

HOUSTON LIVESTOCK SHOW AND RODEO™

A close-up photograph of a brown and white horse's head, wearing a brown leather halter with a metal ring. The horse is looking towards the camera. In the background, a person's hand is visible on a metal fence. Below the horse's head, a sign with the word "RODEO" in large blue letters and a red silhouette of a cowboy on a bucking horse is partially visible.

# HLM MAGAZINE

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Spring 2011

Volume XIX, No. 1

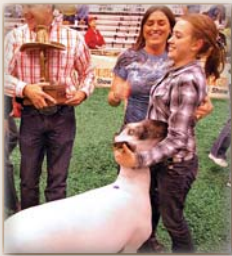
**BIG STARS  
FOR A BIG STAGE**

**GRAND CHAMPION WINNERS  
RODEO TELEVISION**



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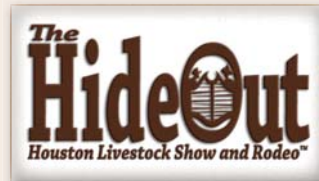


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*Rodeo action will be in full swing, March 1-20. You won't want to miss a minute!*

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★ 2011 ★

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# A Message From the Chairman

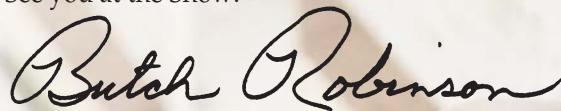
It's time for RODEOHOUSTON™ once again, and our volunteers and staff have been working hard to bring Show visitors some great new experiences. You will see additions to Capital One Bank AGVENTURE, AG4U — an action-packed, fun-filled day that spotlights the importance of the agriculture industry in our daily lives — and a new Horticulture Program. The Horticulture Program includes competitions for Texas students, non-professional adult gardeners, and professional florists and landscapers to participate in several competitive events, as well as the Floriculture Face-off, where professional florists will compete in a timed competition, using only supplied materials. There are new junior livestock exhibitor contests and horse show events, including the AQHA Versatility Ranch Horse World Championship Show on March 9 and 10 in Reliant Arena and a Mounted Shooting Exhibition March 7-10 and 12. Be sure to check our website for more information.

Debuting March 20 is the Cinch RODEOHOUSTON Super Shootout: North America's Champions. This groundbreaking, televised, invitation-only, one-day rodeo will feature champion athletes from the top 10 U.S. and Canadian rodeos competing in bareback riding, barrel racing, bull riding, and saddle bronc riding. With a total purse of \$200,000, this event will be the richest one-day rodeo and promises some of the best action you will ever see.

Also creating buzz is the 2011 RODEOHOUSTON entertainer lineup included in this issue. We are excited to welcome new and returning performers to the stage from several genres of music, including country, rock and more.

The 2011 Show will be my final one serving as your chairman of the board, and it is shaping up to be one of the best! Join me for a great time as you experience North America's largest fair/festival. Last year's record-breaking attendance and new world records set during our Junior Market auctions allowed the Show to increase our four-year scholarship amounts to \$16,000. Let's work hard to continue this trend for future Texas students.

See you at the Show!



Butch Robinson

# Grand Champion Winners:

## Where Are They Now?

By Becky Lowicki

Whether it was in the last year, the last decade or beyond, the memory of being named Grand Champion at the Houston Livestock Show and Rodeo™ never fades. All the hard work and commitment leading to that moment leads to even more success after that exhilarating night at the world's largest livestock show.

