



"BOWLEGGED H" MAGAZINE

FALL 2013 • VOL. XXI NO. 3 • HOUSTON LIVESTOCK SHOW AND RODEO™



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Learn how the fireworks displays inside Reliant Stadium during a RODEOHOUSTON® performance are strategically placed every day to make sure fans have the most enjoyable experience possible.

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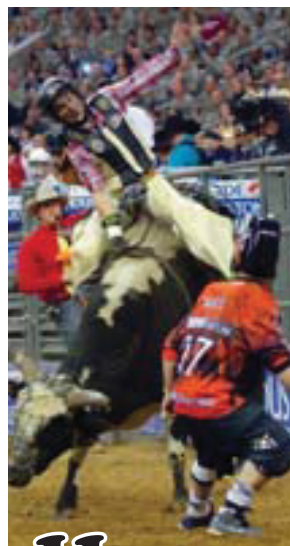
After more than 40 years in existence, the World's Championship Bar-B-Que Contest has grown to include more than 300 teams, but is still home to the best barbecue you will ever find! Read through this history piece, which includes memories from founding members, teams and committee volunteers.

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For these three men, nothing is more exhilarating than being face-to-face with a 1,000-pound beast, trying to protect the cowboy who is hanging on for a win. The RODEOHOUSTON bullfighters are some of the best in the world and are sharing their experiences (and a few secrets) in this interview.



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FALL 2013
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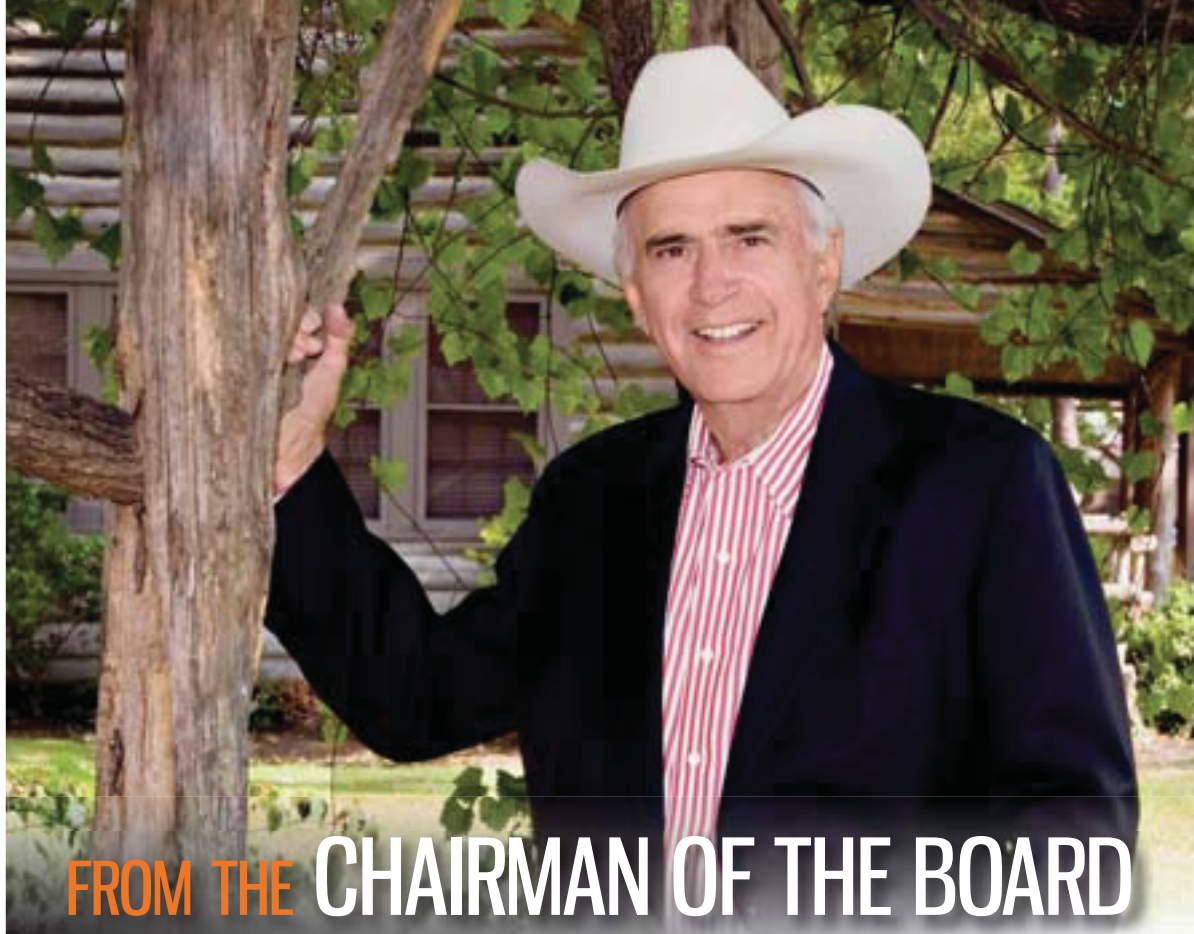
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AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



FROM THE CHAIRMAN OF THE BOARD

This summer I met a wonderful young couple here in Houston, Jake and Sterling Wilkinson, and their 1-year-old daughter, Miller. Jake is a former student of my alma mater, Texas A&M University, and at our initial meeting, we talked about the school and some of our favorite memories.

A few days later I received a phone call from Jake. He told me how much he had enjoyed meeting me, but that it wasn't until afterward that he realized he recognized my name as the Houston Livestock Show and Rodeo™ chairman of the board. He said that he was a former recipient of a Show Texas FFA scholarship and had shown pigs in our livestock show for more than a decade. He said that he could not thank me enough for the things we do for the youth of Texas!

That is quite possibly one of the most rewarding aspects of this position: to encounter a bright young man, who has a beautiful family, successful career, and a great future ahead of him, and to know that a portion of his current life is due to the fact that he had earned support from this organization.

Jake returned to the Show in 2013 as a member of the Junior Horse Show Committee, and was one of the 28,000-plus volunteers who helped award more than \$24.6 million in educational support this year.

My summer was filled with meeting students just like Jake, from all walks of life, and they, too, will now have the opportunity to go on to college and become the future of our city, state and nation.

