



HOUSTON LIVESTOCK SHOW AND RODEO™

# MAGAZINE

Vol. XXI, No. 1 | Spring 2013

A photograph of Louis M. Pearce Jr. is the central focus. He is a middle-aged man with a friendly expression, wearing a dark suit, a light-colored shirt, and a tie. He is also wearing a cowboy hat. To his right, the head of a horse is visible, wearing a halter. The background is a stone wall. The overall image has a slightly desaturated, greenish tint.

# REMEMBERING A LEGEND

*Louis M. Pearce Jr.*

1917 – 2012

# WHAT'S INSIDE

## FEATURES

### 2 HUMBLE BEGINNINGS

Have you ever wondered how the "Bowlegged H" was created? All of your questions are answered in this feature about the creation of the distinct figure of the world's largest livestock show and rodeo event. Also, learn about how RODEOHOUSTON® got its "fitting" name.

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The Show benefits thousands of students each year through educational funding. This story highlights three different families that have been impacted by the Show.

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As one of the Show's educational programs, Cristo Rey is taking private education to another level by engaging underprivileged students in a work-study program that will help shape their futures in a big way.



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## WESTERN HERITAGE

# FROM THE CHAIRMAN OF THE BOARD

It's official — as of Jan. 15, 2013, the Houston Livestock Show and Rodeo™ membership count now exceeds 42,000, with more than 28,000 serving as volunteers on 107 different committees. I feel so privileged and grateful for the opportunity to represent all of you.

During this part of the year, from the stalls to the halls, the amount of organization and execution involved in our annual event is astronomical, and yet, year after year, it all comes together beautifully. Helping to smooth operations in 2013 is our recent 48-acre purchase of what's been known as the "Astroworld property," and we're excited to add more parking, storage and room for several Show operations and logistics.

The 2013 Show is already a record-breaking year, even before the first round of livestock has moved into Reliant Center and Reliant Arena. Our number of season ticket holders is at its highest ever, with a total of 41,541. I know that many of you are season ticket holders and single ticket buyers as well. Please know that any effort, time or money you invest with the Show translates into life-changing opportunities for students all across the state.

A large part of why we have so many faithful season ticket holders is the phenomenal entertainer lineups we continue to schedule. On page 10 of this issue you will find the 2013 list of all-star performers, filled with some of the top names in the music industry today.

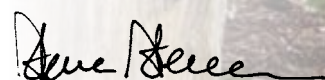
Throughout the years it's becoming easier and easier for our "Rodeo family" to stay in touch with each other — and with the Show! I enjoy keeping up with the Show's Facebook page myself, and if you haven't yet, go visit it and add your "like" to the list! You also can sign up for the mobile club to receive text blasts straight to your phone; follow the Show on Twitter; and sign up for our electronic newsletter. Make sure you download the free RODEOHOUSTON® mobile app for smartphones, which will be an important tool when visiting the Show grounds. These are wonderful opportunities to keep up with the Show year-round for all of the most important and pertinent information.

While I have been reflecting on these current successes, I cannot help but imagine what it must have been like for our leaders during the first few decades of the Show's existence. I know of one man who could have told you exactly what it was like: Louis M. Pearce Jr. On Dec. 26, 2012, the Show lost one of its best friends and most distinguished leaders. Louis Pearce was an extraordinary person. He began his journey as a volunteer in 1948, and then served as Show president from 1967 to 1969 and chairman of the board from 1969 to 1971. He was an extremely passionate person and devoted himself to several charities throughout his life. What a great friend, volunteer and leader he was. Please take a moment to read through his story on page 9 of this issue.

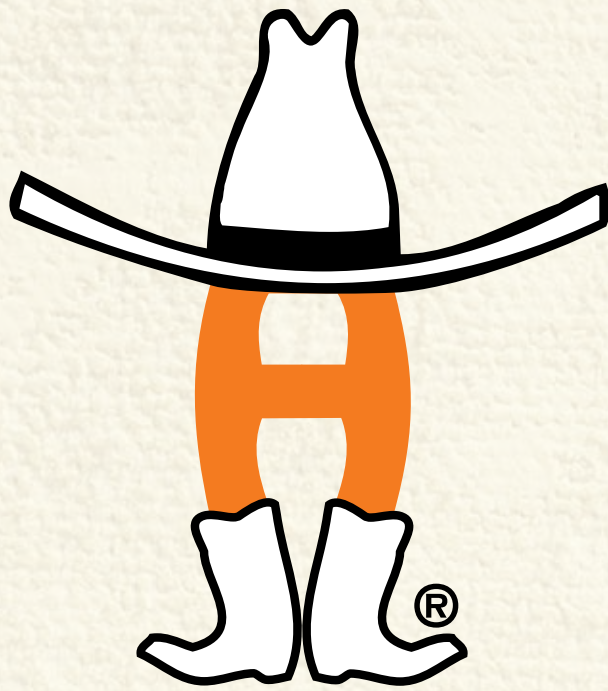
I look forward to seeing you out on the grounds, enjoying all that we have to offer here at the world's largest livestock show and rodeo, and hope that you make many lasting memories!

Now, it's time to put the wild back in the west — let's RODEOHOUSTON!

Best,



Steve Stevens



# HUM BEGI

## The Creation of the F

**E**very now and then, something great happens purely by chance. The creation of the “Bowlegged H” is one of those stories. In 1966, the Houston Livestock Show and Rodeo™ was not looking for a new logo. The executive committee was content with the encircled five-point star the Show had used as its official seal for as long as anyone could remember. They were merely looking for a letterhead layout. When Tom Martin, a graphic artist with the Mail-Well Envelope Company, submitted a design idea as part of the print firm’s bid, there was something captivating about that “Bowlegged H” wearing a cowboy hat and boots.

“I’ve heard the ‘Bowlegged H’ charmed Show officials immediately,” said Leroy Shafer, Show chief operating officer. “The logo captured then, as it still does today, the Western heritage and culture that the Show celebrates.”

Despite the design’s instant charm, the “Bowlegged H” was not adopted as the Show’s official logo right away. In 1966, the same year the Show moved into the Astrodome, the new logo was primarily introduced on letterhead for newly elected president Louis M. Pearce Jr. It was customary for each presiding president to infuse his college alma mater’s colors into the letterhead,

and Pearce was a graduate of The University of Texas at Austin. Thus, the “Bowlegged H” was designed to be a shade of burnt orange, or PMS 166 (a technical term for colors).

