



"BOWLEGGED H" MAGAZINE

SUMMER 2013 • VOL. XXI NO. 2 • HOUSTON LIVESTOCK SHOW AND RODEO™



WHAT'S INSIDE



Summer 2013
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FEATURES

2 IT'S A WRAP!

The 2013 Houston Livestock Show and Rodeo™ concluded with more records broken than ever before, including more than 2.5 million visitors to the grounds, 1.3 million RODEOHOUSTON® fans and the largest crowd Reliant Stadium has ever seen! Check out the action in this wrap-up of notable events.

10 THE COWBOY RIDES AWAY WITH OUR HEARTS

"The King of Country Music" has come and gone, and his 80,020-attendance record left Rodeo fans with mixed emotions. Take a look through this review of George Strait's final performance at the Houston Livestock Show and Rodeo.

12 DAY IN THE LIFE

Ever wondered what the chairman of the board does? Here is your chance to find out. We followed R.H. "Steve" Stevens Jr. throughout one of his busiest — and most surprising — days of the 2013 Show.

20 TWO DECADES OF STORYTELLING

"Bowlegged H" Magazine celebrates its 20th year in anniversary. Take a look back at its history as the official magazine of the Show.



12



20

MORE

7 CHAMPION AUCTION BUYERS

14 RETIRING VICE PRESIDENTS

18 OUTGOING COMMITTEE CHAIRMEN

21 GO GREEN



2

Cover
George Strait



SHOW OFFICIALS

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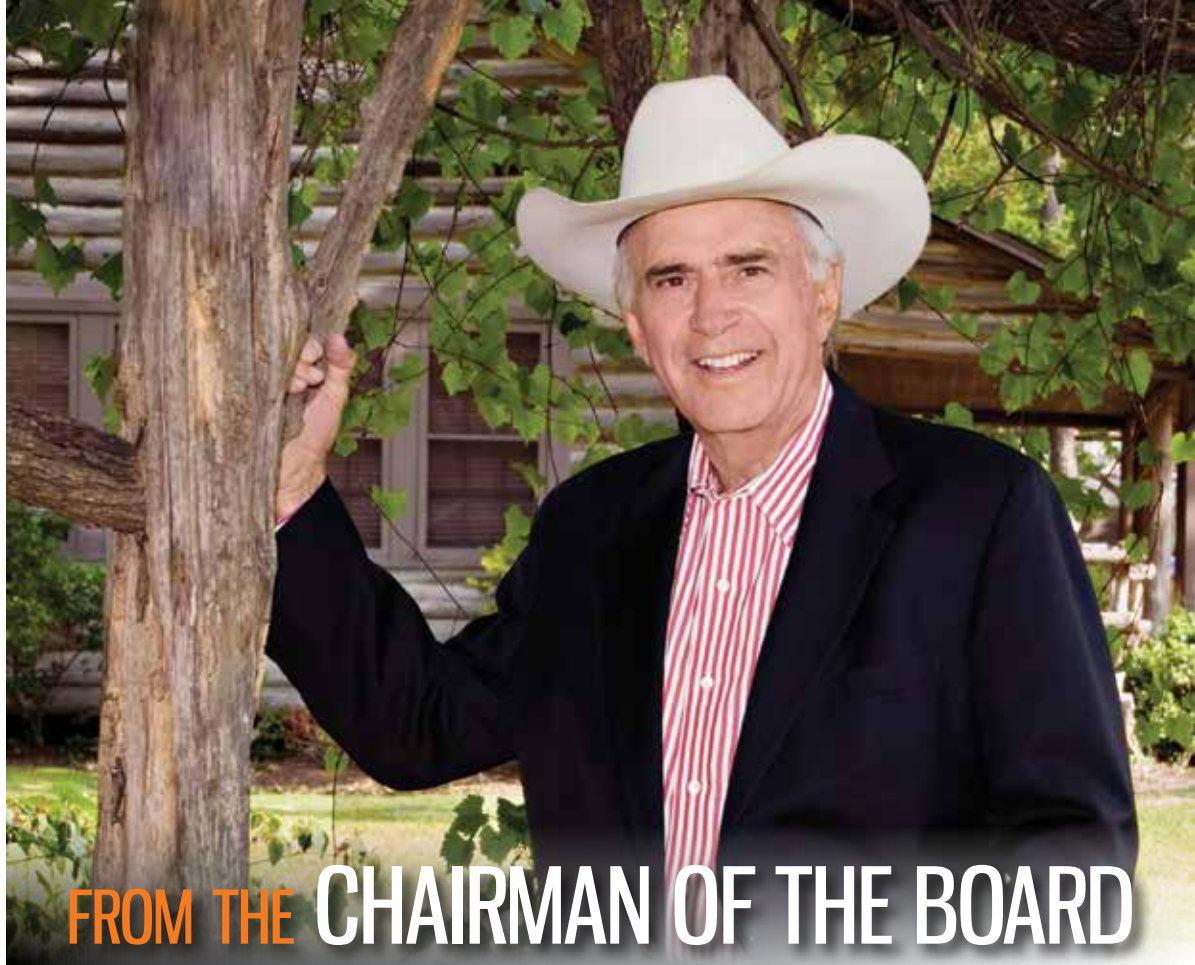
James M. Windham

AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



Not in my wildest dreams could I have imagined the magnitude of success the Houston Livestock Show and Rodeo™ experienced in 2013. From record-shattering total attendance of more than 2.5 million fans and the largest crowds Reliant Stadium has ever seen for ANY event, to the millions of dollars spent on top-notch livestock during our Junior Market Auctions and the high-flying bids on artwork and wine, this was definitely a Show for the record books. Everyone involved in this organization — more than 28,000 passionate volunteers, dedicated staff and generous members — should feel a sense of pride in knowing that you are a part of something that brings joy to so many people every year.

While 2013 was a Show to remember, we also want to thank someone who has been a part of this Rodeo family for many years. Skip Wagner, former Show president and CEO, has started a new chapter in his life as president and CEO of the Texas A&M University 12th Man Foundation. We thank Skip for his years of dedication and service to this organization and wish him well during this next adventure. With this change in leadership, a new door in the Show's history opens as we conduct an international search to find the best possible replacement for the position.

This issue of "Bowlegged H" Magazine includes remarkable numbers and highlights

from this year's Show, as well as a special look at a day in my Show schedule.

I enjoyed having a Magazine Committee reporter follow me around on one of my more memorable days of the year. It also was a pleasure to learn more about the magazine from such a talented reporter and to learn that this issue marks the publication's 20th year anniversary.


The next step in our 2013 journey is to award more than \$12 million in scholarships to deserving and hard-working Texas students. This is something I look forward to each year, as I am able to visit with many of these young people and learn about their lives. Some of them have struggled financially and they now have the opportunity to earn a college degree because of the Show's generosity... and because of each of you.

I invite you to follow along with us on Facebook and Twitter, and at rodeohouston.com, throughout the summer as we change the lives of students across the state, make decisions about the Show's future leadership and direction, and manage with the ever-changing landscape of our city, county and state.

Best,



Steve Stevens



As the world's largest livestock show and rodeo, it is no surprise that the Houston Livestock Show and Rodeo™ breaks records, but to shatter past numbers as significantly as it did in 2013 is beyond Show officials' wildest dreams.

SHOW 2013

RECORD-BREAKING YEAR

Wrap

2,506,238

visitors were entertained, setting the total attendance record for all activities on the grounds.

174,507

visitors set the one-day total attendance record on Saturday, March 16.

1,308,288

fans enjoyed action-packed rodeo performances and superstars in concert to set the RODEOHOUSTON® paid attendance record.

264,132

people attended the World's Championship Bar-B-Que Contest to help kick off the Show, Feb. 21 – 23.

80,020

guests attended the Sunday, March 17, concert-only performance with George Strait, Martina McBride and the Randy Rogers Band. It set an all-time paid attendance record for Houston Livestock Show and Rodeo concerts, and for ANY event in Reliant Stadium.

