

HOUSTON LIVESTOCK SHOW AND RODEO™



# MAGAZINE

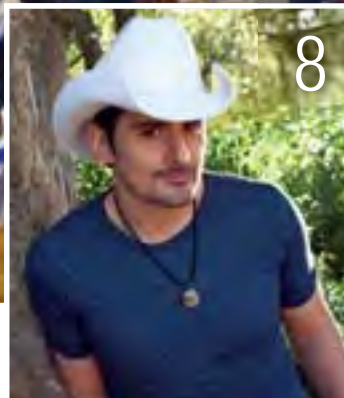
Vol. XIX, No. 4 | Winter 2011



## TRIPLE PLAY

*Gainer triplets make Show scholarship history*





## FEATURES

- 2** **80 Years of Volunteering, 101 Years of Living**  
Meet the Show's oldest volunteer, 101-year-old Harry Pepper – and he's still going strong!
- 4** **Family Ties**  
For some RODEOHOUSTON® contestants, the sport of rodeo is more than a lifestyle — it is a family tradition.
- 6** **Q&A: Alan Jackson**  
The Show's newest Star Trail of Fame member speaks about his country music career, his memories from 19 years at RODEOHOUSTON and more.
- 10** **Triple Play**  
The Gainer triplets of Baytown, Texas, make Show scholarship history.
- 13** **Bill Bailey Honored**  
The Johnson Space Center recognized Bailey as a strong supporter of NASA and its programs, which are supported by the Show.
- 14** **They're Not Stubborn; They Just Have Personality**  
When it comes to donkeys and mules, there is more than just a stubborn streak.

## MORE

- 8** **Sneak Peek at four RODEOHOUSTON Star Entertainers**
- 16** **2012 Houston Livestock Show and Rodeo Educational Commitment**
- 18** **Committee Spotlight:**  
All Breeds Livestock Sales  
School Art Auction  
Rodeo Merchandise  
Poultry Auction
- 21** **Rodeo Roundup**



Cover  
Gainer triplets:  
L to R: Alyssa,  
Kaitlyn and  
Lauren

Photo by: Affinity Photography,  
Baytown, Texas

## MAGAZINE COMMITTEE

Pam Springer, *Officer in Charge*  
Gina Steere, *Chairman*

### Vice Chairmen

Samantha Fewox, *Copy Editor*  
Ken Scott, *Assignments Editor*

### Editorial Board

Katie Lyons  
Melissa Manning  
Nan McCreary  
Kenneth C. Moursund Jr.  
Kate Gunn Pagel  
Marshall R. Smith III  
Todd Zucker

### Photographers

Lisa Norwood  
Debbie Porter  
Lisa Van Etta

### Reporters

Sonya Aston  
Stephanie Earthman Baird  
Allyson Bandy  
Marina Brown  
Scott Bumgardner  
Brandy Divin  
Todd Eudy  
Terrie James  
Sarah Langlois  
Brad Levy  
Lawrence S Levy  
Becky Lowicki  
Elizabeth Martin  
Gigi Mayorga-Wark  
Crystal McKeon  
Wendy McNatt  
Edward Nawotka  
Laura Sanders  
Sandra Hollingsworth Smith  
Jodi Sohl  
Kendra Ware  
Emily Wilkinson

## MARKETING & PUBLIC RELATIONS DIVISION

Clint Saunders, *Managing Director, Communications*  
Betsy Ellison, *Coordinator, Communications*

## MAGAZINE

Rhonda Bowers, *Design/Layout*

## Staff Photographers

Francis M. Martin, D.V.M.  
Dave Clements

## LETTERS & COMMENTS

Marketing & Public Relations Division  
Houston Livestock Show and Rodeo  
P.O. Box 20070  
Houston, Texas 77225-0070  
Phone: 832.667.1000  
Web: [www.rodeohouston.com](http://www.rodeohouston.com)

## SHOW OFFICIALS

**Chairman of the Board**  
R.H. "Steve" Stevens Jr.

**President / C.E.O.**  
Skip Wagner

**Chief Operating Officer**  
Leroy Shafer

**Vice Presidents**  
Roger Bethune  
Curtis Brenner  
Rey Gonzales  
Larry Kerbow Sr.  
Paul F. Lehnhoff  
E.D. Lester  
Glenn T. Lillie  
Michael S. "Mike" McKinney  
Mark Melton  
Yance S. Montalbano

Gary E. Parks  
Tim Ping  
Steve Roe  
Darryl Schroeder  
Pam Springer  
Jim VanHoozer  
Pat Walker  
Mike Wells Jr.

### Executive Committee

Jim Bloodworth  
Tilman J. Fertitta  
Wayne Hollis  
Don D. Jordan  
Jack A. Lyons  
Ed McMahon  
Louis M. Pearce Jr.  
Chris Richardson  
Charles R. "Butch" Robinson  
John O. Smith  
Paul G. Somerville  
Keith A. Steffek  
R.H. "Steve" Stevens Jr.  
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**s the Show's Chairman of the Board, I have one of the best jobs in the world! Our organization literally changes the lives of students and their families, and contributes heavily to the future leaders of Texas.

As such, your passion, dedication and support of the Show is so gratifying to witness. I see it when I walk the halls of Reliant Center during this time of year when the energy and excitement is so contagious.

Since my election in May, the journey as chairman of the board has been a whirlwind experience. From awarding millions of dollars to the youth of Texas, the Houston Independent School District and other Houston-area educational organizations, to planning new adventures for the 2012 Show — it has been a productive summer and fall!

In this issue of the *"Bowlegged H" Magazine*, read about all the great programs that the Show is supporting. From the Holocaust Museum Houston to Houston Community College's Public Safety Institute, the Show's financial contributions are reaching an even broader array of deserving individuals. Your year-round efforts, passion and dedication translate into a tremendous amount of funding for these amazing organizations.

I'm proud to be a part of such a giving organization, and to be surrounded by fellow volunteers who share in the values of the "Show With a Heart."

In September, hundreds of the Show's committee members gave their time and efforts to aid victims of the Texas wildfires. Together, these volunteers raised money and donated much-needed supplies, such as water, clothing, food and more to fire relief centers around the affected areas.

Thankfully, cooler weather finally has crept into Houston and that can only mean that soon Reliant Park will be transformed into the world's largest livestock and horse show barns and rodeo arena. We cannot wait to share many exciting things for 2012 with you and the two million-plus guests that visit us each year. This issue includes the announcement of four RODEOHOUSTON® star entertainers along with season and mini-season ticket information. Stay tuned for the full entertainer lineup announcement coming in January, along with more additions to the 2012 Show.

