

HOUSTON LIVESTOCK SHOW AND RODEO™



# H MAGAZINE

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Fall 2011

Volume XIX, No. 3

**CHAMPIONS UNCORKED!**

**The Wine Trail to Victory**

**RODEOHOUSTON™ Hometown Heroes**

**Hats Off to Our Troops**





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*Photo by: Lisa Norwood*

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## WESTERN HERITAGE

# From the Chairman of the Board

After many years of volunteer service to this great organization, I am truly honored to serve the Houston Livestock Show and Rodeo™ as chairman of the board.

My first event as chairman was an excellent opportunity, as I met more than 300 young Texans as we awarded them four-year, \$16,000 scholarships to the Texas college or university of their choice. The Show's Metropolitan, Opportunity and School Art Scholarship Banquet in May gave me a preview of our future leaders, and I was thrilled to meet with many of the students and their families, and learn their stories.

Throughout the remainder of the summer, the Show's giving nature continued as we bestowed more than \$1 million in scholarships to 70 Texas 4-H members at the Texas 4-H Roundup in College Station in June. Then, in July, other Show officials and I traveled to the Texas FFA Convention in Lubbock, Texas, where another round of \$16,000 scholarships was handed out to 70 Texas FFA members. These outstanding students have made a mark in their respective organizations, and thanks in major part to the Show, they are able to continue their educational growth and impact their futures.

Each year, the Show helps send more than 2,000 students to hundreds of colleges and universities all across the great state of Texas, and with the cost of education rising in recent years, this is a way to help as many students as possible. Although promoting the agricultural industry is a major part of what the Show is all about, providing support for the future of our nation and our organization is equally important.

I am thrilled to have the opportunity to serve as chairman of the board, and want to express my gratitude for the chance to represent this fine organization and my fellow volunteers. I have made some excellent memories and friends at the Show, and I look forward to making many more.

Best wishes,

Steve Stevens





# Beyond the Barrel

By Becky Lowicki

**I**n a competitive sport where milliseconds matter, champions Tammy Fischer and Sherry Cervi know that the difference in making it to the winner's circle has as much to do with heart as athleticism.

As world-renowned champions in barrel racing, these two have proved, through years of experience, that a keen knowledge of fundamentals and an intuitive instinct about the intangibles are what lead to success time after time.

"The horse has to be athletic and have the will to learn, but eventually, the really good ones have the big hearts," said Cervi, 2011 Cinch RODEOHOUSTON™ Super Shootout Champion. "Barrel racing is timed down to the hundredth of a second, so if you have a really athletic horse, but they don't have the heart, then there are other areas where they may be better competitors, such as roping. At the end of the day, they have to love their job and want to try hard for the rider."

Fischer agrees. Competing in rodeos since the age of 2, she also trains more than 20 barrel horses, along with riders of

all skill levels. "The partnership between horse and rider is just like in a marriage," Fischer said. "It's all about how you communicate and how you treat each other. Everyone is an individual, and you have to get along and continually adjust and learn with different personalities."

Often it is the human who is being taught the mechanics more so than the horse, according to Fischer.

"If I have an inexperienced rider or a youngster, I'll pair them with an older horse that knows what it's doing," said Fischer, who noted that the reverse also holds true as the more experienced rider often does better with a younger horse.

Of course, the standard traits also are important, such as good conformation in the horse, with a short back, long span underneath and straight legs. Temperament of the horse is a key quality as well. "You don't want them so docile that they don't get up and go," Fischer said, "but instead, with enough spunk that is not too much that it's a constant battle."



*Sherry Cervi*





Horses initially bred for racing are often good prospects, as they are trained to run 400-yard sprints. A barrel racing horse runs approximately 100 yards. "You want short, fast sprints versus all-out speed," Fischer said.

The rider has to have the skill set as well, which is more than having good balance. "You have to know when you're helping the horse as they need it and when to just leave them alone," Cervi said.

Knowing whether the horse is going to succeed as a competitor is not instantly apparent either.

"It all depends on the level of the competition and the horse and rider," Cervi said. "Depending on when they're broken in at 2 to 3 years of age, I start competing with them when they are about 5 years old, yet may not know if they are going to be barrel racers until 6 or 7 years of age."

Fischer and Cervi are living proof that years of perseverance pay off, but not without hard work, determination and a love of their animals.

"The challenge is what drives me," Cervi said. "It's such a competitive event, but to continually try to better myself and my horse is why barrel racing is my life passion."

In addition, the sport is unique in many ways. "It's not like any other professional sport, in that we pay all of our own expenses and entry fees," Fischer said. "While we compete against each other, we're also very close friends, and we only get paid if we win."

As so much emphasis is placed on winning, both competitors dispel the misconception that the animals are only a means to an end. "I can tell you that I spend 10 times as much on my horses as I do on myself because they are the athletes, not me," Fischer said.

Cervi concurred, and said, "As competitors in the sport, we wouldn't be where we are without our animals. We do love them and ensure they receive the best care. While it does take a lot of work, we are passionate about the sport and our animals."

Both agree that the Houston Livestock Show and Rodeo™ provides the best opportunity to fulfill that passion. "It's one of the most exciting venues to compete in and win, and it offers such an adrenaline rush to participate at that level," Cervi said.

The day begins early during the Show, as the riders are able to practice with their horses from 6 – 7 a.m. to get familiar with the arena. While the size and scale of Reliant Stadium, along with the myriad distractions of sights and sounds, can be intimidating, the end result after a successful ride is worth the years of effort.

"It's such a great opportunity every year," Fischer said. Cervi heartily agreed, and said, "I wish there was a Houston Rodeo every month." 🤠





# HATS OFF TO OUR TROOPS

*By Terrie James*

**J**ust as cowboys embody the independent spirit of Texas, the military personifies the courageous spirit of our country. Therefore, it seems fitting that the Houston Livestock Show and Rodeo™ recognized the service and sacrifice of our U.S. troops on Texas Independence Day.

Amid the boots and cowboy hats, Reliant Park was awash with khaki, camouflage, and field caps as some 2,300 troops, their families, and special guests turned out to participate in the Show's Armed Forces Appreciation Day, held March 2, 2011.

