



HOUSTON LIVESTOCK SHOW AND RODEO™

MAGAZINE

Vol. XX, No. 2

Summer 2012



the best of
80 YEARS



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Cover

This photo was taken at the first Houston Fat Stock Show in 1932. This issue celebrates the best of 80 years. Photo Courtesy J.D. Hudgins, Inc.

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**WESTERN
HERITAGE**

FROM THE CHAIRMAN OF THE BOARD

With the help of 26,000 dedicated volunteers, we have completed a successful and record-breaking 80th anniversary Houston Livestock Show and Rodeo™. As chairman of the board, I want to thank each and every person who was a part of making this happen, from my fellow volunteers to the Show's staff — this would not be possible without your hard work and enthusiasm for benefiting the youth of Texas.

My first Show as your COB was an excellent one, and now it is time to present the millions of dollars in scholarships we raised to deserving students across the state. One of my favorite things about this position is having the opportunity to personally meet each and every Show scholarship recipient and many of their family members. Throughout the summer, I will travel, along with other Show officials, to the Texas FFA Convention and the Texas 4-H Roundup to hand out scholarship certificates.

First, however, we celebrate right here in Houston at our Metropolitan, Opportunity and School Art Scholarship Banquet, set for May 23. Throughout the summer, the Show will award more than \$8.5 million to graduating high school seniors, and I can think of nothing more rewarding than giving these students an opportunity to succeed in life.

Within this issue of "Bowlegged H" Magazine you can catch up on all of the record numbers and figures from the 2012 Show with our wrap-up piece, as well as learn about the six retiring vice presidents, who have spent the past three years serving the Show. These officers not only guided their committees; they also represented the Show in all facets — from scholarship ceremonies to committee meetings. Also within this issue is a special section devoted to the Show's ever-generous Junior Market, School Art and Wine champion auction buyers.

I wish you all a wonderful summer and I look forward to planning for another great year in 2013 with all of you!

Best wishes,

Steve Stevens





The Houston Livestock Show and Rodeo™ Celebrates

THE BEST OF 80 YEARS

attendance highlights

- The 2012 Houston Livestock Show and Rodeo entertained 2,257,970 visitors (for all activities on the grounds, ranks second in the Show's history).
- The previous one-day total attendance record fell on Saturday, March 17, with 153,159 visitors.
- RODEOHOUSTON® paid attendance totaled a record 1,283,419. Fans enjoyed action-packed rodeo performances and superstars in concert.
- Five RODEOHOUSTON performances landed in the list of the Show's top 20 paid Rodeo attendance records, with three taking the top spots:
 - ◇ first: March 15, 2012 — Jason Aldean — 74,905
 - ◇ second: March 11, 2012 — Duelo and La Original Banda El Limon — 74,588
 - ◇ third: March 14, 2012 — The Band Perry — 74,241
 - ◇ eighth: March 17, 2012 — Brad Paisley — 73,757
 - ◇ 11th: March 12, 2012 — Zac Brown Band — 73,386
- A record 260,033 people attended the World's Championship Bar-B-Que Contest to help kick off the Show.

show highlights



Dr. Temple Grandin, internationally known cattle expert and autism specialist, gave two presentations at the 2012 Show. Grandin is responsible for research determining the way cattle are handled and humanely harvested today.



Ronald Ridgeway, Rodeo Merchandise Committee volunteer, started the Feb. 29 calf scramble for Armed Forces Appreciation Day. In 1968, at the age of 18, Ridgeway and a group of fellow Marines were attacked by the North Vietnamese Regular Army. He was the lone survivor of the attack and was captured and kept a prisoner of war until 1973. He was released from captivity to find that he had been listed as killed in action, and funeral services had been held for him and other victims of the attack. Ridgeway received a standing ovation from the RODEOHOUSTON crowd of more than 63,000 fans.



Erica Honore



Julia Cole

Young talents from around the Houston area performed on the Kids Country Stage during the first-ever Rodeo Rockstar competition. What started as 116 online video entries was narrowed down to 20 semifinalists, 10 in each age division, by more than 33,000 public votes. The semifinalists performed live for a panel of three judges on Tuesday, March 5, at the Kids Country Stage, and the top five contestants, voted on by the judges, came back to perform on Tuesday, March 13. Erica Honore, 14, won the junior division, ages 6 to 15, and Julia Cole, 18, was crowned champion in the youth division, comprised of contestants ages 16 to 21.

**2012 RODEOHOUSTON
BP Super Series
Champions**

tie-down roping



Adam Gray, \$56,300

bareback riding



Kaycee Feild, \$53,650

team roping



Cody Graham & Monty Petska
\$110,400

saddle bronc riding



Cody Wright, \$56,700

steer wrestling



Wade Sumpter, \$53,700

barrel racing



Lindsay Sears, \$59,900

bull riding



Beau Schroeder, \$56,200



Brotherly love: The Wright brothers — Alex, Jake, Cody and Jesse — dominated RODEOHOUSTON BP Super Series III when all four advanced to the semifinals during the series championship round.