Five RODEOHOUSTON performances landed on the list of the Show's top 20 paid Rodeo attendance records, taking the top five spots:

75,305

March 10, 2013 – Julion Alvarez and Los Invasores de Nuevo Leon

75,242

March 16, 2013 – Luke Bryan

75,238

March 15, 2013 – Blake Shelton

75,217

March 14, 2013 – Pitbull

75,177

March 7, 2013 – Bruno Mars

SHOW HIGHLIGHTS & NOTABLE NUMBERS

Rodeo Rockstar made its second appearance in the Houston Livestock Show and Rodeo schedule, and boasted more young talent than ever. Nearly 90 music hopefuls uploaded online audition videos through rodeohouston.com and the RODEOHOUSTON Facebook page.

An astounding 250,000 public votes determined the Preliminary Round contestants. The preliminary and final rounds, held live during the Show on the Kids Country Stage, resulted in winners in two age divisions:



Junior: StarFlight Rocks

Molly and Zoe Flores, 12 and 13, Rosenberg, Texas



Youth: Tori McClure

18, Tomball, Texas

What We Did:

- 20,000** young cowboys and cowgirls took a turn on the pony rides
- 104,000** little farmers visited Fun on the Farm.
- 85,000** people visited the petting zoos.
- 830,000** games were played on the midway.
- 95,000** visitors slid down the three giant slides.
- 82,000** visitors took a spin on a Ferris wheel.
- 71,000** people viewed the park from the skyride.
- 50,000** people participated in scheduled school tours and field trips.



In the Texas Farm Bureau AGventure Birthing Center, 61 piglets, 24 lambs and 15 calves were born during the Show. In the Poultry Exhibit, more than 600 chicks hatched.

What We Ate:

- 150** pounds of chocolate-covered bacon
- 86,000** baked potatoes
- 76,000** turkey legs
- 69,000** sausages on a stick
- 43,000** hamburgers
- 115,000** barbecue sandwiches
- 40,000** tamales
- 40,000** slices of pizza
- 10,500** roasted ears of corn
- 13,860** orders of chicken fried bacon
- 18,000** quesadillas
- 21,000** tacos
- 15,000** fried cookie doughs on a stick and cookie doughs dipped on a stick
- 16,965** fried seafood baskets
- 28,000** cinnamon rolls
- 35,000** burritos
- 1,000** orders of frog legs

The combined total of the Show's and entertainers' merchandise sales reached more than **\$2.4 million** in 2013, up by 15 percent from 2012.

ONLINE & SOCIAL MEDIA

- » Since Jan. 1, 2013, the Show's social media outlets have seen significant growth in followers.
- » Facebook likes increased by **84,894** since April 2012, for a total of **316,983** fans.
- » RODEOHOUSTON's Twitter followers increased by more than **18,000** since

December 2012, for a total of **30,153** followers.

- » The Harlem Shake dance video craze took the social media world by storm, and when RODEOHOUSTON created its own version, it, too, gave nationwide exposure to the Show, with more than **269,000** views.

To watch, visit:

www.youtube.com/rodeohouston

- » For the 2013 Show, a new website design and system was launched in October 2012. Since the announcement of entertainers on Jan. 7, 2013, www.rodeohouston.com had approximately **11.75 million** page views.

2013 RODEO HOUSTON®

Team Roping

Clay Cooper
Gardnerville, Nev.
Justin Davis
Madisonville, Texas
\$108,400

Bareback Riding

Tom McFarland
Bowie, Texas
\$54,200

Saddle Bronc Riding

Wade Sundell
Boxholm, Iowa
\$62,500

Barrel Racing

Nancy Hunter
Neola, Utah
\$53,000



BP SUPER SERIES CHAMPIONS

Steer Wrestling
K.C. Jones
Decatur, Texas
\$53,950

Bull Riding
JW Harris
Mullin, Texas
\$56,300

Tie-Down Roping
Fred Whitfield
Hockley, Texas
\$57,200



2013 RODEOHOUSTON SUPER SHOOTOUT®, presented by Crown Royal CHAMPIONS



Bareback Riding: Casey Colletti
Cheyenne Frontier Days



Barrel Racing: Mary Walker
Cheyenne Frontier Days



Bull Riding: Wesley Silcox
Rodeo Austin



Saddle Bronc Riding: Cody Wright
RODEOHOUSTON



Super Shootout Team Award
Cheyenne Frontier Days

2013

CHAMPION



Junior Market Barrows

GRAND CHAMPION

Exhibitor: Mandy Stevenson, 18
Hamlin, Texas | Jones County 4-H

Price: \$200,000 (world record)

