

HOUSTON LIVESTOCK SHOW AND RODEO™



MAGAZINE

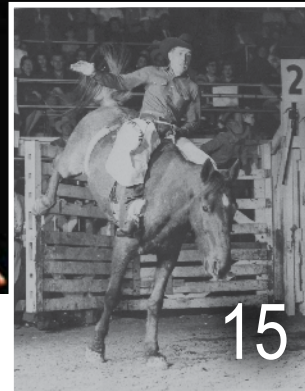
Vol. XX, No. 1

Spring 2012



Are You Ready to RodeoHouston®?

*22 Star Entertainers Are Set to
Take the Rotating Stage in 2012!*



FEATURES

- 5 Lights! Camera! Auctioneer!**
Each year, Show auctioneers speed-talk their way through thousands of junior market auction entries. Now, meet the men behind the voices.
- 12 From Professional to Volunteer — A Mirror Image**
With a driving force of 26,000 volunteers, several of the Show's dedicated committee members are able to use their professional skills to enhance their volunteer abilities.
- 14 Q&A: 80 Years and Counting**
Leroy Shafer, chief operating officer of the Show, talks about eight decades of Rodeo.
- 16 Community Involvement Series: A Perfect Match**
The Baylor Research Advocates for Student Scientists is one of the many programs supported by the Show's educational grant program, and, while different as a whole, the Show and BRASS go hand-in-hand to promote better educational practices.

MORE

- 2 2012 Show Parking Plan**
- 4 Professional Bull Riding event**
- 8 2012 RODEOHOUSTON® Entertainer Lineup**
- 10 2012 Hideout Calendar**
- 18 Committee Spotlights:**
Armed Forces Appreciation
Steer Auction
Transportation
World Shows
- 21 Rodeo Roundup**



Cover
Jason Aldean is one of 22 star entertainers to perform in 2012

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EDUCATION



ENTERTAINMENT



**WESTERN
HERITAGE**

FROM THE CHAIRMAN OF THE BOARD

Are you ready to RODEOHOUSTON®? In just a few short weeks, the 2012 Houston Livestock Show and Rodeo™ will kick off its 80th anniversary, and all of us in the volunteer corps have been working hard to bring Show visitors some great new experiences this year.

To start the world's largest livestock show and rodeo, the ConocoPhillips Rodeo Run will celebrate its 25th anniversary Saturday, Feb. 25, as it marks the beginning of the Downtown Rodeo Parade. This rich Houston tradition brings hundreds of thousands of citizens together to celebrate the annual Show. Since its beginning, the race has raised \$2.9 million for the Show's Educational Fund!

New for 2012, RODEOHOUSTON will co-host a Professional Bull Riding event in Reliant Stadium the final day of the World's Championship Bar-B-Que Contest, Saturday, February 25. The Show is excited to co-host this action-packed event in Houston, and we look forward to watching the chutes fly open and the bullriding begin.

On Tuesday, Feb. 28, RODEOHOUSTON returns with more money, more talent and more anticipation from some of the top cowboys and cowgirls in the world. A total purse of \$2 million will be awarded to champion athletes during the RODEOHOUSTON BP Super Series (Feb. 28 – March 17) and the Cinch RODEOHOUSTON Super Shootout: North America's Champions, presented by Crown Royal (Sunday, March 18).

The 2012 RODEOHOUSTON entertainer lineup has already created quite a buzz around the city and state! Featuring some of the top performers in the music industry — seven of whom are new to the rotating stage this year — the full entertainer lineup can be viewed in this issue of the "Bowlegged H" Magazine.

This will mark my first Show as chairman of the board, and I am thrilled to see it is shaping up to be one of the best yet! If you're one of my 26,000 fellow volunteers, you've been in high gear for months. We hope everyone else will join us for a great, affordable family outing!

Best wishes,



Steve Stevens



2012 Houston Livestock Show and Rodeo™ Reliant Park Parking Plan

After a phenomenal Show year in 2011, with more than 2.2 million visitors and in excess of \$100 million in gross revenue, the Show found some challenges with its parking and transportation systems. Feedback from volunteer surveys regarding parking helped the task force implement a new parking and transportation plan for 2012. Members of the task force include the Show's chairman of the board, president, chief operating officer, general manager, vice presidents, volunteers, and industry experts.

The 2012 parking plan was approved by the Show's Executive Committee on Oct. 27, 2011. The Show continues to thank its 26,000 volunteers for their hard work and dedication to make the annual event the best it can possibly be.



- Yellow:** Cash and volunteer overflow parking
- Blue and Yellow Striped:** Volunteers only parking
- Blue and White Striped:** Volunteers on assignment
- Blue:** Season ticket holders
- Red:** Livestock exhibitors
- Maroon:** Volunteers on assignment and horseshow exhibitors
- Orange:** Volunteers on assignment, commercial exhibitors and security personnel
- OST 1:** Public Rodeo Express lot
- Astroworld:** Public parking and volunteer overflow (Tentative)
- Green:** Season ticket holders
- Teal:** Suite holders
- Purple:** Permit parking
- Gate**

Rodeo Express and METRO Park & Ride shuttles will run from seven locations throughout the Houston area. Show visitors can park at one of these convenient locations and ride a shuttle to Reliant Park. Visitors are dropped off near Reliant Center and Reliant Arena. Each off-site parking lot is handicap accessible.



RODEO EXPRESS

2. DELMAR STADIUM

2020 Mangum Rd.

- No charge to park
- Round Trip Ride Prices
 - \$10 for ages 13 and older
 - \$5 for ages 3 to 12
 - Free for ages 2 and younger

3. OST 1

2103 South Braeswood

(Old Spanish Trail at N. Stadium Dr.)

