

HOUSTON LIVESTOCK SHOW AND RODEO™

H MAGAZINE

2010 Show
One for the Record Books!

www.rodeohouston.com

Summer 2010

Volume XVIII, No. 2

**HEALING POWER OF ART
FROM THE HIDEOUT TO THE BIG STAGE**





Breaking Barriers and Blasting Past the 2 Million Mark ... 2

In this issue ...



2010 Auction Buyers ... 5
Generous buyers contribute to the future of Texas youth.



Outgoing Vice Presidents ... 10
Six officers step down in 2010 with lasting memories of their tenure.



Outgoing Committee Chairmen ... 14
Committee leadership changes hands.



Healing Power of Art ... 16
Collaboration between Texas Children's Hospital and School Art Committee honors special young artists.



From The Hideout to the Big Stage ... 18
The Eli Young Band credits the RODEOHOUSTON™ performance as one of its biggest career performances.

**Committee Spotlights
Events & Functions ...
20**

Rodeo Roundup ... 21



The Cover
The total attendance record was set with 2,144,077 visitors to the Houston Livestock Show and Rodeo™ in 2010.

- MAGAZINE COMMITTEE**
- OFFICER IN CHARGE
Pam Springer
 - CHAIRMAN
Gina Steere
 - VICE CHAIRMEN
Copy Editor
Samantha Fewox
Assignments Editor
Ken Scott
 - EDITORIAL BOARD
Katie Lyons
Melissa Manning
Kenneth C. Moursund Jr.
Tracy L. Ruffeno
Marshall R. Smith III
Kristi Van Aken
Todd Zucker
 - PHOTOGRAPHERS
Debbie Porter
Lisa Van Etta
 - REPORTERS
Sonya Aston
Stephanie Earthman Baird
Scott Bumgardner
Brandy Divin
Denise Doyle
Kate Gunn
Terrie James
Sarah Langlois
Brad Levy
Lawrence S Levy
Becky Lowicki
Elizabeth Martin
Gigi Mayorga-Wark
Nan McCreary
Crystal McKeon
Rochelle McNutt
Lisa Norwood
Sandra Hollingsworth Smith
Jodi Sohl
Emily Wilkinson

- HOUSTON LIVESTOCK SHOW AND RODEO MAGAZINE COORDINATION**
- MARKETING & PUBLIC RELATIONS DIVISION
MANAGING DIRECTOR,
COMMUNICATIONS
Clint Saunders
 - COORDINATOR, COMMUNICATIONS
Lauren Rouse
 - DESIGN / LAYOUT
Amy Noorian
 - STAFF PHOTOGRAPHERS
Francis M. Martin, D.V.M.
Dave Clements



Summer, Volume XVIII, No. 2, is published quarterly by the Houston Livestock Show and Rodeo. Copyright © 2010

Letters and comments should be sent to: Marketing & Public Relations Division
Houston Livestock Show and Rodeo
P. O. Box 20070
Houston, Texas 77225-0070
832.667.1000
www.rodeohouston.com • www.hlsr.com

SHOW OFFICIALS

CHAIRMAN OF THE BOARD
Charles R. "Butch" Robinson

PRESIDENT / C.E.O.
Skip Wagner

CHIEF OPERATING OFFICER
Leroy Shafer

VICE PRESIDENTS
C.A. "Bubba" Beasley
David Boothe
Curtis Brenner
Brandon Bridwell
George A. Buschardt
Rudy Cano
Tom Davis
Andrew Dow
James C. "Jim" Epps III
Warner D. Ervin
Rey Gonzales
Tom Lippincott
Ken McGuyer
Yance Montalbano
John Morton
Steve Roe
Darryl Schroeder
Pam Springer

GENERAL MANAGER
Joe Bruce Hancock

EXECUTIVE COMMITTEE
Joseph T. Ainsworth, M.D.
Jim Bloodworth
Tilman J. Fertitta
Wayne Hollis
Don D. Jordan
Stuart Lang
Jack A. Lyons
Ed McMahon
Louis M. Pearce Jr.
Charles R. "Butch" Robinson
John O. Smith
Paul G. Somerville
Keith A. Steffek
R.H. "Steve" Stevens
P. Michael Wells

LIFETIME MEMBERS OF THE
EXECUTIVE COMMITTEE
Don A. Buckalew
John Causey
J.M. "Jim" Clepper
John T. Cook
James M. Windham

AGRICULTURE



EDUCATION



ENTERTAINMENT



WESTERN HERITAGE

A Message From the Chairman

To Our Volunteers, Staff, Members and Friends,

What a great year! As I'm sure you have heard, we broke several major Houston Livestock Show and Rodeo™ records, including total attendance, paid Rodeo attendance, World's Championship Bar-B-Que Contest attendance, and several junior auction sales. All of this was possible because of your hard work and support.

The accomplishments of our nearly 24,000 active committee volunteers, complemented by more than 90 full-time staff members, all working together, are amazing and unique. You provided quality, affordable, family entertainment to more than 2 million visitors this year with eight Reliant Stadium sellouts. You also held numerous educational activities throughout the Show and graciously hosted our many international guests, all while holding an event that has a huge economic impact on our city, county and state.

As a result of your efforts, we are able to commit more than \$16 million to the youth of Texas. This issue will highlight some of your accomplishments, and if you can't tell, I'm bragging on you and the job you do. *Thank you for a job well done!*

Our volunteers and staff are already hard at work making plans for the 2011 Show, so stay tuned — it should be another great one.

Sincerely,

Butch Robinson





Breaking Barriers and Blasting Past the 2 Million Mark

The 78th annual Houston Livestock Show and Rodeo™ ended another successful run, shattering attendance records and breaking several junior market auction records along the way, all while providing great entertainment at a value price, showcasing Texas agriculture, and promoting Western heritage.

RECORD-BREAKING ATTENDANCE

The 2010 Houston Livestock Show and Rodeo entertained a record 2,144,077 visitors for total attendance (for all activities on the grounds). The previous total attendance record of 1,890,332 was set in 2009. This is the first time the Show has reached the 2 million mark for total attendance.

The single-day total attendance record was set Sunday, March 14, on Go Tejano Day, with 141,273 visitors. The previous record was set in 2009 with 135,548 visitors. Also on this day, the RODEOHOUSTON™ performance celebrating Go Tejano Day and featuring rodeo action and concerts by Pesado and El Trono De Mexico broke the Show's single day all-time Rodeo attendance record with a paid attendance of 74,222. The previous record of 74,147 was set during the 2009 Go Tejano Day.

RODEOHOUSTON paid attendance totaled a record 1,264,074 fans enjoying action-packed rodeo and superstars in concert. The previous record was set during the 2003 Show with a total of 1,215,913 RODEOHOUSTON fans. A record eight RODEOHOUSTON performances were considered sellouts

(approximately 70,000 tickets sold). To help kick off the Show, a record 221,229 people visited the World's Championship Bar-B-Que Contest, topping last year's attendance record of 217,640.

HOUSTON ON HISTORY

Larry the Cable Guy visited the 2010 Show with the History Channel's "Only in America With Larry the Cable Guy." He followed the day in the life of a rodeo bull, experienced life in the barrel as a barrel man, and met with bull riders and rodeo personnel and more. The episode is scheduled to air this fall.


A TRIBUTE

On Feb. 17, brother and sister Ross Wedelich, 16, and Hayley Wedelich, 15, were traveling to the San Antonio Stock Show & Rodeo®, where Ross was scheduled to show his steer, when their vehicle collided with another, killing the siblings.