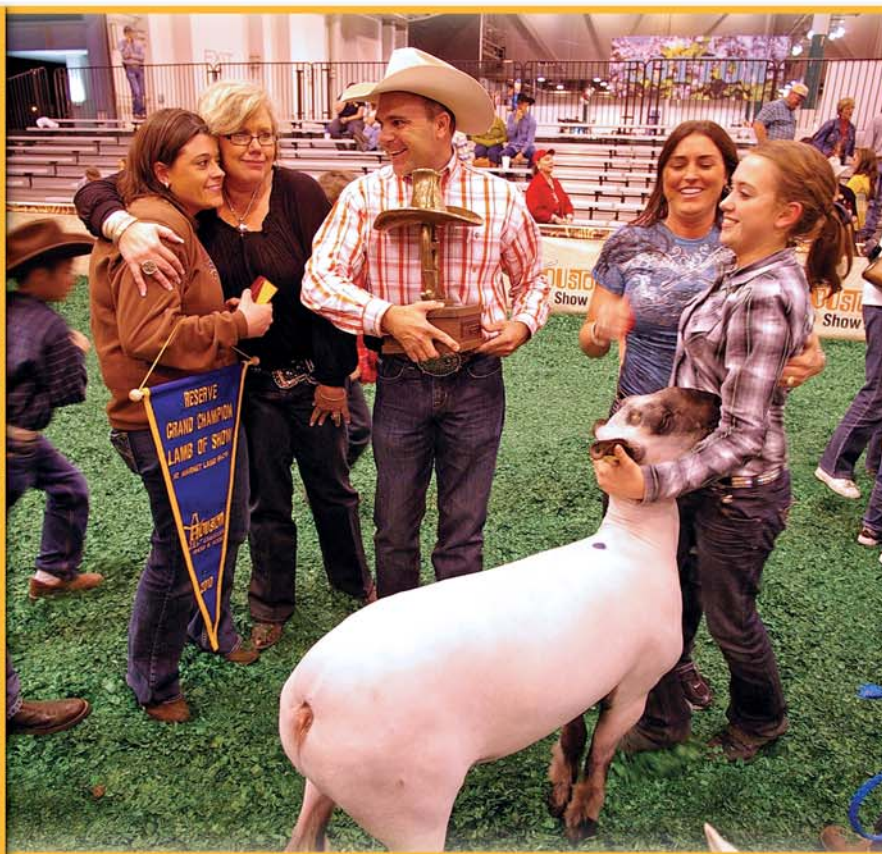
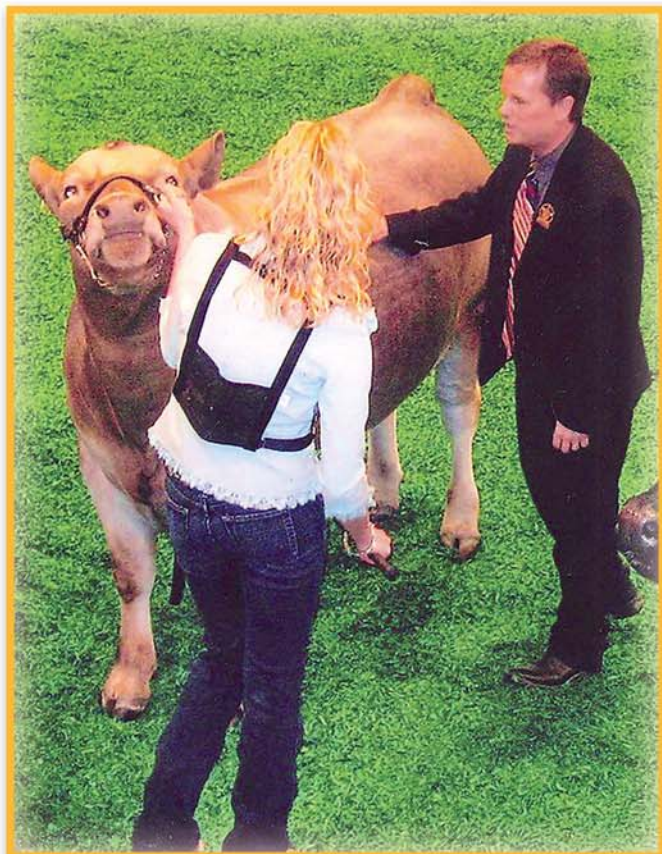
"It's hard to explain how big of an experience and how huge of an impact it has had on my life and my family's life," said Sabrina Luensmann, 2006 Grand Champion Junior Market Steer exhibitor. "The year after I won, I graduated valedictorian from my high school and received the Thomas S. Gathright Academic Award from the Association of Former Students at Texas A&M University, where I am currently majoring in biological and agricultural engineering. This year, I studied abroad in Belgium."

The events leading up to the then final Friday night selection were filled with anxious anticipation and excitement. "My cousin told me that if it's me, there would be a lot of people surrounding my steer as we walked to the stadium,"

Luensmann said. "On the way over, I remember looking at my dad and saying 'Dad, it's definitely not me, because there isn't anyone around us!' Regardless, I walked into the arena with confidence and my steer, Deno, and I were not scared at all. He acted perfectly and set up great. I smiled as Judge Ward walked back and forth and then was in complete disbelief when he walked up to us and slapped Deno!" Deno sold for \$315,000. "It was a huge amount for a 16-year-old girl to absorb," Luensmann said.

"Showing steers, hogs and sheep, as well as being involved in 4-H and FFA, has helped me tremendously to get to where I am today," Luensmann said. "Looking back, I learned more from working hard and losing than actually winning; nevertheless, it was an unbelievable experience that changed my life."

Sydney Witte, 2010 Junior Market Lamb Grand exhibitor, heartily agrees. "What a great feeling it was," she said. "It almost makes the hair on the back of my neck stand up and ties my stomach in knots all over again when I think



about the judge coming up to me and shaking my hand!" Her lamb, Gangster, sold for a world's record price of \$190,000.

Currently ranked in the top 10 of her class, she cites the ability to make lifelong friendships as just one positive outcome of participating in livestock shows. "The other part is that it has helped me to grow up and handle many responsibilities," she said.

For Michelle Wolff, 2009 Grand Champion Junior Market Turkey exhibitor, staying involved with the Show is important. "I help younger participants by giving advice on nutrition and proper housing for their turkeys, as well as selecting birds for judging," she said.

After ranking seventh out of 550 students in high school, Wolff is now a freshman at Texas A&M University. "My experience has taught me that, with hard work, perseverance and dedication, I can do anything in life. Thomas Edison once said that 'Opportunity is missed by most people because it is dressed in overalls and looks like work.' I have carried that quote with me for many years through many challenges I have faced."



Jeanine Ransleben, who showed the 2010 Grand Champion Junior Market Turkey is now attending Texas State University, reflects on the moment she won. "It was one of the most rewarding and exciting times of my life," she said. "The success I achieved in raising turkeys came from our family's work ethics and togetherness. With my father

as a role model, I learned to take a project and give it 110 percent."

For 2010 Junior Market Goat Grand Champion exhibitor McKenna Bergmann, winning with her goat, Nugget, who sold for \$139,000 at auction, was the best feeling of her life. "I learned that through hard work and long hours, dreams do come true," she said. Currently studying kinesiology at Texas A&M, the freshman paid tribute to the value of never giving up — her lamb also placed second behind the Reserve Grand Champion.