As in years past, the Show welcomed the troops by providing them free admittance into Reliant Park. And again in 2011, the Show extended some extraordinary Texas hospitality to neighbors from Fort Hood by escorting 26 buses filled with troops and their family members to the Houston Livestock Show and Rodeo. They joined Houston-area servicemen and servicewomen and other special guests at the RODEOHOUSTON™ performance featuring Trace Adkins.

"This is a wonderful day for our troops, and for the Rodeo as well," said Charles R. "Butch" Robinson, then-chairman of the board. "We couldn't have a Show if it weren't for the freedom that our service men and women fight to maintain. Dedicating this day to them is the least we can do."

The visiting members of the military enjoyed a day away from the pressures of duty to browse the livestock show or take in the carnival, plus a host of other special activities, starting with a barbecue lunch.

Among the special guests was Congressional Medal of Honor recipient Petty Officer Michael Thornton, U.S. Navy, who, in 1972, withstood enemy fire to save the life of his superior officer who had been injured during their mission.

Also in attendance was the U.S. Army's First Cavalry Division's Horse Detachment, whose members demonstrated a drill from the 1874 Cavalry Tactics Manual, impressing the crowd with their riding and saber skills.

"The Show continues to open its gates and its heart to our military families, and as a result, Armed Forces Appreciation Day just keeps getting bigger and better," said Dick Hudgins, founding chairman of the Armed Forces Appreciation Committee and Lifetime Vice President of the Show. "Our troops deserve to be treated like heroes, and, on this day, the entire Show comes together to do just that."

Before the evening's Rodeo performance, crowds gathered outside Reliant Center for a moving ceremony, which included a flyover by the Commemorative Air Force, a special recitation of Baxter Black's poem "The Flag" by former Show President and Chairman of the Board Jim Bloodworth, and a thank you to the troops from Show officials.

"This is awesome. It is really nice to know that people appreciate what we do — we bust ours to save theirs," said Specialist Clayton Williams, U.S. Army, a military firefighter from Fort Hood who was attending his first RODEOHOUSTON performance.

One of the most touching portions of the evening came when the lights dimmed for a special hello from soldiers currently





stationed in Iraq. After the video, Thornton was introduced to the crowd and shared his Congressional Medal of Honor citation.

The crowd remained standing and cowboys removed their hats as a unit from the U.S. Air Force Special Operations Rappelling Team dramatically lowered an American flag from the ceiling of Reliant Stadium. Rodeo announcers Bob Tallman and Boyd Polhamus encouraged the audience to offer a nearby service member a word of thanks. Countless pats on the back and handshakes were exchanged before Trace Adkins took the stage.

In 1942, Gene Autry, America's "Singing Cowboy" and the Show's first star entertainer, dedicated his performance to the troops fighting overseas in World War II. Show officials dedicated the 2005 Show to the U.S. Armed Forces, and in 2008, with the help of Salute to Our Troops Houston founder and current Armed Forces Appreciation Committee chairman, Robin Young-Ellis, made it an annual event so that Rodeo fans could show their appreciation to the troops.

Polhamus put it best when he said, "We are blessed to be able to live the life of a cowboy because of their service." 🤠



*Petty Officer Michael Thornton, U.S. Navy, recipient of the Congressional Medal of Honor for his actions in Vietnam, was honored at the March 2, 2011, Rodeo performance.*





# Favorite Rodeo Experiences

By Stephanie Earthman Baird

**A**ttractions and experiences abound at the Houston Livestock Show and Rodeo™, but have you ever pondered an overall favorite? Quick, think about it, what is it? For many patrons it is an easy, instantaneous answer; for others, there might be a slight hesitation, as they choose between several. Whatever your favorite aspect of the Show might be, surely you can identify with some of these favorites from the 2011 Show.

## ***Shea Giordano, 13, Tomball, Texas***

Standing only steps away from the Capital One Bank AGVENTURE Birthing Center, pointing with excitement, Shea said, "My favorite experience was seeing that baby calf being born a few minutes ago."

## ***Kelly Carmack, 10, Willis, Texas***

One of the few remaining young exhibitors near the swine pens, first-time Houston Livestock Show™ competitor Kelly was found packing his gear. Elated to have been a part of it all, he said his favorite experience was showing his pig named Pretty Boy. "My stomach felt upside down," he said.

## ***Bella Swicegood, 3, Houston***

Caught soaking up the sunshine with her family at a picnic table, Bella was all smiles when answering the question of her favorite experience. "The real ponies," she exclaimed. "I went round and round." She also let it be known this was not her first rodeo.

## ***Shawn Hildreth, Houston***

Not having visited the Show in nearly a decade, Hildreth said his new Show favorite is the petting zoo. "It's the animals. I hate to say it, but I am more of a city person. This brings me back to my Texas roots," he said.

## ***Sally Imig, Houston***

Enchanted by the hats and boots for sale in Reliant Center, Imig reflected on her time at the Show. "It is a great retreat," she said. "The people are friendly, and it is a unique experience — a sanctuary in the city to go have fun. The art, music, sports, shopping, eating and carnival, what more can you ask for?"

## ***Bette Kraus, Missouri City, Texas***

Kraus said she was sneaking in yet another shopping experience in Reliant Center. "It is the first place I come every year. I have been coming [to the Show] for more than 15 years, and it is always my first stop," she said. 





# Champions Uncorked! The Wine Trail to Victory

By Nan McCreary

**S**ince ancient times, people have tasted wines, but the Houston Livestock Show and Rodeo™ annual Rodeo Uncorked! International Wine Competition has taken this pastime to a whole new level, with major bragging rights at stake. Also on the line are the coveted Show trophy buckles, chaps and saddles; the oversized etched bottles prepared especially for the Champion Wine Auction; and, most of all, the significant marketing opportunities that open up for the Grand Champion Best of Show at one of the largest wine shows in the country.