RODEOHOUSTON BP SUPER SERIES CHAMPIONS

BAREBACK RIDING




Ryan Gray – Cheney, Wash.
Total Winnings – \$55,350

BARREL RACING



Sherry Cervi – Marana, Ariz.
Total Winnings – \$61,500

BULL RIDING




Shawn Hogg – Odessa, Texas
Total Winnings – \$56,250

SADDLE BRONC RIDING




Rod Hay – Alberta, Can.
Total Winnings – \$54,250

STEER WRESTLING




Cody Cassidy – Alberta, Can.
Total Winnings – \$52,650

TEAM ROPING




Cory Petska – Lexington, Okla.
Total Winnings – \$56,250



Turtle Powell – Stephenville, Texas
Total Winnings – \$56,250

TIE-DOWN ROPING



Stran Smith – Childress, Texas
Total Winnings – \$54,175



ENDING ON A HIGH NOTE

Brooks & Dunn performed at RODEOHOUSTON for the last time March 20, 2010, as part of The Last Rodeo Tour. It was the duo's 22nd performance in 18 years. Throughout the years, Kix Brooks and Ronnie Dunn have entertained more than 1 million RODEOHOUSTON fans, and 72,977 fans came out to bid these country music legends farewell.



Houston Livestock Show and Rodeo officials allowed an exhibitor substitution, and a friend exhibited Ross' steer in Houston. The steer placed 13th in the heavyweight Maine Anjou class and was the last steer to sell at the Junior Market Steer Auction. Show volunteers were the only buyers remaining at the auction, and, in honor of the siblings, they pooled their money to purchase the steer for \$27,300. The family received \$2,250, and the remaining amount went to the auction bonus pool for any lots that did not bring the guaranteed payment, and any remaining funds from this allocation will go toward the Show's Educational Fund. Ross and Hayley's father, Richard, is a member of the Junior Commercial Steer Committee, mother, Juliana, is a member of the Livestock Committee, and grandfather Sonny Fisher is a member of the Livestock Committee and the All Breeds Livestock Sales Committee.



PAISLEY GOES BACK TO SCHOOL

A fourth-grade class at Sam Houston Elementary in Houston published a classroom book based on their favorite Brad Paisley song, "Welcome to the Future." Students wrote letters to themselves for the future, detailing their current lives. After receiving a copy of the book from the teacher, the performer was so impressed, he gave the entire class tickets to his March 11 RODEOHOUSTON performance. Students were able to meet Paisley and take a group photo.



MORE GREAT NUMBERS

- ❖ More than 1,500 kids participated in Mutton Bustin' in the Kids Country Arena, and more than 280 participated in Mutton Bustin' in Reliant Stadium.
- ❖ In the Capital One Bank AGVENTURE Birthing Center, 73 piglets, 22 lambs and 17 calves were born during the Show. In the poultry exhibit, more than 1,000 chicks were hatched.
- ❖ More than 300,000 stuffed animals were won at the games in the carnival.
- ❖ More than 22,000 young cowboys and cowgirls took a ride at the pony rides.
- ❖ There were 378 8-second rides on the back of bucking bulls and horses in the regular rounds of RODEOHOUSTON.
- ❖ Food could be found at nearly all areas within Reliant Park, and Show visitors enjoyed the unique types available. Below are a few highlights.
 - 100,000 funnel cakes
 - 91,000 turkey legs
 - 33,000 ears of corn
 - 30,000 caramel and candied apples
 - 15,000 pounds of sugar for cotton candy
 - 10,000 pounds of strawberries
 - 7,500 chocolate-covered cheesecakes on a stick
 - 6,500 orders of chicken-fried bacon
 - 6,000 cans of whipped cream
 - 4,500 chocolate-covered strawberries



2010 Auction Buyers

\$15,000 and above

JUNIOR MARKET BARROW AUCTION

Grand Champion Junior Market Barrow

Exhibitor: David Newton – Haskell FFA

Price: \$176,000 (world's record)

Buyers: Roger and Evelyn Bethune; Excel Contractors/Dave Roberts; Jon and Jackie Hodges; and Mike and Mary McKinney

Reserve Grand Champion Junior Market Barrow

Exhibitor: Kolten Loveless – White Deer FFA

Price: \$115,000 (world's record)

Buyers: Bacon's Butties; Roy Brock; Ed Decora; and Bob Rumcik/James Parish



| Place | Exhibitor | Buyer | Price |
|--|---|---|----------|
| Champion Chester White and Other Pure Breeds | Reagan Hamlin Sands FFA | Paul and Jackie Lehnhoff; Tim and Catherine Ping; Standard Constructors/Bob and Diane Gulledege; and Dennis Steger | \$45,000 |
| Champion Duroc | Madison Phillips Lubbock County 4-H | Wayne and Diane Gautreaux; John and Bridgette Grimes; Kerry and Cynthia Kilburn; and Lawler Foods | \$40,000 |
| Champion Poland China | Sydney White Lamb County 4-H | Tom and Mimi Dompier; and Jim and Jeanie Janke | \$30,000 |
| Champion Hampshire | John "Trey" McCullough III Pottsboro FFA | Aura Engineering LLC; Louis and Kay Bart; Bill and Judy McDonald; Damir and Zee Skerl | \$25,000 |
| Champion Yorkshire | Taylor Walker Smithson Valley FFA | Moreland Chapman; John and Darryle Lynne Ebeling; Hugh Bob Sutton; and Sweet Tooth Shop | \$25,000 |
| Champion Spotted | Tucker Phillips Bullard FFA | R. Goshorn; Texas Honing Inc.; Archie and Pam Thompson; and Larry and Darlene Walters/Atlantis Plastics | \$24,000 |
| Champion Berkshire | Faith Huseman Nazareth FFA | Bill Murski; Todd Riddle; Jerrol and Pam Springer/Spring Insurance; and Joe Van Matre | \$24,000 |
| Reserve Champion Chester White and Other Pure Breeds | Ariel Burden Ennis FFA | Carol Hudson; J. Kelley Joy; Dan and Charlotte Walsh; and Tim and Gigi Wark | \$20,000 |
| Reserve Champion Duroc | Casey Williams Denver City FFA | Clean Coast Technologies; Garner Environmental Services Inc.; Phoenix Pollution Control & Environmental Services; and Quantum Technical Services Inc. | \$19,000 |
| Reserve Champion Poland China | Austin Adams Hedley FFA | Pat and Annette Fojtik; Moger Media; Bob and Jill Etta Nieskes; and Michael L. Soper | \$18,000 |
| Reserve Champion Hampshire | Dillon Mitchell Lamesa FFA | Durward Dunn Inc.; J. Kelly Joy; Sheri Parrack; and Russell Raia | \$17,000 |
| Reserve Champion Yorkshire | Reese Rowden Terry County 4-H | Cact Inc.; Exama Oil Company; Leslie Liere; and Doug Teague | \$16,000 |
| Reserve Champion Spotted | Emma Farris Potter County 4-H | Bacon's Butties | \$15,000 |

JUNIOR MARKET LAMB AND GOAT AUCTION

Grand Champion Junior Market Goat

Exhibitor: McKenna Danielle Bergmann – Kendall County 4-H

Price: \$135,000 (world's record)

Buyers: David and BJ Boothe; Lance Heacock; Ken and Mary Hucherson; and Cookie Michael / KCEF Foundation

Reserve Grand Champion Junior Market Goat

Exhibitor: Sydney Hammock – Hunt County 4-H

Price: \$132,000 (world's record)

Buyers: Tom and Mimi Dompier; Mike and Susan Garver; Chris and Anne Richardson; and Jim and Angie Schwartz

Grand Champion Junior Market Lamb

Exhibitor: Sydney Witte – El Paso County 4-H

Price: \$190,000 (world's record)

Buyers: The Hildebrand Family in memory of Ruth Ann Hildebrand

Reserve Grand Champion Junior Market Lamb

Exhibitor: Jessica Smith – Zephyr FFA

Price: \$135,000 (world's record)

Buyers: Melton Electric Inc.; Harry and Martha Perrin; John Sturkie; and John and Ann Wade