RODEOHOUSTON® highlights

- RODEOHOUSTON committed more than \$2 million to its contestants in 2012.
- The 2012 RODEOHOUSTON BP Super Series, an international, invitation-only rodeo, featured the world's top 40 cowboys and cowgirls in seven events.
- With the entire purse provided by RODEOHOUSTON, and no entry fees required by the athletes, contestants competed for a share of \$1.6 million in prize money in the Super Series, and each event champion walked away from Reliant Stadium with at least \$50,000, a RODEOHOUSTON trophy saddle and a champion buckle.
- The Cinch RODEOHOUSTON Super Shootout®: North America's Champions presented by Crown Royal closed the 2012 Show Sunday, March 18. This ground-breaking, invitation-only, one-day event featured champion athletes from 10 of the best rodeos in the United States and Canada. Contestants competed in bareback riding, barrel racing, bull riding and saddle bronc riding. With a total purse of \$200,000, the Super Shootout is the richest one-day rodeo event in the world. Each champion rode away with \$25,000 and a champion buckle, plus a \$2,500 bonus from Crown Royal and a \$1,500 voucher from Mattress Firm.

2012 Cinch RODEOHOUSTON Super Shootout: North America's Champions presented by Crown Royal

CHAMPIONS

bareback riding



Will Lowe
RODEOHOUSTON

barrel racing



Lindsay Sears
2011 WPRA World Champion

bull riding



Bobby Welsh
RODEOHOUSTON

saddle bronc riding



Taos Muncy
Rodeo Austin

Super Shootout Team Award



RODEOHOUSTON



Breaking records: Jason Aldean's performance had a paid Rodeo attendance of 74,905, the largest Rodeo crowd in history.



Baa-bies: In the Capital One Bank AGVENTURE Birthing Center, 26 lambs were born during the Show.

media

- After his trip to RODEOHOUSTON in 2011, Jimmy Fallon, host of "Late Night With Jimmy Fallon," was presented with a Houston Livestock Show and Rodeo life membership. Fallon raved about the Show, and his newly-acclaimed membership, during a 30-second shoutout on his Feb. 29 broadcast.
- Several national and international media outlets, from online blogs to television stations, covered the 2012 Show extensively. The Daily, a ground-breaking app-based news source, shot video of the Show, and The New York Times covered Go Texan Day and the Junior Market Barrow Auction. International news outlets Channel 1 Russia and Xinhua News Agency also covered a range of topics.

notable numbers

- More than 300,000 visitors utilized the Show's Rodeo Express and METRO Park & Ride locations.
- In the Capital One Bank AGVENTURE Birthing Center, 74 piglets, 26 lambs and 21 calves were born during the Show. In the Poultry Exhibit, more than 960 chicks hatched.
- Also:
 - ◇ 20,000 young cowboys and cowgirls took a turn on the pony rides;
 - ◇ 11,000 kids tested their strength and endurance by climbing the rock wall;
 - ◇ 12,000 visitors rode camels;
 - ◇ 120,000 visitors slid down the three giant slides;
 - ◇ 110,000 visitors took a spin on a Ferris wheel;
 - ◇ 71,000 people viewed the park from the skyride;
 - ◇ 50,000 people participated in scheduled school tours and field trips.
- Food could be found at nearly all areas within Reliant Park, and Show visitors enjoyed the unique types available. Consumed were:
 - ◇ 23,000 cinnamon rolls
 - ◇ 10,000 orders of chicken-fried bacon
 - ◇ 9,000 pounds of shrimp
 - ◇ 8,000 pizzas
 - ◇ 6,000 orders of fried cookie dough
 - ◇ 6,300 orders of catfish
 - ◇ 4,500 pulled pork sundaes
 - ◇ 200 pounds of alligator
 - ◇ 3,000 orders of chicken-fried meatballs
 - ◇ 50,000 pounds of potatoes
 - ◇ 146,000 barbecue sandwiches
 - ◇ 30,000 tamales
- The combined total of the Show's and entertainers' merchandise sales reached more than \$2 million in 2012.

social media

During the 2012 Show, the RODEOHOUSTON social media outlets had an enormous amount of activity from fans:

- The number of followers on Twitter nearly tripled from 4,000 to 11,500.
- Roughly 60,000 new users "liked" the RODEOHOUSTON Facebook page.
- More than 179,750 people checked in to RODEOHOUSTON via Facebook.
- Approximately 3,355 people joined the Show's e-newsletter mailing list during the 20-day run of the Show at the Social Media Hub in Reliant Center.
- Throughout the Show, #RODEOHOUSTON was used 40,923 times and @RODEOHOUSTON was mentioned 5,041 times on Twitter.
- The average amount of activity on Facebook for RODEOHOUSTON was around 3,500 hits per day, in reference to the Fan Page and posted material.
- More than 16,000 new subscribers signed up for the Show's text message campaign.
- The Show's mobile app acquired 44,267 new users, both iPhone and Android, between Nov. 7, 2011, and March 31, 2012.
- During the 2012 Show season, www.rodeohouston.com had nearly 12 million page views.