Buyers: Five Star Metals / Linda Chapman and Ty Chapman; Dody and Carter Freeman; Jackie and Jon Hodges; and Becky and Kelly Joy



RESERVE GRAND CHAMPION

Exhibitor: Makenzie Vanable, 15
Dumas, Texas | Dumas FFA

Price: \$126,000 (world record)

Buyers: Evelyn and Roger Bethune; Ed DeCora; Judee and James Parish; and Sheila and Emmett Story



Junior Market Broilers

GRAND CHAMPION

Exhibitor: Raynie Bentke, 15
Somerville, Texas | Somerville FFA

Price: \$160,000

Buyers: Energy XXI; Becky and Kelly Joy; Greg Miller and Kris Richardson; and Statoil



RESERVE GRAND CHAMPION

Exhibitor: Logan Staelke, 17
Fayetteville, Texas | Fayetteville FFA

Price: \$105,000

Buyers: Linda and Fred Boas; Denise and Loren Fuhrman; and Tanya and Joe Schindler

AUCTION BUYERS



Junior Market Goats

GRAND CHAMPION

Exhibitor: Gabe Jennings, 18
Fredonia, Texas | Mason County 4-H

Price: \$156,000 (world record)

Buyers: Skip Avara; Mary and Ken Hucherson; Melton Electric, Inc.; and Julie and David Shannon



RESERVE GRAND CHAMPION

Exhibitor: Zane Mauney, 17
Santo, Texas | Palo Pinto County 4-H

Price: \$100,000

Buyers: Mimi and Tom Dompier; Anne and Chris Richardson; and Jennifer and Joe Van Matre



Junior Market Lambs

GRAND CHAMPION

Exhibitor: Jessica Puente, 16
Stockdale, Texas | Wilson County 4-H

Price: \$220,000 (world record)

Buyers: The Hildebrand Family, in memory of Ruth and Dr. Tommy Hildebrand



RESERVE GRAND CHAMPION

Exhibitor: Trae Shearer, 16
Bells, Texas | Bells FFA

Price: \$136,000 (world record)

Buyers: Ted Gaylord; Cookie Michael / KCEF Foundation; Pamela and Archie Thompson; and Sharleen and Ron Walkoviak

2013

CHAMPION



School Art

GRAND CHAMPION

"Stowing the Riggings"

Artist: Denisse Molina, 16 | Pasadena ISD

Price: \$210,000 (world record)

Buyers: Mimi and Tom Dompier; Mary and Ken Hucherson; The Somerville Family; and Jennifer and Joe Van Matre



RESERVE GRAND CHAMPION

"Peek-a-Boot"

Artist: Rachel Faye Becker, 18 | Lamar CISD

Price: \$195,000 (world record)

Buyers: Terry and Dr. Joe Agris; Gail and Jim Fiume; Pam and Jerrol Springer; and Betty and Kurt Wiseman



Junior Market Steers

GRAND CHAMPION

Exhibitor: Kelton Long, 15
Wellington, Texas | Collingsworth County 4-H

Price: \$360,000

Buyers: Evelyn and Roger Bethune; Vanessa, Chris, Kyle, and Rihanna Bruegger; Sally and Rigo Flores; and Stewart Title/Mary Alice and E.D. Lester



RESERVE GRAND CHAMPION

Exhibitor: Robert Hurst, 14
Friona, Texas | Farwell FFA

Price: \$210,000

Buyers: Champagne Cowgirls

AUCTION BUYERS



Junior Market Turkeys

GRAND CHAMPION

Exhibitor: Zane Barker, 13
El Campo, Texas | Wharton County 4-H

Price: \$110,000

Buyers: Vanessa, Chris, Kyle, and Rhianna Bruegger;
Mitzi and Tom Fleissner; Patsy and Wayne
Turner; and Belinda and Mark Young



RESERVE GRAND CHAMPION

Exhibitor: Tristian Sisson, 15
Bryan, Texas | Brazos County 4-H

Price: \$110,000 (world record)