Later, the logo might have changed to Aggie maroon, but in 1970, when M.C. “Buddy” Bray came in as the Show’s new president, he had no strong college affiliation, so he kept the orange, and the “Bowlegged H” has remained PMS 166 ever since.


Even though the “Bowlegged H” gradually started appearing more and more on Souvenir Programs and signage, it was not until 1974 that the lovable cowboy letter became the official logo of the Houston Livestock Show and Rodeo. During that period, the Show was going through an extensive and rather progressive branding initiative, according to Shafer.

“In the early ‘70s, most fairs and festivals used seals as badges similar to the star membership emblem that the Show used for years,” Shafer said. “Probably very few in our industry were thinking about branding their events the way we were.”

Despite the Show’s intent to adopt the “Bowlegged H” as its logo, Shafer recalls one close call in 1974 that may have helped spur Show executives to move

more quickly to secure its asset. Shafer remembers being on the Astrodome floor one morning as the Houston Oilers took the field for practice. There, on the players’ helmets, was a green version of the “Bowlegged H,” with the familiar hat and boots. Shafer, who was in charge of marketing at the time, quickly contacted the Oilers’ management team and learned that the team did not have rights to the logo. He also discovered that the Show had never fully secured its rights to the trademark either. Shafer said he wasted no time after that. The Show purchased the rights to the original “Bowlegged H” artwork, hired artist Mark Storm to refine it ever so slightly and trademarked the logo as its own, ensuring there would be no more close calls.

Since 1974, the “Bowlegged H” has appeared on countless bumper stickers, billboards, belt buckles, cups, shirts, saddles and Show souvenirs. It is a great source of pride for Show veterans like Shafer.

“The ‘Bowlegged H’ has stood the test of time,” Shafer said. “It represents the spirit of the Show and its philanthropic purpose as well today as it did 40 years ago.” 

# BLE NNINGS

## Famous “Bowlegged H”

By TERRIE JAMES

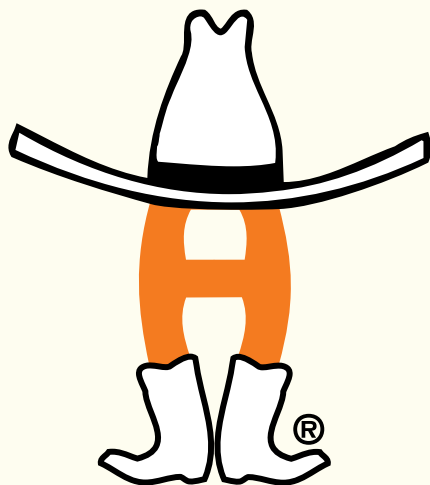


Before the “Bowlegged H” was created, this was the logo the Show used in print materials.

**RODEO**  **HOUSTON**

### A “Fitting” Name

The creation of the “Bowlegged H” may have been pure chance, but the RODEOHOUSTON® name and logo were anything but accidental. In 1995, when the Houston Livestock Show and Rodeo expanded to include pay-per-view coverage of concerts and rodeo performances, the Show’s marketing team had to come up with a short, catchy name that would fit easily into the small oblong box designed for TV’s scroll listings. RODEOHOUSTON was quickly agreed upon, and the current logo — a cowboy atop a bucking bronc sitting within the “O” of “Rodeo” — was created with a version that specifically fit the dimensions of TV screens. Today, RODEOHOUSTON defines the rodeo events and musical performances that take place inside Reliant Stadium, while the Houston Livestock Show and Rodeo is the umbrella that encompasses those events, as well as the livestock show, agricultural competitions and the multitude of educational programs sponsored by the Show.



“I’ve heard the ‘Bowlegged H’ charmed Show officials immediately. The logo captured then, as it still does today, the Western heritage and culture that the Show celebrates.”

Leroy Shafer  
Show chief operating officer

# Family Impacts

By BRAD LEVY

## Generations of Family Members Benefit from the Show

While the Houston Livestock Show and Rodeo™ awards millions of dollars to thousands of students each year, the Wagner and Perez families, both from Poteet, Texas, and the Young family from Huntsville, Texas, are unique examples of multiple generations benefiting from the Show's annual giving.

eventually a master's degree in special education from Our Lady of the Lake University.

"Receiving the scholarship was incredible; my parents really couldn't afford to send me off to school unless I received a big scholarship," Wagner said.

After graduating, Wagner continued to give back to her hometown of Poteet.

She currently is a pre-kindergarten teacher and is certified in special education.

Following in her mother's footsteps, Shawnie Wagner was awarded a \$16,000

scholarship from the Houston Livestock Show Rodeo through the Texas FFA in 2011. Currently a junior at Tarleton State University, Shawnie is majoring in agricultural communications with a minor in public relations.

"This scholarship gave me the opportunity to go straight into a major university. Without it, I would have had to go to a community college," she said.

The daughter of a seventh-generation farmer and growing up on a century-old farm in Poteet, Shawnie has been showing barrows since she was in the third grade and even placed second in her class at the 2011 Houston Livestock Show™.

### WAGNER FAMILY

In 1985, Kathy Kosub Wagner was awarded an \$8,000 scholarship from the Show through the Texas 4-H Foundation. This scholarship enabled her to get a bachelor's degree from Tarleton State University, and



Shawnie received her 2011 Show Scholarship from Chairman of the Board R.H. "Steve" Stevens Jr. at the Texas FFA Convention.

### PEREZ FAMILY

Kathy and Shawnie are not the only Poteet mother-daughter duo to benefit from the Show. In 1983, the first year that girls were allowed to participate in the Show's calf scramble, Kathy's sister, Kriststell Kosub Perez, caught a calf at the Show. Twenty-six years later, her daughter, Janelle, followed in her mother's footsteps and caught her own calf at the Show.

"What Houston does for these kids is give them the opportunity to see that

# Lasting Memories

they can do so much more [with their futures],” Krisstell said. “They take that one night, that one opportunity where they put on their running shoes, and they get out there in the arena. And, they reach for their goal and catch that calf. It teaches them to set a goal, achieve it and be successful, and then they follow through with that for the rest of their lives.”