2010 Auction Buyers

\$15,000 and above

| Place | Exhibitor | Buyer | Price |
|--|--|---|----------|
| Champion Fine Wool Lamb | Mason Long Sterling City FFA | Fant Foundation; Harkins Sweeny Family Foundation; Parkcrest Builders; and Archie and Pam Thompson | \$40,000 |
| Champion Fine Wool Cross Lamb | Robert Ruffin Mason County 4-H | Jo Anne Downes; Ted Gaylord; Houston Fuel Oil Terminal; and Chris and Amy Miller | \$40,000 |
| Champion Heavy Weight Goat | Cody Moczygemba Karnes County 4-H | Andy and Karen McLeod / Rodeo Pals; Tim and Katherine Ping; Wesley Sinor; and Dennis Steger | \$38,000 |
| Champion Southdown Lamb | Rachel Kaplan Nueces County 4-H | The Cluckers | \$30,000 |
| Champion Light Weight Goat | Ashlyn Tucker Palo Pinto County 4-H | Kelley and Courtney Chisholm; Charles W. Melton; Keith and Johnnie Steffek; and Howard and Donna Webster | \$30,000 |
| Champion Medium Weight Goat | Dayne Read Palo Pinto County 4-H | Robert and Marcie Berry; Michael Curley; Patrick Evans; and Rice & Gardner | \$28,000 |
| Reserve Champion Fine Wool Cross Lamb | Tate Horwood Sterling City FFA | Matt and Christan Fuqua; Georgia's Farm to Market; Mike and Kathy Koch; and Michael A. Pillow | \$25,000 |
| Reserve Champion Southdown Lamb | Erica Walker Eastland FFA | Developer's Choice Construction LLC; Nicky Servos; Tracy and Courtney Troup; and W. C. Bell Inc. | \$20,000 |
| Reserve Champion Light Weight Goat | Erica Walker Eastland FFA | Chris and Jolie Daniel; Michelle Jeffery - Putterman, Scharck & Associates Inc.; | \$19,000 |
| Reserve Champion Medium Weight Goat | Marlee Dewald Lampasas County 4-H | Raley & Bowick LLP; and The Reynolds Company | \$17,000 |
| Reserve Champion Fine Wool Lamb | Thomas Jennings Mason County 4-H | Jo Anne Downes; Randy Goshorn; Shirley Meyer; and Texas Honing Inc. | \$15,000 |
| Reserve Champion Heavy Weight Goat | Thomas Jennings Mason County 4-H | Fast Track Specialties Inc.; Dennis and Dawn Kikolla; LFT Panels Inc.; and Straus Systems Inc. | \$15,000 |
| First Place Southdown Lamb | Aspen Eaton Jim Ned FFA | Jason and Carol Beal; Randy and Rachel Curry; PDG Architects; and Beth and Richard Sewell | \$15,000 |
| | | Burton Construction; Bill and Mary Jo Forner; The Potato Peddlers; and Jeff Stewart | \$17,000 |

JUNIOR MARKET POULTRY AUCTION

Grand Champion Junior Market Pen of Broilers

Exhibitor: Eric Koonce – New Waverly FFA

Price: \$120,000

Buyers: Joe Ellis and Robin Young-Ellis; Larry C. and Deanna L. Johnson; Gregory Miller;
and Beverly Wren

Reserve Grand Champion Junior Market Pen of Broilers

Exhibitor: Rachel Bentke – Somerville FFA

Price: \$60,000

Buyers: Carrolyn Bates; Roger and Jennifer Camp; Loren and Denise Fuhrman;
and Mike, Kathy & Libby Koch

Grand Champion Junior Market Turkey

Exhibitor: Jeanine Ransleben – Gillespie County 4-H

Price: \$78,500

Buyers: Jeff and Karen Lewis; Chris and Amy Miller; Jerrol and Pam Springer; and Joe Van Matre

Reserve Grand Champion Junior Market Turkey

Exhibitor: Tamara Pape – Guadalupe County 4-H

Price: \$48,000

Buyers: Joe and Mary Chastang; Joe and Tanya Schindler; Wayne and Patsy Turner;
and Mark and Belinda Young



| Place | Exhibitor | Buyer | Price |
|--------------------------------------|------------------------------------|---|----------|
| Second Place Broilers (Cockerels) | Mitchell Hill Bell County 4-H | Joanne Downes; Darryl and Lori Schroeder; Texas Honing Inc.; | \$23,000 |
| Second Place Turkey Hen | Lea Luesmann Samuel Clemens FFA | Paul and Jackie Lehnhoff; Tim and Catherine Ping; Dennis Steger; and Trey Willbanks | \$19,000 |
| Second Place Broilers (Pullets) | Haley Winkelmann Brenham FFA | Hot Chicks | \$18,000 |
| Second Place Turkey Tom | Kelly Wleczyk Travis County 4-H | Fred and Linda Boas; Ronnie and Renee Gulihur; Al and Carol Herring; and Mike and Doris Moss | \$19,000 |
| Third Place Broilers (Cockerels) | Kayla Cox Cypress Woods FFA | Carol Sue Garwood; Gerald Peyton; Al Simon; and Statoil | \$17,000 |



| Place | Exhibitor | Buyer | Price |
|-----------------------------------|--|--|----------|
| Third Place Turkey Tom | Cody Crenwelge Gillespie County 4-H | Bill and Paula Gross; NOV/Tuboscope, Orthopaedic Associates LLP; and Wailua Technology | \$18,000 |
| Third Place Broilers (Pullets) | Kaylee Mikolas B.F. Terry FFA | Stuart Bamberger; Jerome and Stacy DeMarco; John and Sarah Deterling; and Jennifer and Brian Raffety | \$17,000 |
| Third Place Turkey Hen | Ashley Blumentritt Samuel Clemens FFA | Fred and Tina Berry; Kerry Caudle; Michael and Lisa Kim; and Leon Sontag | \$16,000 |
| Fourth Place Broilers (Cockerels) | Kaylee Nicholson Blooming Grove FFA | Keith Baumgarten; Steve Baxter; Johnny and Karen Byars; and Ann Massey | \$15,000 |
| Fourth Place Broilers (Pullets) | Ty Batchelor Matagorda County 4-H | Fiesta Mart | \$15,000 |
| Fourth Place Turkey Hen | Alexandra M Kolodziej Poeh FFA | Gregory Miller | \$15,000 |

SCHOOL ART AUCTION

Grand Champion Work of Art

Exhibitor: Christy Beltz – Lamar CISD

Price: \$190,000 (world's record)

Buyers: Tom and Mimi Dompier; Paul Somerville; Joe Van Matre; and Jim and Lynda Winne

Reserve Grand Champion Work of Art

Exhibitor: Jennifer Vitek – Katy ISD

Price: \$120,000

Buyers: Darrell and Lynda Hartman; Ken and Mary Hucherson; Jerrol and Pam Springer; and Howard and Donna Webster