As we approach another Show season, some exciting changes have taken place within the Show's hierarchy. Earlier in August, the Executive Committee and myself announced the hiring of Joel Cowley — former executive director of agricultural competitions and exhibits — as the Show's new president and CEO. And, after diving through a pool of more than 600 candidates with the help of hired search firm Witt/Kieffer, and the dedication of our passionate nine-person internal search committee, we know that Joel will continue to lead this organization into an extremely bright future.

It is very gratifying to have gone through a very intense, national search and in the end select one of our own. Congratulations to Joel and his wife, Tammy, and a big thank you to our search committee and the Executive Committee for their efforts in this process.

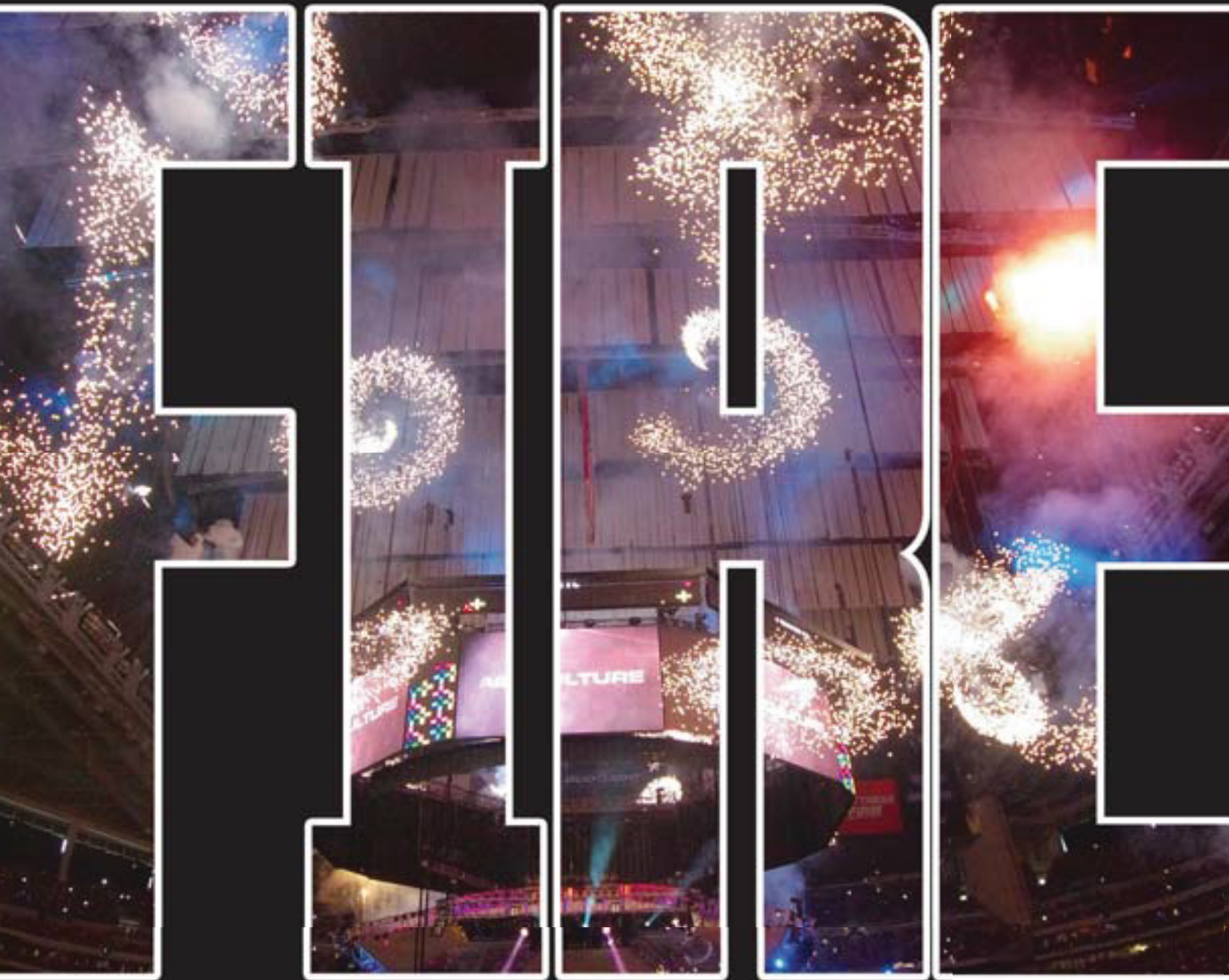
One last thing, make sure you take note of the information located on the back inside cover. Moving forward, the magazine will be offered through an email subscription, and you must change your online membership profile to note whether or not you would like to continue receiving a physical copy in the mail.

I hope you have a wonderful next few months as we gear up for the 2014 Show with committee meetings, fundraisers, appreciation parties and more.

Best,



Steve Stevens



in the Hole

By LYN STEWART

The Houston Livestock Show and Rodeo™ is known for heart-pounding rodeo excitement and concerts from the biggest superstars in the music industry. When putting on a world-renowned event for as many as 75,000-plus fans, the atmosphere needs to be lit up like the Fourth of July, and RODEOHOUSTON® does just that with its spectacular indoor pyrotechnics.

During each performance, 750 fireworks blast off to showcase three events: the national anthem, the star entertainer introduction and the end of the concert.

Most people envision elaborate, colorful outdoor displays when they think of fireworks, but as the director of

pyrotechnics for RODEOHOUSTON, it is Jeff Marsh's job to bring that dazzling show under one roof. It is a job he knows well.

Marsh was part of the team that helped create the first indoor fireworks display at the Show to celebrate the Texas Sesquicentennial in 1986. But, the Astrodome was not built for sophisticated pyrotechnical displays when it was constructed in 1965.

"The Astrodome was a brutal building to work in and hang all the wires. You had to watch what you were doing because you could walk into a beam and knock yourself out," Marsh said. "The rule of thumb in the Dome was if you were up in "the attic" [the metal catwalk high above the building's

floor], every 20th step you were going to walk into a beam. So, on the 19th step, you had to duck.”