Janelle and her parents with her Santa Gertrudis at the 2010 Show

Janelle purchased a Santa Gertrudis heifer with her calf scramble certificate and showed it at the 2010 Houston Livestock Show. She won Grand Champion in the Scramble Show and sixth place in the Junior Breeding Heifer Show. Janelle completed her freshman year at Angelo State University and is now a sophomore at Palo Alto College in San Antonio, Texas. She is majoring in special education with a minor in plant and soil science.

## YOUNG FAMILY

More than 250 miles away from Poteet in Huntsville, the men of the Young family continue to reap the benefits of the Show.

Wayne Young, originally from Magnolia, Texas, spent his early years raising horses and participating in 4-H and FFA activities. He began livestock judging at the age of 9, and in 1980, Young received a \$2,000 scholarship from the Houston Livestock Show and Rodeo.

“I always knew I was going to college; the scholarship led me to pursue

agriculture,” Young said. “I chose Texas A&M University because if you were going to study agriculture, that is where you went.”

He majored in agricultural economics and also received a master’s degree in land economics and real estate. Young’s passion for livestock and judging events was passed down to his two sons Trey and Jake.

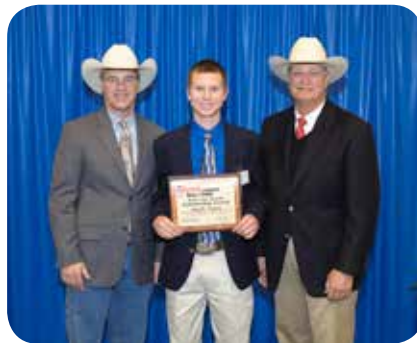
“My father got me and my brother judging at an early age,” Trey said. “It’s hard spending time together as a family, especially when teenagers are running around, but when we show animals, you have to work together. It really teaches you a lot of responsibility and making sure you get done what is necessary.”

Trey was a recipient of a \$15,000 Area Go Texan Scholarship from the Houston Livestock Show and Rodeo in 2009. As for where to go to college, he said there was never any question. Trey is currently attending Texas A&M University, majoring in biomedical engineering and plans to attend medical school.

Jake also showed a passion for exhibiting goats and turkeys, as well as judging livestock. In his freshman year of high school, he caught a calf at the Show’s calf scramble and purchased a Brangus heifer, which won Grand Champion in the 2008 Scramble Show. Just as his brother did, Jake received a \$15,000 Area Go Texan Scholarship in 2010; and he, too, is attending Texas A&M pursuing a degree in petroleum engineering.

The Houston Livestock Show and Rodeo is many

things to different groups of people. It can be a fun family outing once a year, an exciting concert venue, the first rodeo for a youngster to ever see, or the financial support that leads to a better future. But, for the Wagners, Perezes and Youngs, the Show has had a huge impact on their families, as well.



Jake is the third person in his family to receive a Show scholarship.



Shawnie has been showing pigs since the third grade.



Janelle caught a calf at the Show 26 years after her mother did.



Trey (left), Wayne and Jake Young

By ALLYSON BANDY

# Question &



**BOB**  
**TALLMAN**

**Boyd, you've been announcing for 27 years. How did you get your start?**

**Boyd:** *I began competing as a cowboy but wasn't good enough to be a pro. God made me to be a rodeo announcer.*

**Bob, you've been announcing for 36 years. How did you get your start?**

**Bob:** *I didn't ride as good as Boyd — I could rope and I tried to ride bucking horses that required 8 seconds. I quickly realized as a rodeo announcer, you are paid to stay clean and not get beat up. It is the greatest blessing in the world. I didn't make it as a cowboy, so I went into announcing. On Feb. 1, 1972, I announced my first rodeo.*

**How does it make you feel to know that you both are recognized as the voices of RODEOHOUSTON®?**

**Boyd:** *Blessed, humbled. The Houston Livestock Show and Rodeo™ has such a huge reputation in the state of Texas and across the country for being generous. Mammoth — you can't be branded in a more positive light than working RODEOHOUSTON®. Having that brand rub off on us is humbling. Nobody is more blessed; nobody.*

**Bob:** *I agree with every comment that Boyd made. RODEOHOUSTON as it is now has changed my life as a professional and in the field of agriculture. It introduced me to the livestock world...it has created my love of youth and education.*

*RODEOHOUSTON has elevated our stature in the industry and as sportscasters. The venue is huge; the market size is immense.*

**The two of you have been long-time friends. What have you been able to learn from each other through the years?**

**Boyd:** *Do you have enough paper to write what he has taught me? Good and bad? Bob is my mentor in so many ways. It shows up every day in the way I live my life. "Bobby T." cannot be emulated. However, he is the most imitated rodeo announcer out there. But, his truest lesson is to always be yourself. Now that can be a detriment to me — but it works great for Bob. The way he calls the action — he is so different. Bob has taught me a lot about the business aspects and how the industry works. He is a true form of brother, uncle, father — all rolled into one. Bob has provided me with a brotherhood and a true friendship.*

**Bob:** *Bless you, my friend. The 17-year difference in our ages has never altered my mindset. I listen to Boyd to adapt his vocabulary — we are expected to be the best we can be. I*



# & Answer

*have a daughter, and I chose Boyd as a son. I can trust him with everything in my life.*

## **What do you enjoy most about announcing for RODEOHOUSTON?**

**Bob:** *We have announced this show for so many hours together. As announcers, we have the second largest, most multicultural audience 20 days in a row. Houston's media reach and ability to advance in technology and communication is incredible. Boyd and I have the opportunity to teach, brag about and boast the greatest indoor rodeo in the world.*

## **What have been the biggest changes you have seen in the evolution of RODEOHOUSTON?**

**Boyd:** *The video presentations have evolved into the most cutting-edge, and now we've also changed rodeo competition forever with the Super Series format.*

## **How does Houston's event stand apart from other rodeos?**

**Boyd:** *The product of RODEOHOUSTON is as close to perfection as possible; their expectation is above and beyond any other market. Other rodeos will say, "We can't do what they do in Houston. We are not that big." But, you can do what Houston does on a smaller scale.*