2012 CHAMPION AUCTION BUYERS

CHAMPION JUNIOR MARKET BROILERS



GRAND CHAMPION

- Exhibitor: Taylor Palermo, 19
- Hometown: Houston
- Club/Chapter: Nimitz FFA
- Price: \$130,000
- Buyers: Kelly and Becky Joy; Greg Miller; Statoil; and Wayne and Patsy Turner



RESERVE GRAND CHAMPION

- Exhibitor: Megan Fass, 13
- Hometown: El Campo, Texas
- Club/Chapter: Wharton Co. 4-H
- Price: \$80,000
- Buyers: Fred and Linda Boas; Roger and Jennifer Camp; Dr. Jeff and Karen Lewis; and Joe Van Matre and Jennifer Currey

CHAMPION JUNIOR MARKET BARROWS



GRAND CHAMPION

- Exhibitor: Brady Leach, 18
- Hometown: Haskell, Texas
- Club/Chapter: Haskell FFA
- Price: \$178,000 (world's record)
- Buyers: Ed and Tori DeCora; Jon and Jackie Hodges; Kelly and Becky Joy; and Emmett and Sheila Story



RESERVE GRAND CHAMPION

- Exhibitor: Breckyn Lecompte, 12
- Hometown: Perryton, Texas
- Club/Chapter: Perryton FFA
- Price: \$121,000 (world's record)
- Buyers: Roger and Evelyn Bethune; The Bruegger Family; Jon and Jackie Hodges; and in memory of William C. Parish

Thanks to the generosity of all our auction buyers, junior auctions were up nearly 12.5 percent in 2012. This means more than \$4 million to junior and youth exhibitors, and more than \$4.5 million available for scholarships and other educational programs.

CHAMPION JUNIOR MARKET GOATS



GRAND CHAMPION

- Exhibitor: Grant Read, 15
- Hometown: Santo, Texas
- Club/Chapter: Santo FFA
- Price: \$155,000 (world's record)
- Buyers: George McLellan; Melton Electric, Inc.; David and Julie Shannon; and Dennis Steger



RESERVE GRAND CHAMPION

- Exhibitor: Ashlyn Tucker, 12
- Hometown: Palo Pinto, Texas
- Club/Chapter: Palo Pinto Co. 4-H
- Price: \$110,000
- Buyers: Ted Gaylord; Cookie Michael/KCEF Foundation; Archie and Pam Thompson; and Ron and Sharleen Walkoviak

CHAMPION JUNIOR MARKET LAMBS



GRAND CHAMPION

- Exhibitor: Jim Breck Bean, 16
- Hometown: Fort Hancock, Texas
- Club/Chapter: Hudspeth Co. 4-H
- Price: \$210,000 (world's record)
- Buyers: The Hildebrand Family, in memory of Ruth Ann Hildebrand



RESERVE GRAND CHAMPION

- Exhibitor: Linzey Neff, 18
- Hometown: San Angelo, Texas
- Club/Chapter: Tom Green Co. 4-H
- Price: \$130,000
- Buyers: Tom and Mimi Dompier; Ken and Mary Hucherson; Chris and Anne Richardson; and Joe Van Matre and Jennifer Currey



SCHOOL ART CHAMPIONS



GRAND CHAMPION

- **Exhibitor:** Barry Carter, 17
- **School:** Magnolia ISD
- **Title:** "Smokey and the Bandit"
- **Price:** \$206,000 (world's record)
- **Buyers:** Tom and Mimi Dompier; Paul Somerville and the Somerville Family; Joe Van Matre and Jennifer Currey; and Jim and Lynda Winne



RESERVE GRAND CHAMPION

- **Exhibitor:** Taylor Power, 17
- **School:** Katy ISD
- **Title:** "Sergeant in Charge"
- **Price:** \$175,000 (world's record)
- **Buyers:** Ken and Mary Hucherson; Terry and Kelly Pruitt; Jerrol and Pam Springer; and Kurt and Betty Wiseman

CHAMPION JUNIOR MARKET STEERS



GRAND CHAMPION

- **Exhibitor:** Kannon Acker, 15
- **Hometown:** New Braunfels, Texas
- **Club/Chapter:** Canyon FFA
- **Price:** \$460,000
- **Buyers:** Philip and Denise Bahr; Champagne Cowgirls; Wallis and Dee Dee Marsh; and Paul Somerville and Kristina Hornberger