Buyers: Jennifer and Roger Camp; Robin Young-Ellis
and Joe Ellis; Loomis International, Inc.;
and Shirley and Randy Meyer



Rodeo Uncorked!®

GRAND CHAMPION

Wine: Alexander Valley Vineyards CYRUS, Alexander
Valley, 2008

Price: \$215,000 (Show record)

Buyers: Bisso Marine Company; Anne and David Dunlap;
Energy XXI; and Melba and Ronnie Murphy



RESERVE GRAND CHAMPION

Wine: Williams Selyem Westside Road Neighbors Pinot
Noir, Russian River Valley, 2010

Price: \$205,000 (Show record)

Buyers: Bradley Fish; Gay and Red Griffin;
and Chuck Simmons



THE COWBOY

RIDES
AWAY...
WITH OUR
Hearts

By GINA STEERE

"I tried not to
act like a crazed
teenager but my
emotions won."

– Janet Lee Enders,
concert goer

Scene: Every seat in the house is filled with die-hard screaming fans; lights are flashing to the country beat; and couples are dancing around the room to the music. Your friends are singing along with every word coming from the cowboy on stage, equipped with a guitar, stool and microphone.

Now, imagine all of these things inside one of the most prestigious sports complexes in the state, and the entertainer is none other than “the King of Country Music,” George Strait. Those screaming fans are 80,020 of his closest Houston Livestock Show and Rodeo™ friends. Not bad for a country music crooner from Pearsall, Texas. Strait has been a fan-favorite entertainer of the Show since he first rode into our lives on horseback in 1983. He made his 29th appearance at RODEOHOUSTON® Sunday, March 17, 2013 and to say fans were excited to see him is a bit of an understatement.

“I was begging for a ticket since it was announced he was coming to the Rodeo,” said RODEOHOUSTON and Strait fan Christina Lynch. “I got lucky ... my sister came up with a spare ticket at the last minute!”

Let’s turn back the clock to 1983, when a top country artist named Eddie Rabbitt was slated to perform as part of a double-bill with Rosanne Cash in the Astrodome. On the day of the performance, Rabbitt was unable to make it due to an illness and Cash was the solo performer at the matinee. Show officials rushed to find a replacement for the evening show. After some ideas were tossed around, a newcomer to country music was thrown into the pool. His name was George Strait, and he and his Ace in the Hole Band had been performing for crowds in the Texas Hill Country area.

“My nephew — my sister’s son — just loved Eddie Rabbitt, and they all had tickets. That’s how I got to go that year. He didn’t know anything about George Strait, and I didn’t either, but all it took was just one time to hear him,” said Gloria Durrett, concert attendee.

“I have been to every George Strait concert at the Rodeo since.” Strait stole

the show, riding his horse around the arena like an old-time cowboy singer after his performance.

He was inducted into the Show’s Star Trail of Fame in 1996, honoring him for years of performing at RODEOHOUSTON and for being one of the few entertainers to sing for more than 1 million fans. In 2002, he closed the Astrodome with an all-time record crowd of 68,266. On that day, Strait recorded his first live album, “For the Last Time: Live From the Astrodome,” which was a tribute to three decades of Rodeo entertainment held in that venue. He came back the next year to open the Show’s first year in Reliant Stadium.

Fast forward 10 years to “The Cowboy Rides Away Tour”:

RODEOHOUSTON patrons found themselves emotional as they reflected on their connection with Strait, his music and his relationship with the Show.

“I think he feels it’s time to retire from touring, and I’m OK with that,” said Michael Richards, a concert attendee. “I think George is leaving everything he’s got on that stage.”

Janet Lee Enders, another concert goer, said, “I have seen almost all of his concerts here at the Rodeo and even got close enough to touch his hand once. I wanted to be here to enjoy this last one — I have tissues ready in my purse.”

This leg of the tour was accompanied by two opening acts: the Randy Rogers Band, a Texas-music band that also got its start in San Marcos, Texas, the same as Strait, and another familiar Show entertainer, Martina McBride. Strait began his concert with “Here for a Good Time,” just the song to get fans screaming. A chronological journey of hits inspired standing ovations from many in the crowd. Midway into the set, a pair of flashback duets with McBride — June and Johnny Cash’s “Jackson” and George Jones and Tammy Wynette’s “Golden Ring” — mesmerized fans of all ages.