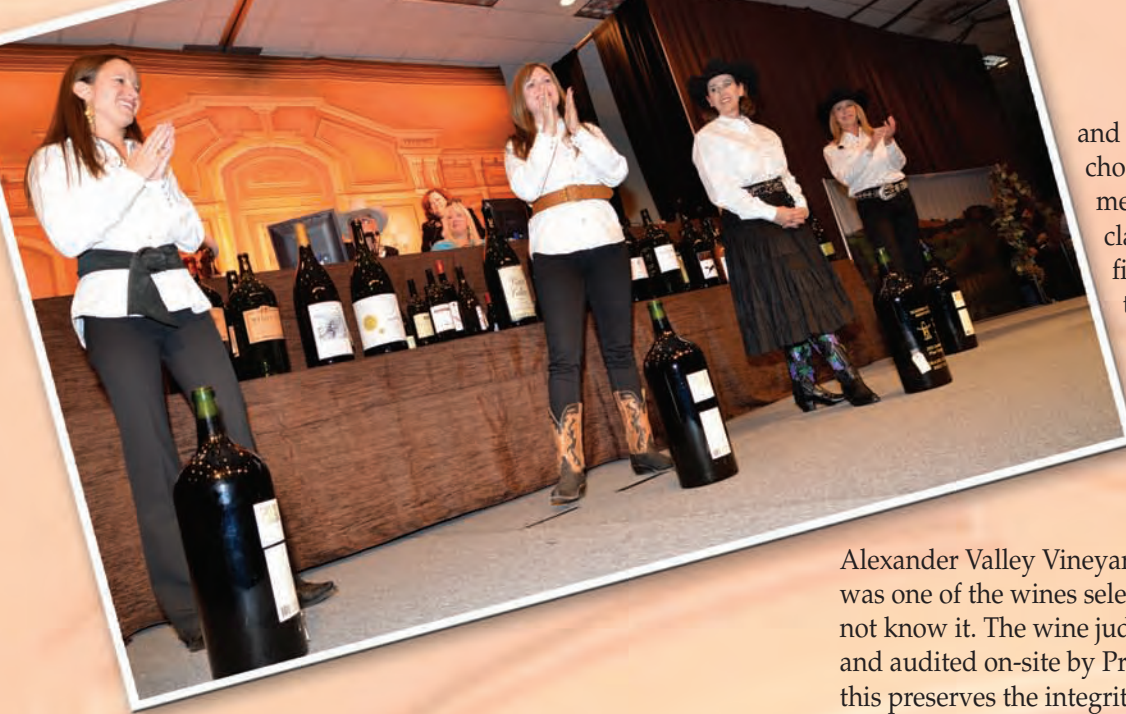
“Every win exposes our wine to more people,” said Arnold Gilberg, south central regional sales manager for Alexander

Valley Vineyards in Sonoma County, Calif. “Our Texas wine sales increased by 30 percent when we won the top award in 2004, the year of the Show’s first wine competition.”

Nearly 600 wineries from around the world entered 1,788 wines for the 2011 Rodeo Uncorked! International Wine Competition. Hundreds of these wines earned medals, but only one received the prestigious title of Grand Champion Best of Show. Ten others received top honors in categories ranging from Best Red Wine to Top Winery.

Judging began Saturday, Nov. 13, 2010, with the medal round, as 15 panels of five local, national and international judges sniffed, swirled, tasted and spit their way through





and sparkling brut to pinot noir and chocolate-flavored wines, and selected medal winners in each class. Of the 83 class champions, 33 were chosen as finalists. To make the cut, a wine had to receive either five gold-medal votes or four gold-medal votes and one silver-medal vote. The top winners were determined by five super panels, comprised of five judges each, on the following day.

Alexander Valley Vineyards CYRUS, Alexander Valley, 2006, was one of the wines selected for the finals, but Gilberg did not know it. The wine judging is done completely blind and audited on-site by PricewaterhouseCoopers. While this preserves the integrity of the event, it also raises the suspense.

On Sunday, judges on the super panels voted for their top-five selections by secret ballot. This was a serious and intense all-day affair. The wine receiving the most votes would be declared Grand Champion Best of Show, and the wine receiving the second most votes would win Reserve Grand Champion Best of Show. Whichever wine triumphed, everyone knew it would be extraordinary.

"The winner is always something that really stands out," Stout said.

Mid-day, after the last sip of wine was taken from the last glass, ballots were cast and sent for tabulation. The panels

nearly 120 wines per panel to determine which were medal-worthy. Even with years of combined knowledge and experience, judges said that awarding a wine with a bronze, silver or gold medal is not always a slam-dunk affair.

"I look for the 'wow' factor," said Guy Stout, master sommelier. "A gold medal has to have a 'wow' factor. A silver is a wine I would bring home. A bronze I'd share with a friend. The gold I'd want to give to a friend."

By the end of the first day, judges had tasted a total of 10,000 glasses of wine in 83 classes, ranging from Champagne





of experts waited expectantly for the results. They had not been allowed to discuss their selections, and each judge was eager to see if his or her first choice was the top winner. The committee members waited anxiously, too. They had put in months of work to stage this event, and were keen on tasting the results. Above all, the vineyard representatives waited and waited.

Finally, in a room bursting with anticipation, Stephanie Earthman Baird, chairman of the Rodeo Uncorked! committees, announced the winners: Grand Champion Best of Show honors went to Alexander Valley Vineyards CYRUS, Alexander Valley, 2006; and Reserve Grand Champion Best of Show honors went to Stanton Vineyards Cabernet Sauvignon, Oakville, 2007.

Gilberg and his associate Penny Haase, national marketing director for Alexander Valley Vineyards, were elated. Winning meant another saddle for vineyard owner, Hank Wetzel, and another opportunity to increase brand awareness. With news of the prestigious win, the vineyard and its distributors wasted no time placing CYRUS on shelves in local and national markets.

Houston's wine community enjoyed a first-hand taste of all the winning wines during Rodeo Uncorked! Roundup and Best Bites Competition held in Reliant Center, Feb. 20, 2011. An estimated 4,000 people attended the event, and many waited in line to sample the Grand Champion Wine that qualified panels of expert judges had already experienced.

At the Champion Wine Auction, March 5, 2011, the Grand Champion Wine commanded a whopping \$210,000, shattering all records in the auction's eight-year history. The buyers received a 9-liter etched bottle of the champion, comparable to 12 standard bottles of wine, so the price paid was equivalent to \$17,500 per bottle, approximately eight-and-a-half times the highest bid per bottle at a recent auction held in Napa, Calif. Typically, winners share these oversized bottles with friends at a post-auction celebratory party. And, of course, they proudly display the special bottle in a prominent place in their wine cellar. Winners in the spirited bidding were the DeMontrond Automotive Group; John Eddie and Sheridan Williams; Raye G. White; and Robert and Michelle Marsh.

