



HOUSTON LIVESTOCK SHOW AND RODEO™

MAGAZINE

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Fall 2012



CHAMPIONS ARE MADE HERE

2012 RODEOHOUSTON® champions reflect on winning rides

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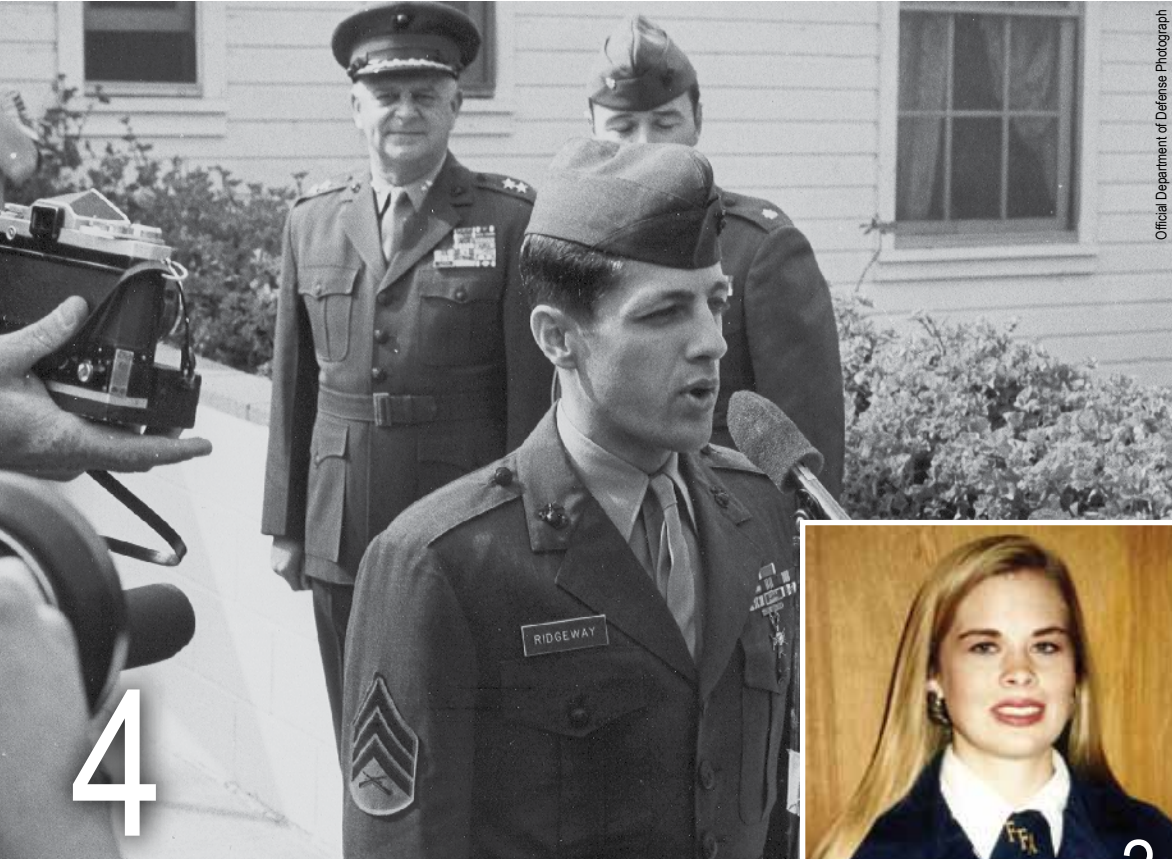
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EDUCATION



ENTERTAINMENT



**WESTERN
HERITAGE**

FROM THE CHAIRMAN OF THE BOARD

Traveling around the state, shaking the hands of deserving high school graduates and awarding them with college scholarships has made this past summer one I will not soon forget. It has been rewarding to see that we have some dedicated and passionate future leaders of this country. From first-generation high school graduates and foreign students who can speak multiple languages to future doctors who plan to cure a multitude of illnesses one day, the list goes on and on with amazing tales. We'll be watching proudly as our students succeed in school and in life.

Meanwhile, things at the Houston Livestock Show and Rodeo™ offices are beginning to pick up as both the staff and the 27,000-volunteer force are in full planning mode for 2013. We announced earlier in the year that the King of Country Music himself, George Strait, will make a return appearance at RODEOHOUSTON® to close out the 81st Show. One full day was added to the Show's schedule for the event, and there are many more announcements to come!

Being a part of such a strong and admirable group of volunteers is something I cherish. It is no surprise that with such a large group of dedicated individuals there are a few notable stories hidden among us, but one that truly stands out is that of Rodeo Merchandise Committee volunteer Ronald Ridgeway. A true American hero, Ronald was a POW during the Vietnam War. He spent time at one of the most heinous POW camps in history, and once he was released, it was determined that he had been declared killed in action. He was able to return to his family and tell his story.

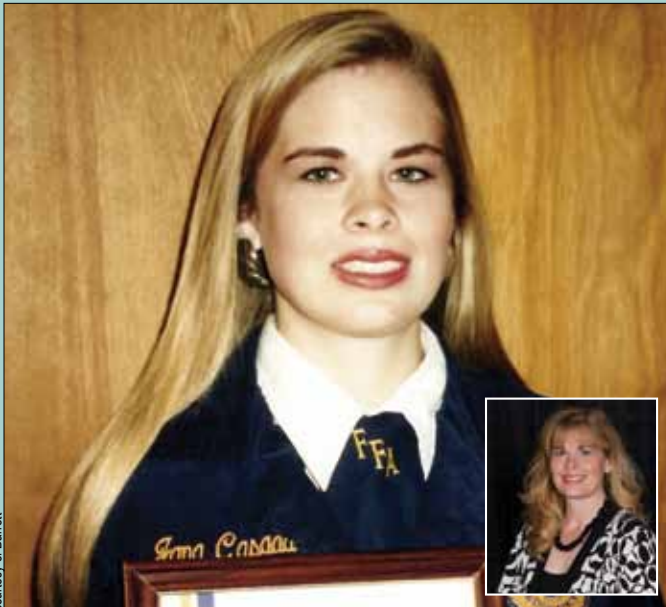
Along with champion scholarship recipients and volunteers, the Show also recognizes champion athletes each year during the RODEOHOUSTON BP Super Series. This issue features the winners of 2012, along with interviews and right after each of their \$50,000-plus wins.