I look forward to seeing all of you in the near future, and hope that your holiday season is filled with joy!

Best wishes,



Steve Stevens





# 80 YEARS OF VOLUNTEERING, 101 YEARS OF LIVING

By SONYA ASTON

Sitting in a chair, cool as a cucumber, yet obviously excited as if it were his first time, 100-year-old Harry Pepper prepared himself to go out onto the dirt floor of Reliant Stadium. Pepper was asked to start the March 5, 2011, Houston Livestock Show and Rodeo™ Calf Scramble, and with cowboy hat in tow, he was ready to wave it down for the anxious row of scramblers. This event, however, was not Pepper's first rodeo; he has been involved in the Show since 1932 — the very beginning.

In 1931, James W. Sartwelle founded Port City Stockyards in Houston, in hopes of developing a better way for ranchers to sell their cattle in the Gulf Coast area. In a quest to bring attention to the cattle industry, on Jan. 30, 1931, Sartwelle initiated a meeting to create a livestock exhibition in Houston, and on April 30, 1932, the first Houston Fat Stock Show and Livestock Exhibition burst into action at the Sam Houston Coliseum on Bagby Street in downtown

## A life-long relationship

1931

Jan. 30: James W. Sartwelle initiated a meeting to create a livestock exhibition in Houston to better the sale of cattle in the Gulf Coast area.

1942

The Fat Stock Show's Calf Scramble Committee was formed and Pepper joined the cause.

1910

Oct. 16: Harry Pepper was born.



1932

April 30: The first Houston Fat Stock Show was held. Pepper, who was 21 years old and an employee of Sartwelle & Calhoun, joined in on the action.

1940

Pepper started his own business, Pepper Rendering Company.



Houston. As an employee of Sartwelle & Calhoun, 21-year-old Pepper jumped at the opportunity to be a part of this exciting adventure from day one.

"It was an exciting time," Pepper remembers. "Mom-and-pop stores would have specials — specially priced beef — during the whole Show. Everyone participated in the promotion of the Show."

In 1940, Pepper started his own business in the livestock and cattle industry, Pepper Rendering Company. He said that during his time working with Sartwelle & Calhoun, he had developed relationships with just about every rancher in Houston. Also, working at the Fat Stock Show, Pepper became familiar with a lot of breeders and butchers in Houston and its surrounding area.

"I picked up bones, fat and tallow from the grocery stores and supermarkets, and picked up dead stock from ranchers and took them to the plant," Pepper said.

Pepper Rendering Company operated 24 hours a day, seven days a week, for nearly 20 years. "We sold the hides to Southwest Hide Company and furniture stores and the fat to Proctor and Gamble for soap," Pepper said.

Being involved with the Houston Fat Stock Show was a natural fit for the young man. In 1942, when the Calf Scramble Committee was formed, Pepper decided to join, and, according to him, the competition had a bit of a rough start.

"At first, the calves were too big, and the committee members had to step in and help the boys catch the calves,"

Pepper said. "Girls were not allowed in the competition until much later."

Also in 1942, Gene Autry, America's singing cowboy and the Show's first star entertainer, came to perform at the Fat Stock Show, and Pepper said he remembers the performance well.

"Gene Autry was a very smart man and was highly successful in real estate in California. I had a lot of respect for him," Pepper said.

Recalling several RODEOHOUSTON® highlights from throughout the years, Pepper noted that walking into the Astrodome for the first time was definitely one of his favorites.

"It took your breath away to walk into the [Astrodome]," he said. "It was like a brand new world with the field and all of those lights."

Pepper stayed in the rendering business until 1958, when he left to spend more time with his children. He left his 24-hours-a-day, seven-days-a-week business to slow down. Pepper began working in real estate and for a local furniture store, where he managed five stores and four warehouses. Although he is still in the real estate business, Pepper makes it a point to spend time with his three daughters, seven grandchildren and 12 great-grandchildren.

He also bowls in three leagues, and has won a gold medal in the Senior



Games two years in a row. He won his first Senior Games medals in cycling when he was 91.

"He just goes with the flow," said Teri Gerber, one of Pepper's granddaughters. "He does not get stuck, he just moves along. It is great."

Rusty Silverman, one of Pepper's grandsons, said, "Papa likes to party. He was so excited about starting the Calf Scramble, he wore his hat last night. I think that he slept in it." Pepper grinned in agreement.

As he prepared to go out on the dirt to start the calf scramble, vice chairman of the Calf Scramble Arena Committee Karen Martin asked Pepper if he was ready. With a twinkle in his eye and no sign of slowing down, Pepper said, "I am always ready." 🤠



1966

The Show moved from the Sam Houston Coliseum to the newly constructed Astrodome complex. The Show built a livestock exposition building called the Astrohall.

2000

March: Ground was broken for the new 70,000-seat RODEOHOUSTON/NFL stadium, later to become Reliant Stadium.  
June: Ground was broken for a 1.3-million-square-foot exposition center, later to become Reliant Center.



1961

The Fat Stock Show officially changed its name to the Houston Livestock Show and Rodeo™.

1975

The 6,000-seat Astroarena was completed, later to become Reliant Arena.

1996

The Show celebrated 30 years in the Astrodome Complex. RODEOHOUSTON becomes the official name of the Houston Rodeo.

2002

Aug. 24: Reliant Stadium opened.



2011

Feb. 26: 100-year-old Harry Pepper rode in the Show's Downtown Rodeo Parade.

March 5: Pepper, recognized as the Show's oldest and longest volunteer, waved his cowboy hat down on the Stadium floor to begin the calf scramble.

Oct. 16: Pepper celebrated his 101st birthday.





Mike and Brandon Beers

# FAMILY TIES

By GIGI MAYORGA-WARK



become a professional.”

Brandon started his professional rodeo career in 2005, and the Beers’ first year roping as a team was 2007. That same year, the duo won RODEOHOUSTON, which moved Mike to tears in his championship interview, and they were the first father-and-son roping team to qualify for the NFR in 20 years.

“To be able to say I roped with my son at the finals has made it a successful life for me,” Mike said. “You always fantasize about it, but you never believe it will happen. That’s pretty cool.”

The Beers family confirms that rodeo is a family event, and Brandon’s wife, Kimber, and his mother, Bonnie, even teamed up to assemble a cookbook with some of the best recipes common in rodeo circles.