*Houston tries to make it so athletes in rodeo are as well-known as athletes in other sports. People are paying to see a rodeo, not to see Kaycee Feild and Trevor Brazile. They don't know who these guys are. Houston is trying to change that by interviewing champions every night. If only the rest of the industry could emulate [RODEOHOUSTON] so that when fans come in, they are not just driven by the concert but by the cowboys that are performing that night. Elevate their names — not just to watch a lifestyle event.*

*Houston's format is different — a winner each night, a winner for each Super Series. Houston has us call the early competitions very similar to a baseball game. Intensity doesn't normally rise until you get to the semifinals, which is similar to the playoffs for the NFL. We will be more up-tempo in what is happening in order to advance to [the Championship Round]. As you get to the latter half of the Rodeo, there is less education in the final five days and more talk about match-ups with livestock. The show gets more intense, so in that way, our delivery gets different.*

## **What is your most memorable moment from the Show?**

**Boyd:** *In 2011, I did a heartfelt interview with cowboy Bobby Welsh when he won [more than] \$60,000 and rode all*



# BOYD

# POLHAMUS

*six bulls [in the championship]. We love this game and the people who play in it.*

**Bob:** *I had the opportunity to speak to people on a space shuttle, and former President George H. W. Bush handed me the microphone. This happened twice in my career where I was connected to the astronauts on the shuttle.*

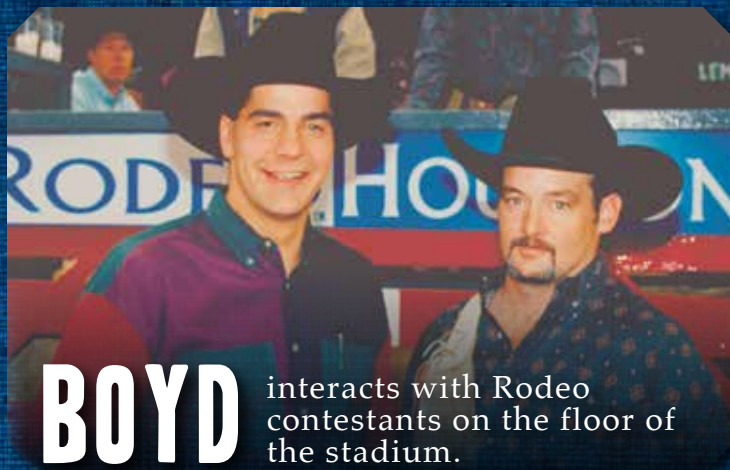
**Is there anything you do to mentally prepare yourself for each day of announcing?**

**Boyd:** *Darn sure need to be ready. We research four hours a day, in addition to announcing; it is the most fatigued I have ever been. Your mind is constantly running at 4500 rpm.*

**When you are not on the road announcing rodeos, how do you enjoy your downtime?**

**Boyd:** *Being away from people is therapeutic for me. I want to get out on my tractor or get outside. I would rope more if I could. If asked where would I go if I could go anywhere? It would be home.*

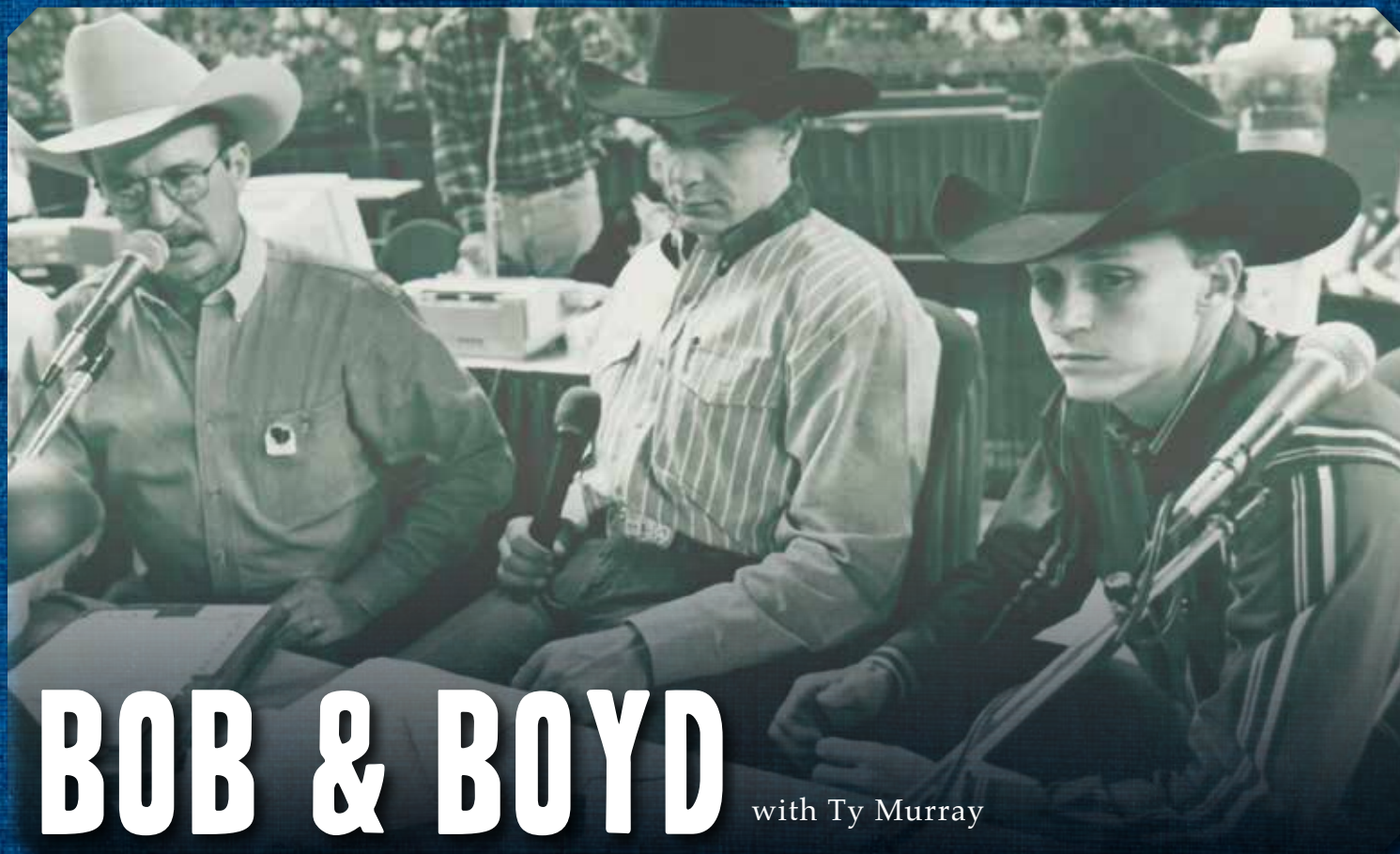
**Bob:** *I went on a vacation in 1968 and I got sick — I never went on another one since. I live my life 100 percent. The best thing about our life is when we have freedom. I equal Boyd to have quiet time. We fly 80,000 miles a year and drive 30,000 miles. So quiet is good. 🐾*