| Place | Exhibitor | Buyer | Price |
|--|---|---|----------|
| Class Champion Colored Drawing | Christy Utech Lamar CISD | Doug and Jennifer Bosch – The Inn at Dos Brisas | \$50,000 |
| Class Champion Mixed Medium | Thomas Cahill Fort Bend ISD | Cheryl and Gary Deitcher, Rose Scott; and Bill and Linda Zaleski | \$58,000 |
| Class Champion Monochromatic Drawing | Janice Shang Katy ISD | Dr. Barry and Ann Heaton; Dr. Jeff and Karen Lewis; Arvel Martin and Dona Holland; and Joe Van Matre | \$55,000 |
| Class Champion Painting | Julie Kim Katy ISD | CCCherubs – Hold ‘em and Hit ‘em | \$55,000 |
| Class Champion 3-D | Martha Coffman Warren ISD | Anita Hunter; David Inouye; Don and Magge Smiley; and Jim and Dava West | \$30,000 |
| Reserve Class Champion Colored Drawing | Elissa Weaver Brazosport ISD | Jerrol and Pam Springer; Charlie and Ann Vaughters; Joe Van Matre; and Kurt and Betty Wiseman | \$35,000 |
| Reserve Class Champion Mixed Medium | Eli A Wood El Campo ISD | Art on the Walls and Carol Harden | \$28,000 |
| Reserve Class Champion Monochromatic Drawing | Amanda Heineman Conroe ISD | Cheryl and Gary Deitcher; Rose Scott; and Bill and Linda Zaleski | \$30,000 |
| Reserve Class Champion Painting | Barry Carter Magnolia ISD | Dr. Joe and Terry Agris; Frank Dimaria; Roberta and Ernie Scheller Jr.; and Babes in Art | \$35,000 |
| Reserve Class Champion 3-D | Randal E. Sanders Jr. Warren ISD | David Newcomb – Fiesta Mart Inc. | \$20,000 |
| Lot 13 | Erin Bower Katy ISD | CCCherubs – Hold ‘em and Hit ‘em | \$22,000 |
| Lot 14 | Kristen Bohot La Grange ISD | Glenn and Judie Lilie | \$23,000 |
| Lot 15 | Lisbet Gonzalez Goose Creek ISD | Fred and Tina Berry; IS&T – Tony Pannagl; Mike and Mary McKinney; and Prudential – Mark and Amy White | \$22,000 |
| Lot 17 | Remington James Private | Sweet Arts | \$17,000 |
| Lot 18 | William Jacob Hertzog Brazosport ISD | Mason Hunt; Mike and Kathy Koch; Shelly, Jerome, Allie, Abbie and Cameron Mulanax; and Wesley Sinor | \$18,000 |
| Lot 19 | Victoria Shimek La Grange ISD | Bubba and Kelly Larkin Beasley; Sundance Construction; Joe and Jane Vara; and Tim and Gigi Wark | \$15,000 |
| Lot 20 | Aleysha Shahzad Alvin ISD | Atlantis Plastics; David and B.J. Boothe; Texas Honing Inc.; and Kurt and Betty Wiseman | \$16,000 |

2010 Auction Buyers

\$15,000 and above

| Place | Exhibitor | Buyer | Price |
|--------|-----------------------------------|---|----------|
| Lot 23 | Cameron Joost La Grange ISD | Diamonds and Dollars | \$17,000 |
| Lot 26 | Melissa Glidewell Victoria ISD | Bill and Debbie Hanna; Gregg Raymond; and Special Hearts | \$16,000 |
| Lot 28 | Alyssa Poe Sealy ISD | Art Angels | \$16,000 |
| Lot 31 | Dustin Davis La Grange ISD | Terry Bodkin-Agris; George and Marilyn DeMontrond; Suzy Lyles-Godwin; and Chrissy Tate | \$18,000 |
| Lot 35 | Jennifer Eaves Lamar CISD | Rigo and Sally Flores | \$16,000 |
| Lot 36 | Alyssa Dunne Spring ISD | Randy and Kristen Acock; Dr. Joe and Terry Agris; Frank and Christina DiMaria; and Mr. and Mrs. Ernest Scheller Jr. | \$23,000 |

JUNIOR MARKET STEER AUCTION

Grand Champion Junior Market Steer

Exhibitor: MacKenzie Elrod – Brazoria County 4-H

Price: \$175,000

Buyers: Paul Somerville and Marlee Westmoreland

Reserve Grand Champion Junior Market Steer

Exhibitor: Kaycie Carter – Caney Creek FFA

Price: \$168,000

Buyers: Champagne Cowgirls; Stewart and Lana Cochran Hirtz; and Kyle and Kristy Lilley



| Place | Exhibitor | Buyer | Price |
|--|---|--|----------|
| Champion Angus | Johnny Ray Lively Hardin - Jefferson FFA | Vince and Louise Foster; Tom and Courtney Lippincott; Robert and Julie Shuford; and Wesley Sinor | \$60,000 |
| Champion Brahman | Hunter Norment Atascosa County 4-H | Pleas and Joan Doyle; Wayne McDonnell; Palmetto Partners; and Jim and Lynda Winne | \$40,000 |
| Champion Charolais | Lauren Grisham Thrall FFA | Tim Bedore – Deepwater Solutions; Parkcrest Builders; Alan and Mary Lee Stigall; and Archie and Pam Thompson | \$40,000 |
| Champion Hereford | Tyler Allan Schulenburg FFA | Roger and Evelyn Bethune | \$62,000 |
| Champion Limousin | Dylan Pistone Leon County 4-H | Lyndel and Brenda Berry – Clearwater Utilities; Chris and Radawanna Rowland; and Rhett and Mamie Shumpert | \$40,000 |
| Champion Polled Hereford | Devon Shackelford Comanche FFA | Trinity River Land & Cattle Co. | \$50,000 |
| Champion Santa Gertrudis | Valerie Manning Mabank FFA | Fred and Wendy Adams; Gene and Kathy Clark; and Kerry and Cynthia Kilburn | \$30,000 |
| Champion Shorthorn | Zachary Marley Plainview FFA | Tom and Mimi Dompier | \$35,000 |
| Champion Simbrah | Jacob Warner Elgin FFA | Rigo and Sally Flores | \$28,000 |
| Champion Simmental | Wade Grogan Cherokee County 4-H | Olympia Drywall – Greg Flores | \$32,000 |
| Champion American Breed and Crossbred | Jared Odem Mabank FFA | E.D. Lester | \$24,000 |
| Champion Chianina | Justin James Prosper FFA | John and Darryle Lynne Ebeling; Jerrol and Pam Springer; Dennis Steger; and Griffin and Johanna Winn | \$23,000 |
| Champion Red Angus | Mattie Lastovica Gillespie County 4-H | Virgil and June Waggoner | \$25,000 |
| Champion Brangus | Tyler Johnson Normangee FFA | Dr. Michael and Rachel Brown; Brown Hand Center; and Stephen Payne | \$26,000 |
| Reserve Champion Angus | Hannah Franklin Winters FFA | Paul Somerville and Marlee Westmoreland | \$25,000 |
| Reserve Champion Brahman | Koby Pruski Poth FFA | Barrier Family | \$25,000 |
| Reserve Champion Charolais | Madeleine Bezner Dallam County 4-H | Walter and Madeline Willis | \$26,000 |



| Place | Exhibitor | Buyer | Price |
|--|--|--|----------|
| Reserve Champion Hereford | Kade Renfro Erath County 4-H | The Arrangement Western Interiors; Horizon Survey; Slackers; and Sweet Tooth Shoppe | \$25,000 |
| Reserve Champion Limousin | Lauren Lehne Gillespie County 4-H | Builder's Landscaping; Mary J. Hamilton Con Dio Foundation; and Sam Smith Memorial | \$24,000 |
| Reserve Champion Maine-Anjou | Cody Malaer Calhoun County 4-H | Bill Friedrich and Dick Scott | \$23,000 |
| Reserve Champion Polled Hereford | Rylee Barber Dallam County 4-H | Ivan and Jo Butterfield | \$24,000 |
| Reserve Champion Santa Gertrudis | Sarah Ramos Atascosa County 4-H | David and B.J. Boothe; Joanne Downes; Texas Honing Inc.; and Larry and Darlene Walters | \$23,000 |
| Reserve Champion Shorthorn | Mattie Martin Scurry County 4-H | Willis Marburger; Holly Marburger; Christian Marburger; and Sandy Holberg | \$23,000 |
| Reserve Champion Simbrah | Thomas Nix Borden County 4-H | 189 Club; Gary and Cheryl Deitcher; Larry Fraser – Independent Bank; and Don Nelson | \$23,000 |
| Reserve Champion Simmental | Karissa Gant Blum FFA | Debbie Hanna; Marilyn DeMontrond; Angela Montalbano; and Raye G. White | \$22,000 |
| Reserve Champion All Other Breeds | Kandra Acker Canyon FFA-New Braunfels | Fulbright & Jaworski; George McLellan; and Barry and Lynne Smotherman | \$22,000 |
| Reserve Champion American Breed and Crossbred | Ethan Almanza Mabank FFA | John Kaleh; Sean Lehan; and Ben Moorhead | \$20,000 |
| Reserve Champion Chianina | Megan Boxwell Perryton FFA | Carolyn Allen; Judy Groff; January Rentals; and Gordon and Susan Wright | \$20,000 |
| Reserve Champion Red Angus | Madison Bexley Lexington FFA | Mark and Elizabeth Brueggemann | \$21,000 |
| Reserve Champion Brangus | Haley Leifeste Kerr County 4-H | Wallis and Dee Dee Marsh | \$19,000 |
| First Place All Other Breeds | Andrew Munoz Mitchell County 4-H | Rod Henkels | \$15,000 |
| Second Place All Other Breeds | Taylor Clayton Wise County 4-H | Palmetto Partners | \$15,000 |
| Thirteenth Place Maine-Anjou | Ross Wedelich Angleton FFA | In Memory of Ross and Haley Wedelich | \$27,300 |