The thrill of a Grand Champion win helped 2004 School Art Auction Grand Champion artist Andrew Cherry excel professionally. "I would describe it as probably one of the sweetest moments in my life, because it was so unexpected,"





Cherry said. "Selling my artwork, 'Beside Still Waters,' for \$150,000 at age 18, was a huge résumé booster and portfolio builder," he said.

Since graduating from the Savannah College of Art and Design, he launched his own illustration and design business and has achieved a wide array of honors and awards. "The Rodeo has had a huge impact on shaping my perspective of the art market, and the experience has greatly helped me," Cherry said.

The 2010 Grand Champion School Art exhibitor, Christy Beltz, set a record of \$190,000 for her artwork, "A Piece of Heaven." Currently a high school

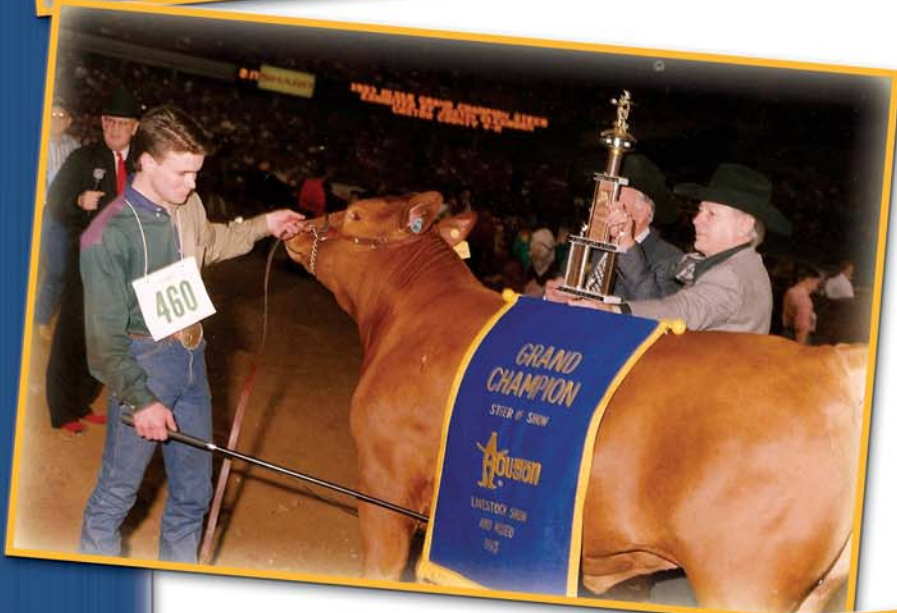
sophomore in Richmond, Texas, she said, "It was a very exciting day for me. I was so happy that all my hard work had paid off in such an amazing way."

For Justin Gleghorn, the 1993 Grand Champion Junior Market Steer exhibitor, his involvement in the Junior Market Steer program has been a life-long endeavor through 4-H and FFA. He earned a bachelor's degree in animal science from Texas A&M, followed by a master's degree, also in animal science, from Kansas State University, and a doctorate from Texas Tech University in ruminant nutrition.

Gleghorn is a commodities futures broker with Brock Thompson Trading, who works with agriculture producers to develop risk-management strategies.

Gleghorn's steer sold at auction for \$350,000. "It was such an awesome experience," he said. "I'd been going to Houston since I was 8 or 9 years old, exhibiting steers, lambs and hogs. I have great memories of being there for a week with my friends and the thrill of it all."

Gleghorn continues his work with the Show through involvement with the Junior Commercial Steer Feeding and Management Contest each year. "As a youngster, the Junior [Market] Steer program gave me the opportunity to make friends, and it also instilled in me a desire to work in the field of agriculture. It's gratifying to be able to continue to participate in these activities, as well as work with the youth to help them achieve their goals." 🐄



# Trailing Toward Bragging Rights

By Scott Bumgardner

The hollow, ringing clop of shod horses and mules, accompanied by the grinding of thin iron tires surrounding the wooden wheels of the wagons, mixes with the joyful shouts of city dwellers as they watch the Houston Livestock Show and Rodeo™ trail rides arrive in Houston. This celebration of Western heritage, which began in 1952, is a much-anticipated kickoff to Rodeo season.

Each year, approximately 4,000 men, women, and children on horseback meander down dirt, concrete, and asphalt roads to Houston. After a week or more on the trail, they converge on Houston's Memorial Park, the campground

used Friday night prior to Saturday's Downtown Rodeo Parade. These large gatherings of riders and horses could easily go awry were it not for rules and the desire to win a year's worth of bragging rights.

Depending on size, each group hopes to be recognized as the best small, medium or large trail ride. New for the 2010 event were two awards for trail rides exhibiting the best spirit. Award winners are selected based on a variety of factors, including compliance with a number of trail ride rules and regulations intended to keep the Western celebration authentic and safe.





Evaluation forms denote violations such as men without cowboy hats, and riders wearing cowboy boots with heels under one inch, any non-Western-style shirts or T-shirts, and commercial advertising. Judges also reduce scores based on safety violations, such as lack of proper attire for safety scouts and participants drinking alcoholic beverages. Notes also are made on the number of riders, wagons and the general Western appearance of each ride.