RESERVE GRAND CHAMPION

- **Exhibitor:** Emily Kelley, 15
- **Hometown:** Yoakum, Texas
- **Club/Chapter:** DeWitt Co. 4-H
- **Price:** \$250,000
- **Buyers:** Roger and Evelyn Bethune; Chris, Vanessa, Kyle and Rhianna Bruegger; Rigo and Sally Flores; and Stewart Title/E.D. and Mary Alice Lester



CHAMPION JUNIOR MARKET TURKEYS



GRAND CHAMPION

- **Exhibitor:** Layton Stary, 8
- **Hometown:** El Campo, Texas
- **Club/Chapter:** Wharton Co. 4-H
- **Price:** \$100,000
- **Buyers:** Loren and Denise Fuhrman; George and James McLellan; Joe and Tanya Schindler; and Mark and Belinda Young



RESERVE GRAND CHAMPION

- **Exhibitor:** Aaron Lampan, 15
- **Hometown:** Marion, Texas
- **Club/Chapter:** Guadalupe Co. 4-H
- **Price:** \$60,000
- **Buyers:** Carrolyn Bates; Energy XXI – John D. Schiller Jr.; George McLellan; and Randy and Shirley Meyer

RODEO UNCORKED! CHAMPION WINES



GRAND CHAMPION

- **Wine:** Marchesi Antinori Srl Guado al Tasso, Bolgheri, 2007
- **Price:** \$211,000 (Show record)
- **Buyers:** Tom and Mimi Dompier; Paul Somerville and Kristina Hornberger; Joe Van Matre and Jennifer Currey; and John Eddie and Sheridan Williams



RESERVE GRAND CHAMPION

- **Wine:** Cellar Costers del Ros L'Obila, Priorat, 2004
- **Price:** \$160,000 (Show record)
- **Buyers:** Beau and Eva Bisso; Anne and David Dunlap; Ronnie Murphy; and John and Kristi Schiller



Family

From a first gig at the Houston Livestock Show and Rodeo™ World's Championship Bar-B-Que Contest in 2010, to setting the third-largest attendance record in RODEOHOUSTON® history, it may appear that The Band Perry has seen its musical career skyrocket overnight. What is less known are the years of hard work, perseverance and commitment this sibling trio has put forth to make it to this pivotal point.

"It's been quite a journey," said Kimberly Perry, lead vocalist, who, along with brothers Reid and Neil, has been performing since she was 15 and her brothers were 8 and 9, respectively. "We were excited two years ago to perform at the barbecue and kept our fingers crossed that we would be able to play in a big room some day," she said.

After the Wednesday, March 14, 2012, crowd of 74,241 fans, "big room" was an understatement. "It was such an amazing experience," Kimberly said. "The moment we pulled into the arena and rode to the stage in the SUV, I looked up and there were faces as high as the rafters. We've never played for that many people in one place, and it was a bit overwhelming."

"It was our first pyrotechnics as well," said Reid, who

plays bass guitar. "We really want to know how we can get that every night," he mused.

Kimberly said that when you play to a crowd and room of that magnitude, you really try to make it as intimate as possible.

"We really wanted to make the room feel like you're playing to the front row and the top row," she said, "and with the multiple cameras able to capture everything up close, it was such a special moment."

Family has been the cornerstone of The Band Perry from the start. "We spent 13 years traveling as a family throughout our first decade as a band, playing in all types of venues," Kimberly said. "There'd be times nobody had any clue who the three of us were, and sometimes there would be more people on stage than out in the audience, but you know in the music business, you've got to take the humble opportunities and make bigger opportunities out of them, just as in life. For us, it was all about 'stick-to-it-tiveness.'"

Neil, who plays the mandolin, among other instruments, agreed. "Our parents have been encouraging us from the beginning," he said. "Whenever we would get discouraged about something, they would say to us to take it as a good opportunity to get better."

THE BAND PERRY *Harmony*

By BECKY LOWICKI



Reid agrees. "I think the encouragement our parents gave us really helped us develop and kept us going throughout all these years," he said. "Family is huge for us. Everyone plays a key role, from our mom being our stylist and playing referee on the road to our dad managing our scheduling back in Nashville."

Looking ahead, The Band Perry is traveling overseas for the first time this summer to reach out to international fans, with a trip to London and Dublin in the United Kingdom, and is returning to ongoing work in the studio for a second album to be released this fall.

When asked about its goals, one might think The Band Perry would cite its 2012 Best New Artist GRAMMY and 2012 Academy of Country Music Vocal Group of the Year nominations, and its platinum debut album, on a list of milestone markers that every musician aspires to have. But, according to Kimberly, this trio has something else in mind.

"Of course those achievements are exciting and thrilling for all of us and are what we've worked so hard for," she said. "But I'd say that our life goals are to be the best that we can be at our craft, and do what we were born to do, as well as just loving people and being good human beings.