Rodeo is a family sport passed on from generation to generation. Because of its camaraderie, close-knit atmosphere and long season, the rodeo world is like one big family. This was certainly true at 2011 RODEOHOUSTON®, where the father-and-son duo, Mike and Brandon Beers, competed in team roping, and the DeMoss and Wright brothers competed in saddle bronc riding. Their stories define family roots in the sport of rodeo and explain why rodeo is a family event.

later, the two were back, this time competing as a father-and-son roping team in Reliant Stadium. Mike is a world champion team roper, 24-time National Finals Rodeo qualifier, and winner of multiple rodeo titles. For Brandon, it was somewhat expected that he follow in his father’s footsteps.

“Brandon has a natural raw talent,” Mike said. “He also has the desire and willingness to put in the hard work and time it took to develop his skills and

Brothers bring a different look to the family competition, where a friendly sibling rivalry can be seen firsthand during



Heith DeMoss



Cody DeMoss

Brandon was a 1-year-old when his father first brought him to RODEOHOUSTON. In 2011, nearly 24 years



RODEOHOUSTON in the saddle bronc riding competition with the DeMoss and Wright brothers. These cowboys compete throughout the season, travel across the country, share good times and bad, and encourage and learn from one another. Both families continue family traditions as professional cowboys.

The DeMoss brothers, Cody and Heith, hail from Louisiana and followed in their father's path as professional cowboys. Their father, Mike, was a two-time National High School Rodeo bareback champion. Cody first started roping calves competitively in 1986 and then competed in team roping and steer wrestling until he was a junior in high school. That is when he started saddle bronc riding. Cody met his wife, Margie, in high school, where they rodeoed together. Since then, Cody has qualified for the NFR seven times, was the world saddle bronc reserve champion four times, and has won some of the biggest rodeos in the country, including RODEOHOUSTON.

"Everybody grows up wanting to be a cowboy," Cody said. "As far as ranchers and cowboys in general, it's a family affair — whether it's being at home raising cows or ranching. Rodeo is America's sport, and America should be all about family. We're just happy to be able to be a part of it, and we're enjoying every minute of it."

Cody's brother, Heith, followed him as a saddle bronc rider and started his career with a lucky saddle he bought off an old cowboy for \$200.

"They just don't make them like this anymore, and it's worth much more than it cost me and has earned me a lot more, too," said Heith. Cody was a huge influence on him, Heith added. "I looked up to him, not only because he was my older brother, but because he is a champion. He could teach me, and I could learn from him by just watching."

Heith started team roping at age 8, and then competed in high school in team roping and saddle bronc riding. Like his father, he won the National High School Finals in saddle bronc riding. Heith remembers as a boy sitting and listening to his dad share rodeo stories about faraway places, big bucking horses, cheering crowds and the thrill of winning. Heith described his life as a "fairy tale life lived to the fullest."

Professional rodeo means a lot of time

on the road away from home and family. Luckily, the DeMoss brothers live five miles apart and travel together during the rodeo season. This arrangement helps with expenses and driving time, as well as provides company on the road. It also allows them time to share a little critiquing and brotherly advice.

"I get to pick at somebody all the time," Heith said. "We couldn't stand each other growing up. Now we're as close as any brothers could be."

Although they compete in the same sport, the DeMoss brothers always support each other. One unique experience — for the sport and the brothers as saddle bronc competitors — happened at the NFR in 2010, when the brothers tied for the win with 87.5 points in the seventh round. It was a special night for the whole family, the brothers remember.

In the DeMoss household, rodeo is a sport that will be passed on from generation to generation. Cody's daughter, Darbi, has already earned her first belt buckle in barrel horse walking at the age of 4.

The Wright Brothers of Utah are taking the rodeo circuit by storm, and in 2011, Cody, Alex and Jesse — three of the seven brothers — competed in saddle bronc riding at RODEOHOUSTON. This dynasty started with their father, Bill, a saddle bronc rider who won championship titles in high school and college. Following his lead was the eldest brother, Cody, a two-time world champion saddle bronc rider, who paved the way for his brothers. Cody attended the College of Southern Idaho, where he was runner-up in saddle bronc riding during the 2001 College Nationals Finals Rodeo, and has earned titles in several prestigious arenas.

In 2008, Jesse was named PRCA Rookie of the Year and Alex followed

in third place. Cody, Jesse and Alex hit the road in 2010, traveling all over the country to compete. Alex stated that sharing a truck and a hotel with brothers has been a rewarding experience, as it allows them to spend time together. It also means they have to get along. However, there is a sibling rivalry among the Wrights. Alex and Jesse share a common goal while traveling with Cody — to win the NFR and break Cody's records along the way. "The only question is who will do it first," Alex said.

The Wright dynasty is sure to live on with 13 siblings, all with an interest in rodeo. It also is a family that is growing. Cody's sons have their eyes on the arena and want to follow in their father's footsteps. Like others on the rodeo circuit, the Wright brothers' lifestyle is built upon family traditions. And, their families are closer than most because they share common goals and dreams.

It is no surprise to see so many family members competing together and offering support to each other. After all, it is the rodeo way. 🤠



Cody Wright



Jesse Wright



Alex Wright



# Q&A

By TERRIE JAMES

# ALAN JACKSON



Some artists are so revered in their craft that their work speaks for itself. That is certainly true of singer and songwriter Alan Jackson. As a 16-time award winner at both the Country Music Association and Academy of Country Music awards and a GRAMMY®-honored songwriter with 35 number-one singles, Jackson is a genuine legend in country music.


In 2011, in conjunction with his 19th performance at RODEOHOUSTON®, Jackson added another award to his mantel when he was inducted into the Houston Livestock Show and Rodeo™ Star Trail of Fame. After the 2011 Show, *"Bowlegged H" Magazine* had the opportunity to interview Jackson and has chosen to publish the interview as a Q&A, because, true to form, Jackson's words speak for themselves.








▲ Jackson was inducted into the Show's Star Trail of Fame in 2011; he has played in front of more than 1 million RODEOHOUSTON fans.

◀ Jackson's 1996 RODEOHOUSTON performance in the Astrodome.


 **Congratulations on being named to the Houston Livestock Show and Rodeo Star Trail of Fame! The 2011 Show marked your 19th performance at RODEOHOUSTON. What is it about the Show that keeps legendary performers like you coming back year after year?**  
 Alan Jackson: Oh, I'm just happy everyone down there at the Rodeo is glad to have me come back every year. It's always good to play some music for all those Rodeo fans.

