



HOUSTON LIVESTOCK SHOW AND

# MAGAZINE

Vol. XX, No. 4 | Winter 2012



**FAST AND  
FOCUSED**

*AQHA World Shows Come to Houston*



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Come to Houston

Cover photo by:  
Lisa Van Etta

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**EDUCATION**



**ENTERTAINMENT**



**WESTERN  
HERITAGE**

**FROM THE CHAIRMAN OF THE BOARD**

**W**ith a full year as chairman of the board under my belt, it continues to amaze me how much energy, passion and commitment is expressed by my fellow volunteers on a daily basis. When I first became a member in 1975, the Show was entertaining nearly 700,000 fans on the grounds with the help of 2,000 volunteers on 38 committees. Today, the Houston Livestock Show and Rodeo™ brings more than 2.2 million people to Reliant Park, and has a strong volunteer base of nearly 28,000, serving on more than 100 committees. It is remarkable how much this organization has grown over the years, and how it truly has kept its identity as "The Show With a Heart."

The 2013 season is shaping up to be a record-breaking Show, especially with the announcement of our educational commitment back in September. The Show was able to commit more than \$24.6 million to the youth of Texas, bringing the Houston Livestock Show and Rodeo's total giving to more than \$330 million since 1932. This is an accomplishment that the founders of this great organization could only have dreamed about — we truly are changing the lives of thousands of young people, along with their families, every year.

You'll be proud to be a Show volunteer when you look at the scope of our educational commitment, as noted in this issue. One particular program the Show is supporting that I personally find a major asset to the entire city of Houston is a \$250,000 donation to the Memorial Park Conservancy.

After the severe drought conditions of 2011, thousands of trees in Memorial Park were killed and this Houston landmark soon became a sparse and dry forest. The Memorial Park Conservancy was formed as a master plan project to ensure that the 1,500-acre park returns to a healthy, functioning ecosystem, while meeting the needs of its visitors. One of the Conservancy's priorities is a forestry plan, which will replace thousands of dead trees.

For nearly 60 years, the Show has utilized Memorial Park as a meeting ground for our thousands of trail riders, who come from all parts of the state and Louisiana to promote the beginning of the Houston Livestock Show and Rodeo at the downtown Rodeo Parade. We are grateful to have this space to use, and want to help restore its beauty and nature by supporting the Conservancy. We're planting a stake in both the future of Memorial Park and in the "home away from home" for our trail riders.

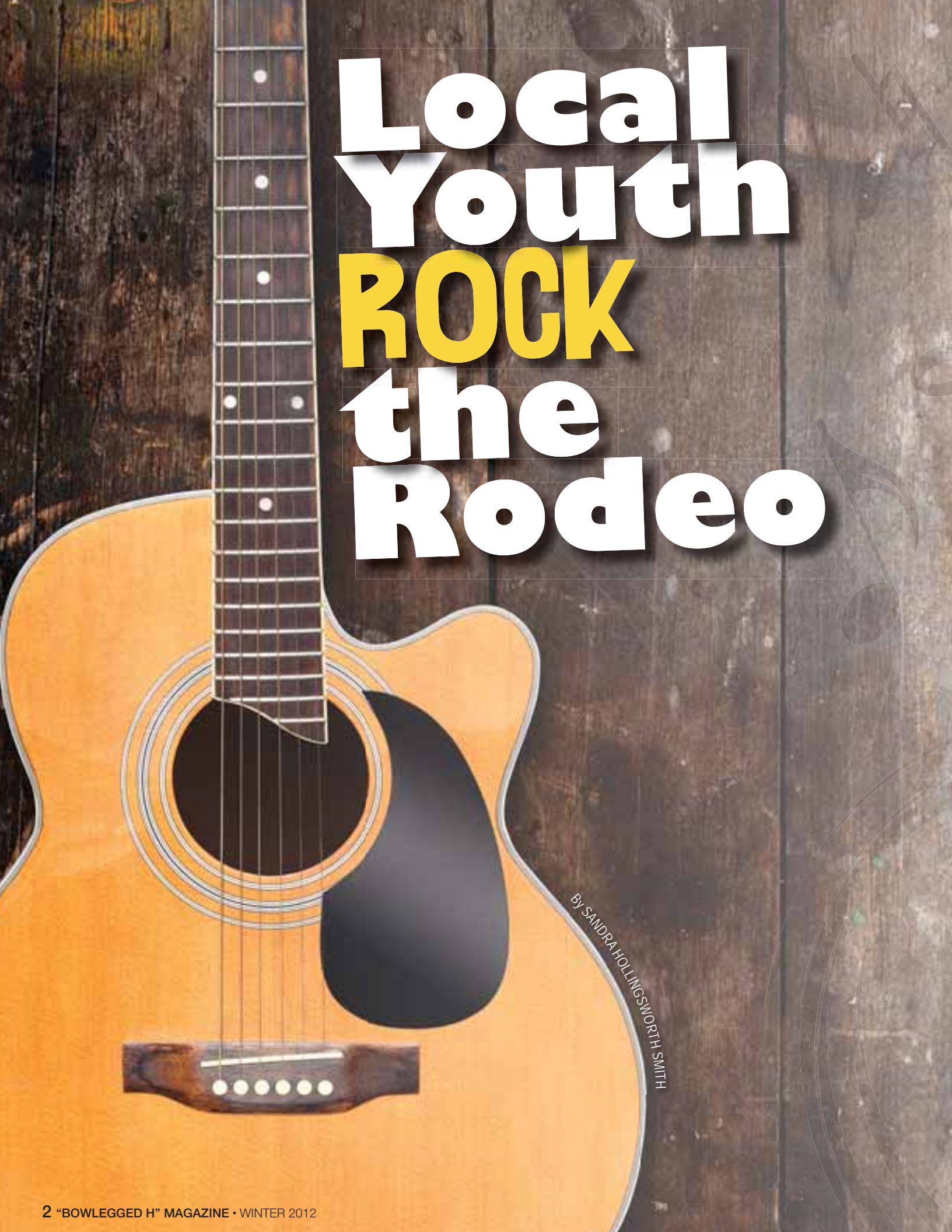
Kay and I look forward to seeing all of you in the upcoming months, and wish you and yours a wonderful holiday season!