- \$10 per car to park
- Ride Options
 - Ride shuttle bus for free
 - Ride the METRORail to Reliant Park for \$2.50 (round trip)

4. ARAMCO SERVICES COMPANY

9009 W. Loop South

- No charge to park
- Round Trip Ride Prices
 - \$7 for ages 13 and older
 - \$5 for ages 3 to 12
 - Free for ages 2 and younger

6. REED ROAD

2400 Reed Rd. (off Hwy. 288)

- No charge to park
- Round Trip Ride Prices
 - \$7 for ages 13 and older
 - \$5 for ages 3 to 12
 - Free for ages 2 and younger

Free rides for Show volunteers with gold badge, and their guest, from all Rodeo Express locations.

www.rodeohouston.com

SHUTTLE HOURS

WORLD'S CHAMPIONSHIP BAR-B-QUE CONTEST

Feb. 23 – 25

Last inbound bus from parking locations to Reliant Park departs lots at 9:30 p.m.

2400 Reed Road

- Thur., Feb. 23, 5 p.m. – 1 a.m.
- Fri., Feb. 24, 5 p.m. – 1 a.m.
- Sat., Feb. 25, 11 a.m. – 1 a.m.

All other lots

- Fri., Feb. 24, 5 p.m. – 1 a.m.
- Sat., Feb. 25, 11 a.m. – 1 a.m.

HOUSTON LIVESTOCK SHOW AND RODEO™

Feb. 28 – March 18

Last inbound bus from parking locations to Reliant Park departs lots at 9 p.m.

2400 Reed Road

- Continuous service from 5 a.m. – 2 a.m. daily

All other lots

- 5 p.m. – 1 a.m. Mon. – Thur.
- 5 p.m. – 2 a.m. Friday
- 11 a.m. – 2 a.m. Sat.
- 11 a.m. – 1 a.m. Sun.

METRO PARK & RIDE

1. N. SHEPHERD

7821 N. Shepherd

- No charge to park
- Round Trip Ride Prices
 - \$6.50 per person

5. WEST LOOP

4675 S. Braeswood

- No charge to park
- Round Trip Ride Prices
 - \$4 per person

7. MONROE

8833 1/2 I-45

- No charge to park
- Round Trip Ride Prices
 - \$4 per person

Gold badge holders do NOT receive free rides at METRO Park & Ride locations.

METRORAIL

Park at METRO's Fannin South Park & Ride lot (Fannin at West Bellfort) or at one of several parking locations along the rail line for an additional fee and take METRORail for \$2.50.

Visit www.ridemetro.org for more information on METRO Park & Ride and METRORail.

PROFESSIONAL BULL RIDERS



Buckle Up Houston, The PBR Built Ford Tough Series is non-stop, adrenaline-fueled action featuring the Top 40 bull riders on the planet taking on the fiercest bucking bulls in the world in the Toughest 8 Seconds in Sports.

For the first time in history, fans in Houston will be able to watch the best bull riders in the world compete at RODEOHOUSTON® when the Professional Bull Riders Built Ford Tough Series visits Reliant Stadium at 2 p.m. on *Saturday, Feb. 25, 2012.*



Tickets from \$15. Tickets are available at Reliant Stadium Box Office, all Ticketmaster locations, www.ticketmaster.com, or charge by phone at 800-745-3000.



Lights!

Camera!

AUCTIONEER!

By BECKY LOWICKI



With a rapid-fire delivery that often leaves a crowd hanging on his every word, Randolph Holford has witnessed the energy and excitement that skillful auctioneering can bring in his role as lead auctioneer at the Houston Livestock Show and Rodeo™. His humble demeanor belies the artistry, attention to detail and extraordinary talent evident each time he leads a sale.



“ You’re not effective if you’re not understood. There are many auctioneers who are speaking so quickly you can tell that the bidders can’t understand them and the sale isn’t as successful as it could be. ”

—Randolph Holford, official Show auctioneer since 1985

“Most people don’t realize that it’s more information processing at a very fast pace than anything else,” Holford said. “In the bidding-escalation process, when you bump up to the next level, say \$20,000 to \$21,000, you’re always ready for the next step up immediately following the last bid, if not before.”

His interest in the field was sparked more than three decades ago by a visit to the Show in 1975 with his father-in-

law, who went to bid on a mare. “I was mesmerized by the incredible control of the auctioneer and the excitement he was able to exude through his delivery,” he said.

Holford enrolled in auctioneer school in Bryan, Texas, and graduated ninth in his class. Clearly driven with a passion for his chosen craft, Holford worked under the tutelage of the legendary Walter S. Britten, the Show’s original

auctioneer, leading high school FFA sales and others until he was offered the principal auctioneer opportunity upon Britten’s retirement in 1985.

“Walter set the standard in terms of buyer recognition, and he was quite a role model to me over the years,” he said. “I haven’t changed that pattern and sell exactly as he did.”

Father-and-son team Glenn and Justin Beckendorff complete the trio of

Randolph Holford said one of his favorite things about being a Show auctioneer is having the opportunity to go behind the scenes and visit with exhibitors and their families before each auction. ►

official Houston Livestock Show and Rodeo auctioneers. In addition to being a Show auctioneer for the last eight years, Glenn is a county judge in Waller County. He believes in providing the most opportunities for youth, having served on founding committees for the district livestock judging contest and the district agricultural mechanics contest.

Glenn's son, Justin, followed in his father's footsteps by learning the craft of auctioneering at a very young age. He became a licensed auctioneer upon graduating high school and helped at local shows and events before becoming a spotter and, now, an official Show auctioneer.

"The oldest of five boys, I grew up on a farm and was really shy," Justin said. "I participated in FFA and showed chickens at the Rodeo, which really brought me out of my shell.

"As a long-time mentor of mine and friend of my dad's, Randolph was the auctioneer who sold my chickens at [the Show's] auction when I was young," he explained. "I know first-hand the value of the program that the Rodeo offers for youth who have clear-cut goals and are willing to work hard to achieve them. I also know how much it means, and the opportunities that the Show provides are unreal."

So how did they all learn to talk so



fast? "It sounds basic," Holford said, "but you would be surprised how challenging it is for many people to not only count to 100 in succession, but then they need to practice learning to count from 100 backward."