 **After performing for more than 1 million RODEOHOUSTON fans over the years, is there a particular memory that stands out for you?**  
 AJ: I guess the first thing that comes to mind is just how overwhelming it is to come out there. And, how big it is!


 **You first performed at RODEOHOUSTON in 1992. The longevity of your career is remarkable, but country artists in general seem to have more longevity than pop or rock artists. What do you attribute that to? Is it the nature of the artists, the music, the fans or all of the above?**  
 AJ: The fans have been great to me, down there in Houston and everywhere. I don't know if there's some secret to it. I write and sing about things that are just a part of life, whether it's hurtin' songs, cheatin' songs, drinkin' songs, lovin' songs — to me, those things are all part of country music.


 **If you had not become a country singer, what do you think you'd be doing now?**  
 AJ: I guess I'd probably be working doing something with cars — that's what I was doing and always knew how to do and probably still could. I've always been a car nut — my daddy was

a mechanic and I grew up around a garage. That or building houses — I could see myself doing that, too.


 **In 1994, you took "Gone Country" to No. 1. The song was a commentary on pop artists who were interlopers on the country stage. How do you feel about so many of today's country artists successfully crossing over to pop?**


AJ: I just do what I do, you know? I mean, there's room for everything out there. And there's some good stuff! Kids like it — I've got kids in high school and college, and they like hard country stuff and they like pop and rock stuff.



 **When you are writing and recording a song, do you ever have a sense it's going to be a No. 1 hit?**  
 AJ: No, I can't say that I do. I didn't necessarily think that "Chattahoochee" would be as big a hit as it was. I mean, I loved the song when we wrote it and it was a cool record, but when they said they wanted it to be a single, I was like, "Man, I don't know if that thing will be a hit. I can't imagine people all over the country caring anything about the Chattahoochee River or to know anything about it!" Anyway, they went ahead and released it, and that was the biggest song I'd had up to that time. And when I play it today it's still one of the biggest songs people relate to. The theme is universal regardless of where you're from or what the name of the river is.

 **Of all the songs you've written, is there one that's your favorite, and if so, why?**  
 AJ: One of my favorite songs I ever wrote, it wasn't a single. Around the time I wrote it, I was gone all the

time working — you know, you play 200-something dates a year and you're gone for 300 days and I'd ride the bus everywhere. And I just always wondered what my daughters would think when you're there, and then the bus drives up and you're gone, you know? And they didn't understand — they were young — so I wrote this song called "Job Description" for them. I always liked that song — just trying to tell them what I did for a living in a way that they could maybe understand it.

 **You've been a favorite of country music fans for more than 20 years now. You rank among the all-time greatest country performers. How do you continue to stay motivated? What or who inspires you today?**  
 AJ: I've always just said as long as I feel like people still want to hear my music and see me in concert, I'll still keep trying to do it.

 **What's next for you in your career?**  
 AJ: Well, we've got this new album coming out that I hope people like and will be excited to hear. You know, you're always anxious and excited when you're working on a new album to create some good songs and music for people. And, you know, you can always find us out there somewhere on the road playing for folks.

 **Do you have a bucket list, and if so, what is at the top of that list?**  
 AJ: You know, I think my "bucket list" is already filled up! I've done just about everything I ever imagined — even more! 





# HOUSTON® Livestock Show and Rodeo



FEB. 28 - ALABAMA



MARCH 4 - BIG TIME RUSH



MARCH 12 - ZAC BROWN BAND



MARCH 17 - BRAD PAISLEY



# RODEO HOUSTON

## SEASON AND MINI-SEASON TICKETS ON SALE NOW at rodeohouston.com

AS LOW AS  
**\$336**  
A SEAT

### SEASON TICKETS

Season Tickets are on sale now and include a guaranteed seat for all 20 RODEOHOUSTON performances, Feb. 28 through March 18, 2012. Season Tickets start as low as \$336 a seat, plus shipping and handling.

AS LOW AS  
**\$146**  
A SEAT

### MINI-SEASON TICKETS

Mini-Season Tickets, with nine great performances in each option, also are on sale now. Mini-Season Ticket seating is located in the loge and upper levels of Reliant Stadium.

- Option A Upper Level – \$154
- Option A Loge Level – \$189
- Option B Upper Level – \$146
- Option B Loge Level – \$189

*Plus shipping and handling*

## HOW TO PURCHASE SEASON TICKETS AND MINI-SEASON TICKETS

**Season Tickets and both Mini-Season options are on sale now and can be purchased by:**

- visiting [www.rodeohouston.com](http://www.rodeohouston.com)
- calling the Show's Ticket Office at 832.667.1080
- visiting the Show's Ticket Windows on the second floor of Reliant Center
  - Monday and Friday, 8:30 a.m. to 4:30 p.m.
  - Tuesday through Thursday, 8:30 a.m. to 7 p.m.

*Season Tickets and Mini-Season Tickets are NOT available at any other ticket outlet, including Ticketmaster. Visit [www.rodeohouston.com](http://www.rodeohouston.com) for a Reliant Stadium seating chart and more information. The Season Ticket and Mini-Season Ticket costs also include admission to Reliant Center, Reliant Arena and the carnival.*

### OPTION A DATES

Tuesday, Feb. 28 — Alabama  
Thursday, March 1  
Saturday, March 3  
Wednesday, March 7 — Value Day\*  
Thursday, March 8  
Saturday, March 10  
Monday, March 12 — Zac Brown Band  
Thursday, March 15  
Friday, March 16

### OPTION B DATES

Wednesday, Feb. 29 — Value Day\*  
Sunday, March 4 — Big Time Rush  
Monday, March 5  
Tuesday, March 6  
Friday, March 9  
Tuesday, March 13  
Wednesday, March 14 — Value Day\*  
Saturday, March 17 — Brad Paisley  
Sunday, March 18

*\*Upper level tickets on Value Day Wednesdays are only \$10.*

*Black Heritage Day, Friday, March 2, and Go Tejano Day, Sunday, March 11, are available as part of the Season Ticket line-up, but are not included in the Mini-Season Ticket options. The full 2012 RODEOHOUSTON line-up will be announced Jan. 9, 2012. Individual tickets will go on sale Jan. 14.*







# TRIPLE TRIPLE PLAY



## Gainer Triplets Make Show Scholarship History

By LAWRENCE S LEVY

**F**or more than five decades, beginning in 1957, the Houston Livestock Show and Rodeo™ has awarded college scholarships to deserving Texas high school seniors. In 2011, a trio of applicants shared the thrill of being awarded four-year, \$16,000 scholarships, and their reactions were identical.