**BOYD** interacts with Rodeo contestants on the floor of the stadium.



**BOB** used to announce from the arena floor in the late 70s.



**BOB & BOYD** with Ty Murray



# Remembering a Legend

Louis M. Pearce Jr.

1917 – 2012

Louis M. Pearce Jr.'s name has been recognized around the Houston Livestock Show and Rodeo™ for more than 60 years as a dedicated volunteer and a generous supporter of the youth of Texas.

His journey with the Houston Livestock Show and Rodeo began as a cattle buyer and horse exhibitor in the mid-1940s. He joined the Show as a member in 1948, and after nearly 14 years of volunteering was elected to the board of directors in 1961. Pearce devoted years of his life to the Show, serving as a vice president from 1963 to 1965 and as Show secretary in 1966. He was Show president from 1967 to 1969 and chairman of the board from 1969 to 1971. In 1975, he was elected to serve on the Show's Executive Committee, where he remained until his death.

Pearce paved the way and was a mentor for several of the Show's wonderful leaders that followed his reign as president and chairman of the board. He formed lasting relationships with his fellow volunteers and was a true friend.

"Louis Pearce was an extraordinary man," said Show chairman of the board R.H. "Steve" Stevens Jr. "He loved the outdoors, his ranch, cattle and horses, and all that went with that. He loved UT. He loved this Show. But, most of all he loved people, starting with his family. Nothing pleased him more than having a group of friends around, telling stories and laughing about good times. He also really liked to kid me about being an Aggie — I loved the man."

A life-long Houstonian and ardent Texan, Pearce was born Feb. 17, 1917. He attended The University of Texas at Austin, where he majored in business administration and was a member of the Kappa Alpha fraternity. An avid horse lover, Pearce also played polo while in college.

In November 1940, he joined the Army and served as a sergeant in the horse cavalry. Two years later, he attended Officer Candidate School at Fort Riley, Kan., and received his commission. He was sent to Italy in 1943, where he

served in the Italian campaign as an aide to Lt. Gen. Keyes, Commander of the II Corps. He was discharged in 1945 with the rank of major.

Upon return to civilian life, Pearce joined his father's company, Waukesha-Pearce Industries, and in 1947 was named the corporation's president. In 1970, he was named president of Texas Iron Works Corporation. In 1976, a parent company, Pearce Industries, Inc., was formed, and Pearce served as chairman of the board of all three companies.

He began ranching in 1938 and operated commercial cattle ranches in three Texas counties. He also hunted all over the world and implemented game conservation programs on his ranches.

As the Show's eighth president, Pearce was instrumental in making significant Show changes, with a keen eye focused on future growth and success. In 1968, at a cost of \$3 million, an additional four acres were added to the Astrohalla, along with a covered walkway from that building to the Astrodome. Also during his term, in 1969, the total rodeo purse reached \$100,000 and chuck wagon races debuted. The scholarship amount doubled from \$2,000 per student to \$4,000, and the Grand Champion Steer sold for a then record of \$31,000.

In 1970, Pearce was instrumental in signing Elvis Presley as a star entertainer, and in 1983, he flew George

Strait and his band to Houston for a last-minute, fill-in performance. That same performance was instrumental in launching Strait's superstar career.

The bronze statue "Dreams and Memories," located in Carruth Plaza at Reliant Park, was dedicated to Pearce in 1986. Additionally, the Houston Livestock Show and Rodeo Louis M. Pearce Jr. Board Dining Room is named in his honor.

Throughout the 2013 Houston Livestock Show and Rodeo, the life, the legacy and the memory of its great friend and passionate volunteer, Louis M. Pearce Jr. will be celebrated. 🐾



Feb. 25 – March 17, 2013

# RODEO



Sunday

Monday

Tuesday

Wednesday

Tickets  
on sale  
**NOW!**



Feb. 25

**Toby Keith**

presented by Ford F-Series



Feb. 26

**Gary Allan**



Armed F

Al



March 3

**Demi Lovato  
Austin Mahone**



March 4

**Styx**



March 5

**Lady Antebellum**



Die



Go Tejano Day - sponsored by State Farm®

March 10

**Julion Alvarez  
Los Invasores de Nuevo Leon**



March 11

**Jason Aldean**



March 12

**Kenny Chesney**



3

# HOUSTON

rodeohouston.com

Wednesday      Thursday      Friday      Saturday



Forces Appreciation Day

Feb. 27

**Ian Jackson**  
Value Wednesday



Feb. 28

**Zac Brown Band**



Black Heritage Day - sponsored by Kroger

March 1

**Mary J. Blige**



March 2

**Brantley Gilbert**



March 6

**Brooks Bentley**  
Value Wednesday



March 7

**Bruno Mars**



March 8

**Tim McGraw**



Super Shootout - presented by Crown Royal

March 9

**The Band Perry**



March 13

**Jake Owen**  
Value Wednesday



March 14

**Pitbull**



March 15

**Blake Shelton**



BP Super Series Championship

March 16

**Luke Bryan**  
presented by Miller Lite

# KING GEORGE

MARTINA MCBRIDE • RANDY ROGERS BAND



## SPECIAL CONCERT-ONLY PERFORMANCE SUNDAY, MARCH 17 (sold out)

**G**eorge Strait, or “King George,” is without a doubt one of the most famous country music artists in the world. Strait, a native of Pearsall, Texas, began his musical career in San Marcos, Texas, while attending Southwest Texas State University, playing the local bar scene with his Ace in the Hole Band. In February 1981, Strait was offered a recording contract with MCA Records after executives got wind of this talented newcomer, and “the King” has made music magic with the label ever since.