"Thank you for letting us be a part of the legacy that is RODEOHOUSTON," Kimberly continued. "It was a life-changing night for us, and it was on that same bucket list of all of our goals." 🌟



Each officer of the Houston Livestock Show and Rodeo™ is elected by the board of directors at its annual spring meeting following the Show's annual membership meeting. These vice presidents are elected for one-year terms, serving no more than three successive years.

Serving as officer in charge, each officer handles many committee assignments. In addition to serving as a Show representative, officers provide vital leadership essential to keeping the Show vibrant and progressive.

OUTGOING VICE PRESIDENTS

CURTIS BRENNER

Curtis Brenner remembers the first scholarship presentation he attended during his tenure as a vice president of the Houston Livestock Show and Rodeo.

"It was the 4-H scholarship presentation, and at the luncheon I sat next to a student from West Texas who was admiring the Show's scholarship certificate in his hand," Brenner remembers. "I said, 'You should be very proud of yourself because you earned that.' He looked up at me, with tears in his eyes, and said, 'Sir, it's life changing,'" Brenner said.

For the 2010, 2011 and 2012 Show years, Brenner served as officer in charge of the Area Go Texan, Facility Services, Go Texan Contests, Mutton Bustin', Recycling and Rodeo Operations committees. He helped establish two of those committees: Recycling, which started as a subcommittee of the Facility Services Committee, and Mutton Bustin', which grew from the success of the event in Kids Country. From those experiences, Brenner said he learned volumes about the mechanics of the Show.

"It was a chance to really learn about the inner workings of the Show," he said. "I have a new appreciation for the time commitment each volunteer makes, as well as the dedication of the Rodeo staff. They work closely with us every day."

Brenner said his tenure as a vice president also allowed him to see that the Show is a prominent player in the Houston community and a corporate citizen for the state of Texas.

"The Show financially participates in so many varied institutions and organizations; the list of community involvement by the Show is a long one," Brenner said. "The volunteers should be proud that their efforts allow the Show's resources to go far beyond the scholarships that we are known for."

Brenner has been married to his wife, Donna, for 27 years. They have three children: Tiffany, Christopher and Jennifer. They have five grandchildren and are awaiting the arrival of number six this May.



REY GONZALES

Rey Gonzales became a volunteer on the Corporate Development Committee in 1997, and after several years of dedication to what he said was a "natural fit," Gonzales was named committee chairman in 2005.

For the past three years, he served as officer in charge of the Corporate Development, Go Tejano, Premium Seating, Rodeo Ticket Sales and Special Children's committees. He considers these committees his five cornerstones of service and scholarship.

"I am extremely proud of the accomplishments of all of my assigned committees," Gonzales said. "Each has exceeded my expectations with more scholarships, increased participation, record sales and dedicated service."

While serving as a vice president, Gonzales said he had to learn how to balance family, business, Show activities and his assigned committees. "The biggest challenge for me was time management. Family support and the volunteers made it easy," Gonzales said.

He is extremely grateful to his wife, Santa, for her support. Santa has been a member of the Trailblazers Committee since its inception in the early 2000s. Rey and Santa's daughter, Dey, her husband and their three children live in Miami.

Now that Rey's tenure as vice president is complete, he said he plans to continue serving the Show through student outreach and corporate development programs.

"I will miss those opportunities I had visiting [with] the scholarship recipients and their families statewide. Each student has a unique story and is very proud and humble of his or her Show scholarship," he said.

Gonzales is proud to have served in the active Army and Army Reserve, retiring as a full colonel and engineer with the 75th Maneuver Area Command. Currently, he is a licensed U.S. Customs Broker, representing importers of wholesale and retail products.



YANCE S. MONTALBANO

Yance Montalbano describes his three-year tenure as vice president as a great joy and special privilege to serve the Houston Livestock Show and Rodeo in this capacity.

"I have always felt that every minute spent working with the Show has made a difference in someone's life," he said. "Now that I have had a chance to visit with scholarship recipients in person, I feel even more strongly that we are making a difference."

To him, each Show scholarship recipient has an inspiring story to tell. Their hard work, high goals and drive to succeed make each one of them exceptional, he said.

"The Show could have no higher purpose than to invest in the education of the youth of Texas and, by doing so, pay the benefits forward into our local community, our state and beyond," Montalbano said.

As a Show vice president, Montalbano served as officer in charge of the Calf Scramble Arena, Calf Scramble Donors, Calf Scramble Greeters, Grand Entry, Rodeo Contestant Hospitality and Rodeo Contestant Services committees. Also, he remained a committee member of the Carnival Ticket Sales and Trail Ride committees.

Montalbano stated that he could not have fulfilled his commitment as a vice president without the support of his family.