George DeMontrond, a long-time donor to the Show's Champion Wine Auction, said he displays the bottle at his business to show customers that his company supports the



community through the Show. "I want to make the Wine Auction a success," DeMontrond said. "This, in turn, further supports the Show's mission of supporting youth and education."

The Reserve Grand Champion Wine brought a record \$130,000, and was purchased by Tom and Mimi Dompier; Jerrol and Pam Springer; Paul Somerville; and Joe Van Matre and Jennifer Currey.

The champion wines also were a big hit at the Champion Wine Garden during the Show. In 2011, a record number of visitors — more than 10,000 — stopped by the venue.

"While only 4 years old, the Wine Garden is not only a great meeting place during the Show, but a way to taste through many of our award-winning wines," Baird said. "The first question we often answer for a customer is, 'What won Grand Champion?' and, 'Is it really good?' Although we encourage patrons to sample more than one winning wine, of course we stand behind the wine that took the grand prize."

For Alexander Valley Vineyards, and for the Rodeo Uncorked! Wine Show, 2011 was a banner year. Wine competitions, like wine production, are complex and sophisticated affairs. What ultimately comes out of a bottle is determined by geography, geology and climate of the area, as well as the art of the individual winemaker; and what is deemed a winner will certainly vary with a judge's palate, experience and personal preferences. But, as in all competitions, a clear winner inevitably stands out. 🍷





**Clint Cannon**

# HOMETOWN HEROES

By Laura Sanders

**A**s the largest rodeo in the world, RODEOHOUSTON™ invites contestants from across the globe. Traveling to Houston can be stressful, but the cowboys and cowgirls lucky enough to call RODEOHOUSTON their hometown rodeo can focus on their families and careers and overcome obstacles without the added stress of traveling.

Reserve World Champion Bareback Rider Clint Cannon, 32, has been competing professionally since 2003, when he was named the Professional Rodeo Cowboys Association Bareback Rookie of the Year. Along with holding the title of 2009 RODEOHOUSTON BP Super Series Bareback Champion, Cannon won the 2011 RODEOHOUSTON championship in March.

When he's not competing, Cannon joins his father and brother in their joint business venture, based in his hometown of Waller, Texas. He also is a spokesman for Reliant Energy, speaking to Houston-area school children about dyslexia, an obstacle he faces in his life.

This champion athlete also is a movie star. Cannon is the subject of the 2007 documentary film, "Ballad for a Cowboy," by French filmmaker Frederic Laffont, and will be featured in the upcoming documentary/feature film, "Cowboy Solitude."

"[Being involved with the film] opened me up to more of a foreign audience," Cannon said. "It's amazing how much people respect my life."

Although he's known internationally, Cannon still calls Houston his home. "It's kind of a big burst of energy knowing the Houston Rodeo is coming up," he said. "It's my home rodeo — I know a lot of people will be coming out."

Third-generation professional bull rider Clayton Foltyn, 26, has rodeo in his blood. Both his father and grandfather competed professionally as bull riders, in addition to his brother, Justin, a bareback rider.

At 19 years old, Foltyn began his professional bull riding career, and he quickly earned the title of Rookie of the Year from the PRCA in 2004.

Foltyn lives in El Campo, Texas, and said he appreciates being able to go home after competing at RODEOHOUSTON. "I don't have to get a hotel room," he said. "It is nice having it right by the house."

Living nearby also means he is able to see his friends who are Houston Livestock Show and Rodeo™ volunteers. But, more importantly, Foltyn said being a local contestant for the richest regular-season rodeo has benefited his career and motivates him to work harder.

"I want to be the world champion," he said. "I've always just rodeoed and made a living, but now a world championship is in my sight. I've just got to keep it there."

Coming from a family that trains race horses, champion barrel racer Tammy Fischer was born to ride. Since the age



of 2, Fischer has been riding horses, which helped her earn a scholarship to Sam Houston State University, where she received a bachelor's and master's degree in education and library science, respectively. Growing up just 100 miles northwest of Houston in Giddings, Texas, Fischer considers RODEOHOUSTON her home.

"Texas is central for rodeo," she said. "You don't have to travel as far and you can enjoy being able to share it with your family. It is a way to bring to the city what I take for granted. [RODEOHOUSTON] is a great opportunity for kids in town to see what we do every day."

When she drives into Houston, Fischer has her 2-year-old daughter and 11-year-old son in tow. She said she appreciates the opportunity for her children to learn from the experience. "They learn responsibility, in that the animals have to come first," she said.

Fischer also said her father has been the inspiration behind her drive to succeed, and living close to RODEOHOUSTON has helped her maintain a balance between



her family and her career. Outside of competing professionally, she offers private riding lessons and organizes fundraisers to benefit the Riley Key Scholarship Fund, which is named for Fischer's 18-year-old son who died in an automobile accident in 2009.

RODEOHOUSTON has a positive impact on the lives of its contestants, whether they live close by or far away, regardless of age or stage in life. The Show helps a rodeo-athlete mom maintain relationships with her children, as well as encourages a young man to overcome his obstacles and pursue a dream. Rodeo athletes can focus on their families, their dreams and their careers from the comfort of their backyards. 🤠



# INCOMING Chairman of the Board

By Kenneth C. Moursund Jr.

## R.H. "Steve" Stevens Jr.

The Houston Livestock Show and Rodeo™ board of directors elected R.H. "Steve" Stevens Jr. as the Show's chairman of the board on May 12, 2011.

"It is a great honor to have been elected chairman," Stevens said. "The Houston Livestock Show and Rodeo has been a special part of my life for a long time."

Growing up in Wharton County, Texas, Stevens developed a lifelong interest in horses and other animals. As a child, his parents introduced him to the Show, and in 1975, he joined as a volunteer on the Beef Scramble Sponsors Committee, which is now known as the Calf Scramble Donors Committee. He also served for a brief time on the Steer Auction Committee and has served on numerous Horse Show committees. Stevens was elected to the board of directors in 1992, and from 1996 to 1998, he served as chairman of the General Horse Show Committee.