Strait made his debut at RODEOHOUSTON® in 1983 when he filled in for an ailing Eddie Rabbitt, and exited on horseback like a real cowboy singer, stealing the audience members’ hearts. Strait’s 2002 performance to close out RODEOHOUSTON in the Astrodome holds the highest attendance record for any event ever held in the legendary stadium. He’s one of only five entertainers to have performed in front of more than 1 million RODEOHOUSTON fans.

During his more than 30-year career, Strait has earned some of the highest titles and honors in the business. With the most number one, gold and platinum albums in

all of country music, Strait is third to Elvis Presley and The Beatles for the most gold and platinum albums in the history of music. He is the seventh-best selling artist in American music and was elected to the Country Music Hall of Fame in 2006. His string of No.1 hits now equals 59.

Strait has been awarded nearly every major music award, often more than once, in the span of his career, including GRAMMY, Country Music Association and Academy of Country Music awards — all while staying true to his classic country roots.

RODEOHOUSTON is a stop on his final The Cowboy Rides Away Tour. He is joined by Texas’ own Randy Rogers Band and country super star Martina McBride at 6:30 p.m. in Reliant Stadium. 🌟

### BUSINESS AS USUAL ON MARCH 17 FOR SHOW ACTIVITIES

See page 21 to find out all of the activities happening on the grounds on Sunday, March 17. There is no Rodeo performance in Reliant Stadium, but the livestock and horse show, carnival, shopping and dining, and more will still be open for patrons.

# The HideOut

Houston Livestock Show and Rodeo™

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>Gary P. Nunn</b> 10:15 - 11:30 p.m. Feb. 25	<b>Ryan Beaver</b> 10:15 - 11:30 p.m. Feb. 26	<b>Kyle Bennett</b> 10:15 - 11:30 p.m. Feb. 27	<b>Kenefick</b> 10:15 - 11:30 p.m. Feb. 28	<b>Keith Frank</b> Black Heritage Day 10:15 - midnight March 1	<b>Jamie Richards</b> 8:30 - 11 p.m. March 2
<b>DJ Music</b> March 3	<b>Texas Renegade</b> 10:15 - 11:30 p.m. March 4	<b>Jason Eady</b> 10:15 - 11:30 p.m. March 5	<b>Justin van Sant</b> 10:15 - 11:30 p.m. March 6	<b>Six Market Blvd.</b> 10:15 - 11:30 p.m. March 7	<b>Jarrod Birmingham</b> 10:15 - midnight March 8	<b>Kimberly Kelly</b> 8:30 - 11 p.m. March 9
<b>Go Tejano Day</b> March 10	<b>John Slaughter</b> 10:15 - 11:30 p.m. March 11	<b>Bart Crow</b> 10:15 - 11:30 p.m. March 12	<b>Brian Keane</b> 10:15 - 11:30 p.m. March 13	<b>Thieving Birds</b> 10:15 - 11:30 p.m. March 14	<b>Todd Fritsch</b> 10:15 - midnight March 15	<b>Max Stalling</b> 8:30 - 11 p.m. March 16
<b>Cody Johnson</b> 5 - 6:30 p.m. March 17						

Open 6 p.m. to midnight, Sunday - Thursday

Open 6 p.m. to 1 a.m., Friday & Saturday

Open 4 p.m., March 17

Live & DJ Music

Located on the east side of Reliant Astrodome

# WHY VOLUNTEER

By BRANDY DIVIN  
Photos by Lisa Norwood

At last count, Houston Livestock Show and Rodeo™ volunteers numbered more than 28,000 individuals. These volunteers serve on 107 different committees, each doing his or her best to make the Show better each year. Volunteers are ambassadors for the Show, not only during the Show itself but all year round. Combined, each person's commitment totals up countless hours of hard work and equals a lifetime of memories.

## MELISSA MATTESON

VOLUNTEER  
RODEO MERCHANDISE COMMITTEE



### What is your favorite part of being a Show volunteer?

My favorite part about being a Show volunteer is knowing that you are contributing to raising money for education. I used to be a kindergarten teacher and have always valued school, so volunteering at the Rodeo is a great fit for me. I believe that education is key for a person's success and creates opportunities in life.

### Why did you choose to serve on this committee?

I chose to be on the Rodeo Merchandise Committee because I thought it was a great opportunity to get to know people on my team and also to interact with people attending the Rodeo. It is fun to sell the merchandise when you know that it is raising funds for a good cause.

### What are some of your favorite memories from being a Show volunteer?

One of my favorite memories of being on the Rodeo Merchandise Committee is when I got to display the merchandise at a fashion show in [Reliant Center]. The fashion show was showing a glimpse of everything that is sold [at the Show]. The attendees were so enthusiastic about seeing all of the new Rodeo merchandise, and the fashion show was a great opportunity to share the new items from this year.

## JEN MARIE RAU

DIRECTOR, VOLUNTEER  
INTERNATIONAL, SWINE AUCTION  
AND TRAILBLAZER COMMITTEES



### What is your favorite part of being a Show volunteer?

Meeting new people, advancing the cause of the Houston Livestock Show and Rodeo and seeing all the kids — wide-eyed with wonder, not to mention those folks that really are attending “their first Rodeo.”

### Why did you choose to be on these particular committees?

I wanted to be on a committee for a long time, and I thought at age 31, I was able to put in the time commitment and I would be able to sell [pigs] to my business partners.

## MIKE MCKINNEY

VICE PRESIDENT, VOLUNTEER  
OFFICER IN CHARGE: GRAPHICS & SIGNAGE,  
INTERNATIONAL, SWINE AUCTION  
AND TOURS COMMITTEES  
VOLUNTEER: RANCHING & WILDLIFE COMMITTEE



### What is your favorite part of being a Show volunteer?

Being an officer, I get to meet a lot of our scholarship recipients and junior livestock show participants. These young people restore your faith in the future of our country. Also, the selflessness and dedication of our volunteers never ceases to amaze me.

### Why did you choose to serve on these committees?

My two original committees were Swine Auction and Ranching & Wildlife.  
**Swine Auction:** Love the kids and their parents. Salt of the earth. Also, I love the “other white meat,” and I may need one of those pig heart valves someday!  
**Ranching & Wildlife:** I own a game ranch, so this was a “no brainer.”