Once those skills are mastered, he noted, prospective auctioneers learn to add what is known in the business as "fillers." For example, auctioneers will add "now one, now two" in between each increment. Holford stresses that successful auctioneers not only have to be accurate, but they need to be clear.

"You're not effective if you're not understood," Holford said. "There are many auctioneers who are speaking so

quickly you can tell that the bidders can't understand them and the sale isn't as successful as it could be. It's a little like being a gunfighter; it's not important who's the fastest, but who hits first."

Gunfights excluded, there have been many bidding duels of sorts during the years, bringing surprise and anticipation with every sale.

As a testament to making the experience truly personal for the competitors, before every sale Holford makes a point to walk out back and thank the parents and the competitors. "I tell them that the best part of what I do is them — the families," he said.

The feeling is mutual, as he is often seen as a legend in the auction circles by the young competitors. "They come up and thank me all the time," Holford said, "but I tell the kids to go thank the volunteers, since they come out and donate a tremendous amount of their time and work all year to put on an event such as this."

Justin agrees. "Through the collective efforts of so many individuals, one person really can change someone's life," he said, "which is a tribute to all the buyers, bidders and Show volunteers." 🐾

◀ Justin (left) and Glenn Beckendorff have been auctioneering for the Show for more than a decade.



RODEO HOUSTON

a division of the Houston Livestock Show and Rodeo™

BUY TICKETS AT
 rodeohouston.com
 ALL TICKETMASTER LOCATIONS
 AND BY PHONE AT 800.726.1313



Alabama
 Tuesday, Feb. 28



Kid Rock
 Wednesday, Feb. 29

ARMED FORCES APPRECIATION DAY
 VALUE WEDNESDAY



Big Time Rush



China Anne McClain
 from A.N.T. Farm
 Sunday, March 4



Eli Young Band
 Monday, March 5



Enrique Iglesias
 Tuesday, March 6



Blake Shelton
 Wednesday, March 7

VALUE WEDNESDAY



Duelo



La Original
Banda El Limon
 Sunday, March 11

GO TEJANO DAY
 SPONSORED BY STATE FARM®



Zac Brown Band
 Monday, March 12

SPRING BREAK STAMPEDE



Miranda Lambert
 Tuesday, March 13

SPRING BREAK STAMPEDE



The Band Perry
 Wednesday, March 14

VALUE WEDNESDAY
 SPRING BREAK STAMPEDE



Alan Jackson
 Sunday, March 18

Clinch RodeoHouston® Super Shootout
 PRESENTED BY CROWN ROYAL
 SPRING BREAK STAMPEDE

Weekday performances b
 Weekend performances begin at 3:45

rodeohous

THANKS TO OUR HERITAGE
 RELIANT • FORD • MILLER LITE • COCA-COLA

Feb. 28 – March 18, 2012



Lady Antebellum

Thursday, March 1



John Legend

Friday, March 2

*BLACK HERITAGE DAY
SPONSORED BY KROGER*



Luke Bryan

Saturday, March 3

PRESENTED BY MILLER LITE



ZZ Top

Thursday, March 8



Reba McEntire

Friday, March 9

PAINT THE RODEO PINK DAY



Chris Young

Saturday, March 10



Jason Aldean

Thursday, March 15

SPRING BREAK STAMPEDE



Train

Friday, March 16

SPRING BREAK STAMPEDE



Brad Paisley

Saturday, March 17

*RODEOHOUSTON® BP
Super Series Championship
SPRING BREAK STAMPEDE*

begin at 6:45 p.m.
p.m. (March 18 at 3:30 p.m.)

ston.com

AGE PARTNERS
A • BP AMERICA • MATTRESS FIRM

The HideOut

Houston Livestock Show and Rodeo™

SUNDAY

MONDAY

TUESDAY

WEDNESDAY



28

GARY P. NUNN



29

RANDY



4



5

RYAN BEAVER



6

JAMES LANN



7

HONEYB



11



12

BART CROW BAND



13

MARK MCKINNEY



14

KYLE BEN



18

TODD FRITSCH

- Open 6 p.m. – midnight, Sunday–Thursday
- Open 6 p.m. – 1 a.m., Friday and Saturday
- Weekday performers begin at 10:15 p.m.
- Weekend performers begin at 8:30 p.m.
- Located on the east side of Reliant Astrodome

www.rodeohouston.com

Feb. 28 – March 18, 2012

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



BROWN



1

BRIAN BURKE



2

KEITH FRANK
BLACK HERITAGE DAY



3

KENEFICK



ROWNE



8

CODY JOHNSON



9

PRESTON COLY

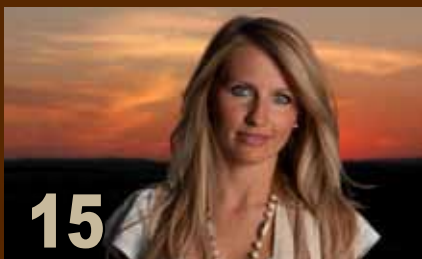


10

JARROD BIRMINGHAM



NETT BAND



15

KIMBERLY KELLY



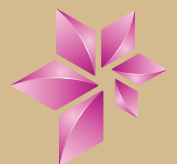
16

JOHN SLAUGHTER



17

MAX STALLING



Sponsored by **Statoil**

A MIRROR IMAGE

The Houston Livestock Show and Rodeo™ boasts a dedicated volunteer base of 26,000 volunteers. Now, imagine being able to do what you love in your volunteer time at the Show and get paid for it in your professional career.

Therapeutic Treasure Suzanne Andrews

Devoted volunteer is Suzanne Andrews, who serves on the Special Children's Committee. Volunteers on this committee provide opportunities for developmentally challenged children and adults to attend the Show and participate in the Top Hands Horse Show and Lil' Rustlers Rodeo.

Andrews, an occupational therapist, works with children and young adults in the comfort of their own homes. The therapy services that Andrews helps with include activities of daily living; developing age-appropriate play, feeding and handwriting skills; and assessing for equipment needs, range of motion and overall mobility.

Helping others was something Andrews said she has known she wanted to do since she was a young child. Her interest was spurred by the fascinating work a summer camp counselor described to her.