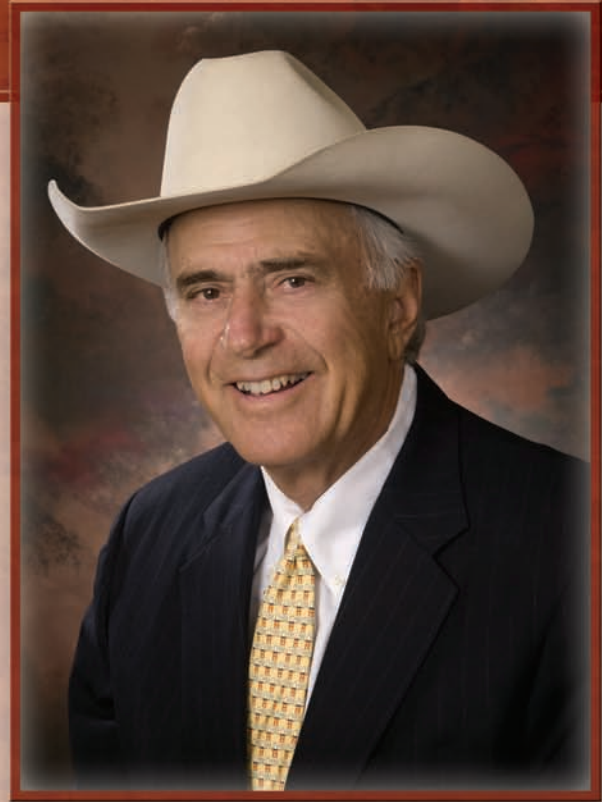
Stevens served as a vice president of the Show from 1999 to 2001 and was officer in charge of all 16 Horse Show committees, the Junior Horse Show Judging Committee, and the Livery Team Committee. In 2005, he was elected to serve on the Show's Executive Committee.

In addition to his service at the Show, Stevens has been involved with and served on the boards of directors for other business and charitable organizations. He is a past president of both the Texas Quarter Horse Association and the American Quarter Horse Association, and in 2009, Stevens was inducted into the American Quarter Horse Hall of Fame.

Stevens is a Texas A&M University graduate, where he was a member of the Corps of Cadets and served as the executive officer of the Ross Volunteers, the official honor guard for the governor of Texas. In 1999, Stevens was appointed to the board of regents for the Texas A&M University System by then-Gov. George W. Bush. He also is a past president of the 12th Man Foundation.

Stevens is the managing partner of Houston accounting firm Stevens & Matthews, L.L.P. When he is not working, he enjoys spending time with his family at his ranch in Snook, Texas, riding cutting horses, and playing golf.

He met his wife, Kay, while stationed in Paris serving as an officer in the U. S. Air Force after college. They have two daughters, Courtney Taylor and Elizabeth Becker.



Courtney is the past chairman of the Junior Horse Show Committee, and Elizabeth is a member of the committee. Both of Stevens' sons-in-law are involved in the Show: Jim Bob Taylor is chairman of the Breeders Greeters Committee, and Robert Becker is a vice chairman of the World's Championship Bar-B-Que Committee.

While Stevens looks forward to all of his duties as chairman of the board, he especially anticipates playing one special part at events throughout the state.

"My role is to represent the other volunteers and to make sure people know what the Show is all about," he said. Because he's always been impressed with what the Show does for Texas youth and education, Stevens said he was honored to attend the Houston Livestock Show and Rodeo 2011 Scholarship Banquet on May 26, as the Show's newly elected chairman.

"The Show gave away 342 scholarships, totaling approximately \$5.4 million, to Texas youth," Stevens said. "To me, that is what the Show is all about. I was fortunate to have the opportunity to represent the Show's volunteers at this event that was the culmination of all their hard work." 🤠



# INCOMING *Executive Committee Member*

By Katie Lyons

## Chris Richardson

The Houston Livestock Show and Rodeo™ made quite an impression on incoming Executive Committee member Chris Richardson the first time he stepped foot on the grounds to see Elvis Presley at the Astrodome in 1974. The scale of the rodeo, entertainment, crowd and venue captivated him. Now, 37 years later, Richardson said he continues to be amazed by the vastness of the Show.

Richardson joined the Show as a life member in 1982, and has been involved in many different capacities. He has served on the Agricultural Mechanics, Cutting Horse Show, Lamb & Goat Auction, Miniature Horse Show, Poultry Auction, and Skybox committees.

He was elected to the Show's board of directors in 1986, and from 2003 to 2005, Richardson served as a Show vice president and was officer in charge of the Grand Entry, Lamb & Goat Auction, Rodeo Contestant Hospitality, Sheep and Goat, Transportation, and Veterinarian committees. Richardson also has supported the Show as a buyer at several junior market auctions, as well as the School Art and Champion Wine auctions.

As an Executive Committee member, Richardson said he hopes to continue the upward course that the Show has set over the years.

"We are growing at a very healthy rate," he said, "and will need to continue to think of the future trends that we will need to tweak as we go to keep things orderly and fun for the major crowds and members that come to enjoy the Show."

Richardson plans to focus on the Show's budget and long-range plan for infrastructure so that the Show always remains ahead of the curve.

Professionally, Richardson is president of Blazer Building, Inc., a general contracting company that builds multi-family apartment complexes, townhomes, custom residential homes, industrial facilities and schools. He also is president of Blazer Real Estate Services, a property management company that manages 3,500 units on 21 different properties.

Additionally, Richardson presides over Creekside Nursery, a 375-acre wholesale nursery operation south of Hempstead, Texas, which focuses primarily on ornamental plants for Texas.




He attended Louisiana Tech University, where he was an All-Conference, College Division II, All-American football player and was named to the Louisiana All-Collegiate Team in 1971.

Richardson enjoys spending his time riding his cutting horses, and recently received the National Cutting Horse Association achievement award. He also operates a herd of 250 Brangus cattle on his ranches in Hempstead and Rayville, La.

Richardson and his wife of 39 years, Anne, have three children: Christian, who previously served as vice chairman of communications on the Trailblazer Committee, Hank, and Leslie, as well as two grandchildren. Anne has been involved with the Show for many years on the Armed Forces Appreciation, International and Trailblazer committees.

After receiving a scholarship to fund his own college education, Richardson has been inspired to provide others with the same opportunity.

"I am very proud that Anne and I can give back to the future of our state through supporting the Houston Livestock Show and Rodeo." 