Best,



Steve Stevens





# Local Youth **ROCK** the Rodeo

By SANDRA HOLLINGSWORTH SMITH

It is known in Texas that the Houston Livestock Show and Rodeo™ highlights the best and brightest the state has to offer. Artists, quilters, wine makers and livestock exhibitors enter various Show competitions and are recognized for unique talents. Now, young singers have the opportunity to show off musical skills in the Show's newest competition, Rodeo Rockstar.



Photo by Lisa Newwood

Taking first place in the youth division, Julia Cole is now studying at Vanderbilt University in Nashville, Tenn.

Every year, the Show receives calls from parents looking for an opportunity for their children to perform at the Show. Partly in response to those requests, the Show created Rodeo Rockstar in 2012 as a vehicle to attract younger patrons and to incorporate more social media into the Show's onsite activities. According to Elizabeth Greer, executive director of the Exhibits and Attractions Division, the overall goal is to generate year-round interest in the Show by providing activities that appeal across the board.

"Our long-term planning philosophy is to provide patrons with fun things to do from sunup to sundown," Greer said.

The competition, which will continue for the 2013 Show, is open to any non-professional wishing to showcase his/her musical talents. In its debut year, 116 competitors in two age divisions (junior, ages 6-15, and youth, ages 16-21) submitted video auditions through the Show's Facebook page and website. The top 10 semifinalists in each division were selected by an online popular vote, with more than 33,000 votes cast in a span of three weeks. Those 20 individuals then moved on to the live-performance round of the competition, which took place during the Show at the Kids Country Stage.

London Lawhon, 13, of Houston, said she entered the competition to gain experience singing in front of a crowd. Chosen the Band, an all-female quintet from Texas City, Texas, entered hoping to use the prize money for an album they are recording. Sisters Zoe, 11, and Molly, 12, of Rosenberg, Texas, learned to play guitar and drums from their father and said they hope to pursue a music career. Both were noticeably fidgety while waiting for the competition to begin. "I'm excited and nervous," Zoe said before she and her sister took the stage, "but, I think we have a good chance of winning."

From a 10-year-old fiddle player to an 18-year-old performing an original composition on the guitar, the competitors dressed the part and sang songs in all genres of music — from classic country and contemporary tunes to rock 'n' roll and the blues — showing that they were as diverse as Texas itself.

Once on stage, each performer eased into his or her chosen song, the nervousness began to subside, and some became animated and danced around the stage. The three music-savvy judges awarded enthusiastic and sincere feedback at the end of each performance, much like the singing competitions seen on TV today. Judges included RODEOHOUSTON® concert director, Phil Nudelman; founder of BackstageOL.com, Dave Morales; and *Houston Chronicle* music critic, Joey Guerra.



Erica Honore took first place in the junior division with her powerful rendition of "Anyway" by Martina McBride.

“ It feels amazing and special to be in the first Rodeo Rockstar competition. ”

— Julia Cole, youth division winner



The judges agreed that the talent present on stage was strong and it was difficult to narrow down the finalists. In a surprising tie, 11 names were announced to move forward. Six performers in the junior division and five in the youth returned to the Kids Country Stage one week later to a significantly larger audience, with new songs and the advice received from the judges in hand.

In the end, Erica Honore, 14, of Houston, took first place in the junior division singing "Anyway" by Martina McBride. "You are the total package. The power of your voice is incredible," Nudleman said after hearing her performance.

Currently, Erica is a 10th grader at Manvel High School. She said she would like to start singing at local venues and will put her winnings toward guitar lessons. "All of my friends are very supportive," she said. "I'm very blessed."

First place in the youth division was captured by Julia Cole, 18, of Houston, for her version of "You & I" by Lady GaGa. "You turned Lady GaGa into a country song and made it yours," Morales said to Cole after her breathtaking performance.