CHAMPION WINE AUCTION

Grand Champion Best of Show

Exhibitor: Davis Family Vineyards Cabernet Sauvignon, Napa Valley, 2005

Price: \$120,000

Buyers: DeMontrond Buick Company; Virgil and June Waggoner; Raye G. White; and John E. Williams

Reserve Grand Champion Best of Show

Exhibitor: Laetitia Vineyard & Winery Nadia Red, Arroyo Grande Valley, 2005

Price: \$90,000

Buyers: Pete and Melinda Ruman; Jerrol and Pam Springer; Joe Van Matre; Jim and Lynda Winne



| Place | Wine | Buyer | Price |
|--------------------------------------|--|---|----------|
| Top Texas Wine | Flat Creek Estate "Mistella", Texas, NV | Red Griffin; Hugh Steger; and Todd Zucker | \$40,000 |
| Top All-Around Winery | d'Arenberg Winery | Bradley Fish and Charles E. Simmons | \$45,000 |
| Top Argentina Wine | Bodega Elvira Calle Ca'de Calle, Mendoza, 2008 | AGL Resources and Wendy Wilkins Burks | \$42,000 |
| Top Red Wine | Sequoia Grove Cabernet, Napa Valley, 2006 | 189 Club Inc.; Coastal Pump Services; Cheryl L. Deitcher; Steve Joest; Kerry A. Kilburn; Fred Platt; and Timothy Wark | \$41,000 |
| Top White Wine | Kallfelz Estate Single Vineyard Riesling Kabinett, Mosel, 2007 | Deloitte LLP; Gerald Lynn Nunez; W.W. Rowland; and Joe Van Matre | \$20,000 |
| Top Sprakling Wine | Domaine Ste. Michelle Blanc de Blancs, Columbia Valley, NV | Bradley Fish and Charles E. Simmons | \$16,000 |
| Texas Champion and Top Sweet Wine | Hopler Eiswein, Burgenland (Austria), 2004 | Atlantis Plastics Company; Jo Anne Downes; Harkins Sweeny Family Foundation; and Archie Ralph Thompson | \$15,000 |
| Top Value Wine | Napa Landing Cabernet Sauvignon, Napa Valley, 2006 | Boyer Inc. | \$16,000 |
| Auction Dinner Prize | The Ultimate Wine Auction Tasting Party of Texas | Burton Construction; E3 Electric; and Philip Schneidau | \$15,000 |

OUTGOING

By Rochelle McNutt

Bubba Beasley



In 1982, as a Houston Fire Department firefighter and paramedic, Bubba Beasley was asked to join the Houston Livestock Show and Rodeo™ Safety Committee because it was in need of paramedics. Eventually, Beasley went on to lead the Safety Committee as its chairman in 1996.

He also has served as vice chairman of the Houston

General Go Texan and Rodeo Merchandise committees and was elected to the board of directors in 2002.

Beasley said it was an honor to be considered and a privilege to serve as a Show vice president. He cherishes all his firsts as vice president. "My first time in the Conroe parade, my first time in the Houston parade, and my first time in Grand Entry [were] all as vice president," Beasley said.

During his tenure, he was officer in charge of the Gatekeepers, Houston General Go Texan, Safety, Transportation and World's Championship Bar-B-Que and committees.

"I hopefully made decisions to help my committees reach their potential and grow to benefit the Show," Beasley said.

Beasley's wife, Kelly, served as chairman of the Houston General Go Texan Committee and is a captain on the Trailblazer Committee and a Trailblazer honoree. His son, Chance, has been on the Jr. Rodeo Committee for two years.

"Watching our class of officers and spouses grow together as friends is what I enjoyed the most, because the Rodeo is about family, friends, youth and education," Beasley said.

He is currently involved in property management with Beasley Larkin Properties LLC, and is active in the Cystic Fibrosis Foundation. Beasley enjoys hunting, fishing, golfing and spending time with his family.

Now that his tenure is complete, Beasley is going to take a short break and will not only remain on his current committees but also will look for new committees to join. "The Houston Livestock Show and Rodeo is a big show, run like a big business, but it is a show with a big heart," Beasley said. "None of it would be possible without the volunteers. I hope to continue to see the Show reach its goals and continue to take care of its volunteers."

Brandon Bridwell



As soon as Brandon Bridwell graduated from Texas Tech University and settled into his career, he quickly began to research how to become a member and a committee volunteer of the Houston Livestock Show and Rodeo. "My family was involved when I was a kid — my father was active on the Houston Metro Go Texan Committee NASA / Clear Creek / Friendswood

subcommittee," Bridwell said. "I was a member of 4-H, and the Show was something I always aspired to be part of."

Being vice president allowed Bridwell to see a different side of what the Houston Livestock Show and Rodeo does. "Meeting the scholarship students and actually seeing where the rubber meets the road when they receive their scholarships, and realizing that this is the culmination of a lot of hard work put in by over 22,000 volunteers, is truly amazing," Bridwell said.

Bridwell was officer in charge of the Directions & Assistance, Graphics & Signage, Poultry Auction, Ranching & Wildlife, and Trailblazer committees. "Being involved with two committees that are focused on fundraising (Poultry Auction and Ranching & Wildlife), I felt [these committees] helped keep the funds coming in during the tough economic times," Bridwell said. "It was a nice accomplishment, but, truly, the real reason that the fundraising efforts were continually successful during my term as officer is because of the work that the chairmen of these committees do."

Bridwell is a sales representative at Camp Construction Services and will continue to serve on the Poultry Auction and Ranching & Wildlife committees. He plans to rest, spend time with his two children, Hailey and Jake, golf and spend more time at the family ranch in South Texas.

Bridwell said he feels that the Houston Livestock Show and Rodeo is the greatest civic organization in the world and truly represents the city of Houston. "It has been a rare privilege and honor to serve such an outstanding organization in this capacity," he said. "I believe that we as volunteers have to invent new ways to grow the Show. I know that college costs will continue to increase, thus creating a demand for more financial support for the youth of Texas."

Vice Presidents

Rudy Cano



As a native Houstonian, Rudy Cano has always felt that the Houston Livestock Show and Rodeo is Houston at its best. "The Show was something I've always wanted to be a part of," Cano said. "I have always enjoyed the great Western heritage and culture of the state of Texas. Being involved with the Rodeo was only natural, and once I learned about the educational component of the

Show, I was fully committed to doing what I could to make the Show successful."

Cano joined the Show as a volunteer in 1995, and served as chairman of the Go Tejano Committee from 2003 to 2005.

As a Show vice president, Cano served as officer in charge of the Go Tejano, Membership, Parade, Rodeo Operations, School Art and Trail Ride committees.

Now that his term as a vice president is complete, Cano plans to refocus his energy on his business as a self-employed lawyer and enjoy the outdoors by hiking, hunting, golfing and fishing. However, he and his wife Lisa, also a life member, vow to always support and be a part of the Show.