The move to Reliant Stadium in 2003 was a dream come true for the Show’s pyrotechnic crew. But, creating a massive fireworks display indoors has its challenges, regardless of the venue.

“We are in the middle of an arena and part of the trick is to play to an audience of 72,000 people in a 360-degree display. You have a lot of space to fill to make it look like a big show,” Marsh said. “We’re not launching aerial shells. We are suspending fireworks out of the attic and attaching them to the lighting trusses or signage trusses or putting them on the ground and shooting it upwards.”

Between 15,000 and 16,000 feet of electrical wiring is used to create the elaborate fireworks, according to Marsh.

“To create the aerial burst illusion, you realize that there are fireworks going off in the arena and it’s over the dirt and it looks like an aerial shell to you, but each one of those fireworks is separately hung from a piece of electrical wire out of the attic. We suspend everything,” Marsh said.

The biggest task for the crew is controlling the display at all times. “You are surrounded by an audience, 360 degrees, so everything you do needs to go up or go down and can’t go to the side where the audience is. You have to control it. You have to know exactly where it’s going to go when it goes off and where it’s going to land,” Marsh said.

Shooting off the fireworks over the Rodeo’s dirt floor adds to the safety of the show, Marsh said.

Any debris that lands on dirt is later picked up during a nightly walk-through by his crew.

It takes a crew of 10 people eight days to set up the extensive wiring and displays and test the equipment before the first performance. The Houston Fire Department also is closely involved to ensure all safety procedures are met. After issuing a permit, HFD has an inspector on hand for each performance.

When fans exit Reliant Stadium each night, the pyrotechnic crew’s job is just beginning for the next performance. They spend approximately three hours reloading all 750 pieces of pyrotechnics. The next day, three to four hours before each performance, the crew builds and double-checks the displays. The spectacular fireworks show is reworked every year to bring new colors, shapes and innovative effects to the display, but some things will never change.

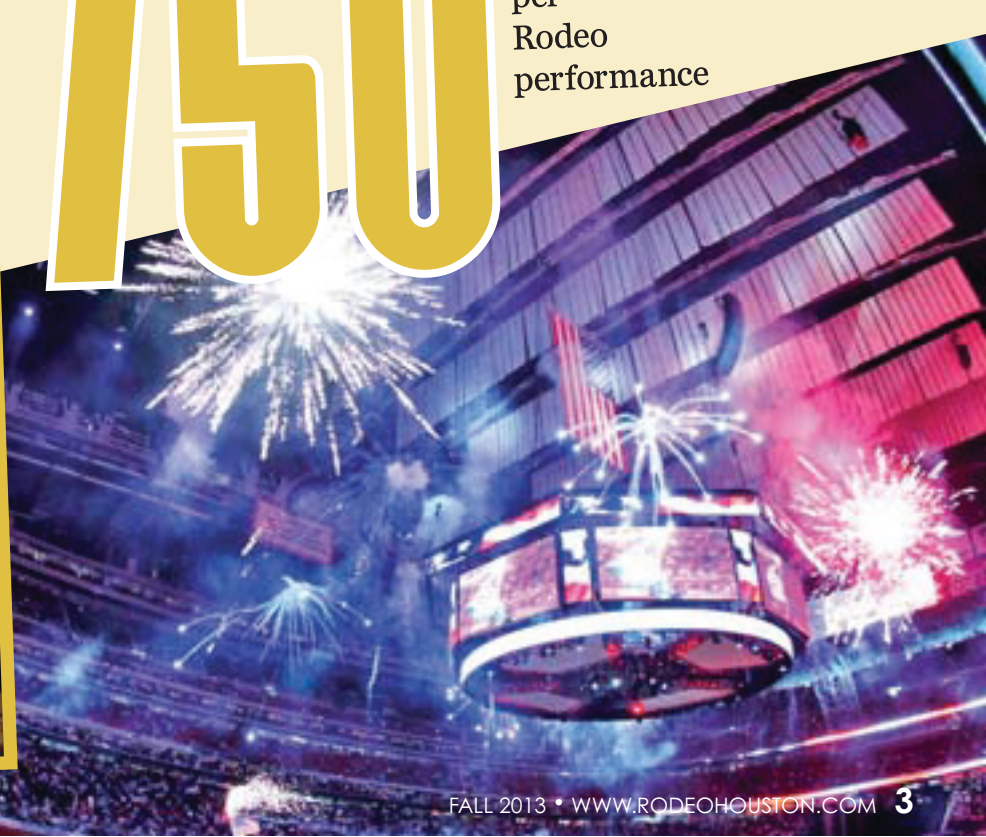
“You can’t change the fireworks display during ‘the rockets red glare’ and ‘bombs bursting in air’ — you’ve got to have that [every time] during the national anthem,” Marsh said.

One of Marsh’s favorite fireworks displays was created for entertainer ZZ Top at the group’s 2007 RODEOHOUSTON performance. Band members asked if they could have fire while they performed Johnny Cash’s legendary song “Ring of Fire.”

“[ZZ Top] asked if I could do a big ring of fire. I said, ‘How about if I do four big rings of fire in the dirt while you guys do Johnny Cash?’ So, we came up with a way to do four, 30-foot-in-diameter rings of fire that got lit at the same time, burning in the dirt. When we lit it up, the crowd went absolutely crazy,” Marsh said.

When the fireworks illuminate Reliant Stadium for the third and final time each night after the concert, it is to bid farewell to the performer and the thousands who came to the performance. And, it is quite evident by the noise level that everyone had a blast. 🎆

750 fireworks
per
Rodeo
performance




BY THE NUMBERS: WINNING SLAP

18

the number of years Mark Hoge had been judging livestock before he gave the winning slap to "Chappie"

2,470

the number of junior market steer entries in the 2013 Houston Livestock Show™ | This Charolais cross took top honors as Grand Champion Junior Market Steer



75,238

the number of RODEOHOUSTON® fans that packed Reliant Stadium to watch the BP Super Series Wild Card Round, Grand Champion Steer selection and star entertainer Blake Shelton in concert

16

the number of breeds vying for a chance to become a junior market steer champion at the world's greatest livestock show

\$360,000

the amount paid by the highest bidder at the Junior Market Steer Auction | Kelton Long, 15, of Wellington, Texas, flashed a more-than-quarter-million-dollar smile as his steer was named grand champion

SEASONED TO PERFECTION

40 YEARS OF WORLD-CLASS BARBECUE

By BECKY LOWICKI

First, let us get to the meat of the matter: the Houston Livestock Show and Rodeo™ World's Championship Bar-B-Que Contest is not your typical backyard barbecue. Even in Texas, where everything is larger than life, this trademark event has reached epic proportions as it celebrated its 40th anniversary of "high-steaks" competition in 2013.