The judging is handled by the Trail Ride Committee, which also acts as a liaison between the Show and the trail rides. The Trail Ride Committee has five judging teams that evaluate each ride as it makes its way down county roads during the week preceding the parade. Ultimately, the 13 trail rides are each judged several times during a week-long period. A dozen Jr. Rodeo Committee members also are involved in the judging process. These young committeemen step in to lend a hand on Friday as the riders arrive at Memorial Park.

The new Spirit Awards are based on the overall Western appearance and spirit expressed as the riders enter Memorial Park. "The Spirit Award was recently created to encourage

trail riders to express their enthusiasm for finally reaching Memorial Park after many long days on the trail," said Kevin Leck, chairman of the Trail Ride Committee.

The Southwestern Trail Ride's Onyx Wagon, which also is that trail ride's official association wagon (each trail ride is a separate group that is not part of the Houston Livestock Show and Rodeo), won a Spirit Award. Trail Boss Rosetta Gray said they usually are quiet and orderly when riding in, but they showed their spirit in 2010 as they rode into the park. "We got a bit rowdy," Gray said. "Winning the award is really an incentive to do well. It feels real good, and we will try to get it again."

All of the hard-working trail bosses and their crews realize the rewards of the long ride at the Downtown Rodeo Parade as parade announcers identify each ride and award winners. Bragging rights are displayed with pride, as no one could ride taller or look prouder than those who have been recognized as the best of the best.

Check out the trail riders at Memorial Park on Friday, Feb. 25, 2011. 🤠





# LIVE MUSIC IN THE CORRAL CLUBS!

Enjoy live music in the Main Corral Club and the Stockman's Club. Corral Club cards are required to purchase drink tickets. Show members can purchase a Corral Club membership in the clubs, at the Membership window or online at [www.rodeohouston.com](http://www.rodeohouston.com). If purchased online, cards will be available for pick up at the Membership window.

## Main Corral Club

Reliant Center – 300 series rooms, second level  
Sunday, noon to midnight  
Monday – Thursday, 5 p.m. to midnight  
Friday, 5 p.m. to 1 a.m.  
Saturday, noon to 1 a.m.

The Main Club Corral Club is open to Show members with valid Corral Club cards, and their guests, 21 and older. This Corral Club features live and recorded music and a dance floor. On weeknights, the band will begin at 10:15 p.m. On weekends, the band will begin at 8:30 p.m.

### Live Entertainment

#### Chad Ware Band

Week 1 – Tuesday, March 1; Thursday, March 3;  
Friday, March 4; Saturday, March 5

#### Kenefick

Week 2 – Thursday, March 10; Friday, March 11;  
Saturday, March 12

#### Honky Tonk Heroes

Week 3 – Thursday, March 17; Friday, March 18;  
Saturday, March 19; Sunday, March 20

## Stockman's Club

Reliant Arena – southeast end, second level  
Sunday – Thursday, noon to midnight  
Friday - Saturday, noon to 1 a.m.

The Stockman's Club is open to committeemen with valid Corral Club cards, and their guests. Located in Reliant Arena, the club has live music on each Thursday, Friday and Saturday. It's a great place to sit and have a bite to eat in a festive, club-like atmosphere. There is a large dance floor with great view of the events in Reliant Arena. Weekday performances begin at 10:15 p.m., and Saturday and Sunday performances begin at 8:30 p.m.

### Live Entertainment

#### The Silverado Band

Week 1 – Tuesday, March 1; Thursday, March 3;  
Friday, March 4; Saturday, March 5

#### Junior Gordon

Week 2 – Thursday, March 10; Friday, March 11;  
Saturday, March 12

#### James Lann

Week 3 – Thursday, March 17; Friday, March 18;  
Saturday, March, 19; Sunday, March 20

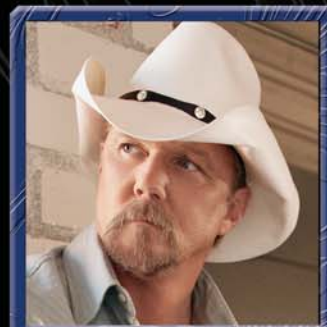


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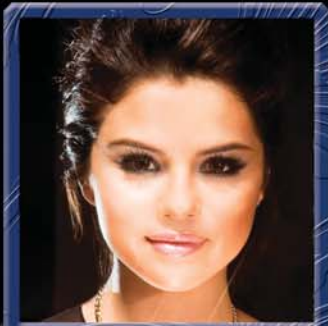
# RODEO HOUSTON



**CLAY WALKER**  
TUESDAY  
MARCH 1



**TRACE ADKINS**  
WEDNESDAY  
MARCH 2



**SELENA GOMEZ**  
SUNDAY  
MARCH 6



**TIM MCGRAW**  
MONDAY  
MARCH 7



**KEITH URBAN**  
TUESDAY  
MARCH 8



**MARTINA MCBRIDE**  
WEDNESDAY  
MARCH 9



**LA ARROLLADORA BANDA EL LIMON  
& LA LEYENDA**  
SUNDAY, MARCH 13



**KID ROCK**  
MONDAY  
MARCH 14



**KISS**  
TUESDAY  
MARCH 15



**MIRANDA LAMBERT**  
WEDNESDAY  
MARCH 16

GO TEJANO DAY  
SPONSORED BY STATE FARM



**JASON ALDEAN**  
SUNDAY  
MARCH 20

Cinch  
RODEOHOUSTON™  
Super Shootout

Weekday performances  
begin at 6:45 p.m.  
Weekend performances  
begin at 3:45 p.m.,  
except March 20,  
which begins at 3:30 p.m.