As a true believer in the Houston Livestock Show and Rodeo scholarship program, and having received a scholarship from a volunteer organization himself (the Houston Junior Forum), Cano is committed to making it easier for future scholarship recipients to pay for college. "More people need to know that this is a result of all the effort that goes into making the Show happen annually," Cano said. "I want the Show to grow beyond where it is now. The more Texas knows what the Rodeo is all about, the more folks are going to want to attend and be part of the Show. It would be wonderful for the scholarship program to expand to provide even more scholarships to high school graduates."

Andrew Dow



When the Astrodome opened in 1965, young Andrew Dow was there showing horses. "Showing horses taught me responsibility and how to set goals and work to achieve them," Dow said. So in 1973, when he returned to Houston, Dow joined the Houston Livestock Show and Rodeo, got involved with the horse shows and has been part of the event ever since.

Including the time spent as an exhibitor, Dow has been involved with the Show for more than 40 years. "I believe in what the Show does, and I wanted to become a bigger part of the Show and feel like I have given something back in return for all that I've been given," said Dow about his decision to serve as vice president.

He said he believes that part of an officer's responsibility is to remind Show members and volunteers of their purpose and what they can achieve when working together. "My greatest accomplishment was to try to communicate to all my committee members that we are all volunteers working for a common goal and it takes us all to achieve it," Dow said. "I think this is important, because as an officer, we get to see the results first-hand, but not everyone is that fortunate."

Getting to know the scholarship and grant recipients are some of Dow's fondest memories. "You sometimes wonder where the world is going until you meet these kids; then, you know things will be OK," Dow said.

Dow plans to stay involved with the Show by volunteering on horse show committees and anywhere else he is needed. Outside of the Show, he is president of the Stillwater National Bank of Houston and enjoys team roping and golf. Dow's wife, Beth, became a member of the International Committee in 2009, and his nephew, Andrew, was a member of the Transportation and World's Championship Bar-B-Que committees.

Giving to those so they can give back is what the Houston Livestock Show and Rodeo means to Dow. "As far as the future," Dow said, "I hope the Show never forgets what our mission is and where we came from."

OUTGOING

Jim Epps



For James C. "Jim" Epps III, tenure as a Houston Livestock Show and Rodeo vice president was a continuation of a meaningful family legacy of volunteerism — both his mother, Suzanne, and father served as Show vice presidents. As a child, Epps enjoyed attending the Houston Fat Stock Show at the Sam Houston Coliseum. When he graduated

from Rice University, his parents presented him with a Houston Livestock Show and Rodeo life membership.

It is truly an Epps' family affair. In addition to his parents' service, his wife, Linda, was on the Directions & Assistance Committee and is a charter member of the Tours Committee. Both his sons Kevin and Ryan are members of the Breeders Greeters Committee.

In 1980, Epps began his Show career on the Group Ticket Sales Committee. He also served on the Breeders Greeters, Quarter Horse and Wine Auction committees. During his vice presidency, Epps was officer in charge of All Breeds Livestock Sales, Breeders Greeters, Feed Store, Junior Commercial Steer Feeding and Management Contest, and Livestock committees.

"I had the pleasure of being officer in charge of the new Feed Store Committee and watching it grow into a profit center for the Show," Epps said. "I have special memories of working with five dedicated committee chairmen who worked many tireless hours to meet their objectives and serve their committees. Also, I tried to never lose sight of the fact that our committee volunteers need to enjoy the Show and have a good time, which they did."

Epps enjoyed the opportunity to represent the volunteers at the scholarship luncheons and various scholarship banquets at universities across the state. "Meeting the students and their families puts into perspective the true mission of the Show," Epps said.

When not selling gas production equipment at Waukesha Pearce Industries, Epps is involved with many organizations such as the Rice "R" Association, R. B. I. Club, Tejas Vaqueros, American Quarter Horse Association, Paint Horse Association, National Cutting Horse Association and the Gas Processors Association.

Epps plans to continue to support the Show and will remain active on several committees as a volunteer. "The Houston Livestock Show and Rodeo means volunteers coming together as a family to provide educational opportunities for Texas youth," Epps said. "The Show's future is bright and is in good hands, so this incredible 78-year tradition will continue for years to come."



Vice Presidents

John Morton



As a Houston Livestock Show and Rodeo vice president, John Morton had experiences he never could have imagined — ringing The Closing Bell® for the New York Stock Exchange from the bucking chutes in Reliant Stadium in 2009 and attending receptions in the office of the president of The University of Texas at Austin, even though Morton is a Texas

A&M University alum. Although his tenure may be over, the memories will stay with him for a lifetime.

In 1991, shortly after moving to Houston, a family member invited Morton to the Rodeo. That year, he met several members of the Swine Auction Committee, who asked him to join the committee. He became a Show member in 1992 and a committee volunteer in 1993. He served as a captain on the Swine Auction Committee from 1996 to 1998 and as chairman of the committee from 2005 to 2007. As a Show vice president, he served as officer in charge of the Carnival Ticket Sales, Judging Contest, Jr. Rodeo, Livery Team and Swine Auction committees.

“I feel that being vice president is one of the highest honors at the Show, and that opportunity usually doesn’t knock twice,” Morton said.

Morton is vice president, general manager and co-owner of Stone Castle Industries Inc., and he enjoys hunting, fishing and ranching. His wife, Janis, is on the Llama and Alpaca, Trailblazer, and Team Penning & Ranch Sorting committees. Morton’s stepsons also are involved in the Show: Lee is on the Llama and Alpaca Committee, and Eric is on the Swine Auction and Grand Entry committees.

Morton said he would like to see the growth of the Jr. Rodeo and Ranching & Wildlife committees continue.

“Going forward, I would like to see the continued growth and success we have had over the years,” Morton said. “Usually this kind of growth will foster new areas for start-up committees or expansion of duties for existing ones. Personally, I would like to see another junior auction for some of the outstanding ag mechanics projects that are brought to our Show. The Ranching & Wildlife Committee is only in its fourth year, but it has a lot of potential for growth and development. These are just two of the many areas that I’m sure will broaden and ensure that the Houston Livestock Show and Rodeo will continue to be the premier fair in the state of Texas for many years to come.”



OUTGOING



**DR. BRYAN
BLONDER**
Health



**SHANE
BOATMAN**
Corral Club –
Suites West



**LARRY L.
CARROLL**
Lifetime
Vice Presidents



**JILL
CLEMENT**
Carnival Ticket Sales



**J.W.
DAUBERT**
Corral Club –
Suites East



**DIANA "STICK"
DELAUP**
Sheep & Goat



**GEORGE
DEMOTTROND**
Wine Auction



**BRIAN
DODSON**
Corral Club –
The Cantina



**KEVIN
DUKE**
Breeders Greeters



**CHRIS
ENNIS**
Corral Club –
Division III



**FLOYD
ESTAY**
Facility Services



**JOHN
FLANNERY**
Corral Club –
Sky Suites



**KATHLEEN "KAKI"
HERD**
Special Children's



**HAP
HUNNICUTT III**
Grand Entry



**C.F.
KENDALL**
Legal Advisory



**ROBERT
KNEPLER**
Corporate
Development

Chairmen



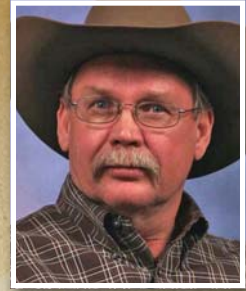
SHANNON KOVAR
Corral Club –
Directors' Club



RICHARD MARBURGER
Go Texan Contests



MICHELLE MARESH
Ladies' Go Texan



DAVID MATHES
Rodeo Operations



CATHY McADAMS
Horse Show
Equipment



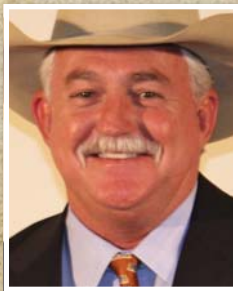
MIKE MCKINNEY
Swine Auction



MARK MELTON
Lamb & Goat Auction



GARY PARKS
Rodeo Express



TIM PING
Parade



DUDLEY RAY
General Horse Show



BRENT REID
Equipment



KYLE REPPOND
Horspitality



JIM VAN HOOZER
General Horse Show



LARRY WALTERS
Agricultural
Mechanics



PATTI WILBURN
Houston General
Go Texan



ROD WILLIAMS
Rodeo Ticket Sales

Healing Power of Art



Soft-spoken and shy, budding artist Kynara Carter, 16, soaks in the noisy, crowded atmosphere surrounding her award-winning artwork, displayed in the Hayloft Gallery in Reliant Center. Unaccustomed to being the center of so much attention, she breaks into a radiant smile as she warms to the crowd of judges, Houston Livestock Show and Rodeo™ committee members, and Texas Children's Hospital officials, all offering her congratulations for being one of the first winners of the Texas Children's Hospital Art Contest, which debuted at the 2010 Houston Livestock Show and Rodeo.