"I sincerely thank my wife, Ginger, our daughters: Ginny, Genna and Gia, and many other family and friends who donated their time to help us," he said. "Their loving support and enthusiasm are both precious and invaluable. They have accepted without complaint the many hours spent away from them."

Montalbano is an owner/partner with Montalbano Lumber, a family-owned-and-operated business since 1900.

"I look forward to spending time with my family, continuing with the demands of the family business and remaining active with the Show. Even though I am rotating off as an active vice president, the many friendships that I have developed will continue on," he said.



STEVE ROE

In the late 1980s, Steve Roe was asked to join the Houston Livestock Show and Rodeo by a business client and participated in purchasing a steer at the Junior Market Steer Auction. He continued supporting the Show, and in 1990 he was asked to join the Steer Auction Committee as a volunteer. Roe worked his way up through the committee leadership and, in 2009, he was elected to serve as a vice president of the Show.

During his tenure, Roe has served as officer in charge of the Health, Judging Contest, Rodeo Uncorked! Wine, Trailblazer and Western Heritage Community Challenge committees.

"I gained first-hand knowledge about how each committee contributes to the Show, and the experience was very educational to me," Roe said.

One of the challenges he faced during that time was the restructuring of the wine committees. "This committee doubled in size during my tenure, and it was a privilege to be a part of it," he said.

Roe plans to stay involved with the Show and help wherever he is needed.

"It has been extremely rewarding to represent our 26,000 volunteers as we travel the state meeting many of our scholarship recipients," he said.

"It is enlightening to learn more about the unique talents each of our 105 committees provides to the Show, while experiencing the truly limitless generosity of our volunteers as they benefit from the reward of providing for our Texas youth."

Roe has been married to his high school sweetheart, Sherry, for 38 years. He has two daughters, Sara Roe and Suzy Johnson, who are both members of the Speakers Committee. Suzy and her husband, Carter Johnson, have one son, Hunter, whom Roe said he hopes is a future Jr. Rodeo Committee member.

"The Houston Livestock Show and Rodeo will play a very important role in my grandson's education, as it has in the education of my daughters," he said, "and what better place for him to learn about agriculture."

Roe continues to serve as a partner with the consulting firm of Deloitte, LLP.



DARRYL SCHROEDER

Darryl Schroeder said he feels his job as a vice president included being an interface between the committees and the Houston Livestock Show and Rodeo's staff; making sure his chairmen understood the budgeting process; and working hard to find ways for his committees to assist staff.

While a vice president, Schroeder was officer in charge of the Commercial Exhibits, Llama and Alpaca, Rodeo Merchandise, and Sheep and Goat committees.

He said that the best part of his job was meeting so many people from different committees and understanding more about how the Show functions to put on the world's largest livestock exhibition and rodeo.

"The Rodeo is an organization where everyone is a friend and we are all the same — volunteers," he said. "Most of the committeemen, when asked why they volunteer, say it's 'for the kids.' While that is true, we do it because we enjoy the company of the other committee people, the camaraderie and the friendships, with some becoming permanent."

Schroeder and his wife, Lori, met as rookies on the Poultry Auction Committee in 1997. He has four children, and Lori has two children. His two sons, Christian and Scott, as well as Lori's daughter Kristen, are members of the Lamb and Goat Auction Committee.

"The Houston Livestock Show and Rodeo is the best charity in the world, and I thank everyone for the opportunity to be a vice president," he said.

Schroeder is president and CEO of Lone Star Construction and CEO of Lone Star Energy Fabrication.



PAM SPRINGER

Pam Springer describes her three years as a vice president of the Houston Livestock Show and Rodeo as an incredible honor.

"Especially the time spent with scholarship students," Springer said. "It is a humbling experience and has made a lasting impression on me."

Springer became a life member of the Show in 1987 and joined the International Committee in 1988. She served on the School Art Committee from 1997 through 2002 and was then appointed inaugural chairman of the School Art Auction Committee. As a vice president, Springer served as officer in charge of the Communications & Special Services, Magazine, School Art Auction and Souvenir Program committees.

Springer said she is grateful for the opportunity to represent 26,000 volunteers and is pleased that her committees have experienced growth and success over the past three years.

"My message to [the committees] was consistent: 'You are making a difference. Our Texas youth appreciate the opportunities they have been given through the Show scholarships, and send a huge and sincere message of thanks to all of you,'" she said.

Springer will remain a member of the International and School Art Auction committees and will seek other ways in which she can help promote the Show.

She met her husband, Jerrol, at the World's Championship Bar-B-Que Contest in 1987. A lifetime director, he also serves on the International and School Art Auction committees. "Jerrol has been my number one supporter, and I will be forever grateful to him for that," Springer said.

Springer also treasures the close friendships she has developed with her fellow officers.

"We offer a wonderful family experience out here — a great rodeo, top name entertainers, educational opportunities at every turn and a positive financial impact for our community," she said. "I am blessed to be a part of something so special."