"We passed the image of a backyard social cooking on the grill a long time ago," said Jim Harrison, founder of the Brisket Cases, one of the first teams to participate in the contest in 1974.

Founding World's Championship Bar-B-Que Contest Committee member Rose Trapolino, along with past chairman Ken Middleton, who joined the second year the committee was active, have witnessed first-hand the exponential growth over the years.

The event sparked from the initial idea of Bill Bailey, current Show board of directors member, lifetime vice president and RODEOHOUSTON® color commentator.

"I had this dream of a world championship barbecue competition after watching the Houston Ship Channel chili cook-off more than 40 years ago," Bailey recalled. "Except I thought, 'What's more indigenous to Texas than barbecue?' People

elsewhere in other states don't know what real barbecue is, and serve you 'goo' on a plate."

That idea sparked the trio of Bailey; E. C. "Dick" Weekley, general manager from 1962 to 1984; and Jim Archer, a beer distributor, to present the concept to Tommie Vaughn, Show president from 1973 to 1975. "I'll never forget his three words after our presentation — 'Let's do it,'" Bailey said. And, the rest is history.



CURRENT CHAIRMAN OF THE BOARD, R.H. "STEVE" STEVENS JR., WAS A PART OF THIS AWARD-WINNING TEAM AT THE FIFTH ANNUAL WORLD'S CHAMPIONSHIP BAR-B-QUE CONTEST [PICTURED SECOND FROM THE RIGHT.]

Today, more than 300 teams compete in numerous barbecue categories and the overall attendance reached record numbers in 2013 with 264,132 patrons entering the gates during the three-day span. "This contest has grown from the back of pickup trucks to one of the world's best and largest [barbecue events] in several different ways," said former World's Championship Bar-B-Que Committee chairman and current officer in charge, Jeff M. Jones.

As the years have passed, several of the teams started using state-of-the-art equipment, including a custom-made pit in the shape of an airliner. From the overall concept to the smallest detail of cooking, the production, level of expertise, showmanship and hospitality continue to exceed expectations each year.

With such high-caliber barbecue cooks coming out of the winning teams, the World's Championship Bar-B-Que Contest overall winner is automatically invited to enter some of the other top events in the country, including The American Royal, in Kansas City, Mo., and the Kingsford Invitational, in Belle, Mo.

Barbecue teams from across the country, as well as winners from the Show's 62 Area Go Texan counties, are invited to compete in Houston each year. The teams vie for top honors in mouth-watering categories such as best brisket, chicken, and ribs, as well as specialty categories such as most unique pit, cleanest team area and recycling. It is more than just grillin' and chillin', the quantity of inventory needed to prepare for such a large-scale event rivals that of many commercial operations.

"There's a lot that has to happen in such a short time frame on site that the entire process has to run seamlessly," said Debbie Drummer, whose father founded the Maverick Kookers, one of the original teams still involved with the contest today. "I get excited just thinking about it," she said. "We always want to have more fun than the year before, and it takes everyone working together to do their part behind the scenes before, during and after the event to make that happen."

But, according to Drummer, it is all worth it in the end as evidenced by the team's motto, "Where Friends Meet Friends."

"It's amazing to watch it all happen," she said. "It's such a special time full of tradition."

As proof of just how close-knit the World's Championship Bar-B-Que Contest is for team members, Drummer held her wedding reception at her team tent, dressed in her white gown with her groom, John, in his tuxedo. "I couldn't



AFTER HAVING THEIR WEDDING AT THE CONTEST, THE DRUMMERS WILL ALWAYS HOLD IT DEAR TO THEIR HEARTS

think of anyplace else I'd rather be than right here with my friends on such a joyous occasion," she said.

Involved since the inception, Jo Ann O'Rourke, founder of the original all-female team, the Goody Girls, agrees on how much the contest has evolved over time. "We have such a good time that our name is known far and wide, but we make it clear that this is a working team effort; and even then, people are eager to participate."

Just as the whiff of succulent barbecue wafts across the air, word of the World's Championship Bar-B-Que Contest has spread far and wide. "We have some people from other states that plan their annual vacations around this event. It's just that popular," O'Rourke said.

Culinary experts also have gotten wind of the event. Notable dishes such as the Brisket Cases' barbecue cabbage, the Goody Girls' potatoes, and the Maverick Kookers' slush, each have achieved prominence as coveted menu items mentioned on the Food Network.

Years past have also included local and national "celebrity" judges such as former Texas Gov. John Connally; Houston Oilers' legendary coach Bum Phillips; Food Network star Guy Fieri; and local radio personality Dave Morales.

While the contest has changed and evolved over the years, the reason barbecue teams have stayed involved for more than four decades has not. "It's all about the scholarships for kids," Harrison said. "The [World's Championship Bar-B-Que]

Committee does an excellent job year after year making it more fun and increasing the potential for scholarship funding."

O'Rourke agreed, "We're there for one thing, the opportunities for our youth through scholarships and education." 🍷



BILL BAILEY IS SEEN HERE ANNOUNCING RULES TO THE GROUP OF JUDGES READY TO TASTE SOME WORLD-CLASS BARBECUE.



The first special education classes at Eastwood Elementary School in Houston were the initial guests of what is known today as the Special Children's Committee.

70 YEARS OF SERVICE

Special Children's
committee BRINGS

Smiles
TO THE Show

By SCOTT HILL BUMGARDNER



The Special Children's Committee has been putting on Lil' Rustlers Rodeo for many years to give these kids the chance to interact one-on-one with real livestock and rodeo cowboys.

In 1957, this group of special children attended a matinee performance of the Rodeo – set up just for them.