**SUGARLAND**  
THURSDAY  
MARCH 3



**JANET JACKSON**  
FRIDAY  
MARCH 4



**BILLY CURRINGTON**  
SATURDAY  
MARCH 5

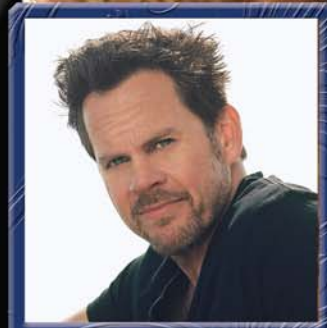
BLACK HERITAGE DAY  
SPONSORED BY KROGER



**RASCAL FLATTS**  
THURSDAY  
MARCH 10



**LADY ANTEBELLUM**  
FRIDAY  
MARCH 11



**GARY ALLAN**  
SATURDAY  
MARCH 12



**ZAC BROWN BAND**  
THURSDAY  
MARCH 17



**ALAN JACKSON**  
FRIDAY  
MARCH 18



**BRAD PAISLEY**  
SATURDAY  
MARCH 19

RODEOHOUSTON™  
BP Super Series  
Championship

*The*

# Hideout

*Houston Livestock Show and Rodeo*

SUNDAY

MONDAY

TUESDAY

\* Open 6 p.m. to midnight, Sunday – Thursday

\* Open 6 p.m. to 1 a.m., Friday and Saturday

\* Weekday entertainers perform at 10:15 p.m.

\* Weekend entertainers perform at 8:30 p.m.

\* Live and DJ Music

\* Located on the east side of Reliant Astrodome



GARY P. NUNN



DJ MUSIC



HONKY TONK HEROES



PAUL EASON



KYLE BENNETT BAND



BRIAN BURKE



ROB BAIRD



sponsored by Statoil

# March 1-20, 2011

WEDNESDAY THURSDAY FRIDAY SATURDAY



HONEYBROWNE



CODY JOHNSON



KEITH FRANK



JARROD BIRMINGHAM



JAMIE RICHARDS



TURNPIKE TROUBADOURS



JD NEWBURY



ZONA JONES



KYLE PARK



MARK MCKINNEY



KENEFICK



TODD FRITSCH

[rodeohouston.com](http://rodeohouston.com)

**ON AIR:**

**Behind the  
Scenes of**

**RODEO HOUSTON TV**

*By Becky Lowicki*

**L**ights, camera, action! If only it were that simple. Not many people know about the staffing and coordination it takes to manage the video production efforts that showcase the Houston Livestock Show and Rodeo™ each year.



“Historically, our capabilities and outreach have grown and evolved over time along with the Show in order to meet the needs and expectations of our audiences,” said James Davidson, managing director of the broadcast and audio visual department. “In the late 1970s, when Leroy Shafer was then in charge of the publicity department, it was his vision that the Show cultivate positive relationships with the media on a local and national level to be able to tell our story and ensure comprehensive coverage of our overall educational mission and the value that the Show provides.”

In the early years, television trucks and equipment were brought in from external production facilities. However, the ongoing growth and volume of work led to the decision to bring those services in-house. That investment decision led to the development of the state-of-the-art production facility that rivals many broadcast organizations today.

Located on the second floor of Reliant Center, the facility encompasses 5,500 square feet of space, including two control rooms, three switchers and three video production editing suites, all feeding 12 channels that broadcast 16 hours a day by utilizing the latest high-definition equipment. Today’s expansive capabilities are the result of a significant investment as part of a five-year conversion initiative to HD — the latest in technology — that debuted with the 2010 Show.

“Our expanded footprint in the new Reliant Park in 2002 and our reputation for first-class, top-quality footage and feeds, has enabled us to continue to provide coverage on any facet of the Show experience,” Davidson said. “With only two team members as permanent staff, we’re also fortunate to have access to top-flight, A-team freelancers who work with us during the entire Show period. The level of expertise is staggering when you consider that they have worked at producing events such as the National Football League’s Monday Night Football broadcast, as well as with production groups that accompany musical artists around the world.”

During peak periods, the production staff can reach 100 or more people. This number includes student video production interns from Alvin Community College, who work onsite as a part of the team effort.

“We produce an incredible volume of content daily for live feeds, produced pieces and online features during the Show,” said Gary Hazen, senior editor with the department. “The challenges are not only the size and scale of the Show, logistically and daily deadlines, but also that we want to exceed the expectations of our audience to always improve our products and constantly keep it interesting and informative.”

As an example, the high-tech capabilities and multiple crews have enabled the team to provide top-notch coverage of live action as it unfolds. By constantly switching from scoring and statistical updates to preparation in the chutes, or perhaps a prepared interview clip from a cowboy, the crew always keeps the viewer engaged and informed.

“At the same time, we’ve got to ensure that the information we provide about the sport is fan-friendly to help people understand what’s happening, as well as data-intensive for our audience that tracks results on a continual basis,” Davidson said.

In addition to producing the live action seen on the center cluster of eight giant screens, the department produces feature pieces that are located at [www.rodeohouston.com](http://www.rodeohouston.com) under Rodeo Television. Each program’s focus is different, yet provides viewers with multiple educational and informational venues for news and information about Show activities and events.