Springer is a real estate broker and principal with Spring-Instex Insurance Agency.



OUTGOING COMMITTEE CHAIRMEN



GARY ARMER
Rodeo Contestant Services



EDWIN BRAWLEY
Corral Club – Level East



JANE BURNAP
Jr. Rodeo



VICTOR CASTANEDA
Reliant Stadium
Committeemen's Club



LORE CORDELL
Events & Functions



A.J. CORONA
Communications & Special
Services



JERRY CREWS
Calf Scramble Arena



**STEPHANIE
EARTHMAN-BAIRD**
Rodeo Uncorked!
General Wine



RHONDA FREYTAG
Palomino Horse Show



JOHN GLITHERO
Team Penning
& Ranch Sorting



W.F. GONZALES
All Breeds Livestock Sales



RONNIE GULIHUR
Poultry Auction



TODD HARDY
Main Club



JEFF HAYES
Ranch Rodeo



AL HERRING
Corral Club – Division III



CRAIG JOHNSON
Corral Club – At Large



CURTIS JONES
Cutting Horse Show



JEFF JONES
World's Championship
Bar-B-Que Contest



SHERRY MARTINEZ
Chute Club



JOE MCDANIEL
Rodeo Merchandise



KEN MILLER
Graphics & Signage



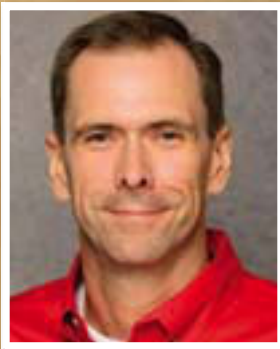
DAVID PATTON
Equipment Acquisition



BILLY "BJ" PETTY
Rabbit



JOE PHILLIPS
Corral Club – Suites West



DWAYNE SABLATURA
Speakers



NORMAN SPALDING
Western Heritage
Community Challenge



GINA STEERE
Magazine



DENNIS STEGER
International



JOHN SYLVESTER
Ticket Services



TIM THOMAS
Safety



**TRACY
THOMPSON-JOHNSON**
Junior Horse Show



RICHARD WEIMAN
Rodeo Contestant Hospitality



DANIEL WERRING
Donkey and Mule Show



TAYLOR WHITAKER
Houston Metro Go Texan



JACK WHITMAN
Special Attractions



KATHLEEN WILLIAMS
Premium Seating



KEN WISE
Directions & Assistance



By WENDY MCNATT

BUILDING LEADERS

in Houston's Backyard

At first glance, you might not picture the 10 women, lined up for a photo shoot in front of a fire truck, running into a burning building each wearing more than 70 pounds of protective gear.

These women, however, have trained extensively at Houston Community College's Northeast Public Safety Institute in the country's first all-female firefighter class, sponsored by the Houston Livestock Show and Rodeo™ with a \$35,000 educational grant.

◀ The first all-female firefighter class graduated from HCC with support from the Show.

Chief Rufus Summers speaks to Show officials about the HCC Public Safety Institute programs during a site visit on Oct. 27, 2011. ▶

“Eight out of the 10 girls who attended the first class were funded with Rodeo scholarships,” said Chief Rufus Summers, director of fire technology. “The Rodeo came through when we were out of funding. These women had responsibilities outside the classroom, and without the scholarships, it would’ve been hard for them to finish the course. In this program, they have a chance to complete their education.”

The class that began in May 2011 was comprised of 10 female students who wanted to pursue a demanding career as a firefighter. The academy offers degree and certificate programs designed to meet the Texas Commission on Fire Protections for Structure Fire Protection Personnel Certification.

The training includes aggressive physical challenges, such as carrying high-pressure water hoses up several flights of stairs in a simulated fire situation. A working fire truck is also on the grounds for technical training. In class, the students prepare for the certification test required by all major fire stations throughout Texas.

“These women have achieved the highest scores out of any previous [graduating] class,” Summers said.

Class Leader Jessica Smith, 33, raises two small children on her own, and she truly appreciated the educational support from the Show.

“Before I received the money, I would sit in class and wonder how I could continue on in school and still pay for my kids at home,” Smith said. “The scholarship money is a true blessing.” By offering the flexibility of either a full-time or part-time schedule, students are able to balance a job and classes with other family commitments without sacrificing



education. With financial assistance from the Show support, students are either given costly equipment or half of their tuition is paid.

Show funding for the HCC Public Safety Institute more than doubled for the 2011 – 12 school year to \$100,000. This support helps provide much needed equipment to the institute, which was officially named the Houston Livestock Show and Rodeo™ Public Safety Institute Simulation Center during a fall HCC board meeting.

The first all-female class of graduates are: Kenia Compean, Hong Huyng Ha, Laura Deverteuil, Hang Nguyen, Lacie Huddleston, Alexis Flores, Odra Recinos, LaPortia Johnson, Chelsea Ojeda and Smith.