Cole currently attends Vanderbilt University and hopes that being in Nashville, Tenn., will help further her singing career. "It feels amazing and special to be in the first Rodeo Rockstar competition," she said.

Second place in the junior division went to the Flores sisters, and third place to Sydney Schroeder, 15, of Houston. Second place in the youth division went to the group Chosen the Band, consisting of Shannon Doyle, 17; Jade Herrin, 18; Sarah Lawson, 18; Reagan Luerson, 17; and Candice Walton, 18. Third place went to Ashley Austin, 18, of Cypress, Texas, who performed a quirky original piece called "The Work Song."

By all accounts, Rodeo Rockstar was a huge success, and the Show expects more entries in 2013. Most of the contestants discovered the competition through word of mouth; however, the success of the competition is likely to draw in many more performers from all over the Houston area.

"I'm always happy to see local talent showcased," Guerra said after the competition ended. "You never know, we may have just seen [a future] Rodeo performer." 🎸

## 2013 Rodeo Rockstar

Be on the lookout for more information about the next Rodeo Rockstar competition soon!

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

# Scholarship Recipients ...

# WHERE are they now?



## LEE WIEDERHOLD

By KENDRA WARE

Houston Livestock Show and Rodeo™ scholarships have made a significant impact on the lives of many young men and women in Texas, including Lee Wiederhold, who was able to pursue a career in medicine with the help of the Show.

Wiederhold, a 1992 Show scholarship recipient, attended Texas A&M University and earned a bachelor's degree in biochemistry. He continued his medical studies at The University of Texas Medical Branch in Galveston, Texas. Wiederhold was accepted into the M.D./Ph.D. dual program at UTMB in 1997, where he completed his doctorates in biochemistry and medicine in 2005. Wiederhold then interned with The University of Texas Health Science Center in Houston and returned to UTMB to complete his residency in radiation oncology. He currently lives in Galveston with his wife and two daughters.

Wiederhold said he never imagined his career path, but he happened upon something that worked for him. He discovered an interest in radiation oncology and pursued it as a specialty. Wiederhold joined the faculty of the UTMB Radiation Oncology Department in 2010, and said his career is quite rewarding.

In order for Wiederhold to gain the opportunities to advance his education in the medical field, he needed above-average grades. The Show scholarship allowed him to achieve those grades without worrying about finances.

As a role model to his siblings, Wiederhold saw the financial impact the scholarship had during his college years, which inspired his younger brother and sister also to apply for a Houston Livestock Show and Rodeo scholarship.



Photos courtesy of Wiederhold

## BERRY SUMMEROUR

By ELIZABETH MARTIN

As a high school senior, Berry Summerour received a 4-H scholarship from the Houston Livestock Show and Rodeo in 1985, which helped him attend Texas A&M University. Today, Summerour is the co-founder and managing director of a full-service investment bank focused on supporting the agribusiness and food sectors.

He also is a co-founder and vice president of a company, which was created to take advantage of opportunities in obtaining higher-value products produced from the ethanol process. Summerour additionally owns, installs and operates anaerobic digester facilities at large-scale dairies, feedlots and slaughter facilities, which convert manure and other agricultural and food waste into renewable energy.

As a fifth-generation cattle rancher from Dalhart, Texas, Summerour grew up participating in 4-H and FFA and working on his family's ranch. "Of all the scholarships available to a student involved in agriculture, the Houston Livestock Show and Rodeo was the biggest and most prestigious to shoot for," Summerour said.

He graduated from Texas A&M in 1989 with a bachelor's degree in agricultural economics and a master's in business administration in 1992.

In 2006, Summerour became a member of the Show and is now a life member.



Photo courtesy of Summerour



THE WAY SHE SEES IT:

## DR. TEMPLE GRANDIN

VISITS THE SHOW

By WENDY McNATT

On any given day at the Houston Livestock Show and Rodeo™, crowds fill Reliant Park in anticipation of a thrilling day at the Show. However, on this particular Friday, numerous fans, both young and old, were not there

to see professional cowboys or champion livestock. Instead, these visitors waited patiently to get copies of a book autographed by its bestselling author, a star as bright as any performer on the rotating stage, Dr. Temple Grandin.



# AUTHORED SIX BOOKS



“I don’t want kids to get caught up in labels. There are many talented, quirky students that are wasting their talents because there are no mentors to channel them into challenging careers.”

– Dr. Temple Grandin

As the subject of an Emmy-award-winning movie about her life, Grandin is familiar with the spotlight. And, although Grandin was diagnosed with severe autism as a toddler in the 1950s, her mother refused to believe Grandin could not learn or speak. She defied expectations with constant tutoring and personal instruction, and vigorously pursued education, discovering along the way that she has a gifted, scientific mind.

Grandin spent childhood summer months observing cattle on her aunt’s Arizona farm, and over the years, she designed livestock chutes that reduce the amount of stress and pain placed on cattle. Consequently, Grandin discovered that the same techniques relieved her own anxiety. Today, her research on autistic behavior is considered revolutionary in the medical community.