The “Rodeo News Network” is a news-style show for the public that highlights various events and attractions on a daily basis to garner increased publicity. “The Show is so large and there is so much to see and do that this program helps attendees learn about items of interest they may not have heard about before through these three- to four-minute segments,” Hazen said. “It also provides a sneak preview of the featured entertainment for the following night’s performance.”



For the die-hard Rodeo fans, “Rodeo Recap,” hosted by RODEOHOUSTON™ announcers Bob Tallman and Boyd Polhamus, provides commentary on the competitive results and is taped immediately following the rodeo competition as the concert begins. “The recap format began several years ago as a way for serious fans to learn who placed where and what the standings were as soon as the competition portion of the evening was complete,” Hazen said. “It’s shot in the

same format as Sports Center on ESPN. It’s easy to follow for new or seasoned fans and is broadcast on the monitors across Reliant Park as well as posted on the website.”

“Stampede TV,” also available online, features news stories produced by the student interns who work alongside the professionals throughout the Show. “It’s a great opportunity for the students to learn about hands-on production from seasoned professionals,” said Mark Kennedy, video production contractor, who leads the student group each year. “They are responsible for coming up with a story idea for consideration, shooting the piece, editing it, and having it ready for the website on a daily deadline.”





Katie Briza is positive of the benefits of the video intern program. Initially beginning as a video production intern during the 2009 Show, she currently is an intern in the department working throughout the year as a result of her recent experience. "My work here has led me to attain valuable information and networking opportunities while working with 'pros' in the business, and has led to opportunities working elsewhere in the field," Briza said.

With a full schedule of activities during the Show, some people wonder what the production group does throughout the rest of the year. "It's a common question we get asked all the time," Davidson said. "Many people don't realize that we do indeed have year-round responsibilities as we provide production services across the complex for any event held in Reliant Stadium." Examples include working with production crews during football home games, as well as preparing for the upcoming NCAA Final Four games in 2011.



"Our challenge is that the Show continues to grow each year, and nothing gets smaller in our efforts to make it better, adding enhancements in technology and services for our audiences," Davidson said. "We're constantly discussing ways to improve, anticipating new advancements and deciding how to provide the best coverage for every venue — from the livestock arena to the horse show arena to the carnival and beyond. That's what we do." 🤠



# Conservation Is a Legacy ... Pass It On!

By Lisa Norwood

**T**he Texas Wildlife Association Foundation is a statewide organization dedicated to educating Texans of all ages about wildlife and habitat conservation. Formed in 1991, its focus is primarily on educating private land owners and teachers to ensure that ethical and sound land management will be passed down for generations.

For the past two years, the Houston Livestock Show and Rodeo™ has provided grants to TWAF, a 501(c) (3) non-profit organization, exclusively for the purpose of extending its educational efforts into the Houston metropolitan area. One of the reasons for this is that the Houston area has so many young people who spend every day in an urban setting and never have the opportunity to appreciate Texas' natural landscape and wildlife.

Helen Holdsworth, vice president of Conservation Legacy at TWAF, said the organization plans to expand to Houston, where many of its members reside. One program that will assist in that expansion is Conservation Legacy's Learning Across New Dimensions in Science program. The L.A.N.D.S. program currently has an intensive curriculum, which is a youth stewardship initiative for middle schools, and an outreach curriculum, consisting of Discovery Trunks, Distance Learning and Wildlife by Design tools to teach kindergarten through 12th-grade students.

L.A.N.D.S. is geared toward seventh- and eighth-grade students as part of a year-long science curriculum. Using in-class lessons and hands-on field trips led by TWAF staff and volunteers, students study ecological principles affecting the Bobwhite quail in Texas. Students learn about natural resource issues, including food webs and habitat fragmentation.

The importance of teaching kids about these issues is paramount, Holdsworth said. "Legacy means to pass it on;

and we want to teach kids about conservation and get them out on the land, so they will be able to make sound decisions about the natural resources."

According to the TWAF 2009 Annual Report, 1,813 students in nine schools participated in the L.A.N.D.S. program. L.A.N.D.S. outreach curriculum is accredited by the State Board of Education to provide continuing education credits for teachers and approved lessons for their classrooms.

Discovery Trunks, which consists of education modules and hands-on natural resource materials such as books, puzzles, labs, animal skulls, and feathers, on topics ranging from "The Power of Plants" to "City Critters," have been among the most popular educational tools offered by the TWAF. The trunks are mailed directly to the classroom to be used for two weeks and returned. "We are packing them up and mailing them to schools as fast as we can turn them around," Holdsworth said.

The Texas AgriLife Extension Service developed the education modules with classroom displays, lesson plans and multi-media presentations to teach fourth- and fifth-grade students about urban wildlife and aquatic ecology.

Distance Learning is an interactive video-conferencing program that offers students the opportunity to learn about Texas wildlife habitat and conservation. This live video-conferencing technology is limiting in that some schools do not have the technology to participate. The TWAF is seeking to improve access to this learning venue by utilizing an Internet-based technology, since most schools now have Web access.