At the Ross S. Sterling High School 2011 graduation in Baytown, Texas, a trifecta of sorts highlighted the ceremony, as three sisters topped their graduating class. Lauren and Kaitlyn Gainer tied as valedictorian, and Alyssa Gainer ranked third. Clearly academic leaders, these siblings also participated in the school band or orchestra, Key Club, National Honor Society, Interact, Red Cross and Christian Student Union — holding leadership positions in most cases.

While it is expected that sisters might tend to share common interests and activities, the Gainer sisters share a bit more — they are identical triplets and share the same DNA. What is unexpected, however, is that each sister individually applied for a 2011 Houston Livestock Show and Rodeo Metropolitan Scholarship, and to their surprise, each was awarded one.

Growing up as triplets has provided their family both opportunities and challenges. Together, the sisters learned, as Kaitlyn said, “to be frugal and share, or go without.”

“My sisters are my greatest allies; ... [we] share in everything, all of our trials and celebrations,” Alyssa said. Lauren also reflected on how their childhood was full of remarkable experiences, lasting memories and dreams of the future.

At the age of 5, to earn money for college, the girls went to Hollywood, where one character, filled by triplets, could be filmed throughout a day without risk of mandatory studio filming limitations of underage actors. Although the triplets were cast in both modest movie and television roles, the glamour and glitz of that business never took hold. Each girl believes that the Hollywood experience has influenced the traits that they exhibit and who they are today: confident, disciplined, focused and hardworking, tempered by a

grounded sense of humility and gratitude.

The challenge of triplicate child-rearing expenses is obvious. The recent economic downturn has burdened their father’s engineering business, which provides most of the family income. Their mother, Dana, has been a stay-at-home parent since their birth, ever present to raise three daughters. With the support from the Show, the Gainers will have less worry about college expenses.

In their junior and senior years of high school, the girls sent college applications across the state, which were followed by acceptance letters. One sister seriously considered a different choice, but their parents’ decision to provide one vehicle to be shared in college unified the decision to attend Texas A&M University in the fall of 2011. Each was accepted into the school’s honors program.

Throughout their lives, the Gainer triplets were often viewed as a single unit. In reality, each sister is unique and truly able to complement her siblings. While all three are





*“My sisters are my greatest allies; ... [we] share in everything, all of our trials and celebrations.”*

ALYSSA GAINER

musically talented, one plays the flute, another plays the violin and the third is a percussionist. They are academically successful, though each has chosen a different college major. Compassion to help those in need and a desire to serve others resonates in each of them, but to fulfill that compassion is an achievement for each sister.

By just looking at the Gainer triplets, it is easy to recognize the identical aspects of these sisters, but more importantly, to consider and appreciate how they differ.

Middle sister, Alyssa, counts the blessings in her life, yet she carries the worries of others. Inspired by Architects Without Borders, she said that she hopes to travel abroad

and reconstruct impoverished and devastated communities. At Texas A&M, she plans to major in environmental design and pursue a graduate degree in architecture.

Kaitlyn, the youngest triplet, believes in the American dream. She said she loves the culture of others, and when contemplating her future, she plans to climb the corporate ladder but not as an end in itself. Kaitlyn said she wants to use it to travel the globe and aspires to help others in need and to assist charities that do the same. She has chosen a business administration path as her academic career. She said her personal mantra is, “No vision is too far-fetched, no venture too daunting and no mountain too high.”



▲ Gainer sisters with Show president Skip Wagner at the 2011 Houston Livestock Show and Rodeo scholarship banquet in May.



RodeoHouston 1994, 15 months old

4 years old: Lauren, Alyssa, Kaitlyn

1997 Go Texan Day

Baytown Little Theater performance

10 years old: Alyssa, Lauren, Kaitlyn

Texas A&M alumni polo match

COURTESY GAINER FAMILY

At the age of 4, and fascinated by the sky, Lauren decided to become an astronaut. As the firstborn triplet, she never was thrown for a loop by sibling rivalries, broken toys or life’s barriers. Instead, she wanted to fix things by seeing the problem, devising a solution and putting it into effect. Lauren serves as the family peacemaker and claims her strong interest in math and science is what leads her toward a biomedical engineering degree.

Scientists and psychologists long have pondered whether an individual’s DNA or upbringing has a more important role in one’s success in life. The Houston Livestock Show and Rodeo clearly sees much in Lauren, Kaitlyn and Alyssa to award each of them a Show scholarship. Undeniably, the stars were in a triple alignment this past fall — the Gainer stars, that is.





# BILL BAILEY HONORED

By GINA STEERE

**B**ill Bailey, one of the voices of the Houston Livestock Show and Rodeo™ and a lifetime vice president, was recently recognized by the Johnson Space Center for his service and commitment to the community. Bailey, a strong supporter of NASA and its mission, was honored at the 2011 Texas Aerospace Scholars Luncheon on July 22. The scholars program has been supported by the Show for more than a decade.

Many organizations throughout the Houston area call on Bailey for support and to speak at events, and the Johnson Space Center is no exception.

"Bill is one of those individuals who never says no," said Mike Coats, astronaut and director of the Johnson Space Center. "NASA is known for tackling hard issues, and we cannot do what we do without support from our community."

Bailey served for 28 years as Harris County Constable, Precinct 8, which includes the JSC region, just southeast of Houston. During that time, he initiated a program designed to assist astronauts and their families on a 24-hour basis when they were slated for orbit.

For missions following the Challenger and Columbia shuttle accidents, Bailey's constables were each assigned to protect astronaut families for the duration of the missions, as



well as escort them to their homes after the crews returned from orbit.

"NASA has its own security force, and they take care of any situation that happens on site," Coats said. "Bill and his staff of constables have always been available to assist the NASA security team when help was needed beyond our borders, as are the police and sheriff's departments."

Coats said that since Bailey is a prominent representative for the Show, the Aerospace

Scholars Luncheon was the perfect venue to honor him, as well as giving Bailey the opportunity to speak to the students involved in the program.

"As an astronaut, I am very sensitive about finding positive role models for our young people," Coats said. "When I think of the word 'Texan,' I think of Bill Bailey; he is self-reliant and takes care of others around him — his family and his community."

Coats said that Bailey is a true example of what it means to be a community volunteer, someone he would like his own JSC employees to emulate.

After the award presentation, Bailey expressed his pride in the opportunity to directly help the astronauts and their families through the years, but also he was humbled by all of the attention.

