

HOUSTON LIVESTOCK SHOW AND RODEO™

ENTERTAINER WEEKLY MAGAZINE

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Winter 2009

Volume XVII, No. 4

BROOKS & DUNN
The Last
RODEO TOUR

**ENTERTAINER
SNEAK PEEK**

**FROM SHOW TO SHASTA
VOLUNTEER BY DESIGN**





A Real Deal ... 8

Take a peek at some of the 2010 entertainers.



In this issue ...



On-the-Job Training ... 2

Student interns work behind the scenes each year.



Speaking Out ... 4

The Speakers Committee can help make your next meeting an entertaining event.



All Dressed Up ... 6

Rabbits and cavies compete in their finest costumes.



From Show to Shasta ... 10

Scholarship recipient stands out at her school.



Making a Difference ... 13

Poultry Auction Committee extends its heart to Brookwood Community.



Volunteer by Design ... 14

Volunteer Torie Halbert makes it as a finalist on HGTV's "Design Star."



The Cover ... After more than 17 RODEOHOUSTON™ performances, Brooks & Dunn will say farewell with *The Last Rodeo Tour*.

Committee Spotlights

Lifetime Vice Presidents ... 17

Llama and Alpaca ... 18

Rodeo Express ... 19

Tours ... 20

Rodeo Roundup ... 21

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A Message From the Chairman

Because of your efforts, I am pleased to share with you that the recently approved Houston Livestock Show and Rodeo™ 2009–2010 educational commitment tops \$11 million — in fact, \$11.2 million! We also will award approximately \$5 million through cash premiums, auction proceeds and calf scramble certificates to more than 14,000 junior livestock show exhibitors. Each of our 22,000 volunteers and supporters deserve a great deal of gratitude for the time, financial support and passion that is extended to this wonderful organization. Your commitment allows our commitment to the youth of Texas to increase annually — especially important during these challenging economic times.

Preparations for the 2010 Houston Livestock Show and Rodeo continue to progress. Committee meetings are taking place nightly as our volunteers and staff work tirelessly toward producing another great Show. Inside this magazine you'll see a preview of the 2010 RODEOHOUSTON™ entertainer lineup and our Season and Mini-Season Ticket information. We are off to a great start with these entertainers, so watch for more entertainer and Show information as it becomes available.

Also in this issue we highlight a scholarship recipient who definitely stands out in a crowd — and not just because she can be seen wearing a Cougar costume! You also will find out about another group who helps keep the Show running smoothly — student interns.

You will discover how the generosity of one committee is helping a community make a difference. This is just one example of the many Show committees that extend their hearts and efforts beyond the Show.

Lastly, I hope you will enjoy learning how committee volunteer Torie Halbert's experiences with the Show enabled her to follow her dream to pursue an interior design career — even a chance at winning her own design show on cable television.

'Tis the holiday season! We wish you and your family the very best. The new year will be here soon and RODEOHOUSTON 2010 is right around the corner.

Sincerely,

Butch Robinson



On-the-Job Training



Many people are familiar with the Houston Livestock Show and Rodeo's™ educational programs, from direct scholarships to the Rodeo Institute for Teacher Excellence™, but there's a behind-the-scenes opportunity that teaches hands-on, professional skills and leadership to a unique group of college students.

For more than 30 years, interns have come to Houston to work alongside volunteers and staff in various areas of the Show. Students from Alvin Community College, Texas A&M University, and the Texas A&M University College of Veterinary Medicine and Biomedical Sciences take time out of their spring semesters to intern from a week to the entire three weeks of the Show.

During 2009, nearly 200 students participated in the Show's intern program.

Capital One Bank AGVENTURE Interns

Students work with Show volunteers in Capital One Bank AGVENTURE, taking on a variety of duties, including talking to visitors about the various species of livestock and the agriculture industry. Students in the birthing center have assisted with farrowing piglets and caring for newborn lambs and calves.

"Interacting with livestock and learning how to assist livestock with birth was my favorite part of the internship," said Texas A&M University senior and past Capital One Bank AGVENTURE intern Enrique Mendiola. He said he also enjoyed teaching the basic aspects of agriculture to people who do not have the chance to interact with livestock.



Editorial Interns

As editorial interns, students interview Houston Livestock Show™ winners and auction buyers and write press releases covering the contests or events. They also help produce the Commercial Exhibitors Newsletter and the Rodeo Roundup E-newsletter, writing articles and photographing events.

Executive Office Interns

Executive office interns prepare meeting agendas, assist in daily office procedures and coordinate and organize daily events. Interns also escort Show guests and dignitaries as needed and assist with Executive Office and chairman of the board's Grand Entry guests.

"Since I was in the third grade, I have shown steers at the Houston Livestock Show," said Texas A&M University senior and past executive office intern, Brooke Hoelscher. "In addition, my senior year I was awarded the Houston Livestock Show and Rodeo 4-H Scholarship. Interning for [the Show] gives me the opportunity to give back to an organization that has given to me in so many ways.

I truly feel at home at the Houston Livestock Show and Rodeo," Hoelscher said. "To me [the Show] is really like one big family; full of childhood friends, extension agents and FFA teachers, employees of the Show, volunteers and interns. It is exciting to reunite with so many old friends each year."

Livestock and Horse Show Interns

Livestock show interns are assigned to specific livestock shows and work with the superintendents and livestock office personnel. The students sell items to exhibitors, and check in and release exhibitor trailers and livestock.

One of the major responsibilities of horse show interns is to check in exhibitors as they arrive at the Show. The interns ensure that all information and documentation has been collected and filed appropriately. This includes verifying membership under the correct breed associations and verifying horse registration papers. Students also answer exhibitor questions and work with the staff and volunteers to successfully run the horse show.

Veterinary Interns

Veterinary interns work with the Show's veterinarians and Veterinary Committee to check health papers, conduct urine testing, assist with animal births and handle other tasks.