For science teachers seeking a more customized learning experience, Wildlife by Design creates a topic-specific lesson plan for inside or outside the classroom as requested by the





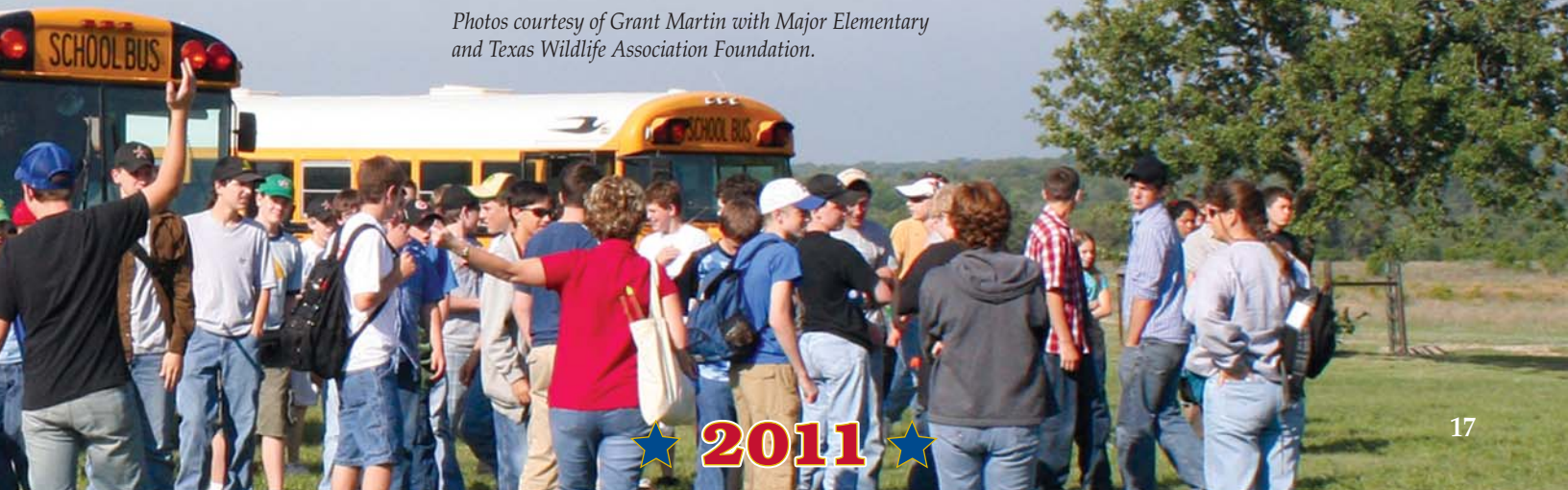
educator. Presentations are grade specific and encourage critical thinking and a relationship with the natural world.

In May of 2010, students at Major Elementary had the chance to build their relationship with the natural world, as TWAF provided support and funds for the creation of an outdoor garden at the school. Major Elementary, in the Spring Independent School District, opened in August 2009. J.C.

Harville, principal of the school, said, "Building the garden has given our kids the chance to connect with nature."

A Texas prairie garden, with native flowers, includes vegetables planted by the students. Math and science teachers at Major have

*Photos courtesy of Grant Martin with Major Elementary and Texas Wildlife Association Foundation.*






community who embraced the effort. "It has been a really good partnership among participants," Harville said. "The kids are amazed at what they see in the garden, and they love the hummingbirds that come to perch on the flowers and feeders."

incorporated the garden into their lesson plans by having the students do counting and measurement activities, such as finding the total area of the garden and measuring worms. The children keep journals of the species and activities they see in the garden. They also learned firsthand about soil erosion, as the mounds of dirt delivered to start the garden were partially washed out by heavy rains.

Harville credits his teachers and staff for the success of the prairie garden and also acknowledges the parents and

The TWAF is seeking volunteers, educators and students in the Houston area, whether landowners or not. Its mission, according to the annual report, is to foster an appreciation in young, old, urban and rural individuals, of the biological, aesthetic, recreational and economic values of native wildlife in its habitat. To learn more about the educational programs of the Texas Wildlife Association Foundation Conservation Legacy, visit [www.twafoundation.org](http://www.twafoundation.org). 



# COMMITTEE *Spotlights*

## RODEO UNCORKED! GENERAL WINE COMMITTEES

*For the 2011 Show, the Houston Livestock Show and Rodeo™ Rodeo Uncorked! wine committees underwent a change in organization. Four committees were formed to better accommodate the changes and improve the efficiency of the Rodeo Uncorked! wine program.*

### WINE EVENTS

*By Stephanie Earthman Baird*

The Rodeo Uncorked! International Wine Competition is a private judging event where volunteers receive and check in more than 9,000 bottles of wine over the course of two weeks, and organize the wines for the 15 judging panels. The Wine Events Committee coordinates pouring and serving the wines to the judges, operating the scoring system and expertly washing and polishing more than 14,000 wine glasses.



In February, the committee hosts the Rodeo Uncorked! Roundup and Best Bites Competition. More than 300 award-winning wines from the competition are showcased. Running the Best Bites Competition alongside the Houston area's finest chefs, as well as organizing more than 6,000 bottles of wine to pour, creates fun, yet challenging, tasks. Setup and execution of the event requires every single volunteer of the 378-member committee to be available to handle one of the nation's largest wine tastings.

At the same time, the committee provides an elegant backdrop for the 800 guests attending the Rodeo Uncorked! Champion Wine Auction and Dinner. Event planning activities range from soliciting donations for the silent auction to planning the dinner menu and handling nearly 200 large-format, gold-etched wine bottles on stage.