"I haven't given anything to this community. This community has given everything to me," Bailey said. 🤠





By SONYA ASTON

# THEY'RE NOT STUBBORN; *They Just Have Personality*

**I**n addition to steers, horses, poultry, lambs, pigs and goats, donkeys and mules also compete for top honors at the Houston Livestock Show and Rodeo™. While these animals may seem to have a stubborn streak to most of the public, the people who raise them, train them and study their behavior know a completely different side of the story.

"That is just not true," said David Sessum, public relations officer for the Gulf Coast Donkey and Mule Association. "Actually, donkeys have a different personality from horses and, therefore, require different training."

Donkeys are domesticated asses that originated in the African deserts, where they developed a keen sense of

awareness of their surroundings. If they sense danger, donkeys will become immobile or even go on the defensive. Taking advantage of their talents, ranchers often use donkeys to protect herds of sheep or cattle from coyotes or other predatory animals.

Mules are a cross between a female horse and a male donkey. (A cross between a male horse and female donkey is called a hinny.) Because of their genetic make-up, all male mules, and most female mules, are sterile. While donkeys and mules compete in the same types of contests as horses, there also are a few competitions that are unique to donkeys and mules.

Excitement fills Reliant Arena every year with the Mule



Pull competition, in which a team of two mules pulls a sled filled with weights over a short distance. With each increasingly tense round, more weight is added to the sled. The animals lunge in their harnesses with determination, heads down and muscles flexing, drawing spectators to their feet in support.

“During the first mule pull show, the crowd was so into the competition,” said Elizabeth Lloyd, a longtime member of the Donkey and Mule Show Committee. “Spectators stayed until 7 the next morning to watch the winner make the final pull; no one wanted to miss seeing the champion pull.”

Most mule and donkey competitors are not professionals; rather, training the animals is a hobby. It can be a very time-consuming hobby for someone like Jim Higley from Dixon, Ky., who brought Gomer and White Lightning as his mule pull team to the 2011 Show. Higley is an underground coal miner, but after hours, he works his “ponies,” as he calls them.

“They train hard, pulling firewood for hours,” Higley said. “I love the adrenaline when those ponies pull. It is a lot of excitement.”

Most mule pull teams come from Tennessee, Kentucky and Mississippi, and compete against each other often, and although the economy has slowed the volume of competition, there is no shortage of energy, excitement or support. Higley said the pull teams are friends and like a family.

Another unique competition is the Coon Jump, an event where the donkey approaches a fence, stands before it, and then jumps over it. Legend has it that raccoon hunters encountered fences that stopped horses but not donkeys. Standing alongside a fence, a donkey can jump its height from a standstill. Naturally, hunters started bragging about whose donkey could jump the highest, and a competition was born.

Mixed with the noise of the crowds, the donkeys and mules also add to the sounds during competition. Donkeys talk to one another by braying, a skill developed from years of living in deserts and needing to be able to communicate with the rest of the pack. A donkey’s bray can be heard up to three miles away. Mules, on the other hand, produce a weak



▲ Exhibitors of all ages enter the Donkey and Mule Show.

expression, because their vocal cords only allow a cross between a horse’s whinny and a donkey’s bray.

Donkeys also are quite versatile, coming in a variety of sizes from miniature, which stands 36 inches at the shoulder, to mammoth, which can reach up to 62 inches. Today, in the United States, donkeys are bred as pets and for competition, while working donkeys are typically found in mountainous regions. Sessum raises donkeys to produce mules, which are used for trail rides, packing and hunting.

“Also, donkeys are excellent with children and get along with humans very well,” he said. “I have trained my miniature donkeys to get into the cab of my truck, kneel, bow down and shake their heads. They are very entertaining and fun. You can keep the miniatures in your backyard.”

Dana Heath, quarter horse competitor turned donkey competitor, confidently shows her donkeys with her grandchildren. “The kids wanted slower, more kid-friendly animals to show,” Heath said. “Donkeys are wonderful pets, but still they require the same amount of work as horses. The donkey people are very friendly at competitions, and are always helping each other out. Everyone is very supportive and it is a great environment for the kids.”

See these fun competitors at the Houston Livestock Show and Rodeo Donkey and Mule Show, March 16 – 18, 2012. 🐾



▲ Miniature donkeys are a large part of the Donkey and Mule Show.



# A Record Year of

# GIVING

Each year, the Houston Livestock Show and Rodeo™ commits to the youth of Texas and education, and 2012 is no exception. In September, Show officials decided on an \$18.8 million commitment for 2011-12, which will reach youth across the state and a wide variety of agricultural, cultural and other educational programs.

"Our exhibitors and fans come from all 254 counties in Texas, so it's exciting to reach out and touch every corner of our great state," said Skip Wagner, president of the Houston Livestock Show and Rodeo. "This is the largest Show commitment, to date, and it is a great feeling to know that our organization has such an impact on several worthy causes and lives."

The 2012 commitment includes a \$1 million donation to the Houston Independent School District Foundation for its Apollo 20 program, and \$500,000 to the district's literacy program. Additionally, several other programs, such as Houston's Holocaust Museum; Teach for America; Houston Grand Opera; and the Southwest Center for Agricultural Health, Injury Prevention and Education are supported by the Show.

The \$18.8 million commitment to the youth of Texas includes:

- Scholarships to high school seniors
- Graduate assistantships for graduate students at 11 different Texas universities
- Educational Program grants for a variety of organizations
- Endowments for various universities
- Support for 2012 junior show exhibitors

Thanks to the help of nearly 25,000 volunteers, this commitment brings the Show's total since 1932 to approximately \$283 million, benefiting youth and education in Texas.

For more information on these programs, visit [www.rodeohouston.com](http://www.rodeohouston.com).