"I chose to be a [veterinary] intern because I did not have much experience with livestock and thought the [Capital One Bank AGVENTURE] birthing center would be a really great place to learn more and possibly get some hands-on experience," said Joyce Li, College of Veterinary Medicine third-year student. "It also helped introduce me to an area of vet medicine that I was pretty intimidated by, in a way that was enjoyable and educational."



"As a fourth-year veterinary student who will soon be going out into the real world, I think it is very important to know how to relate to and communicate with the general public about events relating to veterinary medicine," said past veterinary intern Keri Ford. "Working at the birthing center gave me a lot more experience communicating with the public. They were very inquisitive about the details of the birthing process and how it differed in each species."

Video Interns

Video interns work in all areas of the Show's studio facility. They write scripts, run cameras, produce graphics and edit and log video. The students also produce a video feature for the Show's Web site called "Stampede TV", which features short programs written, filmed and edited by the student interns.

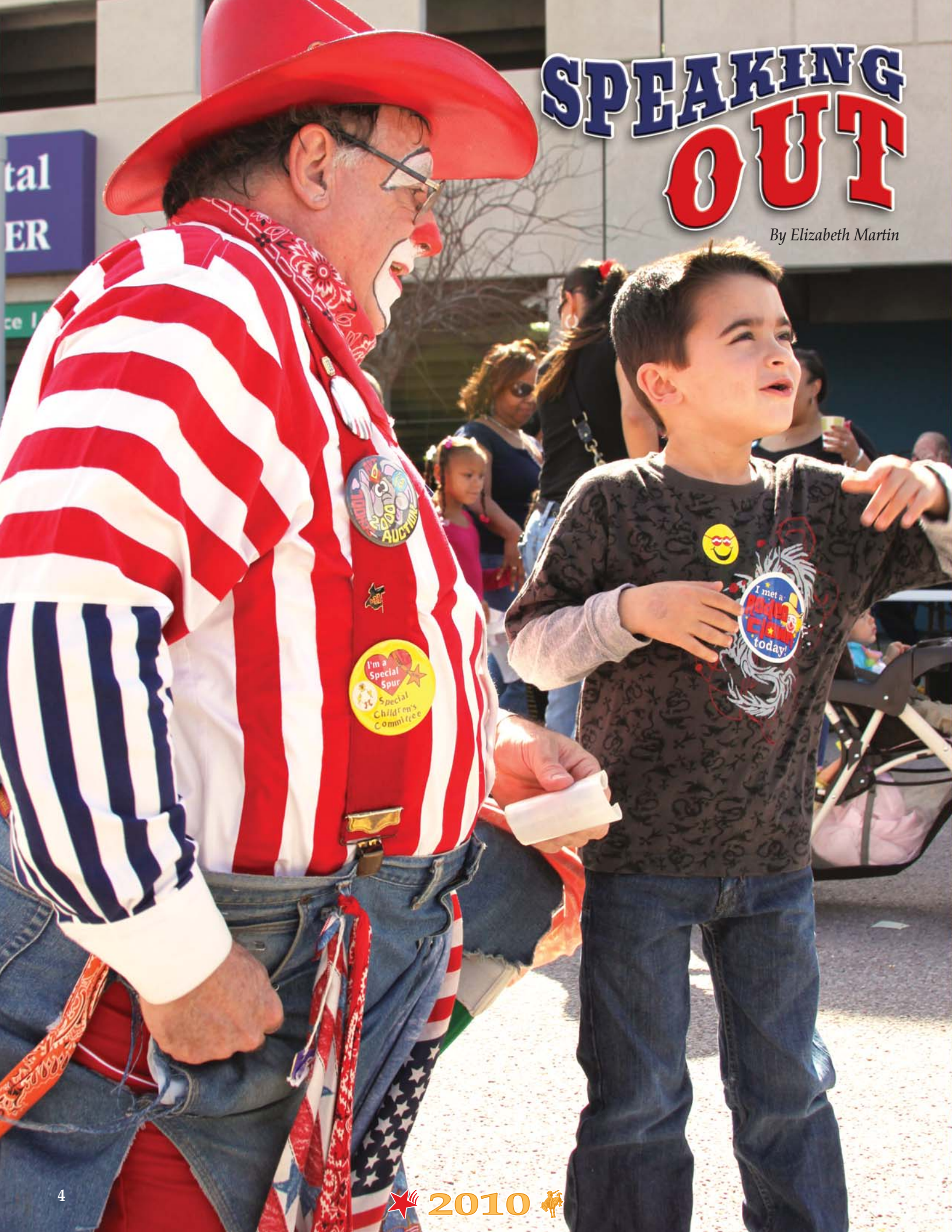
"I like to give people a chance to get real-world experience in the business," said James Davidson, video intern superintendent and managing director of the Show's Audio/Visual Presentations and Broadcast Department. "In this case, they get to do it alongside working professionals and on state-of-the-art technology. As our technology advances and gets more sophisticated, so do they. They're getting more specialized than ever. We benefit from that and also their eagerness to learn new things."

"I love watching [interns] grow in their confidence," said Dr. Deborah Dunsford, Capital One Bank AGVENTURE, Fun on the Farm, executive office, and editorial intern superintendent. "Most of them seem to blossom when they realize they can do it."

Dunsford is a senior lecturer in the Department of Agricultural Leadership, Education and Communications at Texas A&M University, where she teaches courses in agricultural communications and journalism. 🏠

SPEAKING OUT

By Elizabeth Martin



If you know of a group or organization that would enjoy a line dancing lesson, a brief history of the cowboy or an overview of the importance of branding livestock, the Houston Livestock Show and Rodeo™ Speakers Committee is standing by to help. The committee coordinates programs, promotes interest in the Show and delivers entertaining presentations for local business groups, schools, service clubs and other interested organizations.

Members speak about the history of the Houston Livestock Show and Rodeo or explain how high school students can apply for one of the Show's various scholarships. If you have a group interested in volunteering, speakers can explain that aspect of the Show.