One dedicated teacher's dream of helping physically and mentally challenged children enjoy a trip to the Houston Livestock Show and Rodeo™ lives on through the efforts of the Special Children's Committee today. And, because of Lucia Painter Eaton's vision, thousands of special-needs children have enjoyed the magic of the Rodeo for more than seven decades.

Eaton was inspired by the joy brought to her son, who had cerebral palsy, after bringing him to the Show for the first time. She began to arrange ticket donations and organize similar field trips for other special-needs students and their teachers, according to past committee chairman Claire Stuewer, who is especially proud as she is Eaton's granddaughter.

In 1943, the Show took up the challenge of reaching out to the community through the formation of the Special Children's Committee, led by Dave Greenwell, the committee's first chairman. Currently, nearly 180 committee volunteers work with a number of area school districts and agencies that serve the physically and developmentally challenged. Each year, approximately 3,000 special-needs children and adults watch the Rodeo competition over a three-night period. More action is available during the day on the Show grounds, as the committee hosts tours for more than 1,500 of these special children. These groups, which are primarily from schools, have the opportunity to tour AGVENTURE, see the pig races, spend a day at Fun on the Farm and more.

The visits and tours are enhanced by hands-on activities through the Lil' Rustlers Rodeo, which actually puts 4- to 10-year-old special-needs children in the middle of the action

as they compete in the Main Arena of Reliant Center. This lively, fun event occurs on two nights with 75 participants each. Little bull riders, steer ropers and barrel racers let their imaginations run wild as they live out cowboy dreams with fun and safe critters. Though the bulls are on rockers and the horses are sticks, these kids have an exciting time being a part of their very own rodeo.

While the main emphasis of this committee has been children, the committee's duties expanded in 1997 with the addition of the Top Hands Horse Show. Riders of all ages with physical and mental challenges compete in English and Western riding events. The competitors are affiliated with 15 therapeutic riding clubs from across the area. Approximately 225 riders compete at varying levels in four events. Therapeutic riding helps the physically disabled work on their balance and muscle strength, while building confidence and improving mobility.

"Some of these children have never been to the Rodeo and giving them the opportunity is just awesome," said Stuewer.

The Special Children's Committee can justly be proud of its 70 years of service to the Show and the community. Grounded in Eaton's simple dream, the committee, according to Stuewer, has taken that vision and stretched it well beyond anything she could have imagined. By helping these special children and adults find the wonder and joy of the Rodeo, committee members help everyone experience the magic of the Show. 🤠



Q&A: RODEO HOUSTON® BULLFIGHTERS

By BRAD LEVY



KELLY JENNINGS

What drew you to the sport of bullfighting?

I started out actually trying to ride bareback bucking horses, and I ended up breaking my wrist. I then worked for a stock contractor who had a barn behind his house where I started fighting bulls.

What is it like to be a few feet away from a raging 1,000-pound beast?

You know, you don't think of it as anything but that I was hired to do a job, and I want to do my job to the best of my ability. In the back of your mind, you know something bad

could happen, but you don't worry about it. You go do your job and take it one step at a time.

How did you get your start at RODEO HOUSTON?

In November of 2011, the Show asked me if I wanted to work in Houston; I said, "Shoot, yeah! Everybody wants to go to Houston." After a meeting in Las Vegas that December, I was signed on for the 2012 Rodeo.

What's the best thing that has happened to you since you started bullfighting?

I met my wife through the rodeo; we have a family now and we go to rodeo together. Working in the rodeo has created an extended family for us; I have made so many good friends out of this business. A few years ago, while working a show in Montana, I got injured and had to go to the hospital. All of my buddies took care of my son until I got back. You just don't find friends like that in this world anymore.

Do rodeo fans recognize you when you are not wearing makeup and arena clothing?

Some of the fans do recognize me, especially when I work a rodeo over many years. Those fans that continually come to that rodeo come up to me outside of the arena. I think after a few more years in Houston the fans there will come to recognize me outside of the arena. 🤠



DUSTY TUCKNESS

What drew you to the sport of bullfighting?

I grew up in the rodeo world. My dad fought bulls when he was in the rodeo. As a kid, I really fell in love [with bullfighting], and I liked the whole aspect of what my dad did. As I got older, my dad started helping me out and showing me the ropes a little bit. Later on, I watched a lot of tapes and built my own style from other bullfighters that I watched perform.

Have you ever thought about riding a bull?

I rode a little but didn't like it. I've always loved fighting bulls.

How did you get your start at RODEOHOUSTON?

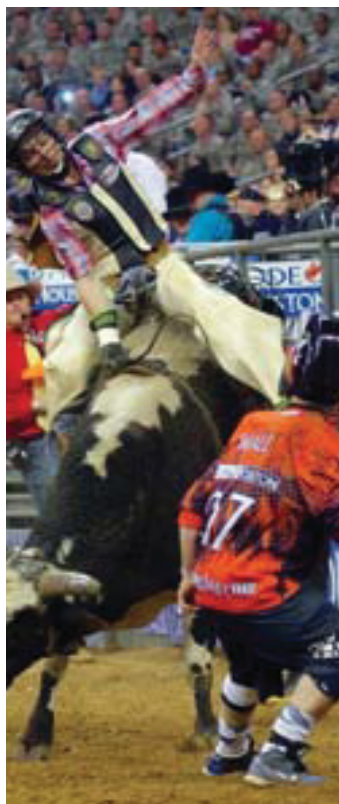
In 2008, I got a call from the Show asking if I'd come down to do a free-style bullfight demonstration. Of course, I jumped to the offer. I was just getting my career started as a professional and wanted to take every opportunity I could. The following year they gave me a contract.

Have there been any bulls that have repeatedly given you trouble in the arena?

I have had quite a few different run-ins with a couple of bulls: Foolish Pride and 666 Devil's Playground. They just always seem to get the upper hand on me. Both of them are really good bucking bulls that have a little hook to them. It seems like they get out of position, and I take a hook from them and get run over. In 2011, 666 Devil's Playground broke my kneecap.

What type of exercise and diet regimen do you maintain to keep in shape for bullfighting?

The one workout program that I use the most...focuses on the cardio and muscles that we use in the arena. It brings your cardio to a level where you can work a lot of bulls, a lot of rodeos and still feel good, and then you're less prone to get injured. I also stay away from fast food and stick to nutritious foods and protein shakes and bars. 🍌



CORY WALL

Have you ever thought about riding a bull?