A native of Goodrich, Texas, Kynara is thrilled to experience her first visit to the Show and a ride in the Grand Entry,

despite spending a tiring morning undergoing kidney dialysis at Texas Children's Hospital, something she endures three times a week.

"I'm really excited to be here — I'm enjoying the Rodeo," Kynara said. "My favorite part is the horses." It was this love of horses, she said, that inspired her gold-medal-winning depiction of a smiling young girl beside her horse.

"Seeing the smiles on the faces of these kids makes it all worthwhile," said Beth Cardono, chairman of the School Art Committee, who helped make the unique program a reality, following more than a year of planning and coordination. "We've been working for some time now to make this happen with Texas Children's Hospital, and

we are very excited to see it come to fruition. Since these children often have ongoing medical needs and appointments, most of them are out of their regular school environment and miss out on the School Art Program. They couldn't participate in school, so we decided to take the competition to them at the hospital."

The idea quickly took shape when Cardono was introduced to Carol Herron, Arts in Medicine coordinator for Texas Children's Cancer Center and Hematology Service, who was thrilled to see these two institutions get together and use art to help children.

"This program gives kids a chance to just be kids, which is so important," Herron said. "There's been lots of research that shows art helps children with healing, but art also helps them with living. It is a chance for children to have some sense of control over their day and a sense of normalcy. They cannot say 'no' to treatments, but they can decide whether or not they want to create art, and what they create."

"With the Houston Livestock Show and Rodeo, it is a connection with the community. Everyone knows about the Rodeo. When you are a dialysis patient, your world becomes very small — it is all about the hospital. When you can do something that your peers are doing at school, then you are just like everyone else. You become part of the Rodeo crowd. It is very healing and a source of pride for these kids," she said.

Forty-one pieces of art were submitted for judging for the initial Texas





Children’s Art Contest, 35 of which were from patients and the remaining from siblings (siblings can contribute but are ineligible for awards). Three areas of the hospital were represented — the Cancer Hematology Service, Renal Dialysis and Adolescent Medicine — but more departments will be added as the program progresses, Herron said.

The Jr. Rodeo Committee helped hang the artwork in a public area at the hospital, where patients, staff and visitors could enjoy it, and judging was held in February at Texas Children’s Hospital. Eight young artists were recognized as finalists — four were named best of show, and four received gold medals for their efforts.

“This is different from our regular art contest,” Cardono said. “It is the first time we have participated with an organization other than the school districts. Additionally, these children face different challenges since they completed their art at the hospital instead of the classroom. Often, they worked on it during short periods of time, while they were undergoing dialysis or cancer treatments, some while attached to IV lines.”

“As a native Houstonian, I know how much fun the Rodeo is — it is a happy place for these kids,” said Monica Gramatges, M.D., a pediatric oncologist at Texas Children’s Cancer Center. “On behalf of all the physicians and caregivers at the hospital, I want to say thank you to the Houston Livestock Show and Rodeo for giving such a wonderful gift to the children.”

Caroline Fitzgerald, an animated, articulate 11-year-old from Houston, was eager to explain the technique she used to create her painting of a cowboy riding off into a purple sunset. The experience of participating in the Show’s art contest “is really cool,” she said. “I am very excited about riding in the Grand Entry. My friends think it is really cool, too, but my favorite part is the carnival.”

Caroline’s mother, Heather Beck, struggles with her emotions as she explains what this contest has meant to her family and to her daughter, who has been fighting cancer. “It really, truly has been a great experience for her, and as parents, we are so grateful for what the Rodeo and Texas Children’s

have done,” Beck said. “This has made Caroline feel so special and so proud. She has dragged all of our family here to see it! It just means so much to her and to us.”

Herron said, “It is great to have the Rodeo come into the hospital. Both Texas Children’s Hospital and the Houston Livestock Show and Rodeo are focused on the same thing, which is improving the lives of children, and we see the impact that art has on children when they can take pride in what they do. It gives them a voice and empowers them. It allows them to be treated like their brothers and sisters who are well. This program gives them that, which is quite a gift.”



From The Hideout to the Big Stage

ELLI YOUNG BAND

By Kate Gunn



Although they have played hundreds of shows across Texas and the United States, appearing at RODEOHOUSTON™ has been a dream come true for the members of the Eli Young Band. Native Texans Mike Eli, Chris Thompson, James Young and Jon Jones bonded over their passion for music while students at the University of North Texas. Lead singer Eli and guitarist Young first began playing music together almost 10 years ago and shortly after joined drummer Thompson and bass player Jones to perform as the Eli Young Band. Following some success playing local gigs in their spare time, they befriended 2008 RODEOHOUSTON performer Miranda Lambert, and the country singer asked the band to open for her upcoming tour, which gave the band its first big break.

Eli, a Houston native, spent his childhood attending RODEOHOUSTON, and is well aware of the magnitude of playing on the big stage. “Growing up in Houston, it’s huge — a dream,” he said.”

Eli said he remembers watching George Strait and Garth Brooks and the way in which they captivated and entertained crowds of more than 60,000 people. Little did he know that he would someday stand in their boots, with a paid attendance for his band’s March 19 performance of 57,208.

Despite performances on the “Jay Leno Show” and at the Grand Ole Opry, the band credits the Houston Livestock Show and Rodeo as one of its biggest — if not the biggest — performances of its career. Thompson said that unlike the band’s short one- or two-song appearances on “Jay Leno” and at the Opry, the hour-long concert at the Rodeo allowed the guys to truly savor and remember their time on stage.

“There were moments when we’d lock eyes and smile, and realize that we’ve made a huge leap in our career,” Thompson said. “It meant so much to us to have our management team there who has been with us every step of the way.”

Although this was the band’s first year to play the RODEOHOUSTON stage, the Eli Young Band is no stranger to the Houston Livestock Show and Rodeo™. In 2007, the band played The Hideout following a RODEOHOUSTON performance by country duo Sugarland. At that time, The Hideout was held in Reliant Astrodome, and the band

members were struck by the sheer size of the historic building and the enthusiasm and energy of the post-Rodeo crowd. It was the biggest stage the band had played on to date, and while the band had grand ambitions of growing their fan base and going out on tour, playing the RODEOHOUSTON stage did not seem realistic.

“You don’t allow yourself to have that goal,” Thompson said. It was an affirmation of their success when they learned they had secured a spot in the 2010 RODEOHOUSTON lineup.

Because they are used to playing smaller, more intimate venues, it was important for the band to keep that personal connection with the audience, even while playing to a crowd of almost 60,000 people. Eli called the massive crowd “a different animal,” and said that as a lead singer, “connection is incredibly important.” The band was able to achieve that connection by jumping off of the stage and shaking hands with some lucky fans.

The group’s musical influences vary from George Strait and Charlie Rich, to Paul Simon, Aerosmith, and Bruce Springsteen. Eli Young Band’s members have a rule that whoever is driving chooses the music they listen to, which allows each band member to expose the others to his personal playlist, creating an extremely versatile and well-rounded range of musical influences.