Other historical presentations chronicle the lives and contributions of Anglo, Hispanic and African-American cowboys and the strong, frontier women who helped pioneer the West.

If your group is interested in something a bit more hands-on, speakers give line-dancing and roping lessons. The committee has special groups that will demonstrate rope tricks and children's games from the Old West. There's even a group dedicated to the responsibilities, costumes and makeup of the rodeo clown.

Other special groups illustrate life on a cattle trail drive and on the ranch, tell tall tales around the campfire, sing cowboy songs, and bring live animals for children and adults to see up close.

To take advantage of this free speakers service from the Houston Livestock Show and Rodeo, visit rodeohouston.com, or call 832.667.1065. 🤠



All Dressed Up



Bright red hats. Feathered boas. Camouflage and gold chains. No, these aren't some of the outfits of RODEOHOUSTON™ entertainers ...





These are the costumes of some of the Best Dressed Rabbit and Cavy Contest participants at the Houston Livestock Show™ Open Rabbit and Cavy Costume Contest. Each year, the Rabbit Committee hosts the contest to celebrate a successful show and treat exhibitors to a good time. These are just a few of the 2009 Show's Best Dressed. Be sure to catch the costumes during the 2010 Show, March 10.



A Real Deal

MARCH 3 - DIERKS BENTLEY MARCH 7 - JONAS BROTHERS MARCH 8 - TIM MCGRAW

The 2010 RODEOHOUSTON™ lineup is off to a great start!

SEASON AND MINI-SEASON TICKETS

The only sure way to see these seven great performances, plus 13 more, is with Houston Livestock Show and Rodeo™ Season Tickets, which are on sale now. Season Tickets start as low as \$302, plus a \$15 handling fee.

Mini-Season Tickets, with nine great performances in each option, also are on sale now. Mini-Season Ticket seating is located in the loge and upper levels of Reliant Stadium. Option A can be purchased for \$132 in the upper level and \$171 in the loge level, plus a \$10 handling fee. Option B can be purchased for \$138 in the upper level and \$171 in the loge level, plus a \$10 handling fee.

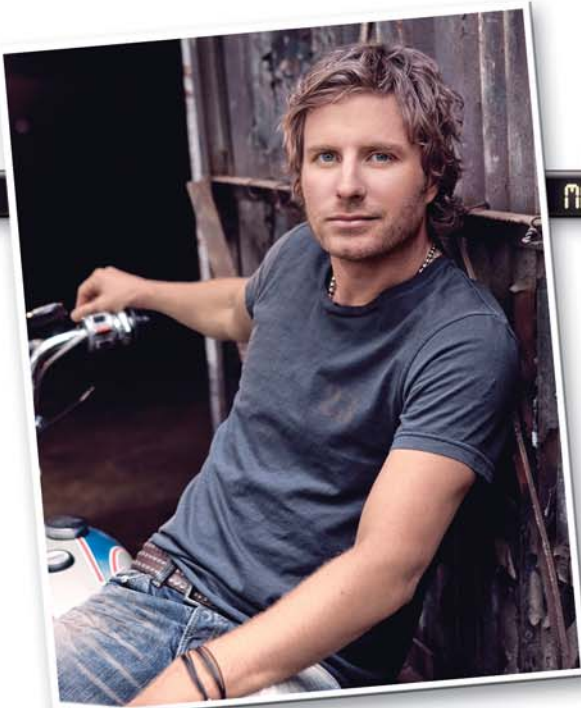
Option A Dates

Tuesday, March 2 – Country
Thursday, March 4 – Country
Sunday, March 7 – **Jonas Brothers**
Monday, March 8 – **Tim McGraw**
Wednesday, March 10 – **Rascal Flatts**
Saturday, March 13 – Country
Wednesday, March 17 – **Gary Allan**
Friday, March 19 – Country
Sunday, March 21 – Disney/Pop/R&B

Option B Dates

Wednesday, March 3 – **Dierks Bentley**
Saturday, March 6 – Country
Tuesday, March 9 – Country
Thursday, March 11 – **Brad Paisley**
Friday, March 12 – Country
Monday, March 15 – Country
Tuesday, March 16 – Country
Thursday, March 18 – Pop
Saturday, March 20 – **Brooks & Dunn**
– The Last Rodeo Tour

Black Heritage Day, Friday, March 5, and Go Tejano Day, Sunday, March 14, will be sold as individual tickets and are not included in the Mini-Season Ticket options.



VALUE DAYS

All three Wednesdays (March 3, 10 and 17) during the 2010 Show will be designated as Value Days, with these incredible entertainment value options:

- ✓ \$10 Value Day Rodeo/Concert Ticket (includes Reliant Park admission)
 - Wednesday March 3 – **Dierks Bentley**
 - Wednesday, March 10 – **Rascal Flatts**
 - Wednesday, March 17 – **Gary Allan**
- ✓ \$5 Value Day Reliant Park Admission (does not include rodeo/concert admission)
- ✓ Free Value Day Reliant Park Admission (for seniors, 60 and over, and children, 12 and under — does not include rodeo/concert admission)
- ✓ \$5 Value Day Miller Lite Main Street Lot Parking (available until 3 p.m. each Wednesday)
- ✓ Free Shuttle Service at Reed Road Park & Ride Lot (Reed Road at Highway 288 – no charge to park – ride shuttle for free to and from Reliant Park – available until 3 p.m. each Wednesday)
- ✓ Values on the Grounds
 - \$5 off a \$25 or more purchase at any official Houston Livestock Show and Rodeo merchandise booth
 - \$1 games and \$1 food bites at the carnival all day
 - Value Days pricing at various food and merchandise vendors
- ✓ Values in Reliant Stadium
- ✓ \$5 value meals and other discounts at various food and drink concession stands
- ✓ More Value Days items will be announced prior to the 2010 Show.