"A huge benefit I see to having my volunteer efforts mirror my career [is] what I bring to each, because of the other," Andrews said. "For my job, I come into contact with many children and their families who, perhaps, are either new to a world of special needs or who just haven't been introduced to many resources. I am able to show them what is possible."

While Andrews has too many favorite Show memories to count on two hands, one of her favorites took place at the Top Hands Horse Show. During this event, therapeutic riding clubs from around the Houston area bring their riders with special needs to participate in various competitions. "One year I was handing out awards after each competition and when the first place winner was announced, I walked up to the young lady, still on her horse, to hand her the belt buckle," Andrews said. "Beaming, she kept thanking me over and over and told me how hard she worked all year, specifically for this event. It gave so much value to what the Show and our committee [do]."



PHOTO COURTESY SUZANNE ANDREWS



Media Maven Jan Glenn

One volunteer who may be no stranger to Houstonians is local television personality Jan Glenn. With nearly 40 years in the media industry, Glenn currently serves as a third-year vice chairman on the publicity subcommittee of the World's Champion Bar-B-Que Committee, which works year-round to promote the event.

A graduate of and former cheerleader at Texas Tech University, Glenn was asked to report the weather at a local Lubbock, Texas, news station. When the West Texas city was getting hit by a series of tornadoes, which wiped out half of Lubbock, Glenn was reporting clear skies back at the station. By not letting this glitch stand in her way of a career in media, Glenn demonstrated her perseverance. When she earned a spot on Houston's Channel 13 as a co-host on "Good Morning Houston," alongside KTRK-TV veteran Don Nelson, Glenn was able to put her



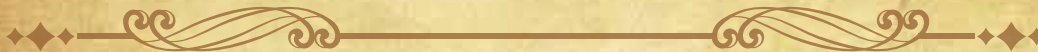
PHOTOS COURTESY JAN GLENN

talents to use.

Working in the Houston media market, Glenn was not going to be a stranger to the Show for long. As an anchor for "Good Morning Houston," Glenn reported live from the World's Championship Bar-B-Que Contest for 14 years. She then moved to Channel 39 and the Houston Access Channel in the early 1990s, where she did special Rodeo reports.

During her career, Glenn especially enjoyed reporting on activities where she learned how to participate in actual events, including tie-down roping and riding cutting horses. Glenn's accolades include being named a former Show celebrity goat milking champion in the 1990s and interviewing RODEOHOUSTON® entertainers, such as George Strait and Conway Twitty, to name a few.

Now retired from the media industry, Glenn still puts effort into the Show through the World's Championship Bar-B-Que Committee and said her career path has helped with the process of her volunteer duties tremendously.



Sculpting Sensation Edd Hayes

Edd Hayes, the official sculptor for the state of Texas and member of the Show's School Art Committee, started his art adventures as a hobby but was soon recognized for his talent. In 1982 he was invited to show his bronze sculptures at the Houston Livestock Show and Rodeo in a commercial exhibitor's booth.

"I was awestruck going into the Astrodome for the first time, and the people we met that first year became some of our closest friends," Hayes said. "I was hooked on the enthusiasm that all the committee members had for the Houston Livestock Show and Rodeo, and I wanted to be a part of it. My pursuit of becoming a professional artist became a reality at the first Show I attended in 1982."

Hayes was later named the Official Texas State Sculptor by the Texas Legislature in 1998. "It was a real honor and a true highlight in my career to get recognized for my work in my home state of Texas," he said.

Hayes first became involved with the School Art Committee as a judge in 1987 and since has collected several favorite memories, including the dedication of the six bronze horses he sculpted, known as "Wild and Free," to the Show. The horses, made in the early 1990s, were to commemorate and celebrate the 60th anniversary of the Houston Livestock Show and Rodeo. The monumental bronze statue was first installed in front of the Astroarena and was later moved to Carruth Plaza after Reliant Stadium was built.

Hayes said his favorite part of the School Art Program is the different opportunities it offers to inner city students, through School Art Auction prize money and a chance to apply for college scholarships. "Sometimes, all some youngster may have is an artistic talent, but with us, that is enough," Hayes said. "Art can take these kids to places they never dreamed of going and meeting people they never dreamed of meeting ... I know this to be true."



PHOTO COURTESY EDD HAYES



PHOTO COURTESY REBECCA LOEB

Event Aficionado Rebecca Loeb

Rebecca Loeb, second-year vice chairman for the Rodeo Uncorked! Wine Events Committee, is responsible for the success of the Champion Wine Auction. In her professional career, Loeb serves as a senior vice president at an event marketing and meeting management company, where she oversees and executes high-profile events.

Loeb said she has always known she wanted to work in the event world, where there is never a dull moment. She received a bachelor's degree in communication from Tulane University in New Orleans and began her professional career as an associate producer for her current employer. She eventually worked her way up the ranks, just as she did within the Rodeo. Loeb served as a captain of the Houston Livestock Show and Rodeo's Wine Auction Committee before serving in her current role as vice chairman.

A native of Victoria, Texas, Loeb moved to Houston about seven years ago and said she was very interested in getting involved with a fun, social, volunteer organization. "It is always fun to put on an event, especially at the Rodeo, where all the proceeds go to a good cause," Loeb said. "To me, that is the icing on the cake!" 🍷


80 Years and Counting

— a Q&A with Leroy Shafer —

By KATIE LYONS

The Houston Livestock Show and Rodeo™ has hit another milestone – 80 years of service! The 26,000 volunteers know all too well that the list of accomplishments is monumental. Who better to interview about the Houston Livestock Show and Rodeo's last 80 years than Leroy Shafer, chief operating officer.

Shafer has lived and breathed the Show for more than 38 years. His extensive knowledge of the Show's past, present and foreseeable future is unparalleled. "Bowlegged H" Magazine had the opportunity to discuss with him the ups and downs of the last 80 years as well as where he believes the Show will be in the next 80 years.