# INCOMING

## Roger Bethune



Roger Bethune joined the Houston Livestock Show and Rodeo™ as a life member and a volunteer on the Houston Metro Go Texan Committee in 1984, and from 2007 to 2009, he served as the chairman of that committee. Bethune was elected to the board of directors in 2008, and said it was an honor when he was selected to serve as a vice president. During the 2011 Show, Bethune served as a rookie on the Armed Forces Appreciation and Grand Entry committees.

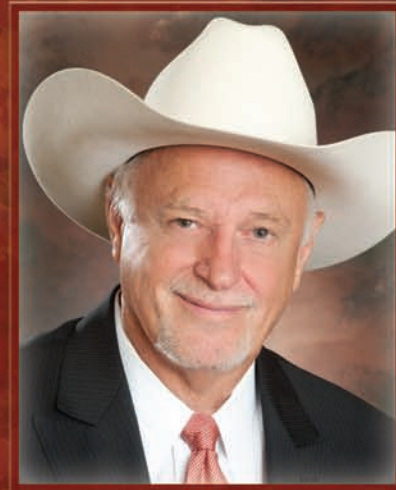
Having attended the Show often as a teenager, and now as a vice president, Bethune said his favorite part of being a Show volunteer is the benefit of seeing the good that the Houston Livestock Show and Rodeo scholarship program does. He believes that his time is dedicated to a great cause, and he said he enjoys being involved.

Bethune is the officer in charge of the Events and Functions, Houston Metro Go Texan, Information Services and Membership committees.

A native of Humble, Texas, Bethune is the owner and president of RB Machine Works. His wife, Evelyn, and four daughters Vicky, Elizabeth, Kimberly and Stephanie, are all life members of the Show.

When not working or volunteering with the Show, Bethune enjoys hunting and fishing.

## Larry Kerbow Sr.



Larry Kerbow Sr. has a long history with the Corral Club, and as a vice president of the Show, he serves as officer in charge for all 20 Corral Club committees. Kerbow joined the Main Corral Club Committee in 1978, and served as a vice chairman from 1982 to 1987. Kerbow was chairman of the Corral Club – Directors' Club Committee from 1994 until 1996. Additionally, he served on the Grand Entry and Palamino Horse Show committees, as well as chairman of the Rodeo Contestant Hospitality Committee.

Kerbow recalls taking a date to the Show's carnival as a teenager, when a man in a suit and cowboy hat walked up and asked if they would like tickets to see Elvis Presley at the Rodeo performance. Today, he and his wife, Becky, enjoy walking around the Show and giving away Rodeo tickets.

He said he is humbled to be a vice president and to represent the more than 2,300 Corral Club volunteers. Kerbow considers his fellow committee volunteers family members, and he calls them angels, along with his family, who helped him to recover from brain surgery.

His wife is a life member and serves on the Rodeo Contestant Hospitality Committee. Kerbow is a member of Tejas Vaqueros, Houston Farm and Ranch Club, and Paint Horse Association, and is a life member of the Montgomery County Fair Association and the Texas Rangers Hall of Fame Foundation. With five children, nine grandchildren and one great grandchild, Kerbow enjoys watching his family participate in rodeo events across Texas.



# Vice Presidents

## Glenn T. Lilie



Born and raised in Houston, Glenn T. Lilie became involved in the Show 35 years ago as an auction buyer. He later joined the Commercial Exhibits Committee, and in 2006, Lilie was asked by Lifetime Vice Presidents Bill Yates and Ricky Green to assist in the organization of a five-day ranching and wildlife exposition to be offered during the Show. The expo featured vendors, seminars, Texas FFA competitions and an auction.

Due to its success, the event was made a permanent committee, and Lilie served as the Ranching & Wildlife Committee's first chairman from 2009 to 2011. As a Show vice president, Lilie is officer in charge of the Agricultural Mechanics, Ladies' Go Texan, Ranching & Wildlife, and Special Attractions committees.

Lilie said the satisfaction of seeing the scholarships awarded to young men and women is his favorite part of the Show. Also, he enjoys the atmosphere of the Show. "From the vendors to the competitors, the whole Show is an enjoyment, and has been since well before I joined a committee," he said.

Married for 47 years to his high school sweetheart, Judie, the Lilies have two daughters Michelle and Kathryn, who are life members of the Show.

Lilie owns and operates his family business of 43 years, CPI Wirecloth and Screens, which manufactures and distributes wire cloth and screens worldwide. He said he spends his recreation time golfing, quail hunting at his family ranch, and traveling.

## Mark Melton



A native of Houston, Mark Melton has a lifelong connection to the Show through his father, longtime Show volunteer and Lifetime Vice President, Charles W. Melton. Mark became a life member in 1996, and joined the Arabian Horse Committee, where he volunteered for four years. In 2001, he joined the Lamb & Goat Auction Committee, where he served as chairman from 2008 to 2010, and in 2009, he was elected to the board of directors.

Melton said he is proud to be a part of one of the largest charitable organizations in the state of Texas. Melton serves as officer in charge of the Lamb & Goat Auction, Rabbit, Speakers, and Western Art committees.

His wife, Amy, is a life member of the Show, and she has served on the World's Championship Bar-B-Que Committee for many years. Together they are members of Wagon 4 on the Salt Grass Trail Ride. They have two young children, Max and Daphne, both of whom have hopes of getting in on the mutton bustin' action at the 2012 Show.

Melton is the president of Melton Electric, a second-generation, family-owned business that specializes in commercial electrical contracting.

A former college basketball player for Washington and Lee University, Melton enjoys coaching his son's basketball team as well as spending time hunting, fishing and riding horses at the family ranch in Segovia, Texas.



# INCOMING

## Gary E. Parks



The year 2012 will mark Gary Parks' 21st year as a Show volunteer. He joined the Public Transportation Committee, now called Rodeo Express, in 1992, eventually serving as chairman from 2008 to 2010. In 2011, he was elected to the board of directors, and also served as a rookie on the Grand Entry Committee. As a Show vice president, Parks serves as the officer in charge for the Directions & Assistance, Gatekeepers, Jr. Rodeo, Premium Seating, and Rodeo Express committees.