HOW TO PURCHASE SEASON, MINI-SEASON AND VALUE DAYS TICKETS

- online at www.rodeohouston.com
- by phone at 832.667.1080
- in person at the Show's Ticket Windows on the second floor of Reliant Center
 - Monday and Friday, 8:30 a.m. to 4:30 p.m.
 - Tuesday through Thursday, 8:30 a.m. to 7 p.m.
- Value Days tickets also can be purchased in person at Fiesta Mart stores statewide.

Season Tickets and Mini-Season Tickets are not available at any other ticket outlet, including Ticketmaster.

Visit www.rodeohouston.com for a Reliant Stadium seating chart and more information. The Season Ticket and Mini-Season Ticket costs also include admission to Reliant Center, Reliant Arena and the carnival.

The full 2010 RODEOHOUSTON lineup will be announced Jan. 11, 2010. Individual tickets will go on sale Jan. 16. 🤠





What would Chelsea Stanley's father say if he knew his daughter, a University of Houston sophomore majoring in theater arts administration, wanted to join the circus? While she actually is seeking a business internship with Cirque du Soleil rather than a starring role, Stanley believes he probably still would say, "Chelsea Marie, you can do it, girl. Never give up on a dream."

Photo by Thomas Campbell, UH photographer

From SHOW to SHASTA

By Lisa J. Norwood

Stanley, however, will only hear those words in her mind, because her father was killed in a car crash when she was 15 years old. The tragedy left her essentially orphaned and without the financial means to attend college. Rather than defeat her ambitions, it made her stronger and more motivated to succeed — not only in academics, but also in every aspect of her life. With her strong drive, and a little help in the form of an Opportunity Scholarship from the Houston Livestock Show and Rodeo™, Stanley is well on her way.

No stranger to the Show and its agricultural and educational mission, Stanley was actively involved in FFA. She grew up in Waller, Texas, where she baled hay on the family farm, raised livestock and cleaned horse stalls. She was active in high school academics, drama, agriculture and wrestling — yes, ladies' state championship wrestling. Her father, a Houston firefighter, was a longtime participant in the World's Championship Bar-B-Que Contest. Stanley even caught a calf in the Show's calf scramble. These experiences, along with the assistance and guidance of her Waller High School adviser, Alice Stewart, led her to apply for a Show scholarship.

Because of her scholarship achievement, Stanley now wants to help her former schoolmates by guiding them in the financial aid process. She offers advice to high school kids. "Stay active in extracurricular activities, and write down everything you do, no matter how small it seems at the time," she said.

Stanley is as busy in college as she was in high school. She has a full class load of 13 semester hours. In her spare time, she serves as a University of Houston mascot for baseball, softball, basketball and football games. Trying out for mascot was a lot like pledging a sorority, according to Stanley. She had to keep the mascot tryout a secret from her classmates so no one would know she was Shasta or Sasha, the university cougar mascots, on game day.

Since Stanley enjoys entertaining people, being a mascot fits her perfectly. People still do not always know it is Stanley in the cougar costume, but the secret is out. She loves her job as mascot!



Photo by Trent Dees



Photo by Nancy Clark

in the restaurant that her father co-owned. There is no doubt in her mind that there will be many long hours spent on this project, but she knows it is just one more way she would have made her dad proud.

Stanley loves writing, and she wrote a play about her dad four years after his passing. The play is called "Memories of a Man," and it focuses on the impact that losing a loved one has on others and the hope it can inspire for the future. In 2008, Stanley submitted the play to the Alley Theatre's Houston Young Playwright Exchange and was one of six

Houston-area high school students selected to participate in the program. Her play was performed by professional actors in a showcase at the Alley Theatre.

Stanley plans to keep reciprocating the generosity she has been shown in her own life. She has been active in speaking to Show committees since receiving her scholarship and remembers telling her story to a room full of teary-eyed Souvenir Program Committee members. She recently was appointed a member of the Jr. Rodeo Committee.

The resounding message from Stanley is to stay positive and focused on what is good, even when life deals you some bad situations. She is grateful for all the support she has received from her family, and she remembers her dad's advice to take life in stride and make good things happen instead of being negative. He also told her to never give up on her dreams and goals.

"Make life's situations what you want them to be, but don't let the situation make you," Stanley said. 🤠

Stanley is proud to be the first in her family to attend college, so exuding university pride as a cougar mascot is another way she shows that she is right at home on campus. Being a mascot is nothing new to her, since she also served as her high school's mascot. It does require additional time, but she is convinced it only will enhance her experience while at the university and not take away from her academic studies.

"College is more demanding this year, but I now have a better understanding of what it takes to stay organized," Stanley said.

When Stanley graduates from the University of Houston, she plans to open a dinner theater in Houston. While she prepares academically for this venture, she can use the life experience she gained during her high school years working



Photo by Nancy Clark

Making a Difference

Houston Livestock Show and Rodeo™ volunteers reach out to the community year-round, well beyond their daily contributions as committee volunteers. In one such program, the Poultry Auction Committee, through its buyers, donates chickens to the Brookwood Community for several special meals for the residents.

Brookwood is a faith-based, educational, residential and entrepreneurial community for adults with functional disabilities. The facility is located in Brookshire, Texas, and is funded through tuition, private sector donations and sales from entrepreneurial enterprises, and does not accept government subsidies.

Poultry Auction Committee Chairman Ronnie Gulihur said that the residents of Brookwood inspire the committee to keep donating.

“The effort the Poultry Auction Committee puts out for Brookwood provides the residents approximately 4,000 meals, but what we get out of it is so much more. What [the residents] may not realize is the inspiration that they provide to us,” Gulihur said. “Making the donation to Brookwood is just one small way that the Poultry Auction Committee is able to extend the goal of supporting youth and education. We are honored to be able to make this commitment to Brookwood every year.”

Since its first resident enrolled in 1985, Brookwood has grown into a community of more than 100 residents who live

and work on campus. Brookwood’s enterprises include crafts (candles, ceramics, screen printing, garden sculpture and stone cast projects), horticulture, retail stores and the Café at Brookwood, which is powered by the residents as they learn productive work and social skills.