I wish everyone a terrific fall season and look forward to seeing you at upcoming meetings and pre-Show events.

Best wishes,

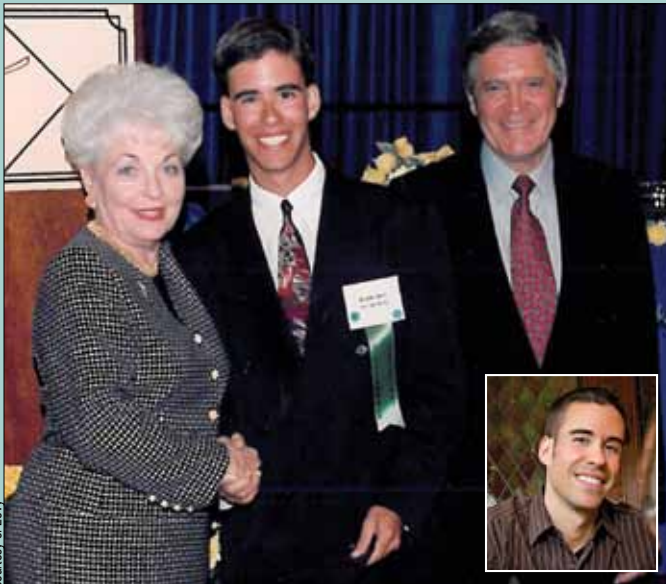
Steve Stevens





Photos courtesy of Barrett

JANA BARRETT



Photos courtesy of Levy

RYAN LEVY



Photos courtesy of Viramontes

TONY VIRAMONTES

JANA BARRETT



By LAURA SANDERS

From an early age, Jana Barrett knew she was destined to be a star in the agricultural arena. Growing up with both a father and grandfather who taught agriculture, she had the family history to succeed. She earned numerous awards for her hard work in FFA when she was in high school, but she said the Houston Livestock Show and Rodeo™ FFA scholarship she was awarded in 1993 made the biggest impact on her success.


She graduated in 1997 from Texas A&M University with a bachelor's degree in agribusiness. "[The scholarship] definitely made a huge impact on my being able to come out of A&M debt free," she said. "I was able to start my adult life with no loans to worry about."

Barrett participated in leadership and agricultural organizations while attending Texas A&M and earned the American FFA Degree — the highest honor bestowed on a student within the FFA program. After finishing college, Barrett began her career in agribusiness in Amarillo, Texas, where she worked for the Texas Wheat Producers Board and Association. After six years, she returned to the Bryan/College Station area to raise her family and became involved with Texas 4-H programs.

Today, Barrett is the development relations coordinator for the Texas 4-H Foundation and the Texas 4-H Friends and Alumni Association. In this role, Barrett has seen her life come full circle from being a scholarship recipient, to helping raise funds for 4-H scholars and, now, keeping up with them after they leave the program. "Just being the liaison I get to see [the process] come full circle, which is a neat experience," she said.

The development and grant proposal roles that Barrett held previously in her career, along with her long-time involvement with FFA, created the ideal foundation for what she does today.

Barrett also volunteers with the Normangee 4-H Club and judges various public speaking competitions. She remembers being on the other side of the competition and winning the FFA Public Speaking Contest when she was 16 years old.

"The young people today are very talented and gifted speakers," she said. "I am glad I am the judge instead of having to compete with such tough competitors." 

Scholarship Recipients ...

WHERE are they now?

RYAN LEVY



By SANDRA HOLLINGSWORTH SMITH

Ryan Levy knows firsthand the impact a single act of generosity can have on a person's life. In 1993, as a senior at Dulles High School in Missouri City, Texas, Levy was awarded a \$10,000 scholarship from the Houston Livestock Show and Rodeo™.

"The scholarship awards banquet was one of the most amazing events I had ever been to," Levy said. This event also influenced many of the choices Levy made later in his life and kicked off his own journey of achievement.

Levy graduated with honors from Rice University in 1997, majoring in political science, and graduated from The University of Texas School of Law in 2000. However, he postponed his law career and headed to Paris to attend the renowned culinary arts school, Le Cordon Bleu®, for a year. The course was intensive and ran six days a week for roughly 11 hours each day. Levy said he felt that it was harder than law school but that the experience helped shape his passion for food and wine.

With culinary training behind him, Levy and a classmate from Le Cordon Bleu opened a restaurant in Dallas, where they became frustrated by the number of popular wines that did not pair well with certain foods. Levy became a certified sommelier and set out to fill a niche in the market by making their own chef-driven wines that are balanced with an eye toward food.

He and his business partner began visiting vineyards in California and Argentina looking for the right grapes and for vineyards that also shared their vision. In 2009, they opened the doors to their own winery in Houston, The Nice Winery. The fully functioning winery also is used as Levy's laboratory, where he continues to test various grapes and processes to create the perfect wine pairing.

In 2010, two of Levy's wines won gold medals at the Houston Livestock Show and Rodeo International Wine Competition. "It was the ultimate honor to win in a competition that funds the hopes and dreams of young Texans," Levy said. He has even given back to the Show by serving as a judge in the competition.

Levy continues to travel to vineyards across the world but is proud to be a Texan. He said, "The decision to stay in Texas was made the moment I won the [Show] scholarship." 🍷

TONY VIRAMONTES



By EDWARD NAWOTKA

Anative of Gilmer, Texas, Tony Viramontes was raised on a small farm with poultry and 25 head of Beefmaster cattle. He calls his father, who emigrated from Mexico and has worked as a concrete contractor for more than 20 years, his mentor.

"He told us stories about his childhood in Mexico, sleeping in peanut fields and making huts from cornstalks to keep the predators away," Viramontes said. "He is the one who taught me what hard work is."

Viramontes exhibited Simmental cattle at the Houston Livestock Show™ from 2001 to 2004, and his most lasting memory is pulling trailers of cattle through Houston's bumper-to-bumper rush-hour traffic. "It's kind of ridiculous and kind of cool at the same time," he said.

After being awarded a Show scholarship in 2004, Viramontes enrolled at Texas A&M University, where he joined both poultry and beef cattle clubs. He eventually opted to pursue a bachelor's degree in poultry science, which he earned in 2008.

Graduation brought several changes including marriage to his hometown sweetheart to whom he proposed at Texas A&M's football stadium, Kyle Field. He also became a production supervisor at an Alabama poultry facility.

