrence and Laurie Temple, LIPS, and Joe Van Matre	\$15,000



2009 Auction Buyers

\$15,000 and above

JUNIOR MARKET LAMB AND GOAT AUCTION



Grand Champion Junior Market Lamb

Exhibitor: Mark Harvey – Coryell County 4-H
 Price: \$170,000
 Buyers: The Hildebrand Family in honor of Ruth Ann Hildebrand

Reserve Grand Champion Junior Market Lamb

Exhibitor: Megan Cantrell – Chico FFA
 Price: \$110,000
 Buyers: David and B.J. Boothe, Tom and Mimi Dompier, Mike and Susan Garver, and Chris and Anne Richardson

Grand Champion Junior Market Goat

Exhibitor: James Stultz – Menard County 4-H
 Price: \$120,000 (world's record)
 Buyers: David and B.J. Boothe, Ken and Mary Hucherson, Lance Heacock, and KCEF Foundation/Cookie Michael

Reserve Grand Champion Junior Market Goat

Exhibitor: Jessica Smith – Zephyr FFA
 Price: \$131,000 (world's record)
 Buyers: Dr. Barry and Ann Heaton, Melton Electric Inc., Harry and Martha Perrin, and John and Ann Wade

Place	Exhibitor	Buyer	Price
Champion Fine Wool Cross Lamb	Tori Kercheville Liberty Hill FFA	Dr. Leslie Parks - Finley Memorial	\$45,000
Champion Light Weight Goat	Rylee Owen Mason County 4-H	Fant Foundation and Glenda Farb, Harkins Foundation - Mary Lee and Alan Stigall, Parkcrest Builders, and Archie and Pamela Thompson	\$45,000
Champion Medium Weight Goat	Tristan Harbour Coryell County 4-H	Kelley and Courtney Chisholm, Andy and Karen McLeod/Rodeo Pals, Tim and Katherine Ping, and Dennis Steger	\$40,000
Champion Fine Wool Lamb	Chelsea Little Sandra Day O'Connor FFA	The Cluckers	\$30,000
Reserve Champion Heavy Weight Goat	Audrey Turner Erath County 4-H	Robert and Marcie Berry, Brass Shine Corp, Melissa and Kevin Gardner, and Rice and Gardner	\$22,000
Champion Southdown Lamb	Clayton Ramsey Brazos County 4-H	Courtney and Kelley Chisholm, Jim and Angie Schwartz, Wesley Sinor, and Howard and Donna Webster	\$20,000
Reserve Champion Light Weight Goat	Ty Pauly Lampasas County 4-H	LIPS	\$20,000
Reserve Champion Southdown Lamb	Kassidy Wilkinson Menard County 4-H	Brady Carruth, Robert "Bob" Hux, Keith and Jonnie Steffek, and Texas Inspection Services	\$20,000
Reserve Champion Fine Wool Cross Lamb	Kyntra Yates Williamson County 4-H	Billy Bell, Matt and Christian Fuqua, Nicolas Servos, and Tracy and Courtney Troup	\$20,000
Reserve Champion Light Weight Heavy Goat	Brittany Estes Orange Grove FFA	Atlantis Plastics Inc., Mary Lee and Alan Stigall, Texas Honing Inc., and Archie and Pam Thompson	\$17,000
Reserve Champion Fine Wool Lamb	Trisha Horwood Sterling County 4-H	Gaylord Family, Houston Fuel Oil Terminal, Jeni De la Mora/Susie Simons, and Marc and Steve Palmer	\$15,000
Reserve Champion Medium Weight Goat	Nicole Nuche Brazos County 4-H	Chris Daniel Family; Patrick Evans; Laurent Co.; and Michael, Lawson and Bowlick PLL	\$15,000

JUNIOR MARKET POULTRY AUCTION

Grand Champion Junior Market Pen of Broilers

Exhibitor: Hayden Hruzek – B.F. Terry FFA
 Price: \$130,000
 Buyers: Joe and Mary Chastang, Larry C. and Deanna L. Johnson, and Gregory N. Miller

Reserve Grand Champion Junior Market Pen of Broilers

Exhibitor: Holly Minarcik – Fayetteville FFA
 Price: \$60,000
 Buyers: Dr. Jeff and Karen Lewis; Jerrol and Pam Springer; Jim, Lynda, and Mckenzy Winne; and Joe Van Matre





Grand Champion Junior Market Turkey

Exhibitor: Michelle Wolff – Brazos County 4-H

Price: \$95,000

Buyers: Georgia's Texas Grassfed Beef - Richard Bost; Kathy, Libby and Mike Koch; Chris and Amy Miller; and Beverly Wren

Reserve Grand Champion Junior Market Turkey

Exhibitor: Michelle Knox – East Central FFA

Price: \$44,000

Buyers: Camp Construction/Roger and Jennifer Camp, David and B.J. Boothe, Brent and Kelley Oncale, and Patsy and Wayne Turner