Strait sang more than 30 career hits. Ironically, he closed the concert with his first Top 10 hit single, “Unwound,” then was beckoned back for a four-song encore performance which included “All My Exes Live in Texas” and finally, “The Cowboy Rides Away.”

“I was so overcome by emotions that I cried as he walked to the stage and when he left ... both times ... and somewhere in the middle,” Enders said. “I tried not to act like a crazed teenager but my emotions won.”





On Friday, March 8, 2013, "Bowlegged H" Magazine had the opportunity to spend the day with Houston Livestock Show and Rodeo™ Chairman of the Board R.H. "Steve" Stevens Jr. From the start of the World's Championship Bar-B-Que to the record-breaking closing night with George Strait, Stevens often spent 12 to 16 hours a day on the Show grounds, at times covering up to 10 miles a day on foot. He is the Show's head volunteer, and he said he takes a lot of pride in leading the more than 28,000 dedicated volunteers of the world's largest livestock show and rodeo. Throughout the day, Stevens keeps a fast-moving pace. While one never knows what to expect when turning every corner of Reliant Park, one thing is for sure, with Stevens, there is never a dull moment!

A DAY IN THE LIFE OF R.H. "STEVE" STEVENS JR. CHAIRMAN OF THE BOARD

By KATE GUNN PAGEL

7:15 A.M.

And, he's off! First stop: coffee. The line at Starbucks in Reliant Center is rather long for this early in the morning due to the many Houston Livestock Show™ exhibitors. While waiting for his caffeinated pick-me-up, Stevens chats with some of the exhibitors waiting in line, asking them where they are from and what they are showing. Seeing the hard work and dedication of these young people is a tangible example of the Show's mission, said Stevens.

7:30 A.M.

Enjoying a brief moment of quiet in his office, sipping on coffee, Stevens reviews statistics and news from the previous day and takes a look at his lengthy schedule ahead. With the American Quarter Horse Association and Texas A&M University visiting the Show, it is shaping up to be a busy day!

8:15 A.M.

Stevens takes a stroll through Reliant Center, checking in with vendors, visiting with some of the exhibitors and "making sure everything's going just like I know it is," he said.

8:45 A.M.

Next stop: the Scramble Heifer Show in the Reliant Center. Participants who catch a calf in the nightly Calf Scramble in Reliant Stadium are invited back to the Show the next year to exhibit their heifers or steers. The Calf Scramble is particularly special to Stevens as it was the first committee he served on when he joined the Show in 1975.

9:45 A.M.

It is time to head over to Reliant Arena — or the "horse arena" as Stevens refers to it — to attend the Junior Market Poultry Auction Breakfast. He is joined by the First Lady of the Show, his wife, Kay. The two met in Paris, France, when Stevens was serving in the Air Force and Kay was teaching. Of her husband, Kay said, "He's happy when he's active, and I'm happy if he's happy." Stevens spends most of his time walking around the room greeting donors, auction buyers and volunteers, thanking them for their support.

10:30 A.M.

Since the auction does not start until noon, Stevens takes advantage of any available time. He returns to Reliant Center to say hello to his daughter, Elizabeth, who has brought her entire kindergarten class on a field trip to the Show. He then spends a few minutes for another walk through Reliant Center, saying hello to various commercial exhibitors to make sure that vendors, visitors and volunteers alike are all having an excellent experience at the Show.

11:50 A.M.

Stevens arrives back at the Reliant Arena Sales Pavilion just in time for the Junior Market Poultry Auction. Auctions at the Show are very exciting; the room is filled with volunteers, exhibitors and auction buyers, all sitting on the edge of their seats just waiting to see the final bids for the Grand and Reserve Grand champion. Hoots and hollers can be heard throughout the crowd, along with thunderous applause and laughter. After the Grand and Reserve Grand Champion lots are sold, Stevens joins the buyers and exhibitors onstage pictures and congratulate all on their wonderful feats. Stevens is no stranger to the amount of work it takes to prepare for and execute a great auction, having served on the Steer Auction Committee.

1:00 P.M.