Today, Viramontes is the pullet/breeder manager in Oklahoma with one of the largest broiler stock producers in the country. In between the two jobs, he extended his education, earning a master's degree in business administration, and experienced the birth of his first child, a baby girl.

Viramontes credits his experience in Houston with helping him break out of his shell and getting serious about college. "Before, I was the shyest person," he said. "After the [scholarship] interview process, I could walk into a room full of businessmen and start shaking hands."

Viramontes views his Show scholarship as an investment — one which he plans to pay back by providing an example for future generations to follow.

"I hear people are getting further and further removed from the farming background," he said. "My plan now is to get some land and raise some livestock of my own. Agriculture is a lifestyle I want to hold onto and share with my own family. It's not for everyone, but it's certainly for me." 🍷



VOLUNTEER HERO THE RONALD RIDGEWAY STORY

By KEN SCOTT

Ronald Ridgeway has given more than most people could ever imagine, and yet, he has dedicated his life to giving more.

As the only American prisoner of war who has ever been declared killed in action, officially buried and then later returned to the arms of his family to tell his story, Ridgeway knows something about sacrifice and volunteering. He also is a man who believes he is better-off because of it.

In 1967, Ridgeway was 17 years old. He volunteered to join the U.S. Marine

Corps, and less than a year later, he found himself in the middle of the Vietnam War, serving in B Company, 1st Battalion, 26th Marine Regiment, attached to the 3rd Marine Division.

The morning of Feb. 25, 1968, near Khe Sanh, Ridgeway was part of a platoon assigned to patrol the perimeter of the combat base. This was an area he described as, "2,000 Marines surrounded by approximately 50,000 members of the North Vietnamese Army."

While the patrol was still within sight of the base, an order was given to charge

into an enemy trench system. "Six other guys and I made it in. One of our men was killed instantly, and then we heard the fighting behind us," Ridgeway said.

The combat base and the entire patrol were under attack. Ridgeway and the others helped the wounded move back toward the base when they were hit.

While he waited for help, Ridgeway blacked out. In and out of consciousness, Ridgeway realized the enemy was throwing grenades and shooting at the bodies of the dead Marines to make certain they were dead. He regained

As the only American prisoner of war who has ever been declared killed in action returned to the arms of his family to tell his story, Ridgeway knows something a

Left: Ridgeway speaks to a crowd of soldiers at Camp Pendleton, Calif., on March 19, 1973, upon his release as a POW in the Vietnam War.

Bottom left: Ridgeway's first U.S. Marine Corps photo at the age of 17 prior to his deployment to Vietnam.

Right: Ridgeway and his wife of nearly 40 years, Marie, before the start of the Feb. 29, 2012, calf scramble.



consciousness that night when he felt someone tugging at his arm. Ridgeway thought it was a medic; instead, a North Vietnamese soldier was trying to take his watch. "I'm not sure which one of us was more startled, him or me," said Ridgeway, who was then captured.

His captors treated his injuries and during the next 18 months, Ridgeway was moved to different POW camps and moved farther into North Vietnam. In November of 1972, Ridgeway arrived at the "Hanoi Hilton," the infamous POW camp where thousands of captured American soldiers were held during the Vietnam War, including Sen. John McCain.

What Ridgeway did not know while he was a prisoner was that his unit returned to the area several days after the ambush and recovered nine bodies, all unidentifiable. They believed Ridgeway's body was among them. These nine Marines were buried in a mass grave at Jefferson Barracks in St. Louis. Ridgeway's mother, Mildred, attended the service, but she did not believe her son was dead.

After 61 months of captivity, Ridgeway was released on March 16, 1973, and his mother received a phone call that her son was alive and had been a POW. In a television interview dated Feb. 3, 1973, Mildred said, "I never gave up hope on my son. I always thought my son was alive. It took time to come about, but I wasn't surprised over the call."

When Ridgeway returned home, he said he wanted to remain single for a time but was married less than six months later to his wife, Marie.

Today, Ridgeway gives of his time through volunteer efforts, and for the past seven years, he has been one of the more than 27,000 Houston Livestock Show and Rodeo™ volunteers. He serves

as a member of the Rodeo Merchandise Committee, which promotes and raises the awareness of the Show through the sale and distribution of items that carry the Show's logos. Marie has been a Show volunteer for 16 years and introduced Ridgeway to the Rodeo Merchandise Committee.

In addition to volunteering for the Show, Ridgeway, now retired, finds the time and energy to be involved with the Vietnam Veterans of America, the American Legion, Veterans of Foreign Wars, Disabled American Veterans, American Ex-Prisoners of War, Catholic War Veterans, Red River Rats, Knights of Columbus and the Sacred Heart Society.

"I try to help out as many of these groups as I can. But, the Rodeo is special," Ridgeway said. "I believe the folks I have met through my work on the Rodeo Merchandise Committee are the best people I could ever meet. But, the big thing is the scholarships for the kids."

Joe McDaniel, past committee chairman, said many of the members of his committee were not aware of Ridgeway's story, but just enjoy working with him. "Ronald has been a real asset to our committee. He always has a smile and great attitude. He is the guy who is always willing to help anybody," McDaniel said. "As far as I'm concerned, Ronald is one of our greatest American heroes, and we really appreciate him."

Ridgeway had the honor of starting the calf scramble during the Armed Forces Appreciation Day performance of RODEOHOUSTON® on Feb.



29, 2012. He received a standing ovation from the Reliant Stadium crowd, many of whom were active service men and women.

As with many true heroes, Ridgeway does not believe the term applies to him. "I don't believe I'm a hero, but I'm proud of how I conducted myself during my time as a POW."

Ridgeway and Marie now live in Hallettsville, Texas, near their son, who is a lieutenant commander in the Navy, and his family. One of their two grandsons raises and shows pigs and is scheduled to participate in the 2013 Show.

The flag that was draped over his coffin and given to his mother after the service in St. Louis is still in Ridgeway's possession — an item not many people have in their collection of life souvenirs. Even after all he has been through, Ridgeway said he believes he was more fortunate than thousands of others who experienced a similar fate.

A cheerful and grateful Ridgeway remarked, "When I was first captured I was treated fairly. But, once I became a POW, it wasn't pleasant. But, I do believe I am a better person today because of it." 🇺🇸



, officially buried and then later about sacrifice and volunteering.