“I feel it is my responsibility to help children,” Grandin said. “The worst thing we can do is nothing. We have to help these children develop their special interests. Woodworking, art and computer programming can easily become careers. We need to help develop their areas of strength.”

Grandin is currently a professor of animal science at Colorado State University and continues her research on animal behavior. She travels around the world lecturing on both autism and cattle handling. She is the author of six books, including her most recent best-seller, *The Way I See It: A Personal Look at Autism and Asperger’s*.

She said one of her main goals is to educate people on the symptoms of autism and the importance of early intervention for young children. Grandin also said she refused to see her autism as a disability when she was growing up. She is a hero among children, parents and scholars alike.

“I don’t want kids to come and tell me they have autism,” she said. “I want them to tell [me] about their science projects or the subjects they are interested in. I don’t want kids to get caught up in labels. There are many talented, quirky students that are wasting their talents because there are no mentors to channel them into challenging careers.”





Feb. 25  
**Toby Keith**  
presented by Ford F-Series



March 3  
**Demi Lovato**



March 3  
**Austin Mahone**



March 11  
**Jason Aldean**



March 16  
**Luke Bryan**



# HOUSTON<sup>®</sup> Livestock Show and Rodeo

# RODEO HOUSTON

## SEASON AND MINI-SEASON TICKETS ON SALE NOW

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

AS LOW AS

**\$336**

A SEAT

### SEASON TICKETS

**Season Tickets** are on sale now and include a guaranteed seat for all 20 RODEOHOUSTON performances, Feb. 25 through March 16, 2013. Season Tickets start as low as \$336 a seat, plus shipping and handling. The Sunday, March 17, concert-only performance featuring George Strait, Martina McBride and Randy Rogers Band is an optional purchase with Season Tickets.

AS LOW AS

**\$146**

A SEAT

### MINI-SEASON TICKETS

**Mini-Season Tickets**, with nine great performances in each option, also are on sale now. Mini-Season Ticket seating is located in the Loge and Upper levels of Reliant Stadium. The Sunday, March 17, concert-only performance is NOT available with Mini-Season Ticket options.

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

*Plus shipping and handling*

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

**Season and Mini-Season tickets are on sale now and can be purchased by:**

- visiting [www.rodeohouston.com](http://www.rodeohouston.com);
- calling the Show's Ticket Office at 832.667.1080; and
- visiting the Show's Ticket Windows on the second floor of Reliant Center.

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

### OPTION A DATES

Monday, Feb. 25 – **Toby Keith**  
(presented by Ford F-Series)

Wednesday, Feb. 27 – Country  
(Armed Forces Appreciation Day)\*

Sunday, March 3 – **Demi Lovato and  
Austin Mahone**

Tuesday, March 5 – Country

Thursday, March 7 – TBD

Saturday, March 9 – Country

Tuesday, March 12 – Country

Thursday, March 14 – Pop

Friday, March 15 – Country

### OPTION B DATES

Tuesday, Feb. 26 – TBD

Thursday, Feb. 28 – Country

Saturday, March 2 – Country

Monday, March 4 – TBD

Wednesday, March 6 – Country\*

Friday, March 8 – Country

Monday, March 11 – **Jason Aldean**

Wednesday, March 13 – Country\*

Saturday, March 16 – **Luke Bryan**

*\*Value Wednesday – Upper Level tickets are only \$10.*

*Black Heritage Day, Friday, March 1, and Go Tejano Day, Sunday, March 10, are available as part of Season Tickets, but are not included in the Mini-Season Ticket options. The full 2013 RodeoHouston line-up will be announced Monday, Jan. 7, 2013. Individual tickets will go on sale Saturday, Jan. 12.*



Photo by Lisa Van Etta

# AQHA WORLD SHOWS BRING HIGH ENERGY TO HOUSTON

By BECKY LOWICKI

**T**hink you know what lightning-fast looks like? Chad Little could show you a thing or two with a time of 10.031 seconds in the first-ever American Quarter Horse Association's Open Cowboy Mounted Shooting World Championship held at the 2012 Houston Livestock Show and Rodeo™.

As a new AQHA-affiliated event, the cowboy mounted shooting competition joins the AQHA's Versatility Ranch Horse World Championship, which also is held at the Show.

"The Rodeo has a longtime association with the AQHA that dates back to the beginning of the organization in 1940," said R.H. "Steve" Stevens Jr., Houston Livestock Show and Rodeo chairman

of the board and past AQHA president. "This history of cooperation shows the mutually beneficial nature of our relationship over the years, as well as our intent to continue going forward as a first-class partnership."

The cowboy mounted shooting competition challenges participants to hit as many targets as possible using two .45-caliber single-action revolvers

# COWBOY MOUNTED SHOOTING COMPETITION



Photo by Lisa Van Eita

loaded with five rounds of specially prepared ammunition — all while on the back of a high-speed American Quarter Horse.