### What are some of your favorite memories from being a Show volunteer?

It has been wonderful to watch the Ranching & Wildlife Committee's auction start from scratch and go on to become a major fundraiser for [the Houston Livestock Show and Rodeo]. As I said, I'm still amazed by what our volunteers accomplish. I wish I owned a business that works this well. 🐾

MORE THAN **28,000** VOLUNTEERS  
107 DIFFERENT COMMITTEES



*Community Involvement Series*

# CRISTO REY

*Jesuit College  
Preparatory School*

By GIGI WARK  
Photos courtesy Cristo Rey

## Community Involvement Series: CRISTO REY

In August 2009, the Cristo Rey Jesuit College Preparatory High School opened its doors to provide private education to the underserved youth of Houston. Initially founded by a group of Jesuit priests in Chicago wishing to provide private educational opportunities for low-income students, Cristo Rey allows students to pay for their private education through a work-study program.

Father T.J. Martinez, president of the 3-year-old school, brought the program to Houston and completely renovated the abandoned Mount Carmel High School, which was destroyed by weather and flood damage from past storms. In 2010, Cristo Rey registered a class of 83 students, bringing new life to the building and new hopes and dreams for the students.

As part of its 2013 educational commitment, the Houston Livestock Show and Rodeo™ awarded \$25,000 to the Cristo Rey Jesuit College Preparatory School program after researching the school and recognizing a common mission in the future of Houston-area and Texas youth.

"We were so impressed by the Cristo Rey program and the enthusiasm of the teachers and Father Martinez," said Jennifer Hazelton, chief financial officer for the Houston Livestock Show and Rodeo. "Our team was completely enthralled during our first site

visit, and the school's mission fits so well with the Show's passion of bettering the lives of Texas youth."

To be accepted into the Cristo Rey system students must meet the financial criteria of living at or below the poverty level, be U.S. citizens, and show some degree of academic accomplishment. Finally, and most importantly, according to Father Martinez, the student must show a "twinkle" of hope or desire in his or her eye and have "a heart to succeed."

"We set the bar higher for these students, expecting better grades, good behavior and a desire to become moral and religious pillars of their community," Father Martinez said. "We expect our graduates to be academically strong, spiritually grounded — regardless of religious orientation — and have a well-rounded work ethic." These students, when they come to Cristo Rey Jesuit, have the essential framework to succeed; they just need the opportunity to learn.

Cristo Rey Jesuit is one of 25 such schools in the country, and from the outside appears to be like any other college prep school with students in uniforms, a mascot, a logo and a mission statement. On the inside, however, the school has an average class size of 25 students, which allows the educators to devote more personal attention to each student and ensure that its

mission does not end in the classroom.

Cristo Rey offers after school study programs, athletics, and the unique aspect of a work-study program, which allows the students to attend class four days a week and then share an entry-level position with three other students at some of the top businesses in the Houston area.


Cristo Rey Jesuit boasts 108-plus corporate sponsors, ranging from hightech energy companies and law firms to universities and hospitals, each one offering a unique learning opportunity in a diverse work environment. The salary per student work team is about \$28,000 per year. Every cent earned goes to the school to pay for the students' education, and covers approximately 65 percent of individual costs. Although these students come from low-income homes, their parents are asked to pay a





percentage of the educational expense, depending on each student's financial situation.

Cristo Rey Jesuit will have its first graduates in June 2013. Among its many success stories is that of senior Morgan Jackson, who has the notable honor of being the school's first student accepted into college — and more acceptances are coming each day.

"We are teaching these kids to dream again," said Susan B. Martin, director of communications and public relations for Cristo Rey Jesuit. "And, we are giving them the tools that would otherwise not be available to them to redesign their futures." 

# CRISTO REY

Jesuit College Preparatory School



# COMMITTEE spotlight

## Directions & Assistance

By SANDY HOLLINGSWORTH SMITH

With millions of guests visiting the various exhibits and venues at Reliant Park during the Houston Livestock Show and Rodeo™, it is easy to get lost or confused. But, the Directions & Assistance Committee is always available to help. Committee volunteers are responsible for assisting visitors with information and directions and for distributing maps and general information, including the Show's Visitors Guide.

The committee started in 1991 with 50 members. Within the past 22 years, it has grown to 917 members who staff the eight information booths situated across Reliant Park, provide assistance in Reliant Stadium and help operate a phone bank to catch the overflow of incoming calls coming to the Show's switchboard. A big challenge for the committee is keeping up with the changing schedule of programs and exhibits each day.

"We are dedicated to assisting more than 2.2 million patrons and their wide variety of needs during the Show, ranging from, 'Where can I get a fried Twinkie?' to 'Can you help me, my wife just went into labor?'" said Bubba Lange, committee chairman. "All 917 members attend training courses to ensure they are very educated on all aspects of the Show."

The committee also is responsible for the care of lost children and lost items. During peak times, the committee can potentially deal with dozens of lost children each day.

They follow a very strict protocol for handling lost children,

who are kept comfortable in the committee office until claimed by a parent or guardian. In 2012, the committee handled 359 lost children and 1,683 lost articles.

Each volunteer works four shifts on a team that either covers the grounds, the information booths or standing positions in Reliant Stadium. All volunteers also must attend two pre-Show training sessions, including a walk-through of the entire complex the day before the Show opens.

"These people are incredibly hard working," said Gary Parks, officer in charge. "They work long hours on their feet. It is a tough job, and they are truly dedicated to what they are doing." 🏆



## Go Tejano



By BECKY LOWICKI

With an overall mission to promote the Houston Livestock Show and Rodeo in the Hispanic community, the Go Tejano Committee offers rich cultural heritage events filled with excitement, enthusiasm and pride.

The Go Tejano Committee is comprised of young professionals and experienced veterans from all career paths but is not limited to Hispanics. "We have a proud heritage with a diverse group of individuals from all age groups and ethnicities on our team," said Butch Guerrero, committee chairman. "Our success is a tribute to an outstanding leadership team, as well as the energy shown by every committeeman to get the job done."