I used to enter bull riding competitions wherever I was hired to fight bulls. They would load my bull that I drew at the end of the rodeo. Once I'd get done fighting bulls, they'd give me a chance to ride. After doing this for five years, I felt I had to make a decision on which direction I wanted to go, so I decided to continue fighting bulls.

What is it like to be a few feet away from a raging 1,000-pound beast?

It's a lot like jumping off a cliff into water that is really, really deep. It kind of makes your hair stand up a little bit more and takes your breath away. The reaction happens so fast that I don't have much time to feel or think about it.

How did you get your start at RODEOHOUSTON?

In 2007, one of the bullfighters got hurt, so they called me to come down and work. I flew down there and had a great time, and they have brought me back ever since. I tell people that RODEOHOUSTON is my favorite rodeo to fight bulls. The volunteers are always taking care of your needs to and from the arena, plus the 70,000 people in the building makes it pretty special.

What are your favorite memories from RODEOHOUSTON?

A couple of years ago, I jumped in front of a bull. He hit me in the chest and threw me about 20 feet. When I got up, the fans in the arena roared, and they ended up giving me free airline tickets out of the deal.

Have there been any bulls that have repeatedly given you trouble in the arena?

There's been several over the years: Thriller, a big yellow bull with big old horns that could run like a deer — fast — just so mean. Another bull by the name of Gator Made; he's just so big and smart with big horns that he is really difficult to manage out there. It's hard to keep him off of those bull riders.

What type of exercise and diet regimen do you maintain to keep in shape for bullfighting?

I pay attention to what I eat; I don't drink soda pop or beer; I try not to put junk into my body. As for exercising, I try to mix up my routine. 🍌

JACK A. LYONS

chairman-elect of the board



On May 16, 2013, the Houston Livestock Show and Rodeo™ board of directors elected Jack A. Lyons as the Shows chairman-elect of the board.

“The Houston Livestock Show and Rodeo has been our family charity of choice for the past 32 years,” Lyons said. “I am truly honored to be serving as chairman-elect and having the opportunity of working with Steve Stevens throughout next year.”

Lyons’ in-laws, Suzanne and Frank Nelms, introduced him to the Houston Livestock Show and Rodeo in 1981, when he began volunteering on the Quarter Horse Committee. In 1990, he joined the World’s Championship Bar-B-Que Committee. He served as a vice chairman on both committees the year before being appointed chairman of the World’s Championship Bar-B-Que Committee in 1998. Lyons was elected to the Show’s board of directors in 1995. In 2001, he began his term as a Show vice president and officer in charge of the Communications – Editorial, Directions & Assistance, Special Children’s, Swine Auction, Western Art, and World’s Championship Bar-B-Que committees. He has been a member of the Show’s Executive Committee since 2008. He is former chairman and president of the Rodeo Institute for Teacher Excellence™.

Volunteering for the Houston Livestock Show and Rodeo is a Lyons’ family tradition. His wife, Nina, has been a Show member since 1983 and volunteered on the Quarter Horse Committee for many years, serving as a vice chairman from 2000 to 2002. She currently serves as a Lifetime Committeeman. Their oldest son, Chad, is a captain on the World’s Championship Bar-

B-Que Committee, and his wife, Katie, serves as a vice chairman on the Magazine Committee. Lyons’ son, Allen, is a vice chairman on the Mutton Bustin’ Committee and volunteers on the Ranching & Wildlife Committee. His daughter, Sara, also volunteers on the Mutton Bustin’ Committee.

Lyons is a managing director at Wortham Insurance and Risk Management. He attended Southwestern University in Georgetown, Texas, where he was a member of the 1975 graduating class. He has three grandchildren: Berklee, Wick and Cameron. Lyons is a member of the Southwestern University Board of Visitors and Tejas Vaqueros, and is a board member of the Harmon Family Foundation. Lyons is a supporter of the Cystic Fibrosis Foundation and CanCare. 🇺🇸

incoming

executive committee



BRADY CARRUTH

BY GINA STEERE

One of the newest members of the Executive Committee has deep ties to the Houston Livestock Show and Rodeo™. Brady F. Carruth's father, the late Allen H. "Buddy" Carruth, was a Show president and chairman of the board from 1979 to 1981. His mother, the late Ethel Carruth, was a past chairman and dedicated supporter of the School Art Committee.

Brady Carruth became a member of the Show in 1970. He joined the Lamb Auction Committee and worked his way up through the ranks to become chairman in 1996. He was elected to the Show's board of directors in 1991, and appointed as a vice president of the Show in 1998, where he served as officer in charge of the Ladies' Go Texan, Ladies' Season Box, School Art, Special Children's and Western Art committees.

As a member of the Executive Committee, Carruth would like to focus on expanding the partnership the Show has with the community. "The Show has done an outstanding job of growing our scholarship program and selecting our scholarship recipients, as well as following up on their academic performance," he said. "I would like to see the Show continue to find ways to work with the academic community to develop intervention strategies earlier in the education process."

He expressed his pride for the Show's former RITE program and how it has impacted younger students. He wants to continue on that path of success. "There are too many children not succeeding as they should be in school. We need to support the educators to help students succeed in school and thereby keep them in school," he said.

Carruth is the owner/operator of GreenPros, a commercial landscaping company, and the director of IMS/London American, specializing in brokerage and underwriting services. In addition, he is heavily involved on the boards of several Houston-area organizations. Carruth and his wife, Zane, reside in Houston. 🤠



JAMES A. "JIM" WINNE III

BY GINA STEERE

James A. "Jim" Winne III comes from a long family history of rodeo and ranching. He was the 1981 champion bareback rider for the Texas Rodeo Association, and he became a member of the Houston Livestock Show and Rodeo™ in 1977.

Winne began volunteering for the Show on the Calf Scramble Donors Committee, serving in many different capacities until his appointment as chairman in 2004. Winne also joined the Steer Auction Committee in 2001 and earned the rookie of the year title.