2012 RODEOHOUSTON® BP SUPER SERIES CHAMPIONS

By ELIZABETH MARTIN
Contestant still photos by Debbie Porter

After 18 days of nail-biting RODEOHOUSTON BP Super Series action, it all comes down to one day and one final chance at \$50,000 and the title of RODEOHOUSTON Champion. Eight rodeo athletes left Reliant Stadium with more than \$50,000 each in their pockets and the thrill of being named champion at the world's largest rodeo.

"Bowlegged H" Magazine caught up with all the champions after their wins.



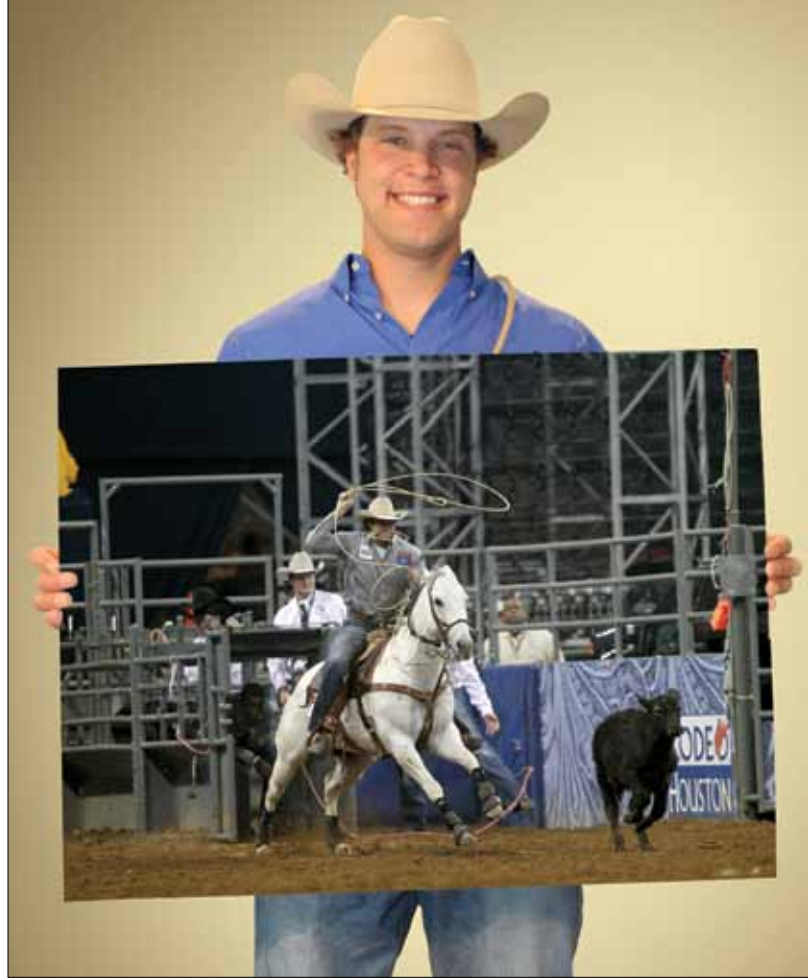
ADAM GRAY
Seymour, Texas

What was going through your mind during your winning run?
During the run, I was just trying to focus on the run itself, just trying to keep everything in order. I get ahead of myself. Afterwards there was a lot more going on — I thought I was having a heart attack!

What does it mean to you to be a RODEOHOUSTON champion?
It means a lot. This is probably the biggest win of my career.

What is the one piece of equipment you cannot do without?
It would be hard to narrow one piece — there sure are a lot of things. But, my horse is very important.

Did you do anything differently in the final four shootout versus the previous rounds?
I go out every run the same and try to make no mistakes and be as fast as I can.



KAYCEE FEILD
Payson, Utah

What was going through your mind during your winning ride?
Just be tough; grit through it no matter what's going on throughout the ride — just grit through it and make the 8 seconds. At about 6 seconds, I heard the crowd really getting loud and I was like, "Oh, yeah! This is awesome!" And, I just set my feet harder and spurred faster.

What does it mean to you to be a RODEOHOUSTON champion?
Oh, this is awesome. You win rodeos all over, up and down the United States and Canada. Houston is just one of the ones that when someone recognizes your buckle that says, "Houston," they're going to appreciate what you've done and respect it.

What is the one piece of equipment you cannot do without?
Probably my cowboy hat. Can't be a cowboy without a cowboy hat.

What was different between the final four shootout and the previous rounds?
The caliber of horses. The horses in the finals were just outstanding, and those are the kind of horses that you get on and can really show your ability to ride.





WADE SUMPTER
Fowler, Colo.

What was going through your mind during your winning run?
Just excited. I got a good start and got around that steer and knew he'd be alright on the ground.

This is your second win at RODEOHOUSTON. What does it mean to you to be a named a champion here?
It's a big part of your career. This is the best way to make a living.

What did you do differently than everyone else?
Got lucky, I guess.

What went differently in the final four shootout versus the previous rounds?
I won second in the long round and then came back with just four guys in there — anything could happen. I got a pretty good start and a good steer.



LINDSAY SEARS
Ropesville, Texas

What was going through your mind during your winning run?
I think I glazed over. The only thing you're focused on is the job at hand, and that was just to ride my horse stride for stride and try to do the best I could. Go as fast as you can and as tight as you can.

What did you do differently than everyone else?
I got lucky. In barrel racing there's three other girls that could have won first. I just barely came out on top — when you're talking hundredths of a second, you really can't tell what made the difference.

What went differently in the final four shootout versus the previous rounds?
[My horse, Martha,] made a nice run in the long round. Whenever I have to make two runs on her, she always comes back a little stronger, more aggressive [on] the second run. I'm lucky she likes these sorts of setups. Some horses don't fire as hard in the second round.

You just won more than \$50,000. What are you going to do now?
I'm taking the rest of the spring off to stay home. I saved Martha all winter and didn't ride her, and I told her if she won Houston, she could be on holiday until July, so we're going home.



TEAM ROPING
\$110,400
(Team Total)

**CODY GRAHAM
and MONTY PETSKA**
Everton, Mo., and Turlock, Calif.

Cody:

What was going through your mind during your winning run?

I was scared to death. It was a situation where you try to go for it all, or you lay it up and make a safe run. Monty just kind of looked at me and smiled, and I knew what to do. We just tried our best.

What does it mean to you to be a RODEOHOUSTON champion?

Oh, my gosh, it's the biggest win in my life. And to do

it in Texas, at Houston, the biggest rodeo, the best rodeo — it's unforgettable and means a lot.

Monty:

What is the one piece of equipment you could not do without?