Parks' attitude toward volunteering is to "put all my eggs in one basket," and to choose one outstanding organization to which he can devote all of his available time. He said family, practicing law and the Show are among his top time commitments. He was inspired to join the Show by the people he knew and admired that were already volunteers.

"I enjoy the satisfaction of knowing that what we do as volunteers makes a difference in other peoples' lives," he said.

Parks is married to Marie Lyons, who serves on the Events & Functions Committee, and they have two children, Matt, who in his second year at The University of Texas at Austin Law School, and Amy, a recent graduate of The University of Texas at Austin. Both of Parks' children are life members of the Show. Parks has been a practicing lawyer for 34 years, but in his spare time he enjoys a getaway to his ranch in Flatonia, Texas, where he and his family raise registered Texas Longhorn cattle.

## Mike Wells Jr.



Mike Wells Jr. is no stranger to the Show. A native Houstonian and son of Executive Committee member and former Show President P. Michael Wells, Mike joined the Horspitality Committee in 1983, following his graduation from Texas Tech University. He later joined the Steer Auction Committee in 1992, rising to captain, three-term vice chairman, and then chairman of the committee from 2009 to 2011.

He is honored to serve as a vice present of the Show, and said his favorite part of being a volunteer is the collective money raised for the young men and women of Texas. "No matter where you go in Texas, everyone knows about the work of the Houston Livestock Show and Rodeo," Wells said.

As a vice president, Wells serves as officer in charge of the Black Heritage, Equipment Acquisition, Safety and Steer Auction committees.

He and his wife, Karan, have four children and two grandchildren. Wells has been a banker since 1982 and is currently an office president with the Spirit of Texas Bank.

On his free time, Wells enjoys deer hunting in South Texas, and is part of a competitive barbecue team, the Bulldog Mountain Cookin' Crew, that participates in cook-offs across the state, including the Houston Livestock Show and Rodeo's World Championship Bar-B-Que Contest for the past 26 years.



# INCOMING Committee Chairmen



**GARY DEAN ALLEN**  
Judging Contest



**CHRIS AUDERER**  
Corral Club – Support



**SAM AYERS**  
Steer Auction



**LARRY BIEDIGER**  
Corral Club – Reliant Center  
Committeeman's Club



**B K BISHOP**  
Tours



**RON CAPEHART**  
Horse Show  
Announcers



**ARRIE COLCA**  
Corral Club –  
Ticket Sales



**GERALD COLCA**  
Corral Club –  
The Hideout



**SHELLY CORNELIUS**  
Livestock



**DR. MIKE DAVIS**  
Veterinarian



**SHERRIE FEHRLE**  
Feed Store



**LUCKIE FORD**  
Corral Club –  
Stockman's Club



**MICHAEL GALVAN**  
Commercial  
Exhibits



**ELISEO "BUTCH" GUERRERO**  
Go Tejano



**BONNIE HERNDON**  
Western Art



**JENNIFER HIRSCH**  
Quarter Horse Show



**NITA JOHNSON**  
Llama and Alpaca



**DAVID KOONCE**  
Area Go Texan



# INCOMING Committee Chairmen



**BILL  
KRENEK**

Junior Commercial Steer Feeding  
and Management Contest



**DAVID  
MARLOW**

Information  
Services



**PHILIP  
MARTIN**

Trail Ride



**DONALD  
MIDDLETON**

Black Heritage



**GREGG  
RAYMOND**

School Art Auction



**TONY  
RICH**

General Corral Club



**CLAY  
RIVETTE**

Membership



**RANDY  
RUSSELL**

Calf Scramble  
Donors



**RALPH  
SAVAGE**

Area Go Texan



**TARYN  
SIMS**

Paint Horse Show



**JIM  
STEWART**

Souvenir Program



**MARK  
THOMPSON**

Corral Club –  
Auctions & Receptions



**RANDY  
TRAHAN**

Transportation



**WENDY  
VANDEVENTER**

Gatekeepers



**JACKIE  
WALNE**

School Art



**MICHELLE VERBOIS  
WASAFF**

Trailblazer



**ERNIE  
WILLIAMSON**

Ranching & Wildlife



**ROBIN  
YOUNG-ELLIS**

Armed Forces  
Appreciation



# COMMITTEE

## Spotlights

### FACILITY SERVICES

By Kate Gunn Pagel

The Facility Services Committee's mission statement hangs proudly at its home base in the warehouse behind Reliant Center. In short, the statement reads that the committee is dedicated to supervising the cleaning staff and maintaining the Houston Livestock Show and Rodeo™ grounds, which include the livestock show, horse show, and carnival.

Keeping the grounds clean is no small feat. Not only does the committee ensure that the grounds are free of litter and trash, its members also are responsible for supervising exhibitor turnover, including the emptying of livestock stalls and preparation for the next round of exhibitors. In addition to ground maintenance, the committee fields calls for emergencies, such as water leaks, electricity loss, and on rare occasions, loose animals. Throughout the Show, there is at least one senior committee member on the grounds 24 hours a day, seven days a week, and the committee works closely with the Show's buildings and grounds staff to ensure that Show operations run smoothly. Committee members' work begins on the Saturday before the World's Championship Bar-B-Que Contest and continues through the week after Show is over.

The Facility Services Committee was created in 1994, when volunteers, led by the late Tom Glazier, a vice president of the Show at that time, answered the call from the Show to assist in keeping the grounds clean and maintained. By 1997, the Outhouse Gang, as they were then known, became an official committee. In 2000, the Outhouse Gang changed its name to Facility Services Committee, and today has grown to more than 330 members. Although the committee's role now

centers on the supervision of contracted workers, its mission to keep the Show grounds clean remains the same. Being a Facility Services Committee member takes a lot of dedication and, at times, a willingness to get dirty.

Chairman Sandra Huebner-Kelly said her favorite part about the Facility Services Committee is the camaraderie and many friends she has made over the years. Committee members may only see each other a handful of times throughout the year, but according to Huebner-Kelly, they are like a family.

Several Facility Services Committee members received their 15-year committee pins before the 2011 Show.

While the work is tough and the hours are long, Huebner-Kelly said that it is all worth it to help the Show make sure that Show scholarship recipients can go to college. Although they remain behind the scenes, the members of the Facility Services Committee ensure that visitors have a clean and safe environment in which to enjoy all that the Show has to offer.