They have toured with such artists as Alan Jackson, the Dave Matthews Band, Pat Green and Jason Aldean. The band recently garnered the opening spot on Gary Allan’s tour, opened for Dwight Yoakum at Chilifest music festival in Snook, Texas, and completed five songs for their next album. Thompson said they are excited to get back into the studio to complete the album.

“We never make the same song twice,” Thompson said. He added that each one of the guys develops a personal relationship with each song — even if at times it is a love-hate relationship.

If the successes they have had over the past few years are any indication, the Eli Young Band will be heard across the country for years to come. 🍷



COMMITTEE Spotlights

By Sandy Hollingsworth Smith

EVENTS & FUNCTIONS

The volunteers of the Events & Functions Committee work tirelessly to orchestrate the menagerie of official events held during the Houston Livestock Show and Rodeo™.

Much like the hospitality staff of a hotel or convention center, these volunteers transform an empty space into a welcoming event venue. Members complete tasks from setting up tables and chairs to managing food and beverage service, to ensure that each event runs smoothly. "We are jacks-of-all-trades and troubleshooters. We do a little bit of everything," said Committee Chairman Lore Cordell.

On a typical day, committee members could be setting up an auction breakfast in Reliant Arena or organizing a large party in Reliant Center. Every morning, the chairman or one of her team captains previews the day's agenda with the committee's staff coordinator. Daily assignment sheets are disseminated to the committee members, who complete the work in three shifts, each comprised of eight to 10 people. "Communication between committeemen and the willingness to work hard make this committee successful," Cordell said.

Mike DeMarco, executive director of operations of the Show, was instrumental in creating the Events & Functions Committee. DeMarco was a volunteer at the time and worked with a handful of close friends to organize and schedule meetings. When DeMarco was hired by the Show in 1991, one of his first recommendations was to develop a committee to handle event coordination. That year, the Events & Functions Committee was formed with 15 volunteers. Today, there are 70.

Cordell's first year as chairman was 2010, but she has served on the committee for 12 years. Cordell hopes her committee will take on additional responsibilities in the future. Her vision is for the Events & Functions Committee to be solely responsible for all Show-related events and functions held in Reliant Center.



HEALTH

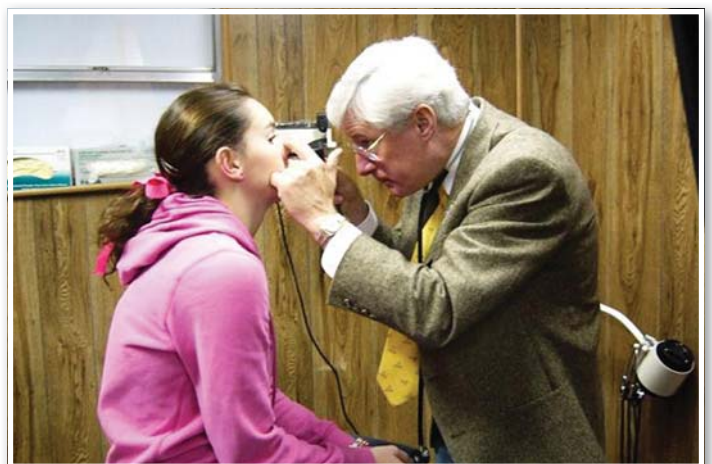
The Houston Livestock Show and Rodeo takes great care to safeguard the livestock brought for exhibition by young 4-H and FFA students from across Texas. Less publicized, though, are the efforts made to ensure the health and wellness of the exhibitors and of the family members who accompany them to the Show. Created in 1972 by a group of medical professionals, the Health Committee initially treated only junior exhibitors' minor injuries or illnesses — such as ankle sprains or sore throats — while they were at the Show, far from the comforts of home.

Today, the committee also treats junior exhibitors' families, as well as members of the Show staff. Committee Chairman Bryan Blonder, M.D., has worked hard during his tenure to grow the committee and to expand its services to a broader group of people. The clinic has been transformed under Blonder's chairmanship with the addition of new paint, carpet and photos.

Current committee membership totals 40 and is almost evenly split between registered nurses and physicians.

Volunteers man the clinic in two-hour shifts, three times per day, during the Show. Between 10 and 15 patients are treated during each shift, which is staffed by both a doctor and a registered nurse. More serious cases are referred to a hospital in the Texas Medical Center.

Blonder would like to increase the reach and visibility of the Health Committee. His committee members are working hand-in-hand with a related group, the Safety Committee, which has emergency medical technicians on staff and is responsible for providing first aid to Show guests. "There is a lot more we can do together," Blonder said.





RODEO

Roundup

NEWS & HIGHLIGHTS INFORMATION & UPDATES

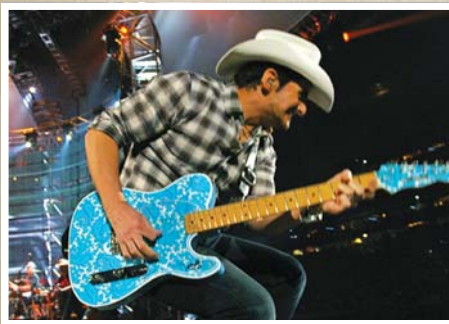
➤ Houston Livestock Show and Rodeo™ Receives University of Houston President's Medallion

The University of Houston honored the Houston Livestock Show and Rodeo, Friday, May 14, with the prestigious President's Medallion at the College of Liberal Arts and Sciences' commencement ceremonies.



The President's Medallion is the highest award the University President can bestow and recognizes individuals or organizations who have distinguished themselves by contributing passion, leadership, generous financial support, and service to the University of Houston.

➤ RODEOHOUSTON™ Stars Win Big at Academy of Country Music Awards



The 45th Annual Academy of Country Music Awards aired Sunday, April 18, live from Las Vegas. Many former RODEOHOUSTON star entertainers were honored for their music.

Brad Paisley (2001, 2005, 2008-2010) won Top Male Vocalist of the Year. Paisley is the only artist to win three or more consecutive honors in the Top Male Vocalist of the Year category; this is Paisley's fourth consecutive win.

Miranda Lambert (2008) scored three wins as the Top Female Vocalist of the Year, Album of the Year for Revolution, and Video of the Year for "White Liar." Lambert is the first solo female artist to ever win two Album of the Year awards; Lambert previously won Album of the Year for Crazy Ex Girlfriend during the 2008 telecast. Blake Shelton (2010) won the Vocal Event of the Year award with Trace Adkins for "Hillbilly Bone."

It was a big night for Lady Antebellum (2009-10) who won Top Vocal Group of the Year, Single Record of the Year, and

Song of the Year for "Need You Now." In total, the group took home five awards. They received awards as both artists and producers for Single Record of the Year and as both artists and composers for Song of the Year. Montgomery Gentry (2005) received the Home Depot Humanitarian Award.

On a bittersweet note, the Top Vocal Duo of the Year award was presented to Brooks & Dunn (1992-2010). The duo has received 27 Academy of Country Music Awards throughout their career; more than any artist in the academy's history.



➤ RODEOHOUSTON Radio

RODEOHOUSTON Radio is an online radio channel playing the best of 68 years of 350 superstar entertainers. Although musically driven, RODEOHOUSTON Radio also features sound bites from history-making Show officials, entertainers, scholarship winners, committee volunteers, and more; year-round committee happenings; and news from the Houston Livestock Show and Rodeo. Listen to all that RODEOHOUSTON Radio has to offer.



➤ New Houston Livestock Show and Rodeo Wallpaper

Get ready for the 2011 Houston Livestock Show and Rodeo with wallpaper for your computer and mobile phone. Visit rodeohouston.com to pick your favorite.



**HOUSTON**® Livestock Show *and* Rodeo
P.O. Box 20070
Houston, Texas 77225-0070
Address Service Requested

Nonprofit Organization
U.S. Postage
PAID
HOUSTON, TX
Permit No. 9791



Houston Livestock Show and Rodeo™

2011 SHOW DATES

Tuesday, March 1 - Sunday, March 20

www.rodeohouston.com