Place	Exhibitor	Buyer	Price
Second Place Broilers (Cockrels)	Shannon Cartwright Montgomery FFA	Atlantis Plastics Inc., Lonestar Construction, Texas Honing Inc., and Dan and Charlotte Walsh	\$20,000
Second Place Turkey Tom	Nicholas M. Goodspeed La Vernia FFA	Hot Chicks	\$17,000
Second Place Broilers (Pullets)	Joni Leigh Howard Valley View FFA	Walter and Marilyn Broyles, Brent and Kelley Oncale, Statoilhydro, and Patsy and Wayne Turner	\$17,000
Second Place Turkey Hen	Garret W. Holub Austin County 4-H	Stuart Baumberger, Jim and Deana Cline, Jerome and Stacy DeMarco, and John and Sarah Deterling	\$17,000
Third Place Broilers (Pullets)	Whitney Mozisek La Grange FFA	Fiesta Mart/David Newcomb	\$16,000
Third Place Broilers (Cockrels)	Kevin Lee Boening Fayette County 4-H	Georgia's Texas Grassfed Beef	\$15,000
Third Place Turkey Tom	Zachary Heinsohn Wilson County 4-H	Chicken Bones, and Roy and Aimee Marsh	\$15,000
Fifth Place Turkey Tom	Jacob Prater La Vernia FFA	Gregory N. Miller and The Somerville Family	\$15,000

JUNIOR MARKET STEER AUCTION

Grand Champion Junior Market Steer

Exhibitor: Christopher Barton – Jarrell FFA

Price: \$300,000

Buyer: Jim McIngvale/Gallery Furniture

Reserve Grand Champion Junior Market Steer

Exhibitor: Justin James – Prosper FFA

Price: \$100,000

Buyers: Tom and Mimi Dompier, Rigo and Sally Flores, Ed Lester, and Willis Marburger



Place	Exhibitor	Buyer	Price
Champion Angus	Kaylee Smith Brazoria County 4-H	Fred and Wendy Adams, Gene and Kathy Clark, Kerry and Cynthia Kilburn, and Jim and Angie Schwartz	\$55,000
Champion Charolais	Mallory Newsom Terry County 4-H	Trinity River Land and Cattle Co.	\$50,000
Champion Brahman	Joseph Van Hecke III Atascosa County 4-H	Vince and Louise Foster, Tom and Courtney Lippincott, Robert Shuford, and Wesley Sinor	\$45,000
Champion Hereford	Hattie-Carole Bezner Dallam County 4-H	Champagne Cowgirls	\$45,000
Champion Limousin	Kase Renfro Erath County 4-H	Pleas and Joan Doyle, Wayne McDonnell, John Van De Wiele, and Jim and Lynda Winne	\$35,000
Champion Maine-Anjou	Madilyn Priesmeyer Williamson County 4-H	Waggoner Foundation	\$35,000
Champion Polled Hereford	John Kelley DeWitt County 4-H	Olympia Drywall	\$34,000
Reserve Champion Hereford	Shannon O'Leary Cochran County 4-H	Madeline and Walter Willis	\$27,000
Champion Shorthorn	Jasper Martin Hereford FFA	Stewart and Lana Hirtz, Kyle and Krysti Lilley, Mary Lee and Alan Stigall, and Adam Suhr	\$26,000



2009 Auction Buyers

\$15,000 and above

Place	Exhibitor	Buyer	Price
Champion Santa Gertrudis	Cody Peterson Atascosa County 4-H	Josephine Drew, Stewart and Lana Hirtz, Mary Lee and Alan Stigall, and Adam Suhr	\$25,000
Champion Chianina	Brady Carl Johnson Freestone County 4-H	Rhett and Mamie Shumpert, and Barry and Lynne Smotherman	\$24,000
Champion Simbrah	Kendall R. Long Gaines County 4-H	Dr. Bob and Rhonda Pruitt Muirhead	\$23,000
Champion American Breed and Crossbred	Clancey Gruben Scurry County 4-H	Wendy Burks	\$23,000
Champion Red Angus	Kiley Klas S&S Consolidated FFA	John and Daryle Lynn Ebeling, Pam and Jerrol Springer, Dennis Steger, and Griffin and Johanna Winn	\$23,000
Champion Brangus	Tyler Johnson Normangee FFA	Steve and Joni Baker, and Mary J. Hamilton Con Dios Foundation	\$22,500
Reserve Champion Angus	Wayne Clemons Seguin FFA	Cheryl and Larry Colson, Bryan and Suzanne Monk, Chris and Radawana Roland, and Paul and Audrey Zbranek II	\$22,000
Reserve Champion Shorthorn	Bailey Carwile Montgomery County 4-H	Kent and Lisa Baltzell, Dan and Jennifer Lehane, Michael and Cheryl Lehane, and Sean and Kristi Lehane	\$22,000
Reserve Champion American Breed and Crossbred	Kaleigh Anderson Blanco FFA	The Barrier Family	\$21,000
Reserve Champion Red Angus	Braden Dudenhoeffer Carson County 4-H	Builder's Landscaping, Inc.	\$21,000
Reserve Champion Charolais	Laney Bateman James Madison FFA - San Antonio	Deloitte LLP, and Steve and Sherry Roe	\$20,000
Reserve Champion Polled Hereford	Nathan David Faust Brazoria County 4-H	Roger Bethune	\$20,000
Reserve Champion Santa Gertrudis	Tucker Phillips Bullard FFA	Arrangement Western Interiors, Horizon Survey Inc. and Sweet Toothe Shoppe	\$20,000
Reserve Champion Simmental	Justana Tate Collingsworth County 4-H	Connard and Sherry Barker	\$20,000
Reserve Champion All Other Breeds	Kevin Doonan Caldwell County 4-H	Carolyn Allen, Judy Groff, January Rentals, and Gordon and Susan Wright	\$20,000
Reserve Champion Chianina	Taylor Jake Shackelford Prosper FFA	The Roger Burks Family	\$20,000
Reserve Champion Brahman	Cody G. Robinson Magnolia West FFA	Atlantis Plastics, David and B.J. Boothe, Harkins Foundation, and Texas Honing Inc.	\$19,000
Reserve Champion Limousin	Steven Dale Massey Jr. Midlothian FFA	189 Club, Gary and Cheryl Deitcher, Larry Fraser, and Don Nelson and Byron Hamilton	\$19,000
Reserve Champion Maine-Anjou	Jessica Parker Uvalde County 4-H	Bill Friedrick, John and Lee Ann Kaleh, and Dick Scott	\$19,000
Reserve Champion Simbrah	Tyrel Jimerson George West FFA	Marilyn DeMontrond, Debbie Hanna, Angela Montalbano and Raye G. White	\$19,000
Reserve Champion Brangus	Laramie Gilbert Scurry County 4-H	John and Leslie Giannukos, Howard Hoover, Robert Livermore, and Tracy and Todd Saha	\$18,000
First Place Maine-Anjou	Macauley May Bells FFA	Palmetto Partners	\$16,000