Rope. We can't really get by without any of it, though.

You just won more than \$50,000. What are you going to do now?

Spend it!



BULL RIDING
\$56,200

BEAU SCHROEDER

China, Texas

What was going through your mind during your winning run?
Yay! That's all I could think was, "Yay! Woohoo!"

What does it mean to you to be a RODEOHouston champion?
Oh, it's a lot. This is the biggest rodeo there is, and it means the world to me to win it. I was just glad I got to do what I came here to do, in front of all these people.

What did you do differently than everyone else?
I just stayed on; I was the lucky one to stay on.

What went differently in the final four shootout versus the previous rounds?
Different bulls — I just got lucky my bull didn't buck as hard as the rest of them in the long round.



**SADDLE
BRONC RIDING**
\$56,700

CODY WRIGHT

Milford, Utah

What was going through your mind during your winning ride?
Lift on the reins. Set my feet. You know, finish strong.

What does it mean to you to be a RODEOHouston champion?
It's awesome. I was just thinking about it last night when I made finals in the Wild Card Round; I've never won Houston. I've made the finals here before, and I love to be able to say I've won in Houston. It's an honor; it's a great rodeo.

What was different between the final four shootout and the previous rounds?
The horses, I think were better, more even, and you just get those kinds of horses together and guys that can ride them well, and it makes it a great event. It's a huge purse, an awesome community and fans here, and it's just been outstanding.

You just won more than \$50,000. What are you going to do now?
I better ask my wife!

INCOMING VICE PRESIDENTS

By KATIE LYONS

JERRY CREWS

Jerry Crews has lived and breathed the Houston Livestock Show and Rodeo™ calf scramble since he first became a member of the Calf Scramble Donors Committee in 1991. He said he enjoys working with the young 4-H and FFA members and seeing the looks on their faces when they reach their goals and expectations.

“[The young people] represent the future of our state and our country,” Crews said. “Seeing the type of youth that we work with makes you feel a lot better about our future.”

He served as vice chairman of the Calf Scramble Donors Committee for nine years and was named that group’s committeeman of the year in 2002. The same year, he joined the Calf Scramble Arena Committee and was chairman from 2010 to 2012. He joined the Corporate Development and Mutton Bustin’ committees in 2010. Crews was honored as rookie of the year for the Corporate Development Committee and served as vice chairman from 2011 to 2012. He was elected to the Show’s board of directors in 2011.

As vice president, Crews serves as officer in charge of the Calf Scramble Arena, Calf Scramble Donors, Calf Scramble Greeters, Rodeo Contestant Hospitality and Rodeo Contestant Services committees.

Crews graduated with a degree in petroleum engineering from Texas A&M University and is a retired U.S. Army infantry officer. He is the founder, managing director, chief operating officer and executive vice president of EnergyQuest II, LLC, an oil and gas acquisition company.

Crews also gives his time to many other charities, including Small Steps Nurturing Center, where he served on the advisory board for seven years and currently serves as vice president on the executive board.

Crews and his wife, Ann, recently celebrated their 40th wedding anniversary. Ann is vice chairman of the Calf Scramble Donors Committee. They have one daughter, Becky Doran, and three grandchildren, Samantha, Alexandra and Chase.



ROBERT KNEPPLER

Sitting on the upper level of the Astrodome watching Johnny Cash perform was incoming vice president Robert Kneppeler’s first memory of the Houston Livestock Show and Rodeo. He also remembers having a hard time understanding that Cash was actually more than 2 inches tall.

Kneppeler grew up going to the Show and proudly recalls attending the Charley Pride concert 11 years in a row. “To me, the Show was Houston,” Kneppeler said. He said he always knew that he would one day be involved.

Kneppeler became a life member in 1991, joined the Calf Scramble Arena Committee in 1999, and became a vice chairman in 2010. In 2002, he became a member of the Corporate Development Committee, where he has served as team captain, vice chairman and chairman. In 2010, he joined the Special Children’s Committee.

As a vice president, Kneppeler serves as officer in charge of the Corporate Development, Magazine, Rodeo Ticket Sales and Special Children’s committees. He hopes to improve the Show by increasing the number of scholarship dollars awarded, as well as the number of students who receive Show scholarships. He said he also would like to explore new groups of students who are eligible for scholarships.

Kneppeler’s passion for supporting youth does not stop with the Show. He also dedicates his time to many other philanthropic organizations, specifically Boys and Girls Country of Houston, a Christian-based home where children in family crisis can live. He has served on the board of directors and acted as chairman of the board and capital campaign and financial resources chairman.

He is a managing director and partner of John L. Wortham & Son, L.P. after RBK Services was acquired by Wortham. Kneppeler and his wife, Susie, are both native Houstonians. They have two sons, John and Trey and a daughter, Colby.



JEFF LEWIS, D.D.S.

Jeff Lewis recalls a time in elementary school when his father took him to visit livestock in the parking garage of the Sam Houston Coliseum and to see the Rodeo performance inside the Coliseum. After graduating from dental school, he remembered walking around the Show grounds and seeing people, wearing gold badges, who clearly knew what they were doing.

Lewis became a life member of the Houston Livestock Show and Rodeo in 1985 and joined the Corral Club – Chute Club Committee in 1986. He has served as captain, assistant club chairman, club chairman and, most recently, division chairman of Corral Club General. Additionally, he has served on the World's Championship Bar-B-Que Committee for 13 years. In 2004, Lewis was elected to the Show's board of directors, and he joined the Rodeo Uncorked! Wines Sales Committee in 2010.

Since his election as a vice president, Lewis said he has developed a whole new appreciation for how many working parts exist in the Show. He is officer in charge of the Communications & Special Services, Facility Services, Recycling, School Art Auction, and Souvenir Program committees.

"I have enjoyed meeting new people who share the same passion for the Show as people I have known for years," he said. Lewis believes that if he can make volunteering a little bit more rewarding and fun for the committee volunteers, then he has made his mark as a vice president.

He graduated from The University of Texas Dental Branch at Houston with a degree in dental surgery and continues to practice general dentistry in southwest Houston. He supports the Ben Johnson Cowboy Classic, benefiting the Cystic Fibrosis Foundation, and has been a member of the Tejas Vaqueros riding group since 2004. He also has served on the board of directors of the Texas Reining Horse Association.

Lewis enjoys raising reining horses, and has shown his horses in the Houston Livestock Show™'s Quarter Horse, Palomino Horse, Paint Horse and National Reining Horse Association shows.