Although it may invoke visions of shootouts from the wild, wild West, make no mistake, the cowboy mounted shooting competition involves a highly defined, hair-trigger skill set, and competitors are invited to participate in the finals only by earning AQHA qualifying points from other events held throughout the year.

In conjunction with cowboy mounted shooting, the versatility ranch horse competition, which held its first world championship at the Houston Livestock Show in 2011, promotes the athletic ability and diversity of the ranch horse in five classes: riding, trail, cutting, working ranch horse, and conformation or appearance. In the ranch riding class, horses are shown at three gaits (the way a horse moves) in each direction. A horse earns credits for being alert and moving at a natural speed for the gait requested, making smooth transitions between gaits,

keeping the correct lead, and maintaining the gait until the judge asks for a change.

As part of the ranch trail class, a horse must navigate a minimum of six obstacles, including allowing its rider to open and close a gate; dragging a log in a straight line or around a set pattern; and remaining quiet while the rider dismounts and remounts.

In the ranch cutting class, a single, numbered cow is cut from the herd, and the horse must demonstrate its ability to hold the cow away from the herd with the assistance of two turn-back riders and two herd-holders. Each exhibitor must work the designated cow and one other non-designated cow within a 2-minute time limit.

The working ranch horse class combines the ability of the horse to rein, handle cattle, and put its rider in the position to rope and stop a cow. Each contestant performs individually with a maximum of 6 minutes allowed to complete the class.



# VERSATILITY RANCH HORSE COMPETITION



The goal of the ranch conformation class is to preserve the American Quarter Horse type by selecting well-mannered horses based on their resemblance to the breed ideal.

Offering both world finals championships at the Houston Livestock Show provides spectators with a unique opportunity to learn more about the competition while furthering the mission of the AQHA to preserve ranching heritage and promote the American Quarter Horse.

“Houston’s outstanding venue, heightened public awareness and educational aspects of the Show offered the perfect venue for hosting these world championships,” said Dr. Jim Heird, executive professor of the Equine Sciences Initiative at Texas A&M University and superintendent of the two AQHA world championship shows.

The cowboy mounted shooting event drew a stellar lineup of 51 competitors from 15 states in 2012. Competing in four divisions, including open, amateur, select amateur and youth, participants were from all lines of work, ranging from professional cowboys and ranchers to pilots, veterinarians, and air traffic controllers.

“The versatility event offers a return to our ranching roots, as the horses are extremely athletic animals that are very adept at working with cattle,” Heird said, “It takes a very skilled rider to recognize the unique talents of the horse and negotiate obstacles that mirror those often seen out on the ranch.”

The exposure of the events has spread internationally, and there were competitors from Argentina, Uruguay, Germany and Canada who made it to the world championship. A testament to its global appeal is the experience of Dr. Alvaro Lucena, president of Argentina Quarter Horse Association, who was part of the group of AQHA competitors to attend the versatility world finals at the Show in 2011, and returned in 2012.

“The event is a natural fit for countries like Uruguay and Argentina that have a rich tradition of raising cattle using the skills of horseback gauchos, or cowboys,” Lucena said. “It’s such an exciting event, and the hospitality in Houston is very welcoming to us.”

Charlie Hemphill, AQHA senior director of shows, agreed. “The facility in Houston is outstanding,” he said. “From the warm-up arena to the main arena, along with the overall attendance numbers and publicity and exposure for the events, the venue offers more than any other in the nation.

“The ultimate decision point for the debut of this world finals event, though, was the incredible number of dedicated Rodeo volunteers who helped the competitors unload trailers, set the trail courses and meet any and all requests at any hour of the day,” Hemphill said. “No other venue was able to offer that level of support or willingness to go above and beyond.” 🏆



# New Complex for

# EQUINE INDUSTRY


**O**n Oct. 9, 2012, the Texas A&M University Equine Initiative broke ground on Phase 1 of a multi-million dollar complex that will benefit the equine industry for generations to come. Among the hundreds of attendees were several representatives of the Houston Livestock Show and Rodeo™, as the Show played a large part in the development of this vision.

“From the outstanding horses that bring our trail riders to Houston to kick off our event, to our rodeo equine athletes and competitive show horses, the Houston Livestock Show and Rodeo is deeply committed to the horse industry,” said R.H. “Steve” Stevens Jr., Show chairman of the board. “With this new equine complex, Texas A&M will have the opportunity to continue a top-notch learning environment and safe haven for future equine leaders.”

As a part of its 2013 Educational Commitment, the Show has committed \$1.5 million to the Texas A&M University Equine Initiative, which was created to build an equine program that would produce the best of the best in equine health, welfare and research.

“We are very excited to have a partnership with the Houston Livestock Show and Rodeo, for what we believe will be the very best equine education facility in the country,” said Jim Heird, executive professor and coordinator of the Texas A&M University Equine Initiative. “Texas A&M’s connection with the Show is strong, and this contribution is a wonderful extension of that relationship.”