 **When you started with the Houston Livestock Show and Rodeo more than 38 years ago, there were 2,000 volunteers, and today we have 26,000. What are your thoughts on this unbelievable growth and commitment? Do you think the numbers will continue to grow?**

No one in 1973 would ever have imagined that the Show would grow to the size that it is today or that it would have this many volunteers or that we would grow from 36 to 105 committees. The key to this growth has been the expansion of the duties performed by committee volunteers and the level of responsibility given to them. We do not have more volunteers than we need and each and every volunteer knows that he/she is vital to the success of the Show. As long as we expand the opportunities for volunteer service, and as long as volunteers feel that they are contributing to the goals and purposes of the Show, the number serving will continue to grow.

 **What are some of the Show's biggest achievements in the last 80 years?**

It is easy to point to the Show's publicized accomplishments, such as the presentation of more than 21,000 scholarships and the contribution of approximately \$283 million to Texas youth. It is astounding that we have grown to be the world's largest livestock show and the world's largest rodeo, and that we have the largest attendance of any fair, event or festival in North America. But it is the behind-the-scenes decisions and accomplishments over the years that made all of this possible. These decisions include moving to the Sam Houston Coliseum in 1938 rather than moving to the Port of Houston stockyards after the Democratic Convention Hall burned in 1937; the decision to add separate, ticketed rodeo competition in 1938; the decision to add "star" entertainment to the rodeo in 1942 (Gene Autry); and the decision to move to the Astrodome and build the Astrohalla (first Show there in 1966) rather than build a much smaller arena and Show complex in Northwest Houston.



 **Were there ever any major setbacks or unforeseeable turns the Show has made?**

After having a major success with the first profitable Show in 1936, I am sure the Show's leadership was shaken when the 1928 Democratic Convention Hall burned. This may be the most important fateful turn in the Show's history. After the renewed success of the Show after moving into the new Sam Houston Coliseum in 1938, I am sure Show officials, like the rest of the nation, were devastated with the bombing of Pearl Harbor and the nation's immediate entrance into World War II in 1941.


During my tenure, after setting all attendance records during our 50th anniversary Show in 1982, we were hit with the "petroleum bust," and we recorded decreased annual attendance every year until 1989.

 **How did the Show react/respond to these setbacks?**

When the convention hall burned in 1936, the Show received a commitment from the city of Houston to build a convention facility that could be used for its exhibitions. Show officials took 1937 off (while construction was underway) to plan the "Show of Shows" for 1938. That Show saw the first souvenir program, the first carnival, the first parade and the first professional ticketed rodeo.

The Show led the way for agricultural production to feed the people at home and the troops abroad during World War II. Shortly after the bombing of Pearl Harbor, Gene Autry became the Show's first "star" entertainer and attendance records were set.

In 1987, the Show hired McKinsey & Company, a management consultant, to analyze the Show and to help it regain attendance lost during the economic downturn. This resulted in changes to schedules and timing of performances, more divergent entertainers, more attractions, relocation and re-emphasis of the carnival, and the implementation of off-site parking and shuttle bus operations. Attendance has grown steadily since then.

 **When do you think the Show made its turn to be one of the premier rodeo events of the year?**

From the standpoint of attendance and size, it started with the move to the Astrodome in 1966, going from 9,000 seats in the coliseum to 42,000 seats in the Astrodome (ultimately 58,000 seats in the Dome). From the standpoint of competition,


quality and international recognition, we turned that corner in the early 1990s when we eliminated slack and became an invitational rodeo – only inviting the top contestants.

We cemented “the turn” with the introduction of our RODEOHOUSTON Super Series format in 2007. That format is gaining strength and I believe it will change the presentation of rodeo across North America.

 ***How have the city of Houston and surrounding areas reacted to the growth of the Show?***

Houston, Harris County and the Metropolitan Marketing Area have been, and will continue to be, vital to the success of the Show. The city of Houston, from a facilities standpoint, provided our first home (1928 Democratic Convention facility) and our second home (Sam Houston Coliseum). The city was very involved in plans to aid the Show in building its own facilities from the late 1940s through the ‘50s.

Harris County stepped up to the plate when the Houston Livestock Show and Rodeo was invited to become partners in building the Astrodome Complex, and again with the three-way partnership (the Show, the Texans and Harris County) that resulted in Reliant Stadium and the rejuvenated Reliant Park. None of the Show’s success could have been achieved without the support of the people of Houston, Harris County and the surrounding marketing area.


 ***The entertainers’ stage and sound has had a history within itself. Please share the history and how the production capabilities are expected to expand for the future.***

The first entertainers were a cross between Wild West shows and singing cowboys (Gene Autry, the Lone Ranger, Roy Rogers, Dale Evans, etc.) Some, such as the stars of television shows “Bonanza” and “Gunsmoke,” did not sing much, if at all. They did riding and quick draw exhibitions; mostly it was just an up-close personal appearance.

In the coliseum, these types of entertainers performed on horseback or they stood in the arena dirt. The sound system was the arena public address system (something that was the case, even in the Astrodome, until 1979). The first true singing acts in the coliseum performed on sheets of plywood that were quickly laid on the dirt.

When we moved to the Astrodome, a new mobile stage was built. It was a 16-foot by 24-foot oval that was pulled into position by a tractor. It was chain driven and rotated through a 270-degree arc. That stage was replaced by a self-propelled electronic 42-foot square stage in 1986. It had a 41-foot-diameter turntable that rotated 360 degrees.


The undercarriage of that stage still supports the stage we use today. It has been rebuilt and repurposed seven times since 1986, each time making it state-of-art. All elements of the stage, sound, lights and video production have been upgraded on numerous occasions and I am confident that we always will be on the cutting edge of presentation technology.

 ***What is the biggest difference in the Show from when you started 38 years ago and now?***


The biggest difference is the sheer scope and size in every aspect of what we do — spectators, exhibitors, sponsors, volunteers, entertainers and staff. Also, we are much more of a professionally run business than we were in 1973. Then,


we were just beginning to grow into the Astrodome and we were changing from a “good-ol’-boy-and-girl” operation into a professionally run entertainment and educational not-for-profit corporation. The Show could stand on its own and compete with all of the other professional organizations vying for the consumer’s discretionary entertainment dollars.