SCHOOL ART AUCTION

Grand Champion Work of Art

Exhibitor: Renee Zhan – Katy ISD

Price: \$155,000

Buyers: Rose Scott, The Somerville Family, Joe Van Matre, and Howard and Donna Webster

Reserve Grand Champion Work of Art

Exhibitor: Heather White – Dickinson ISD

Price: \$145,000

Buyers: Tom and Mimi Dompier, Jerrol and Pam Springer, Joe Van Matre, and Jim and Lynda Winne



Place	Exhibitor	Buyer	Price
Class Champion Colored Drawing	Amy Rackley La Grange ISD	Bubba and Kelly Beasley, Darrell and Lynda Hartman, Ken and Mary Hucherson, and Jim West	\$60,000



Place	Exhibitor	Buyer	Price
Class Champion Painting	Ronerth Camposeco Spring ISD	Cut Above Cooking Team, Frank Dimaria, Carruth Gerault, and Gail and Ken Jacobson	\$50,000
Class Champion Mixed Media	Alfredo Sanchez Conroe ISD	Babes In Art, Dr. Joe Agris and Terry Bodkin-Agris, Wild Horses Buying Group, and Bill and Linda Zaleski	\$45,000
Class Champion Monochromatic Drawing	Suk H. Kim Spring Branch ISD	Corral Club Cherubs/ Hold'em and Hit'em	\$40,000
Reserve Class Champion Mixed Media	Valerie Ochoa Angleton ISD	Sweet Arts	\$32,000
Reserve Class Champion Monochromatic Drawing	Garrett Whittington Lamar ISD	Broken Arts	\$32,000
Best of Show Colored Drawing	Oswaldo Martinez Goose Creek ISD	Kelley and Courtney Chisholm, Robin and Ben Conner, Tony and Amy Pannagl, and Wesley Sinor	\$28,000
Reserve Class Champion Painting	Jessica Saldana Brazosport ISD	Gary and Cheryl Deitcher	\$26,000
Reserve Class Champion Sculpture	Tyler Mitchan Giddings ISD	LIPS, and Robin Young-Ellis and Joe Ellis	\$25,000
Gold Medal Colored Drawing	Victoria Shimek La Grange ISD	Beth Cardono, Commercial Exhibits Buying Group, Elizabeth Tate and Todd Zucker	\$25,000
Best of Show Painting	Meng Chen Fort Bend ISD	Pat Robertson, Jerrol Springer, Joe Van Matre, and Charlie and Ann Vaughters	\$25,000
Gold Medal Colored Drawing	Katie Stallard Brazosport ISD	Corral Club Cherubs/ Hold'em and Hit'em	\$25,000
Gold Medal Painting	Brenda Melgar Spring Branch ISD	Art on Walls and Sandra Schneider	\$25,000
Class Champion Sculpture	Brett Wallace Boling ISD	Atlantis Plastics, David and B.J. Boothe, and Texas Honing Inc.	\$24,000
Reserve Class Champion Colored Drawing	Linda Cerny El Campo ISD	Doug Bosch, R.E "Bob" Hunter, Dr. Jeff and Karen Lewis, and Greg Miller	\$23,000
Colored Drawing Special Merit	Rachel Wingard Fort Bend ISD	Art Angels	\$22,000
Gold Medal Colored Drawing	Elizabeth Herlin Spring Branch ISD	Brady Carruth, Champion Chevrolet Mitsubishi, Gary and Ladonna McMullen, and Chuck Simmons	\$20,000
Colored Drawing Special Merit	Lucilla Lopez La Grange ISD	Donna and Victor Botrie, Kathy and Gene Clark, Larry Gardner, and Melinda and Pete Ruman	\$20,000
Colored Drawing Special Merit	Jake Hertzling Brazosport ISD	Brisket Cases	\$17,000
Colored Drawing Special Merit	Jace Nietzsche La Grange ISD	21st Century Transport Inc., and JP and Diane Poinier	\$17,000
Best of Show Colored Drawing	Elissa Weaver Brazosport ISD	Special Hearts	\$16,000

CHAMPION WINE AUCTION

Grand Champion Best of Show

Vina Robles, Suendero, Paso Robles, 2006

Price: \$100,000

Buyers: Marilyn and George DeMontrond, Brad Fish, Chuck Simmons, and Raye G. White

Reserve Grand Champion Best of Show

McManis Family Vineyards Petite Syrah, California, 2007

Price: \$55,000

Buyers: Pete and Melinda Ruman, Pam and Jerrol Springer, Joe Van Matre and Shannon O'Neill, and Jim and Lynda Winne