The Wine Events Committee also is responsible for receiving, packing and distributing the Rodeo Uncorked! Double-Barrel Sampler Cases, a 12-pack case of wine sold by Rodeo Uncorked!. Finally, the committee organizes a dinner to recognize auction buyers. "The many technical aspects of our events require careful and lengthy planning, along with the

involvement of many wine-savvy volunteers," said Jeanne Shirey-Lord, Wine Events Committee chairman.

### WINE GARDEN

*By Nan McCreary*

The Wine Garden Committee manages and hosts the Champion Wine Garden — located in Carruth Plaza at the northwest corner of Reliant Astrodome



— during the run of the Show. Curtis Clerkley, chairman of the committee, said, "By being self-sufficient, we can focus entirely on creating an experience where people will feel welcomed and want to return."

The 227 members of the committee primarily are professionals from the wine industry and Rodeo enthusiasts who have a knowledge and interest in the wine. Committee members serve as shift captains, greeters, cashiers, bartenders, table hosts, bar inventory coordinators, and bar runners. All receive training so they are knowledgeable about the wines being served. In addition, all committee members receive certification by the Texas Alcoholic Beverage Commission.

Patrons at the 2011 Champion Wine Garden can expect exciting changes, Clerkley said. Plans are in place to decorate the venue with more lighting and accessories to create the ambience of a genuine outdoor wine garden. In addition, live music will be featured Thursday through Sunday nights, and for the entire week of Spring Break Stampede. The Wine Garden will once again offer table service, as well as reserved space for private parties.

# COMMITTEE

## Spotlights

In its three short years of existence, the Champion Wine Garden has become a favorite locale for many Rodeo fans who want to relax, take in the scenery, learn from the educational wine seminars, and enjoy excellent wines from around the world that competed in the 2011 International Wine Competition.

### WINERY RELATIONS AND PUBLICITY

By Crystal McKeon

The Winery Relations and Publicity Committee is responsible for integral parts of the Show's Rodeo Uncorked! Wine Show. The first step to a successful year for all Rodeo Uncorked! events is recruiting wineries to participate in the International Wine Competition.

A wine warehouse crew coordinates the physical moving, delivery, sorting and organization of more than 9,000 bottles of wine from nearly 600 different wineries into more than 65 different categories every year. This committee also organizes the delivery of wine required for various events and activities, including the Rodeo Uncorked! Roundup and Best Bites Competition, Champion Wine Auction and Dinner, and the Double-Barrel Sampler Case. Members verify that the appropriate number of each type of bottle arrives at the correct location at the right time, while being careful not to damage the fragile bottles of wine during transport.

This committee also works with the Show's Marketing and Public Relations Division staff to create public awareness of all the events offered during the Rodeo Uncorked! Wine Show. A team of volunteers has been formed to maintain and improve relationships with buyers who currently work with the Show to create new relationships with groups and individuals who are not yet affiliated with the Show. "It all starts with this group. We support all of the other groups and



our committee touches everything having to do with wine and publicity," said Chairman Denise Ehrlich.

### WINE SALES

By Nan McCreary

Members of the Wine Sales Committee focus on the task of selling all the wine products that the Show offers.

"In the past, wine committee members had to work events, plus sell tickets and wines," said Joe Van Matre, chairman of the Wine Sales Committee. "We earned our badges by working and selling. Now, we'll earn our badges just by selling, which should make sales much stronger."



The committee's first order of business is selling the Double-Barrel Sampler cases of wine to wine enthusiasts. This year, these unique cases will include seven different award winning wines — two bottles each of five red wines, one bottle of white wine and one bottle of champagne — from the 2011 International Wine Competition.

The committee also sells tickets to the Rodeo Uncorked! Roundup and Best Bites Competition, and the Rodeo Uncorked! Champion Wine Auction and Dinner. These events give food and wine lovers an opportunity to taste award-winning wines from the Rodeo Uncorked! International Wine Competition. 🍷





# RODEO

## Roundup

NEWS & HIGHLIGHTS INFORMATION & UPDATES

### ➤ Wells and Neuenschwander Inducted Into NCHA Hall of Fame



*P. Michael Wells*

Executive Committee member and past president P. Michael Wells, and Lifetime Vice President Don Neuenschwander, were inducted into the National Cutting Horse Association Members Hall of Fame Dec. 12, 2010.

The NCHA Members Hall of Fame recognizes individuals who have made outstanding contributions to the NCHA's purpose of public exhibition and constant promotion of the cutting horse. The inductees also are honored for exhibiting a high moral character, good sportsmanship, fairness, and an exemplary contribution of time, effort and interest in NCHA and its endeavors.

Congratulations!



*Don Neuenschwander*

### ➤ "Bowlegged H" Magazine Wins International Award

The Houston Livestock Show and Rodeo™ "Bowlegged H" Magazine received first place honors at the 2010 International Association of Fairs and Expositions Hall of Honor Communications Awards in Las Vegas.



### ➤ Show Honored for School Art Program

The Houston Independent School District and the Houston Livestock Show and Rodeo won the Texas Association of Partners in Education Gold Community Partnership Award – Art, for its School Art Program, Jan. 31, 2011. The award identifies organizations in communities that are developing innovative partnerships and exemplifying commitment to students attending public schools in Texas.



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# RODEO

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**Sunday, March 20**



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