In 2004, Winne was elected a Show director and in 2006, served as a vice president and officer in charge of the Calf Scramble Arena, Calf Scramble Donors, Calf Scramble Greeters, Parade and Trail Ride committees. In his third year, he also served as officer in charge of the Rodeo Contestant Hospitality, Rodeo Operations and Special Children's committees.

His generosity and volunteer spirit have come full circle with his election to the Executive Committee, and Winne is eager to work with all of the committees and volunteers in this role.

"The Show and the people I have met volunteering over the years hold a very special place in my heart. I have spent more than 35 years in the Texas business community and have held positions on public, private and charitable boards. I look forward to utilizing those past experiences and hope to contribute to the continuing success of the Show," Winne said.

Winne was a founder, chairman and CEO of Legend Production Holdings, which operated more than 1,000 oil and gas wells in Texas. In 2013, he retired after 12 years with Legend and plans to stay active in the energy industry.

He and his wife, Lynda, who also is on the Calf Scramble Donors Committee, reside in Fulshear, Texas. Winne has one daughter, McKenzy, who is a member of the Show and was a member of the Jr. Rodeo Committee. She now helps raise cattle with her father. 🤠

JOEL COWLEY

president & chief executive officer



Joel Cowley was announced as the president and chief executive officer of the Houston Livestock Show and Rodeo™ Monday, Aug. 5, 2013. Cowley joined the Show staff in 2005 as the executive director of agricultural competitions and exhibits.

In this role, he worked with approximately one third of the Show's volunteer committees while overseeing aspects of the livestock show, horse show, wine show and auctions.

Prior to joining the Show, Cowley worked for Certified Angus Beef LLC, the not-for-profit division of the American Angus Association, where he began as executive account manager in the international division and finished as assistant director of the foodservice division. Before his employment with CAB, he was a faculty member at Michigan State University, where he served as an extension beef cattle specialist. Prior to that, he was employed by Texas A&M University as a lecturer and livestock judging team coach.

An 11-year 4-H member in Wyoming and Colorado, Cowley was active in livestock projects and a member of national champion 4-H wool judging and livestock judging teams. He first attended the Houston Livestock Show™ as an intercollegiate judging contestant in 1985 and has participated in every Show since 1988 as a coach, livestock judge or employee.

Cowley holds a bachelor's degree in animal science from Colorado State University, a master's in animal science from Texas A&M University and an MBA from Michigan State University.

"I am very excited for the opportunity to be of greater service to such a tremendous

organization," Cowley said. "Through the tireless efforts of volunteers and staff, and the generous support of sponsors and donors, the Houston Livestock Show and Rodeo is able to fulfill its agricultural mission, entertain and educate guests, make a significant contribution to the local economy, and assist Texas youth in accomplishing their educational goals — I'm proud to be a part of it all."

Cowley, his wife, Tammy, and two daughters live in Richmond, Texas. 🤠

incoming vice presidents



JIM BROCK

BY KATE GUNN PAGEL

After being invited by Bill Sartwelle — grandson of the Show's first president, J.W. Sartwelle — to help audit contestant record books in the Junior Commercial Steer Feeding and Management Contest, Jim Brock joined the Houston Livestock Show and Rodeo™ in 1984. Brock served as chairman of that committee from 2006 to 2008 and was elected to the board of directors in 2009. As a vice president, he will serve as officer in charge for the following committees: All Breeds Livestock Sales, Breeders Greeters, Junior Commercial Steer Feeding and Management Contest, and Western Heritage Community Challenge.

Brock said he is passionate about the Show's mission and is impressed by the 28,000 volunteers who donate their valuable time throughout the year to make the Show a success. "I love the fact that there are more than 2,000 well-qualified students currently attending more than 100 different Texas colleges and universities on Show scholarships," he said.

Brock also appreciates the life skills that so many young Texans gain through Show-sponsored programs. He said his favorite aspect of the Show is having the opportunity to interact with these youth and their parents and to see the volunteers and community come together each year to make it all possible.

In his spare time, Brock enjoys playing golf and hunting, and he is a member of a competitive offshore fishing team. Brock and his wife of 31 years, Joan, met at Texas A&M University – Kingsville, and have four children: Megan; twins, Melanie and Mindy; and John; as well as two grandchildren with another one on the way. His daughters are all part of Steer Starlettes, a subcommittee of the Steer Auction Committee. He is president and chief financial officer of Prime Offshore, an oil and gas exploration company operating in the Gulf of Mexico. 🤠



JEFF HARRIS

BY KATE GUNN PAGEL

Jeff Harris joined the Houston Livestock Show and Rodeo™ as a life member in 1975. He has served on the Commercial Exhibits and Grand Entry committees and as chairman of the Houston General Go Texan Committee. He was elected to the board of directors in 2000. He has been chairman of the Cutting Horse Committee (2004 to 2006) and the General Horse Show Committee (2011 to 2013). As a vice president of the Show, Harris will serve as officer in charge of the 11 Horse Show committees.

Harris' connection to the Show dates back to before he became a member in 1975. As an FFA student showing cattle, the Show had a huge impact on his life, and he said that it continues today.

"To see the positive influence the Show has on the youth of Texas and the role it plays in keeping kids on the right track is incredible," Harris said. Of all the rewarding things that come with being a Show volunteer, he said that the most gratifying for him is the opportunity to see kids go to school who might not otherwise have been able to afford the opportunity. "I imagine that's the most rewarding thing for all of us," he added.

Outside of the Show, Harris has been a sales representative for Justin Boots since 1984. A former cutting horse competitor, he and his wife, Sherri, and their son, Jake, now raise cutting horses, along with Red Angus and Red Brangus cattle, on their ranch in Cat Spring, Texas. Sherri is a life member of the Show and served on the Houston General Go Texan Committee. 🤠



JEFF M. JONES

BY KATE GUNN PAGEL

A native Texan and Houstonian, Jeff M. Jones became a life member of the Houston Livestock Show and Rodeo™ in 1991. He then served on the Western Art Committee from 1992 to 1994. Jones had the unique opportunity to serve on the World's Championship Bar-B-Que Committee while his father, William "Bill" Jones, was the committee's chairman, and Jeff eventually followed in his father's footsteps, serving as chairman from 2010 to 2012.