The program provides its citizens with a sense of contribution and social, emotional and self-fulfillment. Brookwood develops the residents’ entrepreneurial skills to help the community run several business enterprises.

Speaking about the poultry donation, Sylvia Patton, Brookwood Community’s assistant director, said, “This kind of donation is a great monetary benefit to the community, because it is meals that we do not have to buy ourselves.”

Poultry Auction buyers can choose to donate their purchases back to the Show, and Poultry Auction Committee members help channel those donations to various charitable organizations that fight hunger around Houston. Late committee member Earl Robbins was the driving force behind the committee’s donation to Brookwood. In 2006, Robbins was asked why he chose Brookwood as his pet donation project.

“I think Brookwood does one of the greatest services that can be done for mankind,” Robbins said. “These people have a lifetime of hardship; they should enjoy a few days of pleasure.” 🍷



Volunteer by Design

By Denise Doyle



The world of reality television recently discovered a Houston Livestock Show and Rodeo™ volunteer. Torie Halbert, an assistant captain on the Transportation Committee, made it to week seven of the fourth season of cable television channel HGTV's "Design Star" — and that is no small accomplishment! This popular home design show receives thousands of entries for each new season. Halbert submitted her portfolio and a video to the show in December 2008. After several months of cuts and final auditions, she was selected as one of the 11 finalists who lived, worked and filmed for more than a month in Los Angeles. Halbert said she was truly honored to be selected as the first — and thus far only — designer from Houston to be a finalist.



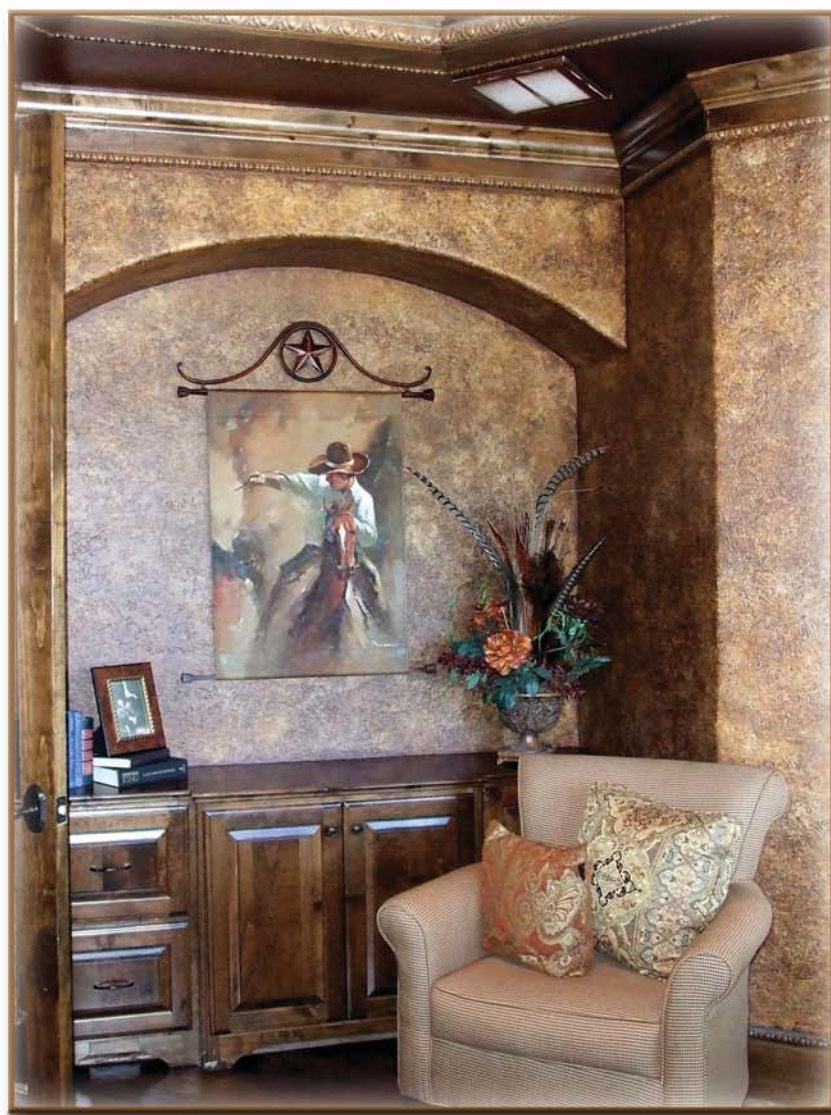
The show format features contestants working in teams and competing in individual challenges, all vying to become the next design star and win the grand prize — their own design show on HGTV. The finalists lived in a house, named Chatsworth, which sits high atop a hill in Hollywood. This particular home formerly was owned by celebrities Lucille Ball, Frank Sinatra and Marilyn Monroe. In each weekly episode, one designer is eliminated from the competition. Halbert, Show-volunteer-turned-reality-TV-star, made it all the way to the top four contestants. Even though she didn't walk away with the grand prize, Halbert said she feels like a winner, because of the many opportunities now coming her way as a result of appearing on "Design Star."

As a budding designer, Halbert grew up in Dayton, Texas, and was a member in both 4-H and FFA. Her grandparents and parents were active participants in the Show, so Halbert was raised with the Houston Livestock Show and Rodeo as a part of her life. She began her own Show experience with broilers, steers and heifers at the age of 13. Along the way, she won several pageant titles, including Miss Go Texan, Junior Miss Texas Rodeo, Miss American Rodeo and Miss Southern States Rodeo. She later graduated from Lone Star College's Kingwood campus with two degrees in interior design.

"If it hadn't been for the livestock sales and the continued pageant sponsorship of Mr. J.C. Burnham [a Show Lifetime Vice President] from Liberty, none of my education would have been possible, and I wouldn't be where I am today," she said.

Today, Halbert owns her own interior design business that she started three years ago so she could become a Show volunteer. "When I was working for others, I could never get the time off to volunteer at the Show. Now that I work for myself, I can schedule my work around my shifts," Halbert said.