The committee was first a part of the Houston Metro Go Texan Committee, originally known as the Reata Subcommittee. "We've evolved from 30 members in 1991 to more than 300 today," said Joe Vara, Show board of

# COMMITTEE spotlight

directors member and past Go Tejano Committee chairman, whose parents were among the founders of the committee, and whose family, along with other multi-generational committeemen, remains involved today.

While Go Tejano Day is perhaps the most familiar event, the group also is responsible for year-round activities, including a fashion show and dance in November, scholarship gala in February and golf tournament in May.

The Go Tejano Committee also manages the full production of a working restaurant, the Go Tejano Diner, staffed entirely by volunteers who operate the venue throughout the entire Show.

To earn a badge, committeemen must volunteer a minimum of two shifts at the Go Tejano Diner and sell a required number of tickets to annual events.

In addition, the renowned Mariachi Invitational weekend starts with a competition held offsite on the Saturday before Go Tejano Day. The semifinals are held in The Hideout on

Go Tejano Day, where two finalists are selected to perform in Reliant Stadium. Audience participation by applause determines the ultimate winner. The 2012 Go Tejano Day set the second-highest paid Rodeo attendance record in Show history, with a crowd of 74,588.

Committeemen also participate in the annual Houston Hispanic Forum College Education Day and a local TV station scholarship phone bank, where they provide scholarship application guidance to students and their parents. Before the winter holidays, the committee holds its annual tamale sale, which has become another popular fundraiser.

"This committee is one of the finest and hardest working committees I've had the pleasure to work with during my time with the Show and is a great family of dedicated volunteers," said Lynn Nunez, committee officer in charge. 🌟

## Jr. Rodeo

By LYN STEWART

Fast forward 20 years to 2033. The Houston Livestock Show and Rodeo™ is celebrating its 100th anniversary, and many of the Show's leaders are fondly recalling when they first volunteered as teenagers with the Jr. Rodeo Committee.

That's the vision of the Jr. Rodeo Committee, which mentors and shapes future chairmen, leaders and committeemen. The committee was founded in 2007 as a way to get young people between the ages of 17 and 20 more involved in volunteering.

The Jr. Rodeo Committee, known around the Show as JRC, puts young volunteers in the pipeline to become long-time volunteers. The 500 junior committeemen work alongside about 50 committees doing all types of work. Each committeeman must work 20 hours in one Show year, which averages to five 4-hour shifts.

"It is a joy watching our junior committeemen mature and develop as a result of working with the Show," said Tim Phillips, committee chairman. "That development is best summed up in the JRC motto: 'Juniors today. Leaders tomorrow.' We are confident that our juniors will not just be Show leaders, but leaders in their professions, communities and country."

The committee attracts young people from all over Texas and beyond, and many junior committeemen continue to volunteer after their 20-hour commitment is reached.

The Jr. Rodeo Committee also has more than 80 adult volunteers to manage and communicate with the junior members. These volunteers have a long-standing history with the Show and must have committee experience prior to joining JRC.

Students interested in joining the Jr. Rodeo Committee go through an application and interview process.

"It is an honor and a privilege to serve with the finest young adults the state of Texas has to offer," said Gary Parks, officer in charge. "It is a joy to watch the juniors develop into future committeemen and leaders who will move the Show forward into the next generation." 🌟



# COMMITTEE spotlight

## Speakers

By WENDY MCNATT



The Speakers Committee has a long history of communicating and educating the public on the mission of the Houston Livestock Show and Rodeo™. With more than 300 members, the Speakers Committee estimates it will reach out to 500,000 people this year and will travel approximately 300,000 miles promoting the Show.

“Our purpose is to educate the members of Houston and surrounding communities in southeast Texas about all facets of what the Show stands for,” said Greg Rincon, committee chairman. “We are continuously thinking of new and better ways to promote the Show. We are an educational and entertainment committee helping to promote to Texans, Americans and international visitors.”

In 1970, the Speakers Committee was formed to deliver promotional speeches at civic organizations and business forums throughout Houston. Since then, the committee has added school speeches, line dancers, actors and rodeo

clowns to enhance speaking engagements. In addition, the Speakers Committee has added features, such as Texas and American History Live characters and parade announcers, to highlight each event. The demand for their services has grown from promoting in the community to educating other volunteers and committees throughout the year.

“Every Friday during the school year, we send a group to present at an elementary school,” said former chairman Dwayne Sablatura. “We speak on various Western heritage topics, like trail rides and the history of the Rodeo. The Speakers Committee holds school presentations close to their hearts.”

In order to join the Speakers Committee, each applicant trains for a month and is asked to give a three-minute speech at the final

audition. Thirty to 40 new members are selected each year and earn a gold committeeman badge on a point system. Each event has a point value, and members can participate in special events, school speeches or business functions to reach their goal. A total of 1,500 points must be earned prior to the end of the Show by speaking at various events.

Within the Rodeo community, the Speakers Committee organizes Rookie Boot Camp, one of the most popular events each year, as well as speaking or performing at committee meetings or events. All rookie volunteers are encouraged to attend to learn how the Show operates, and they are educated on how all committees interact and work together to make the Show successful each year.

By expanding their reach and developing more educational and promotional programs, the Speakers Committee continues to be a strong voice for the Show. 🤠

SUNDAY  
MARCH 17  
THURSDAY  
CONCERT-ONLY PERFORMANCE  
RELIANT STADIUM

ALL-DAY AND NIGHT ENTERTAINMENT  
THROUGHOUT THE GROUNDS

# LIVESTOCK AND RODEO™ 2013 HOUSTON SHOW

That's right – the special George Strait concert-only performance, also featuring Martina McBride and the Randy Rogers Band, takes place in Reliant Stadium beginning at 6:30 p.m.

So, on Sunday, March 17, there will be NO rodeo action (including the national anthem, grand entry, calf scramble, mutton bustin' and chuck wagon races) and NO gold badge access to Reliant Stadium.

But, use your gold badge to enjoy everything else on the Show grounds, including:

*live entertainment in The Hideout  
livestock and horse show activities*

*all shopping and food booths  
activities on the Kids Country Stage*

*Texas Farm Bureau AGVENTURE and other educational/family-friendly activities*

*The New Bull @ 100.3 Carnival*

Join us for the final day of the 2013 Houston Livestock Show and Rodeo!

[WWW.RODEOHOUSTON.COM](http://WWW.RODEOHOUSTON.COM)



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