Jones also volunteered on the Judging Contest Committee and most recently completed his rookie year on the Ranch Rodeo Committee, which Jones calls one of the best-kept secrets of the Show. As a vice president of the Show, Jones will serve as officer in charge of the Health, Ticket Services, Transportation and World's Championship Bar-B-Que committees.

"It is the individual volunteer that is most important. With all the different reasons of being involved and the different backgrounds and demographics, each member brings something special to our Show that makes it fun. This in turn leads to our successful results," Jones said. He added that without the passion of the Show volunteers, the economic impact to the city and the educational programs to assist the youth of Texas would not exist.

The Show has always been a family affair for Jones. His father is a Lifetime Director and still serves on the World's Championship Bar-B-Que Committee, and his mother is a Lifetime Committee member and past Trailblazer Committee honoree. Additionally, his wife, Katherine, is a life member and serves on the Trailblazer and Tours committees. They have four children: twins, Jaymie and Jordan; Jessica; and Jacob. Although they are too young to serve on committees, Jones said that they support the Show by visiting the carnival each year. Professionally, Jones works with his father in the insurance business at W.M. Jones & Company. 🤠



WESLEY SINOR

BY LAURA SANDERS

It has been an exciting journey from the time Wesley Sinor first attended the Houston Livestock Show and Rodeo™ as a child to when he was elected a Show vice president. Although he majored in engineering at Texas A&M University, Sinor said he has always had an interest in horses and animal science. He credits a close friend for his first involvement as a volunteer with the Show.

"I was sold when my friend told me each volunteer would save the Show money [by volunteering their time] that would go directly to the bottom line," Sinor said. "It's a great feeling to get letters during the year from the scholarship recipients telling of their progress in Texas universities."

Sinor became a life member of the Show in 2003, the year he first became a volunteer. He joined the Gatekeepers Committee, where he was a founding member and later served as chairman from 2009 to 2011. In addition, he has supported the Armed Forces Appreciation Committee since its inception and has volunteered with the Special Children's Committee Lil' Rustlers Rodeo and the Quarter Horse and Grand Entry committees. He also has participated in the junior market auctions and the Cutting Horse Show. In 2010, Sinor was elected to the Show's board of directors.

As a vice president, Sinor will serve as officer in charge of the Feed Store, Houston General Go Texan, Livestock, Rodeo Operations and Veterinarian committees. "I am honored and humbled to work with these committees," he said. "I am excited to support them in their continued success."

Sinor graduated with a degree in mechanical engineering from Texas A&M University, and he later earned an MBA from Rice University. At Texas A&M, and began riding horses and has since spent his free time playing polo at the Houston Polo Club, where he serves on the board of directors. He is the owner and COO of Sinor Engine Company, a third-generation family business that has built natural gas engines and compressors for more than 50 years. 🤠



SHARLEEN L. WALKOVIK

BY ALLYSON BANDY

Hailing from Conroe, Texas, Sharleen Walkoviak is no stranger to the Houston Livestock Show and Rodeo™. It was not until she was an adult, however, that she turned to the Show as a way to channel her love for people and to promote her desire for education.

Walkoviak's extensive committee work began in 1995 with the Lamb & Goat Auction Committee, on which she has held numerous leadership positions, including captain in 1997 and 2004 and chairman from 2011 to 2013. She also was instrumental in starting up the administration team for the Transportation Committee from 2006 to 2007, and she became a member of the Equipment Acquisition Committee in 2008. She was named a Trailblazer Committee Honoree in 2012 and was elected to the Show's board of directors in 2011. Recently, Walkoviak was selected to join the nine-member search committee responsible for finding the Show's new president and CEO.

"Educating the leaders of tomorrow, who are the youth of today, is an honor and a privilege," she said of her time with the Show. "Everyone benefits — the kids, their families, the community — from both an economic and entertainment standpoint, and most of all, the volunteers who work countless hours to rally for a cause we are all passionate about."

As a Show vice president, she will serve as officer in charge of the Auctions Assistance, Carnival Ticket Sales, Graphics & Signage, Tours, and Trailblazer committees.

Walkoviak is a graduate of Texas A&M University and owns an information technology company called Covenant Technology Services, which provides technical support to small- and medium-sized businesses throughout Texas. She enjoys playing the piano, traveling, supporting Texas A&M and anything related to wine. Her husband, Ron, also a member of the Show, serves as a captain on the Equipment Acquisition Committee and is a dedicated member of the Armed Forces Appreciation Committee, where he is a photographer on the media team. 🤠



DAVID B. YATES

BY ALLYSON BANDY

As a native of Lafayette, La., it was only natural for David Yates — once a member of the board of directors of a Mardi Gras parade krewe in his home state — to become a volunteer with the Houston Livestock Show and Rodeo™, where he could continue to fuel his love for parades after moving to Houston.

His extensive volunteer work with the Show began in 1995. Due to his passion for parades, Yates joined the Parade Committee in 1996, to welcome the trail riders into town to kick off the Show. Yates became a life member of the Show in 1999, and from 1999 to 2002, he served the Parade Committee as a vice chairman, where he was instrumental in developing recruiting incentives and improving band participation in the Downtown Rodeo Parade.

He served as a captain of the Equipment Acquisition Committee from 2007 to 2009 and as chairman of the Parade Committee from 2011 to 2013. He joined the Grand Entry Committee in 2009, and in 2012, he was appointed as a captain in the wagon-loading area. Yates was elected to the Show's board of directors in 2012.

"Being involved in the Rodeo is a humbling experience," he said. "My favorite part is attending the scholarship banquets, meeting the kids and seeing the parents' reactions. I also enjoy meeting other Rodeo volunteers and seeing the camaraderie that takes place during the Show each year."

Yates serves as officer in charge of the Parade, Poultry Auction, School Art and Trail Ride committees. As a vice president, he said he looks forward to working toward the continued success of the Show.

Yates attended Louisiana State University and is the founder and president of Texana Supply, a wholesale and retail distributor of oilfield products for exploration and production companies in Texas, Louisiana and Oklahoma. When Yates is not donating his time to the Show, he enjoys playing golf, hunting, boating, fishing, cooking, and spending time with his wife, Karen, and two daughters, Alexandra and Dancy. 🤠

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