# 2012 Houston Livestock Show and Rodeo Educational Commitment

## SCHOLARSHIPS

\$9,538,000

- Metropolitan — 238 four-year, \$16,000–\$3,808,000
- Opportunity — 114 four-year, \$16,000–\$1,824,000
- Area Go Texan — 72 four-year, \$16,000–\$1,152,000
- 4-H — 70 four-year, \$16,000–\$1,120,000
- FFA — 70 four-year, \$16,000–\$1,120,000
- School Art — 15 four-year, \$16,000–\$240,000
- FCCLA — 10 four year, \$16,000–\$160,000
- Hildebrand — 1 four-year, \$16,000
- Agricultural Mechanics Technical Scholarship — 5 two-year, \$8,000–\$40,000
- Texas A&M University College of Veterinarian Medicine — 6 one-year, \$8,000–\$48,000
- Texas Christian University Ranch Management Program — 4 one-year, \$2,500–\$10,000

## GRADUATE ASSISTANTSHIPS

\$485,400

- Angelo State University
- Sam Houston State University
- Stephen F. Austin State University
- Sul Ross State University
- Tarleton State University
- Texas A&M University
- Texas A&M University – Commerce
- Texas A&M University – Kingsville
- Texas State University
- Texas Tech University
- West Texas A&M University

## EDUCATIONAL PROGRAM GRANTS

\$3,342,480

- Aldine/Spring Elementary Ready Program
- Alley Theatre
- BRASS – Baylor Research Advocates for Student Scientists
- Fellowship of Christian Athletes – OneWay2Play
- FCCLA Leadership Training
- Glassell School of Art
- Holocaust Museum Houston
- Houston Community College Public Safety Institute
- Houston Grand Opera
- Houston Hispanic Forum
- Houston Independent School District – Apollo 20
- Houston Independent School District – Literacy Program
- Houston Symphony
- Houston Leadership for Tomorrow
- Neuhaus Education Center – KASTOR
- Prairie View A&M Leadership Lab
- Southwest Center for Ag Health
- Teach for America
- Texas 4-H
- Texas A&M University Beef Cattle Short Course
- Texas A&M University Entrepreneurship Boot Camp for Veterans
- Texas Aerospace Scholars
- Texas FFA
- Texas Rangers Association Foundation
- Texas Wildlife Association Foundation
- Theatre Under The Stars
- The University of Texas Excellence in Teaching Training
- Townsend Leadership Fellows Program
- West Texas A&M University – Lecture Series
- Western Art Academy Workshop

## ENDOWMENTS

\$445,000

## JUNIOR SHOW EXHIBITORS

\$5,000,000

## 2011-12 TOTAL EDUCATIONAL COMMITMENT

\$18,810,880

COURTESY OF HOUSTON GRAND OPERA



▲ Houston Grand Opera: Opera 2 Go!

COURTESY OF HOUSTON HOLOCAUST MUSEUM



▲ Houston Holocaust Museum Trunk program

COURTESY JESSICAHAM PHOTOGRAPHY



▲ Houston Community College Public Safety Institute



# COMMITTEE spotlight

## All Breeds Livestock Sales

By SCOTT HILL BUMGARDNER

The Houston Livestock Show and Rodeo™ has experienced tremendous changes over the years, but one of the original goals is still alive and well. Long ago, the Show's founders embraced the goal of promoting the livestock industry. Today, the All Breeds Livestock Sales Committee is one arm of the Show that leads the charge to accomplish this task.

This committee consists of Chairman W. F. Gonzales with his 92 committeemen, who are assisted by several lifetime vice presidents and 25 lifetime committee members. The committee's officer in charge is E.D. Lester.

"The committee is made up primarily of cattle ranchers with experience handling cattle," Gonzales said.

Each year during the first week of the Show, these volunteers conduct the commercial cattle sales from start to finish. The committee unloads the cattle, pens them up and works the cattle through the arena of the Sales Pavilion.

The committee's work begins with the All Breeds Commercial Range Bull Sale. In March 2011, the committee conducted their 44th range bull sale featuring 87 bulls of various breeds. Before each bull sale, a group of 20 commercial cattlemen view the stock to grade them. Grading is an important tool that is used to help determine the order that the bulls appear in the sale.

Once the range bull sale is complete, preparations begin to hold an even larger sale. The Commercial Heifer Sale may include as many as 600 head of cattle. The 2011 heifer sale brought in more than \$800,000. Six or more registered cattle



breed sales also are held during the week. Cattle breed sales are implemented by a committee team that specializes in registered breed sales.

Another indispensable part of the committee is the cooking team, which feeds the consigners, buyers and other attendees at each sale.

Whether they are cooking or handling cattle, the All Breeds Livestock Sales Committee's various teams come together to produce quality commercial cattle sales. In 2011, the committee conducted sales of approximately \$1.7 million. Sales of that volume would certainly seem to fulfill the time-honored goal of promoting the livestock industry. 🐄

## School Art Auction



By LAURA SANDERS

The School Art Auction Committee was created as a dedicated sales force solely committed to raising money for the Houston Livestock Show and Rodeo School Art Auction through presales, planning the auction, selling winning artwork and managing buyer relationships. In 2012, the committee will celebrate its 10 year anniversary, and will once again work to raise funds to support the Show's educational commitment and the youth of Texas.

The first School Art Auction was held in 1996 by the School Art Committee, before the School Art Auction Committee took over the responsibility in 2002.

The 54 pieces of art auctioned by this committee are the best of the best from thousands entered into the School Art



# COMMITTEE spotlight

competition, with artists ranging from kindergarten students to high school seniors in 100 districts across Texas. The School Art Committee manages the contest, which yields about 300,000 pieces of artwork that go through several stages of judging and are narrowed down to the 54 auction lots.

Comprised of more than 140 members, the School Art Auction Committee works year round to promote presale commitments and donations. These commitments may be applied to auction purchases. In addition, for each \$300 presale, buyers may elect to receive a print of the Grand Champion piece, signed and numbered by the artist. A \$500 pre-sale merits a print package with signed and numbered prints of both the Grand Champion and Reserve Grand Champion.

"Buyers get a print, but that's an aside. What they're really doing is contributing to the Show's mission, which includes the general [educational] fund and other educational

programs," said Gregg Raymond, School Art Auction Committee chairman.

These efforts culminate at a print party that is held in the fall, where all print buyers are invited to meet the artists, connect with members of the School Art Auction Committee and pick up their print.

"It's so rewarding to see how much the committee has grown," said Pam Springer, officer in charge. "We've been blessed with strong leadership and wonderful buyers through the years."

The committee's 2011 contribution to the Show's Educational Fund was more than \$1 million, which is no small feat.

"Our committee was founded on sales and buyer appreciation and it is nice to see those initial goals are still our guiding light," Springer said. 🐾

## Rodeo Merchandise

By SANDY HOLLINGSWORTH SMITH

Jackets, T-shirts, belt buckles, toy trucks and even a backyard fire pit are just a few examples of the more than 500 Houston Livestock Show and Rodeo branded merchandise items sold by the Rodeo Merchandise Committee every year. This committee's mission is to raise awareness of the Show by selling and distributing merchandise bearing Show logos.

"It takes a lot of organization and hard work," said Darryl Schroeder, officer in charge. "I couldn't be more proud of the committee."