On his way back to Reliant Center to check in at the office, Stevens is greeted by a group visiting from the L.A. County Fair Association in California. Visitors from other fairs, livestock shows and rodeos around the globe visit the Show year after year to see what innovative activities and procedures have been developed; Stevens welcomes them and wishes them a great trip!

1:30 P.M.

After going non-stop for more than six hours, Stevens finds time for a quick break in his office — or so he thinks! Before there is a chance to sit down, he gets news that he is needed back at Reliant Arena. As the Show's number one volunteer, Stevens is often pulled in several different directions throughout the day and is always available at a moment's notice — the qualities of a true leader.

2:15 P.M.

At this point, Stevens has worked up an appetite, and heads to the Louis M. Pearce Jr. Board Dining Room in Reliant Center for lunch.

3:30 P.M.

Stevens returns to his office where yet another surprise is on its way. Buck Taylor, the actor who played “Newly O’Brien” in the television series “Gunsmoke,” pops by for a quick hello. You never know who is waiting around the corner at this massive entertainment and educational event!

3:45 P.M.

Stevens spends a few minutes with staff members, discussing the seating arrangements for the Grand Entry wagons and riding order — in which Taylor will be participating.

4:00 P.M.

As Stevens heads to the Chairman’s Reception, where several AQHA visitors are gathering, he runs into a few members of the Texas A&M University women’s soccer team. One of the players’ mothers works with Stevens at his accounting firm, Stevens & Matthews LLP. He takes a few minutes for a photo opportunity.

4:30 P.M.

Stevens changes into his Texas Aggie maroon before attending the AQHA reception — as he will be headed over to Texas A&M University night in the Tejas Room shortly afterward. Stevens served as president of the AQHA in 2003 and enjoys catching up with his AQHA friends and colleagues. His long history of working with horses does not begin there — he served as officer in charge of the Show’s Horse Show committees from 1998 to 2000.

5:35 P.M.

Stevens and several of his AQHA pals head down to the Show’s Tejas Room to celebrate Texas A&M University night. Little does he know that he is in for a big surprise! As a graduate of Texas A&M University in 1962, a passionate alumni, and former member of the Texas A&M University Board of Regents, Stevens is excited to share the evening with his fellow Aggies. There are many Texas A&M representatives in attendance, including President Bowen Loftin and Reveille VIII, the university’s canine mascot. Stevens addresses the crowd, all adorned with scarves around their necks reading “2012 Aggie Football: 11-2, Texas A&M University & Houston Livestock Show and Rodeo: 55-0 (Texas A&M Show Scholarships),” noting the school’s successful football season and long-standing relationship with the Show, an idea Stevens came up with. Loftin addresses the group and talks about how much the university values its long partnership with the Show and invites a member of the Ross Volunteers, an elite group from the school’s Corps of Cadets, to make an announcement.

5:50 P.M.

To his complete shock, Stevens is presented with the Texas A&M University Association of Former Students 2012 Distinguished Alumnus Award. This is the highest honor any Texas A&M alumnus can earn. It is awarded to those who have shown significant contributions to society and their community and have brought honor to the university and its family of former students. In his acceptance, Stevens, who is almost at a loss for words, said that after his family, Texas A&M, the Show and the AQHA have been his life. He added, “Thank you from the bottom of my heart.”

6:15 P.M.

Although he has been going non-stop for nearly 10 hours, the night is just beginning for Stevens as he heads to Reliant Stadium for Grand Entry.

6:45 P.M.

Grand Entry begins weaving its way through the floor of Reliant Stadium, and just as he does every night, Stevens leads it on horseback.

7:00 P.M.

After finishing up his ride, he heads back to Reliant Center to award four lucky livestock exhibitors with the distinguished honor of having the Grand and Reserve Grand champions of the Junior Market Lamb and Goat shows.

8:00 P.M.

There is no rest for the weary, and Stevens makes his way back to Reliant Stadium for the Texas A&M athletic coaches’ reception on the club level for a few minutes before heading to the arena floor to drop the hat to start the calf scramble event.

9:15 P.M.