Design photos by Bruce Glass Photography



She began volunteering with the Transportation Committee, the third largest committee of the Show with more than 1,100 volunteer positions. According to Transportation Committee Chairman Steve Ganey, Halbert demonstrated great leadership ability and a friendly personality, which is why he appointed her to an assistant captain's position.

The Transportation Committee serves the Show by handling the transportation needs of Show patrons and guests within the grounds of Reliant Park. The

committee provides transportation services utilizing carts, automobiles, trams and mini-trams. It also handles transportation accommodations for special guests of the Show. Most of Halbert's past work involved driving directors, guests of the Show, and their families to and from events. "Just like the post office, neither rain, nor cold, nor any other interesting weather keeps us from our appointed routes," she laughingly said.

With her appointment to assistant captain, her responsibilities will increase on the nine-hour shifts she is assigned to work. "With such a large committee, there is definitely a need for a lot of organization," Ganey said. "We have three division chairmen; 11 vice chairmen; four

special events captains; 10 general captains, each with four assistant captains — which ultimately means Torie will be responsible for about 25 volunteers working in her assigned area during each of her shifts."

Ganey is not surprised at all by Halbert's success on "Design Star." "Our whole committee is behind her and is very proud of her accomplishments. We have enjoyed watching her on the show and the success she's had from week to week. She really is talented, and we couldn't be more proud of her," he said.

THORNTREE
IMP. MULTI
WALL LEDGE
(LG)

What happens now that Halbert is a design star? In October, she became a regular on Channel 11's "Great Day Houston," redesigning rooms for deserving Houston families with the backing of a local furniture retailer. Houston's *Modern Luxury* magazine has named her as one of Houston's Dynamic Women of 2009. She also has been featured in a number of publications, including *Star* magazine, *In Touch* magazine, the *Chicago Tribune*, the *Miami Herald*, the *New York Times*, the *Omaha World Herald* and the *Houston Chronicle*. With all the recent publicity, her new design firm is off to a great start.

Halbert insists that all these new ventures will not interfere with her Transportation Committee volunteer work. "The Houston Livestock Show and Rodeo will always be an important part of my life — all facets of the Show. Growing up in and around the Rodeo and continuing to be an avid part of the Show each year only makes it run stronger through your veins," she said. "I look forward to doing even more with the Rodeo in the coming years than ever before." 🤠



SHOWCASE MASTER BATH
23 SUNSET PARK

STONE QUARTZ
EQ. 26A CALL-GOLD

THORNTREE 12"
BUSTIC-GOLD



31BB

COMMITTEE *Spotlights*

LIFETIME VICE PRESIDENTS

By Nan McCreary

Coordinating and running the Houston Livestock Show and Rodeo™ requires adequate facilities, funding and personnel. It also takes experience. And nowhere is this experience more apparent than on the Lifetime Vice Presidents Committee.

“Experience is an invaluable asset,” said Larry Carroll, committee chairman. “The Lifetime Vice Presidents Committee is deeply rooted in the strength of the leadership and devotion to the young people of Texas.”

Lifetime Vice Presidents have been with the Show for decades. All have served as committee volunteers and directors. As vice presidents, they provided leadership as officers in charge of a variety of committees.

The Lifetime Vice Presidents Committee was founded in 1982. Prior to that time, vice presidents retired after their terms of office were over.

Show officers Clayton Underwood and Freeman Dunn recognized that these veterans had expertise and experience that could help further the goals and purposes of the Show. Not only were these volunteers readily available, they also were eager to serve. The committee was formed under the leadership of Allen H. “Buddy” Carruth, Show president from 1979–81, and has played a vital role in the Show ever since.


Like many Show committees, the Lifetime Vice Presidents Committee is growing every year. When the committee was founded, there were only 30 members. But as the Show has grown — from 4,000 volunteers and 57 committees then to now more than 22,000 volunteers and nearly 100 committees — the Lifetime Vice Presidents Committee has expanded to 115 members. Today, the

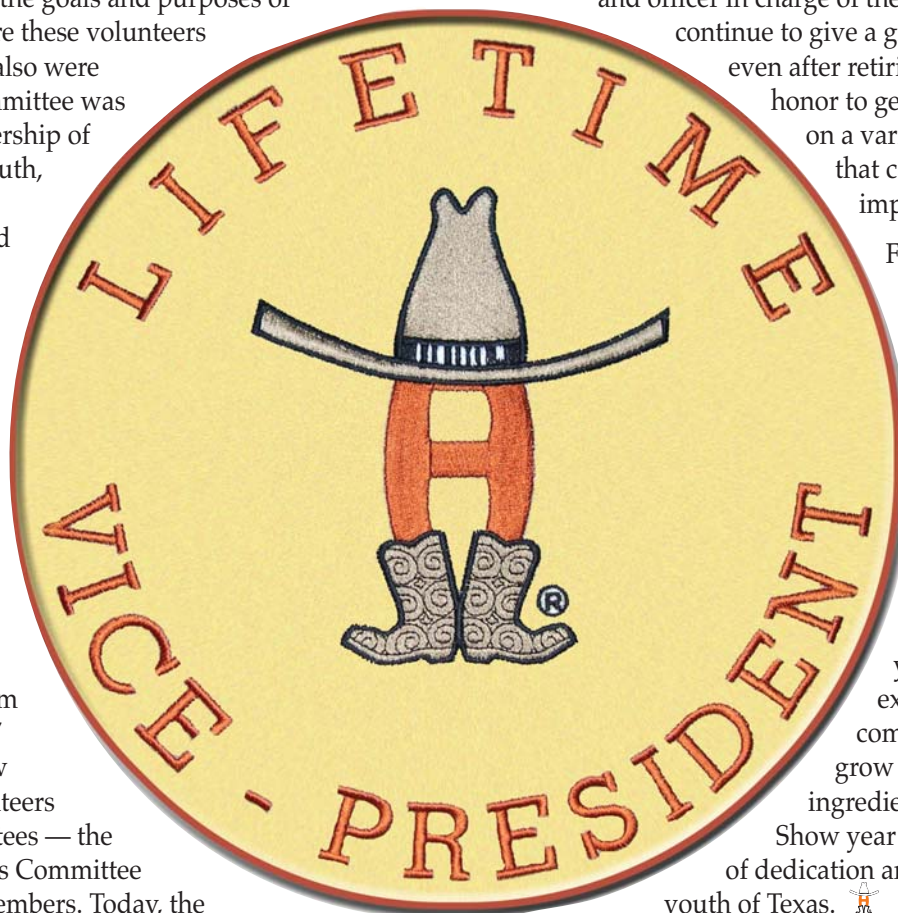
committee represents at least 300 years experience in Show leadership.