Place	Wine	Buyer	Price
Top Texas Wine	Piney Woods Texas Moon Magnolia, NV	Gay and Red Griffin, Dennis Steger, and Todd Zucker and Linda Schmuck	\$35,000
Top Winery Outfit	Constellation Brands	AGL Resources	\$22,000
Top All-Around Winery	d'Arenberg	189 Club Inc., Coastal Pump, Gary and Cheryl Deitcher, and Kerry and Cynthia Kilburn	\$20,000
Top Red Wine	Robledo Family Winery Werlot, Loas Carneros Rancho Emilliano, 2005	Tom and Mimi Dompier, and Jim Janke	\$15,000



HAPPY TRAILS

Outgoing Vice Presidents

By Tracy L. Ruffeno

Reliant Park is a second home for five volunteers. For approximately 1,095 days, between June 2006 and June 2009, these individuals gave their time and talent to the Houston Livestock Show and Rodeo™. Their names, faces and even voices are familiar, as they are Show fixtures. As one vice president noted, it's difficult to summarize three years in so few words. However, this is a glimpse of the five men and women now becoming lifetime vice presidents. Concluding their tenure as vice president of the world's largest livestock show and richest regular-season PRCA rodeo are: Bill Booher, Charlene Floyd, Darrell N. Hartman, Marshall R. Smith III and James A. "Jim" Winne III.

Bill Booher



Known for his Texas-sized voice, wit and wisdom, and University of Houston pride, Bill Booher has been a part of the Show since 1976.

During his first year as officer in charge, Booher was responsible for All Breeds Livestock Sales, Breeders Greeters, Junior Commercial Steer Feeding & Management

Contest, and Livestock committees. In his second and third years, Booher oversaw the Communications & Special Services, Magazine, School Art Auction, and Souvenir Program committees.

"It's a real honor to be asked to serve this great organization as a vice president. As a representative and ambassador of the Show, you really get a firsthand look at what the Show does, the impact it has on the city, and what it means to the youth all across the state of Texas," said Booher. "It's an event that everyone can be proud of and take part in."

One of Booher's most memorable moments as an officer was hearing a student speak at a scholarship luncheon at his alma mater. She was the first member of her family to go college, and receiving a Show scholarship made that possible. "She then went on to say, with tears running down her face, she knew receiving this scholarship had changed her life forever. For me, that really magnified what the Show does and the impact it has on the youth of Texas," said Booher.

After completing his term as officer, Booher looks forward to a more normal, routine schedule and spending a little more time at home with Pam, his wife. Pam is a member of the School Art Committee and was a captain of the Houston Metro Go Texan Committee Aldine/Spring/Klein subcommittee.

Booher is a senior account manager with Forge USA. He plans to remain active on the World's Championship Bar-B-Que Committee, where he has been a member for more than 30 years, and serve on the Lifetime Vice Presidents Committee. He will continue to serve as auctioneer and master of ceremonies for a number of committee events, as he has done for many years.

In summing up his tenure as a vice president, Booher said, "I am proud of everything the Show does, but the best part of being a volunteer at the Show is the great people you meet and work with. You build special relationships that transcend the Show and will last a lifetime."

Charlene Floyd



Whether working in her day job as the executive director of the Houston Police Foundation or in her volunteer responsibilities, giving back to the community is important to Charlene Floyd. She most enjoyed being able to meet and visit with the scholarship recipients as a Show vice president. "We have a remarkable group of young men and women that are going

to school because of the dedication and hard work of more than 21,000 volunteers."

As a vice president, Floyd oversaw the 75th Anniversary Special Projects, Corporate Development, Jr. Rodeo, Ticket Sales, Trailblazer, Western Heritage Community Challenge, Wine Auction, and Wine Competition committees.

"Serving as vice president was an honor and a privilege," Floyd said. As an officer, she was afforded the opportunity to see the scope of all that happens at the Show — an insight most volunteers do not realize. Being able to represent the Show throughout the years, working with so many



Five Houston Livestock Show and Rodeo vice presidents step down as officers this year. Pictured left to right are Marshall R. Smith III, Charlene Floyd, James A. "Jim" Winne III, Show General Manager Joe Bruce Hancock, Chairman of the Board Butch Robinson, President Skip Wagner, Darrell N. Hartman and Bill Booher.

volunteers who give their time and talent, and the lifelong friendships created along the way, made the three-year term a memorable experience for Floyd.

Floyd is proud of the Show's approval of the proposal she and Bob Livermore created to start the Jr. Rodeo Committee. After looking around the room during several Show meetings, she thought, "We are not getting any younger, and [at the time] we did not have a strong representation of young adults involved with the Show." Floyd was thrilled when the committee became a reality and she was able to see the "new blood" of the Show go out and continue the Show's mission. "Our goal was to get the younger generation involved at an early age," she said.

Now that her term as a vice president is complete, Floyd said she will focus on her work with the Houston Police Foundation. She helps raise funds to support the Houston Police Department with equipment and training that are not provided in its budget.

Floyd intends to continue to support the Show by volunteering on the Corporate Development Committee. Her husband, Richard, serves on the Calf Scramble Arena and Ticket Sales committees.

Darrell N. Hartman



In 1959, Darrell Hartman first visited the Houston Fat Stock Show to see Roy Rogers at the Sam Houston Coliseum. "What a ride," he recalled. With such fond childhood memories of attending the Show, Hartman became a member in 1985. His Show volunteer career began in 1989 when he joined the Swine Auction Committee, ultimately becoming its chairman in 1999.