Phase 1 of the complex includes facilities for the university’s equestrian team, an education and outreach center, a cross country course in collaboration with Texas A&M University Athletics, and new facilities to house the Parsons Mounted Cavalry.

During Phase 2 of the initiative, an equine reproductive research and teaching facility, a teaching arena, and a nutrition and exercise teaching facility will be added to the new complex. Phase 3 includes the remodeling of the university’s Freeman Arena, a covered arena for horse show competitions and rodeo events. The arena was named after the Houston Livestock Show and Rodeo 11th president, N. W. “Dick” Freeman. 



# 2013 Houston Livestock Show and Rodeo™ Educational Commitment

## SCHOLARSHIPS..... \$12,264,000

Metropolitan: 238 four-year, \$18,000 .....	\$4,284,000
Opportunity: 114 four-year, \$18,000 .....	\$2,052,000
Area Go Texan: 72 four-year, \$18,000 .....	\$1,296,000
Texas 4-H: 70 four-year, \$18,000.....	\$1,260,000
Texas FFA: 70 four-year, \$18,000.....	\$1,260,000
School Art: 15 four-year, \$18,000.....	\$270,000
FCCLA: 10 four-year, \$18,000.....	\$180,000
Hildebrand Family: 13 four-year, \$18,000 .....	\$234,000
Military: five four-year, \$18,000 .....	\$90,000
Technical: 10 two-year, \$8,000 .....	\$80,000
Achievement Scholarship (juniors): 50 two-year, \$16,000.....	\$800,000
Achievement Scholarship (seniors): 50 one-year, \$8,000.....	\$400,000
Texas A&M University College of Veterinary Medicine: six one-year, \$8,000.....	\$48,000
Texas Christian University Ranch Management Program: four one-year, \$2,500 .....	\$10,000

## GRADUATE ASSISTANTSHIPS ..... \$485,400

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

## EDUCATIONAL PROGRAM GRANTS ..... \$6,007,024

Aldine/Spring Elementary Reading Program	Neuhaus Education Center
Alley Theatre	Opportunity Houston 2.0
American Festival for the Arts	Prairie View A&M University
Baylor Research Advocates for Student Scientists	Reasoning Mind
Brookwood Community	Small Steps Nurturing Center
Camp Houston Fire	Teach for America – Houston
The Center for Hearing and Speech	Texas 4-H
Children’s Museum of Houston	Texas Aerospace Scholars
Cristo Rey Jesuit College Preparatory	Texas A&M University Beef Cattle Short Course
FCCLA Leadership Training	Texas A&M University Entrepreneurship Bootcamp for Veterans
Glassell School of Art	Texas A&M University – Equine Initiative
The Health Museum	Texas A&M University – Kingsville
Holocaust Museum Houston	Texas FFA
Houston Community College – Public Safety Institute	Texas Rangers Association Foundation
Houston Grand Opera	Texas Wildlife Association Foundation
Houston Hispanic Forum	Theatre Under the Stars
Houston Independent School District – Apollo 20 Program	The University of Texas – UTeach
Houston Symphony	Townsend Leadership Fellows Program
Memorial Park Conservancy	Western Art Academy Workshop

## CONTRIBUTIONS TO JUNIOR SHOW EXHIBITORS..... \$5,895,250

## 2013 TOTAL EDUCATIONAL COMMITMENT ..... \$24,651,674



# Judging for the Future

Show volunteers donate time to judge scholarship applications

Each year the Houston Livestock Show and Rodeo™ receives thousands of applications from soon-to-be graduating high school seniors, who have hopes of becoming a distinguished Show scholar. These applications are carefully evaluated by the people who give so freely of their time each year: Show volunteers.

Since 2010, the Show has used its dedicated volunteer corps to help with the judging process of scholarship applications, and the process has been one some committee members said they will never forget.

"I cannot begin to explain how delightful the experience was, especially when I was able to see the caliber of students applying for these fabulous scholarships," said Jane Skelton, past Show scholarship judge and member of the Corral Club – Ticket Sales and Special Children's committees. "The experience will only help motivate me, and those other Show volunteers that I know, to work harder to raise more scholarship money in the future."

For the 2013 scholarship season, the Show is again looking for volunteers to take on the judging process. To be eligible, individuals must be a current committee member in good standing with the Show. To be considered, volunteers can sign up for the scholarship judging waitlist through the online Membership portal.

"These judges are the ones reading the very words these students write in their essays," said Jennifer Hazleton, chief financial officer of the Houston Livestock Show and Rodeo. "In the past, we've had to leave a few tissue boxes around the room — these students' stories can be



extremely moving."

Approximately 300 volunteers are needed for the Metropolitan, Opportunity and School Art scholarship judging process, which takes place in April each year. Judges are chosen from the waitlist at random and are then asked to sign up for a three-hour time slot. During this time, the Show asks each judge to evaluate a maximum of 15 applications.

As a judge, volunteers rate applications in three sections: high school leadership, community activities, and work experience; personal narrative; and financial need.