When I came here, we were changing from the television series stars to world-class entertainers such as Elvis, The Osmonds, Sonny and Cher, The Jackson Five and all the other mega-stars who have followed. If you could imagine Elvis performing on a stage 16 feet deep by 22 feet wide, and singing on a stadium PA system — ouch, it was bad — versus the presentation you will see this year for Kid Rock — you will get the idea of how far we have come.

 ***What does the Show see as its greatest challenge in the next decade?***

There may be external factors (economic, political, pandemic, catastrophe, etc.) that have to be addressed and we always will have contingency plans to deal with them. That said, the greatest challenge will be the one that we have faced throughout our history — changing our product and our presentation to meet ever-changing demographics. We have done this successfully since 1932 and I have no doubt that we will continue to do so. There are many fairs, festivals and businesses that started before and after us who are no longer here because they did not do this one thing — change the product and the presentation to meet the changing demographics.

 ***What are some of the Show’s wishes in the next 80 years?***

We need to remain true to our purpose and continue to support our constituency (be it students, the livestock industry, our volunteers or the general public); continue to be an affordable family entertainment option for our audiences; be a viable partner with our greater community; be an entity that contributes to the common good; be on the cutting edge of content production and content delivery; and have some reporter like you, in 80 years, asking a manager like me, “How has the Show been so successful for the last 160 years?” 

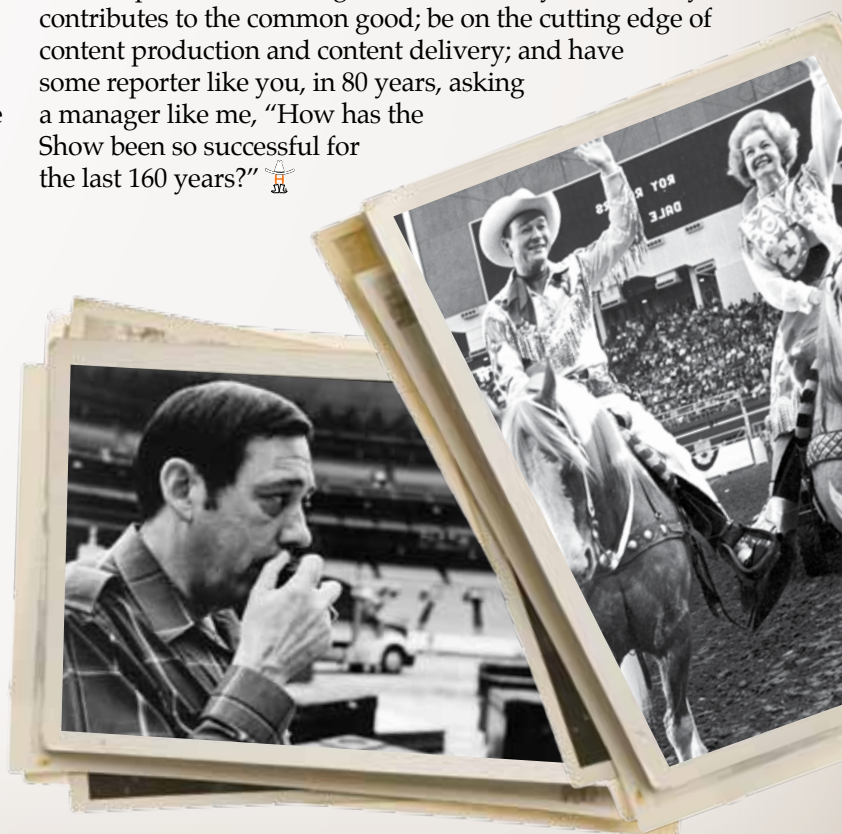




PHOTO COURTESY MINDY MELENDEZ OF HAPPINESS IS LIFE PHOTOGRAPHY

M a perfect Match

By GIGI WARK

The Houston Livestock Show and Rodeo™ is known for its support of students and education. One of the unique programs that receives the Show's support is Baylor College of Medicine's premier medical research program, Baylor Research Advocates for Student Scientists. The mission of BRASS is to pursue excellence in the field of biomedical research by providing scholarships and research funding to graduate-level students.

Established in 1995, BRASS was the brainchild of well-known Houstonian Myra Wilson. A lawyer and strong advocate of medical research, Wilson wanted to find a way to support the Graduate School of Biomedical Sciences at Baylor College of Medicine. William R. Brinkley, M.D., dean of the school, recommended that she "adopt" the scholars.

Wilson turned to two of her long-time law school friends and prominent Houston businessmen Don Jordan and Don Sykora to help raise funds for the new program. Jordan,

past president and chairman of the board of the Houston Livestock Show and Rodeo and current member of the Executive Committee, and Sykora, a Show member at the time, shared an interest in medical science and were more than willing to put their fundraising talents to work for this cause. Together they raised nearly \$1 million in the first two years of BRASS. That money went to establish the first three endowed BRASS scholarships. To date, and with the help of the community, more than \$3 million has been raised for BRASS and its scholars.

BRASS scholars are among the best and the brightest students in biomedical research today, representing the top 1 percent of graduate applicants. They have a strong desire to discover the cures to the diseases that impact lives, and they embrace the need to give back to the world in which they live. BRASS not only financially supports students' goals, but also provides mentoring from scientific peers and some of Houston's most successful business people.



▲ Several BRASS scholars stand with Myra Wilson, founder of the program, which is supported by the Show's Educational Fund.

"Part of the process is to get the students out of the lab and into the community. BRASS scholars go where the average graduate student does not," said Dr. Scott Basinger, associate dean of the graduate school and BRASS liaison. "They go to the opera, fundraising galas, sports events, the Rodeo and BRASS members' homes. They are, as Dean Brinkley originally proposed, essentially adopted."