Hartman said, "I was both excited and honored to be appointed a vice president of our Show." As a vice

president, Hartman was responsible for the Commercial Exhibits, Llama and Alpaca, Membership, Poultry, Rodeo Merchandise, and Sheep & Goat committees. A few of the standout accomplishments for Hartman from his tenure as vice president include the record Poultry Auction during his first year, the breaking of the \$3 million barrier by the Commercial Exhibit Committee in 2008, and the record sales achieved by the Rodeo Merchandise Committee.

"To participate in the impact the Show has with scholarship kids around Texas is very rewarding," Hartman said. "Nowhere in the world can 21,000 volunteers do so much for youth and education."

Working as president and CEO of Coastal Doors, Inc., Hartman keeps a busy pace. After concluding his term as a vice president, Hartman will serve as a member of the Lifetime Vice Presidents Committee. He looks forward to playing golf and traveling with his wife, Lynda, who also is active in the Show — serving on the School Art Auction and International committees. The Hartmans plan to continue to support the junior market auctions and the Go Texan committees around the area. Their children, Chris and Christina, are Show life members.

"What a tremendous honor to serve the Show the past three years," said Hartman. "To participate in the inner workings of the Show with great vice presidents is something I will never forget."

Marshall R. Smith III



Marshall Smith's love of the Show began at the age of 1, when he first attended the Houston Fat Stock Show in the Sam Houston Coliseum. Encouraged by past Show president and chairman Buddy Bray and director Jim Meredith, Smith joined the Show in 1982, and, through the years, served on the Corporate Development,



HAPPY TRAILS

Outgoing Vice Presidents

Corral Club – Arena, Houston Metro Go Texan, Magazine, and Speakers committees. Smith was officer in charge of the Area Go Texan, Facility Services, Go Texan Contests and Health committees.

Reflecting on his term as a vice president, Smith said, “I took my position as an honor and with all the sincerity of being a good representative for the Show and its volunteers. I worked with so many good, dedicated volunteers and was able to visit personally with hundreds of scholarship winners and listen to their stories of gratitude and relief to be able to attend college.”

Several accomplishments during his term include the Show granting Smith’s request for a \$15,000 scholarship for each of the 60 counties covered by the Area Go Texan Committee, and his subsequent request for an additional 10 \$15,000 pro rata scholarships for that committee.

“Having the opportunity to interact and get to know 70 young men and women each year who, as a result of these scholarships, now are able to attend college each year is very humbling,” Smith said. He encouraged volunteers to remember, “The youth of today will be the leaders of tomorrow, and the ability to receive an education is the foundation for their success.”

“Bringing back the Go Texan Contests turned out to be a great event with the challenge between the Area Go Texan and Metro Go Texan committees,” Smith said. “The late Lifetime Vice President Tom Glazier would be proud of Facility Services — Outhouse Gang — for stepping up to the plate to keep the Show clean. My doctors and nurses of the Health Committee gave a touch of home for all the exhibitors who needed attention while being so far from home.”

His wife, Jeanie, volunteers on the Houston Metro Go Texan Committee Conroe/Woodlands/Willis subcommittee, and stepsons David Toney and Buck Toney volunteer on the Parade Committee. Smith’s days are filled running several businesses he owns and operates — M R S Services Inc. (an employee life and health benefits company), a cow/calf operation, and several McDonald’s restaurants with Jeanie.

Smith looks forward to continued involvement with the Show. He said, “I am a volunteer for the Show, and I will, if able, support the Show however I can help.”

James A. “Jim” Winne III



The Show has been a part of Jim Winne’s life since childhood. In 1980, Winne joined the Show as a life member and has blazed a trail ever since. “Being a vice president was a great experience. I’ve made lifelong friendships and had a chance to give back to the community,” Winne said.

“Whether it’s a proud parent of a mutton buster or a calf scramble kid coming back the next year showing a heifer, it is amazing the number of parents who come up and say, ‘Thank you for giving my child this opportunity,’” said Winne. “As an officer in charge, you see the impact the Show has on people. The Show touches so many lives. It is hard to put into words the amount of good it does; it is extraordinary.”

As a first- and second-year vice president, Winne supervised the Calf Scramble Arena, Calf Scramble Donors, Calf Scramble Greeters, Parade and Trail Ride committees. In his third year, he oversaw the three Calf Scramble committees, Rodeo Contestant Hospitality, Rodeo Operations and Special Children’s committees.

For Winne, one of the many highlights during his term was the addition of the mutton bustin’ event to RODEOHOUSTON™. Winne said he enjoyed helping the Calf Scramble Arena Committee coordinate the event in conjunction with the calf scramble and assisting in the fun. “At first, everyone wondered, ‘How’s this going to work?’ Then, people pulled together and made it happen,” he said. “They have such dedication.”

Winne acknowledged the committee chairmen, leadership and hardworking individuals of the committees he oversaw who made his tough job as a vice president easier. Although Winne said he will miss all of the interaction with people inherent with being a Show officer, he plans to remain active with the Show and he will be busy serving as president of the Legends Natural Gas II, III and IV entities, and as chairman of the board of Phoenix Exploration.