"From illnesses and struggles, to wanting to be the first person from a family to attend college, these applicants open their hearts and reveal their dreams and ambitions [in their applications]," said Sally Allen, 2012 scholarship judge and member of the Calf Scramble Donors and Membership committees. "I feel every volunteer should participate in this process — I truly considered it an honor." 🐾

Since the mid-1970s, members of the Rotary Club of Houston have taken time to help with the Houston Livestock Show and Rodeo scholarship judging process. While Show volunteers now help with the task, many members of the Rotary Club still volunteer their time to help out and continue to find it just as rewarding.

# Community Involvement



## Teach for America - Houston

By SARAH WEBER LANGLOIS

**E**ach year, the Houston Livestock Show and Rodeo™ makes significant contributions to educate the youth of Texas. For the first time in 2012, the Show donated \$100,000 to Teach for America – Houston to be used over a three-year period. This funding assists with the training and support of 450 teachers, known as corps members, in Teach for America.

“We know that an effective teacher can make an incredible difference in the lives of his/her students,” explained Brad Leon, Teach for America senior vice president of regional operations. “Teach for America – Houston is committed to increasing the number of effective teachers working to give high-need students in Houston the excellent education they deserve.”

According to Leon, the Show’s contribution will help Teach for America – Houston fulfill its ongoing

commitment to recruit, select and train corps members who agree to a two-year commitment in the Houston area and become lifelong leaders in the effort for educational excellence and equality.

“Houston, like many large cities, has a gap in the educational opportunities available to students growing up in low-income communities compared to their more affluent peers. Our goal is to cultivate committed leaders who will work to eliminate this disparity from across sectors,” Leon said.

Focused on closing the achievement gap, the organization believes in a two-part theory of change, including a need for exceptionally talented teachers and administrators, as well as a need for strong advocates of education, both from within the educational system and from community members. Teachers are provided intense training and ongoing support to maximize their effectiveness in the

classroom. This specialized training that the corps members receive comes at a significant cost, which is made possible with support from a broad range of community supporters, including public, corporate, foundation and individual donors. The program has proved to be so successful that corps members are consistently in high demand by Houston-area school districts and charter schools.


"The Show's contribution has enabled Teach for America – Houston to train and support an increasing number of teachers in schools in the Houston Independent School District, including HISD's Apollo 20 schools, which have been among the lowest performing schools in Houston for some time, and has allowed us to deepen our community partnerships," Leon said. "The Show's contribution

has also enabled us to expand our support for STEM [science, technology, engineering and mathematics] and reading educators at both the early-childhood and middle-school levels, which are critical to students achieving long-term academic success," he continued.

In its 22-year history, Teach for America – Houston has deployed more than 2,700 corps members, including 450 for the 2012 – 13 school year. These teachers have reached more than 350,000 low-income and at-risk students.

"Houston is an entrepreneurial city, and the only way to continue that innovation is to develop an educated workforce," Leon said. "Giving every student an excellent education that prepares them for 21st century careers is critical to Houston's future economic success."



Teach for America – Houston's mission of delivering a quality education to every child, particularly the underserved children of Houston, and the Show's commitment to education are very compatible goals," explained Leon. "The Show is a phenomenal Houston institution, and we are honored to have the Show on board with Teach for America – Houston as a partner and a supporter." 

## The Show's contributions have enabled:

- training and support for 450 Teach for America corps members in HISD (including Apollo 20 schools)
- expanded support for STEM & reading educators



# COMMITTEE spotlight

## Western Art

By LAURA SANDERS

Over the years, the Houston Livestock Show and Rodeo™ has accumulated a significant amount of Western artwork through various donations, including bronze sculptures and pictures dating back to 1932. The Western Art Committee was formed in 1990 to chronicle, organize and archive each piece of the Show's growing collection.

"I think it's a hugely important function — the product they put out there brings a huge value to the Show. It provides a way to chronicle the Show's history," said Mark Melton, Western Art Committee officer in charge.

In addition to keeping track of the artwork, the committee places more than 70 pieces of art and 30 bronze sculptures throughout Show offices and in the Tejas Room. Shadow boxes line the halls of Reliant Center and the Directors Club, and museum cases are placed outside of the Louis M. Pearce Jr. Board Dining Room and the Show's Executive Offices. Art also can be found in parts of Reliant Stadium and in the Stockman's Club in Reliant Arena.

The Western art displays, however, are not limited to Reliant Park. During Show season, the committee helps with displays inside the Houston Visitors Center, as well as at airports. These displays provide a first impression of the Houston Livestock Show and Rodeo to visitors who enter the nation's fourth largest city. For 2013, the committee will help decorate Houston City Hall with pieces from the Show's collection.



Photo by Debbie Porter

"Visitors from all over the world have commented that [the airport displays] make them feel welcome," said Bonnie Herndon, committee chairman.

The committee's 109 members help inventory pieces and design, set up, and take down displays. Each piece is photographed, assigned a barcode and entered into an inventory database that lists where it is displayed throughout the Show grounds and Houston.