The best way to understand and see the uniqueness of BRASS is to meet the scholars. Heather L. Franco, a 2007 BRASS scholarship recipient pursuing a post-doctorate degree in biomedical science, is studying in vitro fertilization. Her research has covered such topics as infantile cancers and heart disease,

as well as endometriosis that leads to infertility.

"The issues of fertility are devastating for many couples. Although there are huge advances in IVF, there is still a strikingly high rate of failure," Franco said.

BRASS has allowed Franco to travel to scientific meetings to share ideas, and to interact with other scientists. She also was able to buy a surgery tool kit for better efficiency in her experiments.

Geoff Preidis, a 2006 BRASS scholar, has a unique story, even among the best and brightest. It began in Haiti in 2001, when he was a student studying physics at Harvard University.

"In Haiti, I saw things; I felt things; and I experienced things that most Americans don't even know exist — entire populations without access to medical care, deaths from preventable illnesses, kids suffering from lack of vaccines, unclean water," Preidis said. "When I was considering medical


schools, BCM was the only one that was really supportive of my need to do international work. They allowed me to travel to and work on behalf of Haiti while pursuing my education. There was no other community like BRASS at any

"BRASS scholars go where the average graduate student does not."

—Dr. Scott Basinger,
associate dean of the graduate school and BRASS liaison

of the other schools I considered; this made BCM really special."

Preidis has founded Health Empowering Humanity, a nonprofit organization dedicated to a community-based approach to health care. He currently is working on two grants to aid in this effort.

BRASS transcended the goal of funding young investigative minds — it reached out and touched the lifestyles of prominent Houstonians. Basinger calls this marriage of community and laboratory a win-win situation — scholars gain valuable interpersonal skills that cannot be taught in the lab, and members of the community learn about the great science that is being conducted right here in the heart of Houston's Texas Medical Center. 



COMMITTEE spotlight

Armed Forces Appreciation

By LAWRENCE S LEVY

The Armed Forces Appreciation Committee is charged with the responsibility to serve as a liaison between the Show and U.S. military branches to plan and execute the Armed Forces Appreciation Day during each year's Show.

Houston Livestock Show and Rodeo Armed Forces Appreciation Day honors the men and women of the U.S. Armed Forces, and their families, for their military service. Much of the committee's efforts are in the planning, coordinating and implementing multiple, simultaneous events.

The Show recognized the troops in 2005, with a nightly salute and a video tribute to special guests from the military. In 2008, with the support of Robin Young-Ellis, a Show director and current chairman of the committee, the tribute was revived to honor and recognize the service and sacrifice of U.S. military personnel and their families.

Garnering a favorable response by both the military and the Show, in 2009, 1,600 military and guests were invited to attend the Show. For the 2010 Show, a task force was formed,



led by Young-Ellis, and 2,200 military and guests visited Reliant Park for the Show.

The task force became an official committee in 2011, under the leadership of Lifetime Vice President Dick Hudgins.

Young-Ellis said, "It is an honor to be part of this program seeking to inspire others to action and demonstrate unified support for our service men and women, as well as their families."

On Armed Forces Appreciation Day, set for Feb. 29, 2012, military personnel are invited as guests of the Show, attend a Texas barbecue dinner and gather for an official welcoming ceremony from Show officials and committee members. Special visitors, which include veterans, wounded military personnel, and family and friends, are welcomed by Armed Forces Appreciation Committee members.

"Having been involved with Salute to Our Troops the last three years, it is quite an honor to serve as officer of the Armed Forces Appreciation Committee," said Paul Lehnhoff, Show vice president. "We have awesome leadership and a dedicated and knowledgeable group of volunteers." 🍷

Steer Auction



By SARAH WEBER LANGLOIS

From its humble beginning, pre-selling four breeds of steers for an average of 48 cents per pound, to today, pre-selling 16 breeds at a floor price of \$2,250, the Houston Livestock Show and Rodeo™ Steer Auction Committee's efforts benefit hundreds of Texas youth whose steers are auctioned off, as well as hundreds more through the Show's Educational Fund. The first official Junior Market Steer Auction was held in 1947, and today, the committee, approximately 160 members strong, is still responsible for selling purchase commitments to individuals and companies who promise to spend a minimum amount at the annual auction.

Approximately 1,800 young Texans exhibit steers in individual breed competitions at the Houston Livestock Show™ each year, in an attempt to qualify as one of the 420 steers

COMMITTEE spotlight

selected to be auctioned. Sam Ayers, first-year chairman of the Steer Auction Committee, said, "The highlight of the committee is being able to provide above-market prices for steers raised by kids across Texas who can use the auction money to reach their goals in life."

Each student is guaranteed at least \$2,250 — the highest minimum auction requirement in the country, according to Ayers. Auction proceeds above the Show-established cap per steer are donated to the Houston Livestock Show and Rodeo Educational Fund in support of scholarships and grants.

Committee badge requirements include raising a minimum amount of purchase commitments: \$7,500 for rookies and \$9,000 for veteran committee members. Also, members hold the committee's annual Hide Party, an appreciation party during which buyers are awarded the hides from the steers they purchased at the auction the previous year, and the Steer Auction Breakfast. The Steer Starlettes, an all-women

subcommittee of the Steer Auction Committee, conduct silent and live auctions and a bowling tournament to raise funds for auction purchases.

Over its years of service, the Steer Auction Committee has earned many accolades, including orchestrating the largest dollar volume steer sale in the world and continuing its record-setting trend in 2011 with sales of more than \$3.5 million. In 2002, Grand Champion Steer buyers Dick Wallrath, J. Virgil Waggoner and the RSMIS Foundation established an all-time world record price for the Grand Champion Steer with their bid of \$600,001.

Although serving on the Steer Auction Committee is a substantial commitment, Ayers said, "The hard work is all worth it when you see the dedication and commitment these kids exhibit in raising their steers. You want to put your heart and your money behind these kids; they will be tomorrow's leaders." 🤠

Transportation

By TODD EUDY

The Transportation Committee is responsible for moving Houston Livestock Show and Rodeo™ visitors efficiently and safely around Reliant Park. The committee had a humble beginning 20 years ago, with only 29 members and 18 carts that operated out of a small garage on the north side of the Astroarena.