OUTGOING

Committee Chairmen



**KIM
BAKER**
Team Penning
& Ranch Sorting



**KEN
BARRETT**
Livery Team



**ROGER
BETHUNE**
Houston Metro
Go Texan



**GLORIA
BLACKMAN**
Rabbit



**SHEILA
BRINKMAN**
Corral Club –
Auctions & Receptions



**JERRY
BROXSON**
All Breeds
Livestock Sales



**TIM
BURNS**
Equipment
Acquisition



**DON
CAUSEY**
Ranch Rodeo



**BRYAN
CROOK**
Corral Club –
Main Club



**DAN
D'ARMOND**
Western Heritage
Community Challenge



**CHARLES "BEAR"
DALTON**
Wine Competition



**KEN
JACOBSON**
International



**JEFF
JAMES**
Corral Club –
At Large



OUTGOING

Committee Chairmen



**CANDACE
KASSERMAN**

Events and
Functions



**CAROL
KNIGHT**

Graphics & Signage



**DON
LARSON**

Directions &
Assistance



**PAUL
LEHNHOFF**

World's Championship
Bar-B-Que



**LAWRENCE S
LEVY**

Magazine



**BOB
LIVERMORE**

Jr. Rodeo



**CURTIS
LUTRINGER**

Corral Club –
Suites West



**GREG
MILLER**

Poultry Auction



**LYNN
NUNEZ**

Horse Show Awards



**BILL
OSBORN**

Donkey and Mule



**WANDA
PACE**

Communications &
Special Services



**BOB
PORTER**

Corral Club –
Chute Club



**JOE
RENTZ**

Speakers



**TONY
RICH**

Corral Club –
Division III



**MIKE
RUTHERFORD**

Cutting Horse



**LARRY
SANDERS**

Junior Horse Show



**KEN
SHAW**

Rodeo Merchandise



**TOM
SHORT**

Calf Scramble Arena



**TOMMY
WELLS**

Palomino



**JAMES
WIX**

Special Attractions

From Near and Far

By Brad Levy

"Bienvenidos," "Shalom," "Yo Koso," "Bienvenue," "Huan Ying" and, of course, "Howdy Y'all!" were some of the many greetings exchanged in the International Room as guests arrived for the 2009 Houston Livestock Show and Rodeo™. Guests to the Show journeyed from all parts of the world, including Canada, China, England, Honduras, Israel, Mexico, Japan, and Venezuela, plus other countries throughout Central America, South America and Europe. In 2009, the Show hosted 1,826 foreign visitors from 94 countries.

The International Committee is a vital link in the success of the Show. The committee invites international guests to the Show, and hosts them while in Houston. More than 450 committee members organize and conduct activities for international visitors during International Days and furnish interpreters for the nearly 2,000 registered international visitors who include breeders, politicians, ambassadors, ranchers and livestock buyers. International guests are encouraged to participate in activities that promote agricultural commercial growth and knowledge involving an array of livestock resources that meet their particular needs and interests.

Ken Jacobson, a third-year chairman of the International Committee, knows the importance his committee plays during the Show. "Our role is not only to welcome guests, but to help promote international trade between the international visitors, most of which are cow/calf operations, with our local producers who sell their livestock, semen and embryos," he said.

Some visitors have been coming to the Show for more than 20 years. Committee members and guests have developed great friendships, and they look forward to meeting in the International Room every year. "It's like renewing old friendships and making new ones," said Jacobson.

One long-standing friendship that has developed at the Show is with guests Eleazar and Iris Soto. Eleazar is a cattle and dairy rancher from Maracaibo, Venezuela. The couple has been coming to Houston for more than 10 years to do business at the Show. Their trip planning starts months before the Show begins. He appreciates how the International Committee helps him schedule appointments during his visit and introduces him to new suppliers. "We do our business in the International Room; we import Brahman and Holstein semen and embryos for our ranching operation," Eleazar said. "The room allows us to have a lot of exchange with people from other countries. It's a good opportunity to learn how people are doing business in each country, how they are using different technologies, how they are applying them, and what has been successful and what has not."

Eleazar said that the people he meets at the Show greatly appreciate the hospitality that the International Committee offers its guests. "The treatment we receive at the Show is excellent. They help us plan our trip before we come to the Show; they assist us in setting up meetings while we are here; and are constantly making sure our time in Houston is enjoyable."





International guests not only come to the Houston Livestock Show™ to make purchases, they also come to enjoy all aspects of the Show and to develop ideas and new methods of operations that can be incorporated into their industries back home. John Vian, an international guest from Cornwall, U.K., attended his first Show in 1984. As a cattle buyer for a chain store in England, Vian takes the opportunity to observe the Charolais and Limousin breeds on display at the Show. "We keep coming back because it's delightful to see the cattle on display. By comparing the cattle in the United States, it helps me make better choices when purchasing stock back in the United Kingdom," said Vian.

Jacobson and his committee members are keen to all of the needs of their international guests who come into the International Room to conduct business. The committee takes international guests on tours of the Show grounds, accompanies them to the sales and commercial auctions, and, if necessary, interprets for them. Committee members introduce them to the breeders on site and set up the International Trading Post, an exhibit area located within the International Room. The area is reserved for breed associations to promote their business to guests, with assistance from a representative from the Texas Department of Agriculture. In conjunction with Texas A&M University, the Texas Department of Agriculture and Texas Cooperative Extension, the committee also hosts the Texas International AgriSummit, a full day of educational seminars and livestock related demonstrations given by local experts.



Canadian visitors to the Show not only boast about the great business environment that the Show offers to international guests, but they also are enthralled by all of the great entertainment, education and philanthropy that the Show promotes. Cam Raison from Calgary, Alberta, has visited the Show 12 times. He claims that each visit is better than the last. "The people here at the International Committee are tremendous; they treat us great," he said. "They go out of their way to make sure you're having a good time and are well taken care of."