Lewis's wife, Karen, has been involved with the Show since 1988, volunteering on the Corral Club – Directors' Club, Membership and Souvenir Program committees.



LYNN NUNEZ

While growing up, visiting his aunt's house each spring during the Houston Livestock Show and Rodeo was the high point of Lynn Nunez's year. Not only was he excited to join the fun as an attendee of the Show, but Nunez said he also believed that volunteering for the organization would prove to be both fun and rewarding.

His wide range of committee work began in 1998 when he joined as a life member and volunteer on the Corral Club Committee. The following year, he became a member of the Paint Horse Committee and served as vice chairman from 2003 to 2007. In 2001, he joined the International Committee, and in 2002, the Steer Auction Committee, serving as a captain from 2003 to 2005. He also joined the Horse Show Awards Committee in 2003 and he was chairman from 2007 to 2009. Additionally, he joined the Corporate Development Committee in 2010 where he has been captain since 2011. Nunez has been on the Show's board of directors since 2004.

"The Houston Livestock Show and Rodeo is an extraordinary community of dedicated volunteers working together," Nunez said. "It's difficult to express what that means to me; it's simply inspirational." Nunez serves as officer in charge of the Commercial Exhibits, Go Tejano, Ladies' Go Texan, Rodeo Merchandise and Special Attractions committees. As a vice president, he looks forward to working toward the continued success of the Show and his personal goal of growing the number of scholarships.

Nunez has presided as chairman and chief operating officer of Hometruster Mortgage Company since 1986, with offices in nine states. He also serves as chairman of Trinity Commercial Capital and advisory director of Ascentium Capital. He is a member of Free Masons and several riding groups, including Tejas Vaqueros, Rancher's Ride, Rancheros Visitadores and Salt Grass Trail Ride.

He is married to Lillian Ann, who also is a life member of the Show. They have three children, Kevin, Christie Bean, and Jaime, and three grandchildren.



DENNIS STEGER

Dennis Steger eagerly awaits the whirlwind of Show season each February and March. He said he thoroughly enjoys the camaraderie of his fellow volunteers and the overwhelming sense of satisfaction and fulfillment that he feels from giving back to the community.

However, the Houston Livestock Show and Rodeo was not Steger's first rodeo. While living in New Orleans, he was involved with the New Orleans Rodeo Association, and attended the Houston event for the first time in 1975 as a guest. As an outsider looking in, he remembers the vastness and incredible organization of the Show.

After moving to Houston, he wanted to be a part of this unique group, and credits Lifetime Vice President Red Griffin with encouraging him to join the International Committee. Steger became a life member of the Show in 1996 and a member of the International Committee, where he served as chairman from 2010 to 2012. In 2002, he became a member of the Gatekeepers and Swine Auction committees, and in 2005 he joined the Parade Committee.

As a vice president, Steger said he looks forward to going out to the Show to meet, greet and have fun. "If you are not having fun, then why volunteer?" he said. He serves as officer in charge of the Grand Entry, International, Llama and Alpaca, Mutton Bustin', and Rodeo Operations committees.

Steger is president of Lynchburg Shipyard, Channel Shipyard, San Jacinto Barge Repair and Occupational Healthcare. Additionally, he has served as director of the La Porte Water Authority since 2004. He is a member of the Tejas Vaqueros riding group and proudly supports Boys and Girls Harbor as well as the FFA and rodeo programs at Crosby, Baytown and La Porte high schools.

Steger has three children, Dustin, Kyle, and Jess, and three grandchildren.



JOE VAN MATRE

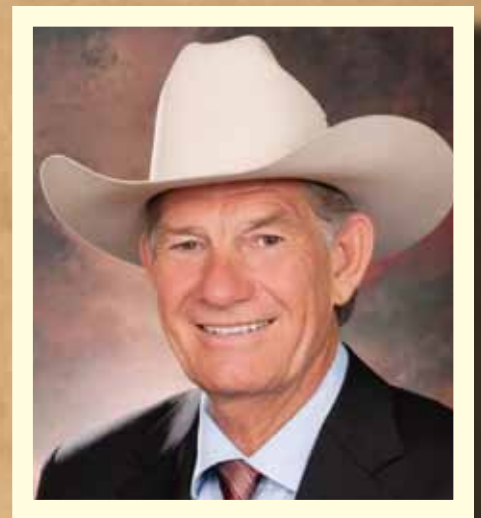
Driving from Lafayette, La., each Monday for Swine Auction Committee meetings was not an easy task for Joe Van Matre. However, his dedication has proved well worth the effort, and the Houston Livestock Show and Rodeo has become a close-knit family to him. "Most importantly, I am proud of the friendships that I have cultivated through involvement in the Show," he said.

Van Matre first became involved in the Show as a season ticket holder in 1984. He became a life member in 1988 and joined the Swine Auction Committee in 1994, where he has served as assistant captain and vice chairman. In 2002, he joined the International and Donkey and Mule committees. He continued his volunteer efforts by joining the School Art Committee in 2008, and he served as chairman of the Rodeo Uncorked! Wine Sales Committee from 2011 to 2012.

As a vice president, Van Matre serves as officer in charge of the Judging Contest, Sheep & Goat, Wine Events, Wine Garden, Wine Sales and Winery Relations committees. "I look at the opportunity of serving as a vice president as being a support system for my committees," Van Matre said.

Van Matre works as president and owner of JEVM Rental Properties, LLC., and also serves on the board of directors for Dunn Exploration, LLC. He is a member of the Tejas Vaqueros; Scottish Rite of Freemasonry, S.J., USA; and the Arabia Shrine Temple. Van Matre has one son, Joseph, and two grandchildren Zoie and Joe II. Joseph currently volunteers on the Calf Scramble Arena Committee. Van Matre's fiancée, Jennifer Currey, is on the Trailblazer Committee and is a vice chairman of the Wine Sales Committee.

Van Matre enjoys knowing that he is giving back to the community and hopes that his dedication to this next generation will encourage them to give to the generation that follows them. He said, "I guess you could say I want to pay it forward."