Today, the Transportation Committee has more than 1,400 members utilizing carts, Show cars, trams and mini-trams.

In 2011, the committee offered on-ground transportation to nearly 780,000 riders during the Show.

While the Rodeo Express Committee brings visitors to Reliant Park from offsite locations on buses, the Transportation Committee handles visitors once they arrive on the grounds. "We cover all aspects of onsite Rodeo transportation, using established routes throughout Reliant Park," said Randall J. "Randy" Trahan, Transportation Committee chairman.

Divided into teams, committee members work as a whole to make sure the various types of transportation run smoothly. The teams have individual names, with 105 volunteers on each, and headed by a captain with four assistant captains. The committee also has two teams that only work the World's Championship Bar-B-Que Contest,



COMMITTEE spotlight

a chuck wagon team that prepares meals to feed the committee volunteers during their shifts, and a special events transportation team that only works at special events and the auctions to assist buyers.

"The work load is evenly spread among the membership, which operates as a big family with everyone helping," Trahan said.

Moving hundreds of thousands of people requires coordination and training to ensure the trams run constantly. To prepare for these duties, members must attend two, six- to eight-hour training sessions before the Show because the grounds layout changes every year, and safety is top priority.

Everyone on the Transportation Committee is committed to keeping the wheels turning at the Rodeo. 🤠

World Shows

By TERRIE JAMES

The Houston Livestock Show and Rodeo™ has champion bull and bronc riders, champion livestock, and even champion wine, so it is no wonder the Show would enthusiastically welcome another championship.

For the first time, in 2012, the Show will host two American Quarter Horse Association World Show championship events. In the Versatility Ranch Horse competition, quarter horses are judged in five categories: ranch conformation, ranch riding, ranch trail, ranch cutting and working ranch horse. In Mounted Shooting, new to the AQHA World Show series, riders and their horses compete in their ability to combine speed with shooting accuracy.

To coordinate these new events, the Show has established the World Shows Committee as the newest committee under the general Horse Show Committee. Andrew Dow, a lifetime vice president, chairs the new committee. Still in the early stages of development, the 30-member committee will help prepare for and coordinate the AQHA World Shows, which will take place in Reliant Arena March 2-3, 2012.

The committee also will help coordinate competition schedules and prepare the horse arena for each event. For certain parts of the competition, such as the ranch cutting and working ranch horse portions, committee members will help move cattle in and out of the competition arena. Perhaps the most important responsibility of the committee, however, is to provide some much-deserved hospitality and recognition for the World Shows contestants, including a special reception Friday, March 2.

"These riders and their horses have competed all year at various AQHA shows around the country to qualify for these championship events," Dow said. "They've earned the opportunity to be treated a little special when they reach Houston, and our committee will be prepared to do just that."

Dow explained that the AQHA versatility and mounted shooting contests are the finals for those events. Exhibitors have competed throughout the year to qualify for these



world shows, while other horse shows at the Houston Livestock Show and Rodeo, such as the Paint and Palomino horse shows, are the qualifying events for exhibitors to advance on to the respective finals or world championship shows. Similar to playoff games in football, they are critical to the process, but not the end game. World Show events, however, are indeed the Super Bowl for the AQHA.

"Having the American Quarter Horse Association select the Houston Livestock Show and Rodeo to host these World Show championships is a powerful acknowledgement that we put on a world-class event," Dow said. "Now, it is up to the World Shows Committee to go above and beyond and exceed the AQHA's expectations." 🤠



Rodeo Round Up

NEWS, HIGHLIGHTS & UPDATES



2012 Houston Livestock Show and Rodeo™ Merchandise Store

Be sure to visit the Show's online merchandise store to purchase annual Show items, such as the 2012 RODEOHOUSTON® entertainer lineup T-shirt, annual Show jacket, 2012 annual pin set and much

more. All of these items also will be available for purchase during the World's Championship Bar-B-Que Contest and the run of the Show at any official Houston Livestock

Show and Rodeo Merchandise Booth.

Live Music at the Houston Livestock Show and Rodeo™

The Garden

THURSDAY, FEB. 2

7:15-8:45 p.m. Bright Light Social Hour

9:15-10:45 p.m. Shiny Toy Guns

FRIDAY, FEB. 24

3-4:30 p.m. Gary P. Nunn

5-6:30 p.m. Bart Crow Band

7:15-8:45 p.m. Aaron Watson

9:15-10:45 p.m. Josh Abbott

SATURDAY, FEB. 25

12:30-2 p.m. Max Stalling

2:30-4 p.m. Mickey & the Motorcars

4:30-6 p.m. Charlie Robison

6-7:30 p.m. World's Championship Bar-B-Que Contest Award

7:45-9:15 p.m. Cory Morrow

9:30-11 p.m. Roger Creager



World's Championship Bar-B-Que Contest
Feb. 23 - 25, 2012

Corral Clubs
Feb. 28 - March 18, 2012

Main Club - Reliant Center
Sunday - Thursday, noon to midnight;
Friday - Saturday, noon to 1 a.m.
Corral Club membership required.

Feb. 28, March 1 - 3: The Chris Coursey Band
March 8 - 10: Kenefick
March 15 - 18: Honky Tonk Heroes

Stockman's Club - Reliant Arena
Sunday - Thursday, noon to midnight;
Friday - Saturday, noon to 1 a.m.
Corral Club membership required.

Feb. 28, March 1 - 3: Silverado Band
March 8 - 10: Randy Marshall
March 15 - 18: Junior Gordon



"Bowlegged H" Magazine Takes First Place in International Contest

For the second year in a row, "Bowlegged H" Magazine took top honors in the International Association of Fairs and Expositions Hall of Honor Communications Awards. The publication was up against those from several other fairs and livestock shows around the world, and was announced the winner at the 2011 IAFE Convention in Las Vegas in December.





HOUSTON Livestock Show *and* Rodeo

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