Since its inception in 2002, the committee has grown to more than 700 members who help staff 15 merchandise venues across Reliant Park during the Show. In 2011, the committee helped sell more than \$1 million in Show merchandise, and also assisted in selling approximately \$1 million in star entertainer merchandise, which broke the 2010 record.

"We are very focused on raising as much money as we can to support the Show's mission, but we are equally proud of how many times we put the Show's brand out into the community," said Joe McDaniel, committee chairman. "We are so proud of this hardworking committee and the amount of dedication they continue to show."

Although Show merchandise is available online throughout the year, the committee begins selling in October with more than 40 presale events at Reliant Center and Go Texan events around Houston and the surrounding counties. The Show also partners with local retailers to sell its merchandise,



including a venue at Hobby Airport. The bulk of the sales, however, are made by the staffed merchandise booths in Reliant Center and Reliant Stadium during the Show.

In early May, Julie Wood, managing director of merchandise for the Show, starts the process of meeting with vendors and selecting products for the next season.



# COMMITTEE spotlight

Committee members help make the selections by narrowing down the large number of items based on prior years' sales data, the sales forecast for the upcoming season and the overall marketability of the item.

"The goal is to have plenty of selection for both our volunteers and for the general public," Wood said. Venues are stocked with items of various price points, so there is something everyone can afford, from a \$1 hat pin to a \$125 jacket.

The committee has 20 teams. Fifteen are dedicated to selling the merchandise and five teams work with the

distribution, stocking, receiving, tagging and inventory of merchandise in the months before and after the Show. The sales teams work one shift every fifth day during the Show. One of the biggest challenges for the committee is staffing the venues because the customers do not usually arrive in nicely spaced intervals throughout the day. A wave of business can descend upon a venue and the committeemen have to work hard to make sure all the customers are served.

The committee does not have an official motto," McDaniel said. "If they did, it would be 'sell, sell, sell and sell some more.'" 🐔

## Poultry Auction

By EMILY WILKINSON

The Poultry Auction Committee serves the Houston Livestock Show and Rodeo at the annual Junior Market Poultry Auction, which, in 2011, raised \$1.7 million.

Committee members, in addition to paying dues and being a member of the Show, secure purchase commitments from buyers for broilers and turkeys, said Ronnie Gulihur, committee chairman.

He also said out of the committee's 160 active members, \$10,000 in commitments is the average amount raised by a single committeeman.

The Poultry Auction Committee's 45-year history includes many accomplishments, among being the first committee to have a female chairman. DeEtta Saur served as chairman from 1976 to 1978. The committee also was the first to give away belt buckles to champion buyers in 1980.

The committee has held a special connection for about seven years with the Brookwood Community, a facility for adults with physical and mental disabilities in Brookshire, Texas.

"We get buyers to donate their chickens to the Show, and we donate the chickens to Brookwood," Gulihur said.

Last year, the committee donated 2,400 chickens to the home, which saved the nonprofit a lot of money on food expenses.

"We actually had more poultry for them, but that's all their freezers would hold," Gulihur said.

Gulihur, who has been a member of the Show since 1996, said the Poultry Auction Committee is actively pursuing new members to help get word to the community about what the Show does. He also emphasized the importance of the community's participation in the poultry auction.

"Nothing we do is possible without our buyers," he said. "Probably the most important thing [about the auction] is the



buyers' belief in what we are doing for youth and education, and they make that possible." 🐔





# Rodeo Round Up

NEWS, HIGHLIGHTS & UPDATES



## Past RODEOHOUSTON® Stars Take Top Honors at 45th Annual CMA Awards

The 45th Annual Country Music Association Awards aired Nov. 9, 2011, with several past RODEOHOUSTON star entertainers taking home the gold.

- **Entertainer of the Year:**  
Talyor Swift (2009)
- **Female Vocalist of the Year:**  
Miranda Lambert (2008, '11)
- **Male Vocalist of the Year:**  
Blake Shelton (2010)
- **Vocal Group of the Year:**  
Lady Antebellum (2009–11)
- **Vocal Duo of the Year:**  
Sugarland (2007–08, '11)
- **Album of the Year:**  
"My Kinda Party," Jason Aldean (2010–11)
- **Musical Event of the Year:**  
"Don't You Wanna Stay," Jason Aldean and Kelly Clarkson (2004)
- **Music Video of the Year:**  
"You and Tequilla," Kenny Chesney (2001–05, '10) featuring Grace Potter



## Show inducted into IEBA Hall of Fame

On Tuesday, Oct. 4, in Nashville, Tenn., the Houston Livestock Show and Rodeo™ was inducted into the International Entertainment Buyers Association Hall of Fame. This honor is given to those individuals and organizations that have "demonstrated IEBA's key ideals of strengthening relationships, fostering growth and increasing revenue for the live entertainment industry throughout their career." Country music entertainer Kix Brooks presented the award to Show chief operating officer, Leroy Shafer.

## Big Check, Big Support

Houston Livestock Show and Rodeo Chairman of the Board R.H. "Steve" Stevens Jr. attended the Oct. 13, 2011, Houston Independent School District board of education meeting to present a \$1 million check to the district.

After the presentation, several members of the HISD board expressed their gratitude for the Show's support, and one "thank you" reached a little closer to home for the Show.

"I was a recipient of the Houston Livestock Show and Rodeo scholarship in 1992, and I remember when I attended Rice University, that money came in so handy," said Juliet K. Stipeche, HISD board of education officer. "I want to say thank you so very much because I am thankful for the investment that the Rodeo made in me."



▲ L to R: Harvin Moore, HISD Board of Education Officer; Dr. Terry Grier, HISD Superintendent; Lori Velters, Vice Chairman of the HISD Foundation; R.H. "Steve" Stevens Jr., Show Chairman of the Board; Paula Harris, HISD Board of Education President

## RODEOHOUSTON Mobile Phone App Takes Best in Houston Award

The Houston Press 2011 Best of Houston Awards named the RODEOHOUSTON mobile phone app as the "Best Use of a Smartphone." The mobile app, which was released for the 2011 Show and is available for iPhone and Andriod download, allows Show visitors to stay in touch with all things Rodeo on the go. Features of the app include parking maps and transportation updates, a friend finder and a full schedule of each day's events.

◀ Scan to download the RODEOHOUSTON mobile app.







**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



**2012 SHOW DATES:**  
**TUESDAY, FEB. 28 – SUNDAY, MARCH 18**



RODEOHOUSTON®

RODEOHOUSTON® Mobile App