“Until now, we weren’t getting females ages 28 to 30,” Summers said. “But after we started the all-female academy, we ended up with 10 strong, confident women who are strong role models in their communities in Houston.” 🚒



COMMITTEE spotlight

Black Heritage Committee

By CRYSTAL MCKEON

The Black Heritage Committee, originally named the Black Go Texan Committee, was founded and organized in 1993. The goal of the committee is to promote the Houston Livestock Show and Rodeo™ in the African-American community while highlighting the contributions to Western heritage by black individuals. The committee also raises funds to help provide college scholarships for deserving youth.

Each of the 100 committee members is required to raise \$1,775 to earn a badge. This requirement includes selling tickets to the fall roundup, spots in the committee's annual golf tournament and tables at the annual Western gala.

The committee's original logo was modeled after Bill "The Bulldogger" Pickett, a cowboy, rodeo performer, movie star and the creator of the steer wrestling event originally known as bulldogging in the early 1900s. The committee draws on his accomplishments and achievements to symbolize the contributions black cowboys have made to rodeo and agriculture.

The vision of the committee was established under the direction of its first chairman, Howard J. Middleton, who has passed the leadership reins to many inspirational individuals, including his son and current chairman, Donald Wayne Middleton. The Middletons have made this committee a family affair with three generations currently volunteering.

Mike Wells Jr., the committee's officer in charge, believes that



Chairman Donald Wayne Middleton, Officer Mike Wells Jr. and Chairman of the Board R.H. "Steve" Stevens Jr.

the family atmosphere the committee has created is one of the things that makes it so special. "The leadership has energized the committee; everyone is so involved and excited to be here," Wells said.

It is evident that the members are proud, excited and motivated for the future of the committee. Middleton said he can feel the energy in the air. "We have expanded our committee numbers, we have a wait list for the first time in 17 years, and attendance is at an all-time high." 🌟

Premium Seating Committee

By LYN STEWART

Club level entertainment suites offer some of the best seats in the house during a RODEOHOUSTON® performance, and an entire committee is dedicated to making sure guests in the suites enjoy the Show.

The Premium Seating Committee, formed prior to the 2010 Houston Livestock Show and Rodeo™, has one goal in mind — to provide customer service to premium seat buyers.



The 247 members of the committee take that goal to heart by keeping a close eye on the club-level seats to ensure everything runs smoothly.

"Our committee is all about extraordinary customer service," said Kathleen Williams, third-year chairman of the Premium Seating Committee. "We do that by being actively available and passively involved.

We're there to solve problems, to greet

our guests, to make them feel welcome, and to make them want to come back to the Rodeo."

If premium seat buyers are happy, she noted, the committee has done its job. "We're very focused on ensuring that our guests have a great, warm, friendly and outstanding Rodeo experience so they come back and get a suite again next year," Williams said.

"We've had terrific support from the Rodeo and our officers, which [has] enabled us to get this committee started," she said. "It's a great committee to give back and help the Rodeo." 🌟



Rodeo Round Up

NEWS, HIGHLIGHTS & UPDATES



Summer of Scholarships

During the months of May, June and July, Houston Livestock Show and Rodeo™ officials will travel around the state of Texas to distribute more than \$8.5 million in college scholarships to graduating high school seniors.



Metropolitan, Opportunity and School Art Scholarship Banquet

Reliant Center – May 23

- **Metropolitan:** 238 four-year, \$16,000
- **Opportunity:** 114 four-year, \$16,000
- **School Art:** 15 four-year, \$16,000
- **Other:** 30 scholarships totaling, \$440,000



Texas 4-H Roundup

Lubbock, Texas – June 11

- 70 four-year, \$16,000



Texas FFA State Convention

Corpus Christi, Texas – July 11

- 70 four-year, \$16,000

RODEOHOUSTON® Star Entertainers Win Big at ACM Awards

Several past RODEOHOUSTON star entertainers earned winning titles at the 47th Annual Academy of Country Music Awards on April 1, 2012.



Entertainer of the Year – Taylor Swift (2009)

Male Vocalist of the Year – Blake Shelton (2010, '12)

Female Vocalist of the Year – Miranda Lambert (2008, '11, '12)

Vocal Group of the Year – Lady Antebellum (2009 – 12)

Album of the Year – “Four the Record,” Miranda Lambert

Single Record of the Year – “Don’t You Wanna Stay,” Jason Aldean (2010 – 12) and Kelly Clarkson (2004)

Song of the Year – “Crazy Girl,” Eli Young Band (2010, '12)

Video of the Year – “Red Solo Cup,” Toby Keith (1995 – 96, 2003, '06 – '10)

Vocal Event of the Year – “Don’t You Wanna Stay,” Jason Aldean and Kelly Clarkson





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