"It's amazing," Herndon said. "It's really hard to believe how many people would just love to spend some time [in the Western Art Room] and go through everything we have." 🍷

## Trail Ride



By CRYSTAL MCKEON

In 1952, four individuals recreated an authentic Western trail ride from Brenham, Texas, to the Sam Houston Coliseum in downtown Houston to raise public awareness of the Houston Fat Stock Show. As interest built from the ride over the years, the Show created the Trail Ride Committee in 1967 to ensure the organization and safety of trail riders, which now come from all parts of the state as well as Louisiana.

"The 13 trail rides converging on Memorial Park through the streets of Houston has brought a physical presence to the start of the Houston Livestock Show and Rodeo for over 60 years," said Philip Martin, committee chairman. "For this to happen, the Trail Ride Committee works nonstop in the months and weeks prior to Rodeo."

# COMMITTEE spotlight

More than 3,000 trail riders gather at Memorial Park in Houston the night before the Downtown Rodeo Parade, where they camp overnight and receive awards from the Trail Ride Committee for a number of categories. The next morning the committee volunteers escort the riders to and from the Downtown Rodeo Parade, where they demonstrate the Western heritage of the Show to hundreds of thousands of onlookers.

The committee has 125 volunteers divided into five subcommittees — judging, park support, administration, cook team and media — which handle different aspects of the trail rides.

Committee volunteers are expected to attend three meetings throughout the year and be at Memorial Park for three days leading up to the end of the trail. Philip Martin, committee chairman, believes that the Trail Ride Committee's most important contribution is getting the word out that it is Showtime in Houston.

The next time you see thousands of cowboys on horseback and in covered wagons, riding through the busy streets of the nation's fourth largest city, take a moment to remember the Trail Ride Committee volunteers who help make it possible. 🐾

## Recycling

By GIGI MAYORGA-WARK

In 1991, the Houston Livestock Show and Rodeo™ made the decision to build on its green initiatives and created the Resource Renewal Committee with 10 members. In founding this committee, Show leaders not only felt a sense of duty toward the environment, but also saw an opportunity to turn trash into cash and offset the huge expenses associated with waste removal.

In 1998, due to an increase in membership and responsibilities, the committee joined forces with the Outhouse Gang to form the Facility Services Committee, which has three subcommittees: cleaning, recycling and set up.

As the Show has grown over the years, so has its recyclable refuse. In 2010, Show volunteers collected 71,300 pounds of plastic and aluminum and 154,040 pounds of corrugated cardboard, the latter representing a 50 percent increase in one year. In response to this growth, the Show formed the Recycling Committee in 2011, which allowed for more concentrated resources, such as trucks, trailers, containers, compactors, volunteer power and budget.

"The establishment of an official committee dedicated to the recycling efforts of the Show proves the commitment that the Houston Livestock Show and Rodeo has always had toward safeguarding the environment," said Curtis Brenner, past officer in charge of the Recycling Committee. "The Show has now provided the resources needed to aid the dedicated committee members in their recycling efforts."



Photo by Debbie Porter

Largely through the efforts of the Recycling Committee, the 2012 Show recycled 212,480 pounds of cardboard and 73,680 pounds of plastic and aluminum.

The Recycling Committee is dedicated to continually educating the public on the value and ease of recycling. "We would like to further the education of the public, including Show committees, to recycle rather than simply toss trash out," said Jack Clemmensen, committee chairman. "Such efforts have already been put into place with the Corral Club [committees], [Show] vendors, and the RodeoUncorked! Champion Wine Garden, resulting in significant returns." 🐾

# COMMITTEE spotlight

## Swine Auction



By BRANDY DIVIN

The Houston Livestock Show and Rodeo™ Swine Auction Committee was formed in the mid-1950s to secure auction money for top exhibitors of the Junior Market Barrow Show. Each year, Swine Auction Committee volunteers are required to raise a minimum of \$5,600 in purchase commitments or contributions to earn a gold badge.

Securing these commitments guarantees that all ribbon-winning exhibitors receive a minimum price for their barrows at the Junior Market Barrow Auction. Along with selling, the average committeeman spends approximately 80 hours working, both during the Show and non-Showtime, according to Eric Huegele, committee chairman.

Along with the auction, which raised more than \$1.8 million during the 2012 Show, the committee hosts two other events: a dinner held after the auction in appreciation of the buyers and

an auction breakfast, hosted the morning of the Junior Market Barrow Auction.

Huegele said his proudest moment as chairman has been watching the committee improve its sales 7 percent since his chairmanship began. Encouraging sales from committeemen is easy, according to Huegele. "We have a great team, and everyone is out to 'sell one more pig,'" he said.

The Swine Auction Committee is a shining example of the Show's goals. Volunteers work tirelessly in support of the youth of Texas, helping to provide money for the future and instilling values of hard work and dedication.

"These committee members never cease to amaze me," said Mike McKinney, officer in charge and former chairman of the Swine Auction Committee. 🐷

As members and volunteers, you can help get official word of all things RODEOHOUSTON® out to the public by following these simple social media tips.

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