J.P. and Diane Poinier, also from Calgary, started attending the Show a few years ago. They enjoyed their first Show so much that they purchased a second home in Houston and opened a Texas branch of their trucking business. "We met some folks from Houston a few years back at the Calgary Stampede. We didn't even know about the Houston Show. They got us to come down, and we've been hooked ever since," said Poinier. The Poiniers joined the Show, and now serve as members of the Souvenir Program Committee and were buyers in the 2008 School Art Auction. "Houston is a great place to get away from the snow. Our visit to the Show was absolutely phenomenal."

Whether a native Texan or a visitor from abroad, the Houston Livestock Show and Rodeo is a one-of-a-kind opportunity to experience the Texas agriculture industry from both a business and an entertainment viewpoint. In 2010, when greeting an international visitor, tip your hat in true Texas fashion. 🤠



IS THE FORCE WITH YOU OR AGAINST YOU?

By Sonya Aston

What do race-car drivers, aerobatic pilots, astronauts and cowboys have in common? Besides a need for speed, they all experience sudden and intense acceleration that potentially exceeds the force of standard gravity, which is referred to as one "g." As part of their sport, cowboys strap themselves onto the backs of powerful, explosive animals for the thrill of the ride and a chance at the prize for being the best.

A team of experts wants to know what is happening to the human body when the cowboy is being thrown in many directions. How much force do cowboys experience, and what is that threshold point where injury might occur? These are some of the questions that the partnership between the University of Texas Medical Branch and the Justin Sportsmedicine Team is seeking to answer with the help of the Houston Livestock Show and Rodeo™.

Don Andrews, a co-founder of the Justin Sportsmedicine Team, said, "Bareback riders and bull riders suffer 72.57 percent of the injuries experienced at rodeo events." Andrews, along with Dr. Richard Jennings of UTMB aerospace/internal medicine, sought permission from the Show to conduct an experiment with cowboy contestants during the 2009 RODEOHOUSTON™. "The Houston Livestock Show and Rodeo is a major show, attracting top contestants, which is an excellent opportunity for our program," said Andrews.

Many RODEOHOUSTON fans might have noticed a few cowboys wearing white tape over their ears during the 2009 Show. That was not a new fashion statement, but an important data collection tool. In a small room in Reliant Stadium, where the cowboys relax or pace in anticipation of their event, some athletes had small devices, called accelerometers, plugged and taped into both ears. The accelerometers were wired to a small apparatus that

recorded their data. The ears are the safest place for the accelerometer to measure the movements of the contestant's head during the ride. While the cowboy is competing atop his drawn horse or bull, he is thrown violently backwards, forwards and sideways, and the accelerometer is taking notes. After the cowboy has dusted off and returned to the locker room, the device is removed and the data downloaded into a computer, where the information later will be studied by doctors at UTMB.

Like all athletes, cowboys can be superstitious and regimented in getting ready for their intense competition. Consequently, Dale Kiecke with the Justin Sportsmedicine

Team was careful in his selection of cowboys to participate. "Bareback riding and bull riding are both very intense, and cowboys do not want a distraction," said Kiecke. As it turns out, the accelerometer and the data-collection apparatus did not seem to impact the result of the ride. "We had everything from non-qualifying riders to first-place winners wearing the equipment," said Kiecke.

Zack Dishman, a bareback rider who volunteered to participate, said, "The weirdest part was

wearing the accelerometer before the event. I did not feel it at all during the ride. I thought that it might fall out, but I was surprised that it stayed in."

Accelerometers measure both linear G-force and angular acceleration. Everyday products are equipped with accelerometers that measure changes in movement. For example, when a car crashes, an accelerometer detects the change in force and, if needed, sends a signal to activate the safety airbag. The same type of situation occurs when the accelerometer determines that a car is gliding and engages the brakes. Laptop computers have accelerometers to detect whether the computer is falling and then to disengage the hard drive as protection from the impact.





The accelerometers used on cowboys will provide quantitative information on how fast the cowboy actually is being tossed about on the bucking horse or bull. It also will measure the sequence of events of a ride and at what point their movements result in injuries. Most importantly, the information will be used to design superior protective gear in the future. Dr. Charles Mathers with UTMB aerospace/internal medicine is excited about the study. "The cowboys have been great to work with. We expect to be able to connect the data to how injuries occur. Do bareback riders suffer head injuries from the motion or are their heads actually hitting the back of the bucking horse? Those are key questions in our research," said Mathers.

At the 2009 Show, 10 bareback riders and 10 bull riders participated in the data collection. The information will be useful for cowboys, but also will be part of a larger picture of sports.

Race-car drivers already have used accelerometers to measure the G-force encountered driving in and out of their curves. The information gathered from the drivers was helpful and substantial, which encouraged officials at UTMB and the Justin Sportsmedicine Team to seek additional

areas of investigation and other applications. "We will be looking at aerobatic pilots to measure the forces that they experience," said Jennings. "Eventually, we will be focusing on astronauts and the impacts of liftoff and reentry." In each situation, the goal is to discover the stresses that the body endures and develop equipment to support the athlete, astronaut or pilot.

The Houston Livestock Show and Rodeo offers a great research opportunity for the UTMB aerospace/internal medicine doctors. "Our physicians are learning to provide trauma care in a very public arena," noted Jennings. "It is thrilling to be part of such an important project for cowboys and the sports world in general."