Members serve for life once appointed to the committee. One of their duties is to represent the Show at Go Texan events throughout the state. These events include barbecue cook-offs, fish fries, golf tournaments and county rodeos. During the Show, members serve as hosts in the Louis M. Pearce Jr. Board Dining Room. In addition, as a committee, Lifetime Vice Presidents host the annual Houston Livestock Show and Rodeo Scholarship Banquet.

Lifetime Vice Presidents also serve the Show as advisers. They may conduct special studies for assigned projects or make recommendations at the request of the Show president or Chairman of the Board.

“The Lifetime Vice Presidents Committee is a group of individuals that has supported the Show with great leadership over the years,” said Show President Skip Wagner and officer in charge of the committee. “Many continue to give a great deal to the Show, even after retiring as officers. It is an honor to get to work with the group on a variety of special projects that can have a significant impact on the Show.”

For nearly 30 years, members of the Lifetime Vice Presidents Committee have contributed their time and talent to help make the Houston Livestock Show and Rodeo a premier entertainment event. As the Show moves into the future, the years of combined experience on this committee will continue to grow and provide a critical ingredient that drives the Show year after year — the spirit of dedication and commitment to the youth of Texas. 



COMMITTEE *Spotlights*

LLAMA AND ALPACA

By Nan McCreary

As visitors wander through Reliant Arena during the Houston Livestock Show and Rodeo™, they could be in for a surprise. For nowhere else in Houston are you likely to see llamas and alpacas negotiating obstacle courses, carrying packs, showing off their luxurious coats, or strutting their stuff dressed as clowns, cartoon characters, or even movie stars.

Llamas and alpacas, once considered exotic animals, are now a staple of the Show as domestic livestock. The responsibility for this popular exhibition belongs to the Llama and Alpaca Committee.

The Llama and Alpaca Show began in 1988 by a group of exhibitors who recognized that these animals were a viable enterprise for Texas farms and ranches. Although llamas generally are raised for breeding, pets or as guard animals, alpacas are prized for their luxurious wool.

Exhibitors compete in halter, performance, pack, obstacle, showmanship, costume and fleece events. There are divisions for both professional breeders and young people, aged 8 to 18. The animals are not sold in an auction.


One of the more popular events is the Lloan-A-Llama program, open to youth, aged 5 to 18, who want to compete but do not own or lease a llama or alpaca. The exhibitors provide the animals and committee members judge participants on handling the livestock and negotiating obstacles.

While these graceful animals parade around the arena, preparing for the show requires hours of year-round work. The 84-member committee plans the show a year in advance. Members host events such as dinners and auctions to raise funds to support the competition.

Committee members may put in more than 40 hours of work to stage the three-day event. They staff the hospitality room, line up animals in the arena, maintain the obstacle course and keep track of points earned. In 2009, 100 contestants and more than 200 animals competed. Some of these animals entered four or five events a day. To ensure that the competition runs smoothly, committee members work in shifts throughout the Show.

Llama and alpaca fans can expect a larger 2010 show. Llama and Alpaca Committee Chairman Emmett Story said that the committee is working to attract more participants for the costume contest. He said, "The Llama and Alpaca Show is a real crowd pleaser."

"This committee runs real well," said Darryl Schroeder, a Show vice president and Llama and Alpaca Committee officer in charge. "It has a great chairman, and they do a wonderful job. I'm proud to be associated with this committee, and will work with everyone to improve the event," Schroeder said.

During the 2010 Show, stop by Reliant Arena and watch the Llama and Alpaca Committee in action. A llama or alpaca just might be wearing boots, chaps and a 10-gallon hat. Just say "howdy" and ruffle its woolly coat. This is Texas, after all. 



COMMITTEE *Spotlights*

RODEO EXPRESS

By Terrie James

Celebrating its 20th anniversary, the Rodeo Express Committee is the first and last touch point for nearly a quarter of a million Show visitors each year. That is because the Rodeo Express Committee members help greet, board and return approximately 17,500 people who chose to ride shuttle buses and the METRORail to and from the Show each night.

With more than 1,340 volunteers, Rodeo Express is one of the Show's largest committees. A bus tent at Reliant Park is the central hub from which four separate, off-site shuttle lots and approximately 110 buses are served. Rodeo Express Committee members work from 5 p.m. to 1 a.m. during weeknight performances and from 11 a.m. to 1 a.m. during weekend performances, moving guests safely and efficiently in and out of Reliant Park.

Bus service to the Show began in 1989, when a group of volunteers took the initiative and began running a shuttle from Meyerland Plaza to the Astrodome to overcome a scarcity of parking at the then-undersized complex. The group, which became an official Show committee in 1991,

originally was called the Public Transportation Committee, but later changed its name to Rodeo Express.

Adoption of the shuttle system grew over the years, eventually peaking during the construction of Reliant Stadium, when approximately 800,000 attendees used the Rodeo Express shuttle service. Houston's METRORail now supplements the bus shuttle service, and Rodeo Express serves those riders too, greeting and directing them into and out of Reliant Park. Although Rodeo Express serves a tremendous public relations role, committee chairman Gary Parks acknowledges that it is still primarily a "nuts-and-bolts" operation.