INCOMING COMMITTEE CHAIRMEN



All Breeds Livestock Sales
DANIEL MURPHY
MORIARITY



Calf Scramble Arena
BARRY MAYFIELD



Communications &
Special Services
MELANIE HATCH



Corral Club - At Large
LEON SONTAG



Corral Club - Chute Club
WAYNE HINTON



Corral Club - Division I
DAVID BAKER



Corral Club - Level East
JEFF MANNING



Corral Club - Main Club
DEE BAGLEY



Corral Club -
Reliant Stadium
Committeemen's Club
JOHN LOVELACE



Corral Club - Suites West
GLENN COWAN



Cutting Horse Show
JENNIFER HARMEL



Directions & Assistance
ROBERT "BUBBA" LANGE



Donkey and Mule Show
BILLY PATE



Equipment Acquisition
MATTHEW CONE



Events and Functions
KELLY DUNNAVANT



Graphics & Signage
LOIS ROGERS



Houston Metro Go Texan
ALAN FOLGER



International
CARRUTH GERALT



Jr. Rodeo
TIM PHILLIPS



Junior Horse Show
GUY COOK

COMING COMMITTEE CHAIRMEN



Magazine
**KENNETH C.
MOURSUND JR.**



Palomino Horse Show
LUKE FEILD



Poultry Auction
ROGER CAMP



Premium Seating
JULIE JOHNSTON



Rabbit
RAMONA McANINCH



Ranch Rodeo
DUDLEY RAY



Rodeo Contestant Hospitality
TOM HARRISON



Rodeo Contestant Services
JAMES "JIM" PETREE



Rodeo Merchandise
MIKE BREM



Rodeo Sports Medicine
**DR. KELLY LARKIN
BEASLEY**



Safety
BRIAN WISCHNEWSKY



Speakers
GREG RINCON



Special Attractions
DARRYL DAVIS



Team Penning
and Ranch Sorting
PAUL SHOLLAR



Ticket Services
DARREL ROGERS



Western Heritage
Community Challenge
ANGELA HERNANDEZ



Wine Sales
GIGI MAYORGA-WARK



Winery Relations & Publicity
SAM RAY



World's Championship
Bar-B-Que Contest
DUNCAN UNDERWOOD



CHALLENGE
LIVES

Most people would agree that drug and alcohol abuse have damaged many lives, and now the Houston Livestock Show and Rodeo™ is helping to address this important community problem. The Show is granting funds to the Fellowship of Christian Athletes' OneWay2Play – Drug Free program, which provides professional athletes and former athletes as speakers to challenge students to avoid drugs and alcohol.

OW2P uses three key elements: faith, commitment and accountability. Students in middle school, high school and college are given motivational presentations on the importance of drug and alcohol avoidance, challenged to commit to play drug free, sign a commitment card, and choose an accountability partner.

Eric Anderson, the greater-Houston-area director of FCA said, "The program is being implemented to encourage student athletes to honor the Lord with their bodies. As a ministry, we really want to promote that and point out that there is success without alcohol or drugs."

According to Anderson, the FCA is active in 197 public and private middle and high schools in the greater Houston area, as well as in five area colleges. During the next fiscal year, the FCA plans to expand with the hope of being represented on 300 Houston-area campuses. Local staff members will host OW2P rallies on middle and high school campuses throughout the city of Houston, focusing on the consequences of drug and alcohol abuse.

Former professional football player Tyron



Photo courtesy, Houston-Area FCA

ING STUDENTS TO

Live and Play

DRUG FREE



Smith and Melvin Adams, a former Harlem Globetrotter, will deliver motivational presentations to help students understand the importance of avoiding drug and alcohol abuse.

“During Tyron Smith’s career with the San Francisco 49ers organization, he made a strong and positive impact on both the team and the community,” Anderson said. As for Adams, he has been active with Houston’s FCA and has proved to be a very dynamic youth speaker.

Nationally, this program has been presented to hundreds of thousands of students around the country. The national OW2P spokesman is former

Denver Broncos football player Steve Fitzhugh, who, along with many other players

and coaches, has endorsed the program through several FCA chapters. Athletes can be seen touting the importance of this program in online videos posted by the FCA.

Thanks to the support of the Houston Livestock Show and Rodeo, the Greater Houston-Area FCA will now be able to bring the program to local schools. Armed with the knowledge that student athletes are highly competitive individuals, the FCA presents its faith-based program as a challenge to reinforce the commitment that there is only one way to play — drug free. 🏈

“The program is being implemented to encourage student athletes to honor the Lord with their bodies. As a ministry, we really want to promote that and point out that there is success without alcohol or drugs.”

Eric Anderson

COMMITTEE spotlight

Communications & Special Services

By TODD ZUCKER

The Communications & Special Services Committee performs services essential to publicizing the Houston Livestock Show and Rodeo™ throughout the state of Texas.

Formed in 1972 as the Industrial Editors Committee, it initially assumed responsibility for publicizing the calf scramble. Its inaugural chairman, Guy Fausset, and founding member, Joan Lockman, arranged for the new committee to photograph the calf scramblers in action during the event, so that companies donating calves could publish the photographs in their internal publications.

Since then, the committee has greatly expanded its role. In addition to photographing calf scramble contestants, livestock and dairy judging winners, Go Texan events and other Show events, the committee also conducts surveys to gauge audience demographics and star entertainer preferences. The Show's Marketing and Public Relations Division uses the survey results to help Show officials create RODEOHOUSTON® entertainer lineups with broad appeal and to make changes or additions in other attractions on the grounds.

The 202-member committee is organized into four divisions: survey, press box, scramble and press release. Eight vice chairmen oversee its activities, and each division has four captains. Badge requirements include attending at least two of the three pre-Show meetings, working Show assignments and conducting telephone surveys each year.

Pam Springer, former officer in charge of the committee, admires the self-sufficiency and professionalism of the



committee and its members. "The Communications & Special Services Committee is a dynamite committee," Springer said. "They touch so many areas of the Show, and, on any given day, you might find them anywhere around the Show grounds or even at off-site events, taking photos or conducting surveys."

According to past committee chairman AJ Corona, "[2012 was] the committee's 40th anniversary with the Show, and we have been so blessed through the years in having so many members here with a positive and a can-do attitude. That is what makes our committee so unique. We are all here for the same goal — to have some kind of positive impact to the young men and women of the great state of Texas." 🐾

Lamb & Goat Auction



By GIGI MAYORGA-WARK

In 1955, the Houston Livestock Show and Rodeo formed the Junior Lamb Auction Committee, now known as the Lamb & Goat Auction Committee.