### RODEO OPERATIONS

By Brad Levy

The 204-member Rodeo Operations Committee assists the full- and part-time Houston Livestock Show and Rodeo™ Buildings and Grounds Department staff in the overall setup, operation, and tear-down for the Show's many events. Specific duties include changing pen configurations in Reliant Center, setting up cattle ties for the animals outdoors, preparing the entertainer stage in Reliant Stadium, and ensuring that overall operations run smoothly.

Two weeks before the Show opens, the committee's intensive work begins, and it does not end until a week after the final gates close. The Rodeo Operations Committee is a diverse, close-knit group of people, with occupations ranging from civil engineers to law enforcement officials.

The committee began in 1997 with less than 30 volunteers, and most of those original committee members continue to play active roles. Members do more than just work together; they know one another well and often engage in recreation outside of committee affairs.

"We work hard, have fun and we are family," said William Lowell "Red" Ramsey, committee chairman, who is a charter member.

On any given Show night, there are 35 committee members on duty; four or five volunteers on regular shifts to help with general operations, such as light tower adjustments





# COMMITTEE *Spotlights*



and other replacements or alterations, and 30 members who assist in the veterinarian's trailer and with other important duties in Reliant Stadium.

One of the most significant committee responsibilities is stadium floor preparation for each evening's entertainment. This requires long hours of set-up activities, such as digging the stage electrical connection hole, erecting camera platforms, assembling the wings of the stage, and even installing guard rails to ensure visitor safety. When the stage responsibility was initially assigned, it only required about eight people and was usually overtime work. Since then, the stage has expanded, and the demand for manpower has increased.

The committee's hard work is not just limited to manual labor, such as moving steel pens and heavy materials; they also transport animals in need of medical attention to the animal humane trailer, where veterinary care is given. The committee also sets up the School Art and Go Texan quilt displays in Reliant Center and prepares the Mutton Bustin' arena in Reliant Stadium.

Overall, it's clear that participation on this committee requires a considerable amount of stamina and dedication.

## RODEO TICKET SALES

By Todd Eudy

The Rodeo Ticket Sales Committee is the energizing force primarily responsible for selling Houston Livestock Show and Rodeo™ season and group tickets, which helps drive a

recurring revenue stream for the Show and delivers a steady flow of patrons through the gates.

The committee, formerly known as Group Ticket Sales, was renamed the Rodeo Ticket Sales Committee when it merged with the Ladies' Season Box Committee in the summer of 2004.

According to Samm Wiggins, chairman of the Rodeo Ticket Sales Committee, they also sell entertainment suites, Rockin' Rodeo Party Pavilion tickets, chute seats and group seating for special dates.

The committee's work is done primarily before the Show. From August to January, its members focus on promoting new season ticket sales. Wiggins said that there are no limits on the number and types of tickets the committee can sell. A committee member might sell a set of season tickets for all shows to a neighbor or business associate, while another committee member could sell a group of seats to 30 or 300 people from a civic organization. Wiggins said a popular choice for buyers is the mini-season ticket option, which includes nine of the 20 shows.

The committee also solicits donations to purchase tickets for various Show programs and projects, including Armed Forces Appreciation Day and Rodeo Your Way to Success, which brought 600 Pasadena ISD students to the 2011 Show.

This vital committee has 150 members and generated more than \$1 million in ticket sales for the 2011 Show.

"They are a fantastic team to work with, and they all work very hard to benefit the Show's goal of selling RODEOHOUSTON™ tickets," Wiggins said. 🤠







# RODEO

## Roundup

NEWS & HIGHLIGHTS INFORMATION & UPDATES

### ➤ Tarleton State University Honors Show

Tarleton State University will induct the Houston Livestock Show and Rodeo™ into its Scholarship Society, which recognizes donors and their generous financial support of Tarleton's students through scholarships. The induction is to be held Aug. 26, 2011.

### ➤ Shafer to Receive AAF-Houston Trailblazer Award

Leroy Shafer, chief operating officer of the Houston Livestock Show and Rodeo, will be honored by the American Advertising Federation-Houston with the 2011 Trailblazer Award Aug. 18, 2011.

Shafer joins other Show officials previously honored for their Houston business practices, including Executive Committee members Tilman J. Fertitta and Don D. Jordan, and Lifetime Vice President George DeMontrond.

Congratulations, Shafer!



### ➤ McEntire Inducted Into Country Music Hall of Fame



RODEOHOUSTON entertainer Reba McEntire received one of the highest honors in country music when she was inducted into the Country Music Hall of Fame in Nashville, Tenn., on May 22.

The 17-time RODEOHOUSTON performer and Houston Livestock Show and Rodeo Star Trail of Fame member is only one of five entertainers to have performed for more than 1 million RODEOHOUSTON fans.

### ➤ RODEOHOUSTON™ Entertainers Take Top Honors at CMT Awards

The biggest names in country music gathered in Nashville, Tenn., June 8 for the annual CMT Awards, which honor the best music videos of the past year. It was a top night for RODEOHOUSTON performers, with all but one entertainer award going to RODEOHOUSTON stars.

- Music Video of the Year: "Mine," Taylor Swift (2009)
- Male Video of the Year: "Who Are You When I'm Not Looking," Blake Shelton (2010)
- Female Video of the Year: "The House That Built Me," Miranda Lambert (2008, '11)
- Group Video of the Year: "Hello World," Lady Antebellum (2009-11)
- Collaborative Video of the Year: "That Should Be Me," Justin Bieber (2010) and Rascal Flatts (2001, '05, '08-11)
- Web Video of the Year: "Kiss My Country Ass," Blake Shelton
- Duo Video of the Year: "Stuck Like Glue," Sugarland (2007-08, '11)
- CMT Performance of the Year: "Margaritaville," Zac Brown Band (2011) and Jimmy Buffett (1995)



Lady Antebellum



Sugarland



Zac Brown Band



Blake Shelton

### ➤ Nearly \$8 Million in Scholarships Awarded

The Houston Livestock Show and Rodeo awarded nearly \$8 million to Texas youth this summer.

Through several of the Show's scholarship programs, including Metropolitan, Opportunity, FCCLA, 4-H, FFA, and School Art, nearly 500 students received four-year, \$16,000 scholarships to the Texas college or university of their choice.







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