How much force do cowboys experience, and what is that threshold point where injury might occur?

While the cowboy is competing atop his drawn horse or bull ... the accelerometer is taking notes.

The Justin Sportsmedicine Team is a mobile sports medicine system that provides a network of emergency physicians, physical therapists and athletic trainers to support cowboys in rodeo events across the country. The Justin Sportsmedicine Team has been supporting the athletes at the Houston Livestock Show and Rodeo for many years. The 2009 RODEOHOUSTON trial was its first event working extensively with the accelerometer. 🏇



CORPORATE DEVELOPMENT Committee

EQUIPMENT ACQUISITION Committee

By Elizabeth Martin

When most people think of the Houston Livestock Show and Rodeo™, the first things that might come to mind are the calf scramble, turkey legs and star performers. However, it is much more than three weeks of livestock, food and fun. Each year, the Show awards millions of dollars in scholarships to deserving students in the Houston metropolitan area, which includes Harris County and seven surrounding counties. The Corporate Development Committee diligently works toward making each show a success.

The committee formed in 1988 to solicit financial support for four-year scholarships from local corporations, foundations and individuals, as well as to develop awareness of the Show among the leaders of Houston's business community. The committee's mission since has been expanded to include raising funds for the Rodeo Institute for Teacher Excellence™ and increasing the number of sponsorships for the Show. Currently, there are 50 members, who until recently, were led by Chairman Robert Kneppler and third-year officer in charge Charlene Floyd. The committee's annual fundraising efforts begin in August and run through the end of the Show.

In 2009, the committee raised \$1.16 million, enough to fund 78 four-year, \$15,000 Show scholarships. Members also raised \$75,000 in RITE™ program contributions and are credited with \$1.9 million in Official Show Sponsor revenue.

Equipment Acquisition Committee members understand the challenge in providing a wide range of farm and other logistical equipment necessary for the Houston Livestock Show and Rodeo to host the world's largest livestock show and premier horse show. With their commitment of time and expertise, members of the Equipment and Acquisition Committee saved the Show more than \$1.5 million in 2009.

The committee is stationed at the warehouse facility on the Show grounds and its members also staff the fuel station nearby. Tim Burns, a third-year committee chairman, and Tom Davis, a Show vice president currently serving as officer in charge, oversee the 98 members of the committee who work a minimum of 40 hours during the Show. Most members are trained, certified operators of the equipment they allocate.

The committee started in 1990, and is responsible for obtaining golf carts, forklifts, tractors and other equipment for the duration of the Show. Companies such as Adobe Equipment, an authorized Cat® Lift Trucks dealer, and Shoppa's Farm Supply Inc. are Official Show Providers and donate much of the necessary equipment each year.





RODEO

Roundup

NEWS & HIGHLIGHTS INFORMATION & UPDATES

➤ Show Named "Angel of the Year"

The Houston Livestock Show and Rodeo™ was honored as the "Angel of the Year" at the Baylor Research Advocates for Student Scientists awards dinner April 16.



BRASS awards the "Angel of the Year" annually to outstanding individuals or organizations that continually support the program's mission of providing scholarships and research funding to the best and brightest students at the Graduate School of Biomedical Sciences at Baylor College of Medicine.

Presenting the award to the Show were Diana Brown, BRASS president, and Dr. William Butler, president and CEO Baylor College of Medicine; Butch Robinson, Show chairman of the board, accepted.

➤ 2009 Men of Distinction

The Men of Distinction Annual Awards Luncheon, hosted by Baylor College of Medicine, honored Houston Livestock Show and Rodeo Lifetime Director Virgil Waggoner, May 6, at the River Oaks Country Club, along with other outstanding Houston men.



The mission of the Men of Distinction Annual Awards Luncheon is to recognize Houston men who have distinguished themselves through excellence in community achievement, thereby providing support in superior biomedical research, education, and patient care in the Texas Medical Center and directly benefiting the Houston community.

Also honored as 2009 Men of Distinction were Dr. Denton Cooley and Show ex-officio board member Drayton McLane Jr. The luncheon raised funds to benefit the Bridges Program at Texas Children's Hospital.

➤ Governor Appoints John Ellis to Texas Medical Board

Houston Livestock Show and Rodeo lifetime vice president and board of directors member John D. Ellis Jr. was appointed to the Texas Medical Board by Governor Rick Perry. Ellis, chairman of John Ellis and Associates, will serve on the board through April 2015. The



board protects and enhances the public's health, safety and welfare by establishing and maintaining the standards of excellence used in regulating the practice of medicine and ensuring quality health care for the citizens of Texas.

➤ Scholarships

On May 19, 2009, Houston-area students were presented with 212 Metropolitan, 100 Opportunity and 15 School Art scholarships — totaling nearly \$5 million.

Scholarships will be presented to Texas 4-H students June 12 and Texas FFA members July 9, in College Station and Dallas, respectively. Seventy students from each organization will receive a four-year, \$15,000 scholarship each to attend a Texas college or university.

Scholarships previously were presented to Area Go Texan and Family, Career and Community Leaders of America members on Feb. 27, 2009.



➤ 2010 Show Dates

The 2010 Houston Livestock Show and Rodeo will run Tuesday, March 2, through Sunday, March 21. Mark your calendars and do not miss upcoming announcements about the 2010 entertainers and additions to the Show!



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2010 SHOW DATES

**Tuesday, March 2 -
Sunday, March 21**



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