"There is nothing especially glamorous about getting people into and out of the Rodeo complex, especially after a night at the barbecue cook-off," Parks said. "Our committee, though, is made up of a team of family and friends that truly enjoy coming together each night, so the atmosphere is always fun. We provide a valuable and much-needed service and we have a great time doing it, and isn't that what [the Show] is all about?" 🤠



COMMITTEE

Spotlights

TOURS

By Terrie James

Many folks might think they know their way around the Houston Livestock Show and Rodeo™, but few probably know the lay of the land quite like the more than 200 volunteers who make up the Tours Committee. Once a subcommittee under the Directions & Assistance Committee, the Tours Committee is growing quickly, as the demand for more structured tours increases along with the scope and scale of the Show itself.

Elementary school groups make up the largest percentage of tours conducted by the committee. In 2009, the committee conducted tours for more than 50,000 students during the Show's three-week event. The facilities subcommittee helps manage what could be a chaotic number of children through the large Reliant Park complex, safely having unloaded and reloaded 1,100 school buses in 2009.

With education at the core of the committee's goals, every tour includes a lesson about the impact agriculture has on daily lives. FFA members, under the direction of the committee's agricultural education teachers, assist as

presenters to provide a fun, hands-on experience inside the Show's Capital One Bank AGVENTURE. Every day, Tours Committee members judge FFA members on their overall performance, including their creativity, enthusiasm and general presentation. The daily contest not only recognizes the top FFA team, but also serves to introduce a whole new generation of students to FFA.

In addition to students, professional groups, business associations and international visitors also want a special glimpse inside the Show, and Tours Committee members are happy to oblige. In 2009, the committee escorted a variety of VIP groups on customized tours, including 125 international pediatricians for whom the highlight of the tour was AGVENTURE's birthing center.

Committee Chairman Pat Mann Phillips acknowledges that being a part of the Tours Committee requires a special something. "Volunteers don't need to be raised on a farm to lead tours," Phillips said. "They just need to have an innate love for kids and rodeo. We can teach them the rest." 🌟





RODEO

Roundup

NEWS & HIGHLIGHTS INFORMATION & UPDATES

➤ Show Earns Promotional Program Awards

The Houston Livestock Show and Rodeo™ won two 2009 International Festivals & Events Association/ Haas & Wilkerson Pinnacle Awards at the 54th Annual IFEA Convention & Expo. The Show tied for bronze in the Best Sponsor Follow-up Report category and won gold in the Best Sponsorship Program for Individual Sponsor category.

Each year, IFEA recognizes its member festivals for their creativity in promotional programs and materials.

➤ RODEOHOUSTON™ Goes Social

Become a fan of the Show's Facebook or MySpace pages, or follow us on Twitter. You can access our pages by clicking on the Facebook, MySpace or Twitter icons at www.rodeohouston.com.

➤ Houston Top Sports Moment

Clint Cannon's Bareback Riding Championship ride at RODEOHOUSTON™ 2009 was named as one of the top 11 best Houston sports moments. KHOU Channel 11 viewers voted for their top Houston sports moments, and Cannon's win took the number four spot. Cannon is from Waller, Texas, and took home \$59,250 in winnings from the Show in 2009. He is currently ranked number one in the PRCA world standings for bareback riding and has broken the PRCA record for the greatest regular-season earnings in any event.



➤ More Hall of Fame Honors for Bill Bailey

Bill Bailey, a Houston Livestock Show and Rodeo Lifetime Vice President and RODEOHOUSTON color commentator, was named a 2010 Country Music DJ and Radio Hall of Fame inductee Nov. 2 by Country Radio Broadcasters Inc. Bailey and five other inductees will be instated at the official ceremony Feb. 23, 2010. Bailey was a radio disc jockey for KIKK and KENR, popular Houston-area stations, in the 1970s. These days, Bailey can be heard during each RODEOHOUSTON performance during grand entry, chuck wagon races, mutton bustin', the calf scramble, and special activities, when he's not serving as Harris County Constable in Precinct 8.

➤ Send Us Your Story Ideas

Have an idea for a "Bowlegged H" Magazine story? Send a brief description of the story and contact information to rouse@rodeohouston.com with "Bowlegged H' Magazine Story Idea" in the subject line.

➤ New Houston Livestock Show and Rodeo Wallpaper

Bring an exciting piece of the Houston Livestock Show and Rodeo to your computer! Visit www.rodeohouston.com and click on the Wallpaper tab to download one of the Show's desktop backgrounds.



➤ ACM Honors RODEOHOUSTON Legends and Today's Stars

Past RODEOHOUSTON entertainers and country music legends Jerry Reed (1969, '72), Kenny Rogers (1978-80, '88-89, '99-2000, '02), Randy Travis (1998, '92-95, 2004), Hank Williams Jr. (1983, '92-93, '95-97, '99, 2001) and Merle Haggard (1973, '78, '82-84, '86, '89, 2000) were honored by the Academy of Country Music at the second annual ACM Honors, Sept. 22, in Nashville.



Haggard received the ACM Poet's Award that recognizes excellence in songwriting. Rogers, Travis, Reed and Williams received the ACM Cliffie Stone Pioneer Award, which recognizes pioneers in country music.

Other RODEOHOUSTON entertainers also were honored. Taylor Swift (2009) and Jennifer Nettles (Sugarland, 2007-08) received the Crystal Milestone Award, which recognizes remarkable achievements by artists or industry professionals. Dolly Parton (1978) received the Jim Reeves International Award for her efforts to contribute to country music acceptance worldwide.

➤ Crystal Gayle Gets Star on Hollywood Walk of Fame

Country music artist Crystal Gayle (1978-81, '83-84, '87, '89) was honored with a star on the Hollywood Walk of Fame Oct. 2. Her star is near that of her sister Loretta Lynn (1977, '79, '88). Gayle is known for her music, her primetime television specials and her humanitarian efforts.





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