The committee's purpose is to reward the efforts of exhibitors by pre-selling all ribbon-winning junior market lambs and goats at premiums that well-exceed current market prices. These premiums are guaranteed and vary with placing, ranging from a minimum of \$1,000 for the lowest placing entrants to \$40,000 for the grand champions. Committee members must sell a minimum of \$4,000 in presales to earn a badge.

"There is a range of incentives to entice committee members to do well from buckles to merchandise awards,"

COMMITTEE spotlight

said Sharleen Walkoviak, committee chairman. “But the best incentive of all is reminding them what we are really selling [for] — the kids and their educational future, not to mention ours. If you love the meat, that is just a bonus.”

During the Show, committee members assist with the check-in and move-in of lamb and goat entries, followed by two days of showing and judging, where volunteers get to know the exhibitors and their families. “These are great kids with outstanding leadership skills, values and focus, [who] go on to make a difference in our society,” Walkoviak said. “We can make a difference one kid at a time, and that is what we try to do.”

All of this activity leads to the grand finale — the auction. Because of the buyers’ generosity, a record \$2,305,364 was raised at the 2012 Junior Market Lamb and Goat Auction.

Mark Melton, Show vice president and officer in charge, and former chairman of the committee, said, “Working directly with the youth of Texas and having a great time doing it is what drew me to the Lamb & Goat Auction Committee. To welcome and assist the kids and their families, for whom we have worked so hard raising money, is the ultimate Rodeo experience. They embody what the Show is all about.” 🤠

Mutton Bustin’

By TODD EUDY

Officially an operating committee since 2011, the Mutton Bustin’ Committee began as a task force the previous year, led by the committee’s current chairman, Parker Johnson. “The 2010 task force was so successful that we became an official [Show] committee,” Johnson said.

Mutton Bustin’ Committee members must meet their shift obligations depending on which area they are assigned — either inside Reliant Stadium or outside in Kids Country.

Committee members put on a full mutton bustin’ performance outside in Kids Country every hour from 11 a.m. to 7 p.m. during the run of the Show. Volunteers have a number of responsibilities, including registering contestants, dressing them in the proper gear, teaching the kids how to correctly ride a sheep, loading sheep in the chutes, and then letting the kids ride to an enthusiastic crowd. At the end, all contestants receive an award, but only one contestant is declared the champion and receives a champion belt buckle. Mutton Bustin’ Committee members also are in charge of placing DVD orders of rides and selling T-shirts to contestants in the Kids Country riding area.

During the RODEOHOUSTON Mutton Bustin’, volunteers guide parents and children to the stadium and help calm the young riders’ nerves before the event. Volunteers also help the contestants in the chutes, and stand by them, ready to step in



Lisa Van Eite

if the situation is too much for one of the youngsters.

Committee members also serve as judges at the outdoor venue. “At Kids Country, riders are judged by Mutton Bustin’ Committee members dressed as rodeo clowns,” Johnson said. “However, inside Reliant [Stadium], the judges are the official [RODEOHOUSTON] clowns [and bullfighters].”

No matter the venue, it is apparent that the Mutton Bustin’ Committee may be fostering the development of a few future RODEOHOUSTON cowboys and cowgirls through this exciting event. 🤠

COMMITTEE spotlight

Ranch Rodeo



Lisa Van Ellis

By MARINA OLSON

The Ranch Rodeo Committee is responsible for the action-packed competition held in Reliant Arena each year at the Houston Livestock Show™, featuring the best cowboys from surrounding area ranches.


Jeffrey S. Hayes, past committee chairman, said, "The event is dedicated to honoring our Western heritage by embracing and showcasing the spirit and values of the working ranch cowboy."

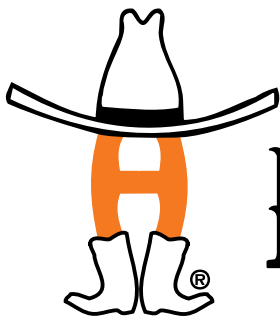
Activities are designed to embody the essence of cowboy lifestyle and history. The Ranch Rodeo events are calf branding, sorting, ranch bronc riding, wild cow milking and mugging. Mugging is an event in which a cowboy must sort a numbered steer from the herd, rope it and then calf-tie three legs together; the steer must stay on the ground for six seconds after the tie to count as a complete mugging.

In 2012, the Show divided the Ranch Rodeo contest into three competitions, which gave the committee more

responsibilities. The competitions included invited ranches, qualified counties and a champions challenge. Invited ranches featured 10 teams competing for three spots in the first ever Champions Challenge Ranch Rodeo, which also brought the top three teams from the San Antonio Stock Show & Rodeo™ and the Fort Worth Stock Show and Rodeo to compete for the title. The qualified counties competition showcased 26 teams from 13 counties surrounding Houston.

The committee has approximately 80 volunteers, who are involved in everything pertaining to the two-day event, including livestock handling, crowd control, publicity, contestant hospitality, and donor and contestant appreciation parties.

The 2012 Show marked the Ranch Rodeo Committee's sixth year, and according to Hayes, the committee was started to provide a look at the working ranch experience for the public. Ranch rodeo competitions are rapidly growing as a sport, which is great for both the committee and the Show. 



Rodeo Round Up

NEWS, HIGHLIGHTS & UPDATES



2012 RODEOHOUSTON® Entertainers Take Top Honors at CMT Music Awards



Male Video of the Year

"I Don't Want This Night to End," Luke Bryan (2012)

Female Video of the Year

"Over You," Miranda Lambert (2008, '11, '12)

Group Video of the Year

"We Owned the Night," Lady Antebellum (2009 – 12)

Collaborative Video of the Year


"Remind Me," Brad Pailsey (2001, '05, '08 – 12) and Carrie Underwood

CMT Performance of the Year

"Tattoos on the Town," Jason Aldean (2010 – 12)



SPECIAL NIGHT AT
RODEO HOUSTON



GEORGE STRAIT
 SUNDAY, MARCH 17, 2013 - 6:30 p.m.
 WITH MARTINA MCBRIDE & RANDY ROGERS BAND
 Tickets go on sale in January 2013

THE KING IS BACK!

In 2013, George Strait, the King of Country Music, will close out the Houston Livestock Show and Rodeo™ with a concert-only event in Reliant Stadium on Sunday, March 17. There will be no rodeo in the stadium that day, and the event will include opening performances by the Randy Rogers Band and Martina McBride. Tickets will go on sale in January, with the rest of the 2013 RODEOHOUSTON entertainment lineup. Visit www.rodeohouston.com for more details and ticket prices.



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