At this point in the night, the Rodeo has concluded and Tim McGraw has been on stage for 15 minutes. “Bowlegged H” Magazine leaves Stevens to celebrate his big night with family and friends in the Chairman’s Club. In just a few short hours it will be time to start another long day at the Houston Livestock Show and Rodeo, but you will never hear Stevens complain. He said it is an honor to serve as chairman of the board, and, the Show is ever grateful to him for doing it so well. 🐾





retiring
vice presidents



PAUL F. LEHNHOFF

By BECKY LOWICKI

As officer in charge of the Armed Forces Appreciation, Health, Safety, Ticket Services, Transportation and World's Championship Bar-B-Que Contest committees, a past chairman of the World's Championship Bar-B-Que Contest Committee, and a volunteer on the Grand Entry Committee, Paul F. Lehnhoff has experienced a wide variety of Houston Livestock Show and Rodeo™ operations.

A native Texan, born and raised in Seguin, Lehnhoff first became involved with the Show at the request of a friend who asked him to join the World's Championship Bar-B-Que Contest Committee in 1995.

Lehnhoff credits the volunteers, who have been the foundation year after year in the Show's success. "We have amazing volunteers and staff that never take their eye off the ball," he said. "What our organization does for the youth of Texas is second to none. In fact, there is no charitable organization that comes close as a single entity. Aside from the opportunities we offer deserving Texas youth with scholarships, we also provide the venue to exhibit their projects. Thousands of these kids dream about competing at the Houston Livestock Show and Rodeo."

Lehnhoff is president and owner of Sovesco, based in Houston, and Sovesco West, of Phoenix, Ariz., a wholesaler of welding filler materials. He looks forward to getting back to some of his hobbies, such as golf, most of which he did not have time for as he moved up in the organization.

Along with wife, Jackie, and daughters Jessica, a graduate of Texas A&M University, and Kristin, a graduate of his alma mater, Arizona State University, Lehnhoff retires from his vice presidency with keen insight of how special the Rodeo family is.

"When I think about all the friendships I have as a result of my involvement, I can't imagine my life without having volunteered all those years ago," he said. "The Rodeo positively changes the lives of many of the youth of Texas, but also our members. I have often said I have gotten much more out of this than I could ever put in. To meet and volunteer with so many folks with diverse backgrounds and talents has been extremely rewarding." 🍷



E.D. LESTER

By BECKY LOWICKI

E.D. Lester has been involved in farming and ranching since he was a kid in the West Texas town of Borger, and he continued his keen interest in horses as he grew older.

"When I first joined the Houston Livestock Show and Rodeo™ in 1983, the goal was to be more involved with other people who had similar interests in Texas heritage," he said. "Evolving through the ranks of each committee, I learned more about the educational benefits and tremendous camaraderie of each experience."

As a vice president, Lester served as officer in charge of the All Breeds Livestock Sales, Houston General Go Texan, Junior Commercial Steer Feeding and Management Contest, and Western Heritage Community Challenge committees. He also has served as a volunteer on several diverse Show committees during the past 30 years.

"The most beneficial part of serving as an officer is two-fold: working with the committee and staff and being able to actually see how our efforts contribute to truly furthering the education of our youth," he said. "The impact that the Show has on the future of the state of Texas is enormous. As an officer, we were able to visit with scholarship recipients and see how receiving a Show scholarship is truly impacting the lives of these youth."

He credits his wife, Mary Alice, also a life member of the Show, for providing tremendous support throughout his tenure. They have four children, Kimberly, Devin, David, and Ben, and nine grandchildren. A decorated U.S. Army veteran, Lester was awarded the Purple Heart in 1969 and served our country from 1968 to 1970. He said he looks forward to spending more time on his secondary passion, golf, when he is not visiting friends at the Show.

"Over the years, the support of more than 28,000 volunteers has been tremendous," he said. "I appreciate having the opportunity to serve as an officer, which has allowed me to expand my knowledge of the inner workings of the Show. It's been very fulfilling to learn about the other committees and see how much time and effort each volunteer contributes to make such a difference." 🍷



MICHAEL S. "MIKE" MCKINNEY

By BECKY LOWICKI

Rising through the leadership of the Swine Auction Committee since 1999, Michael S. "Mike" McKinney knows all about sales, revenues and the value of auction proceeds toward the mission of the Houston Livestock Show and Rodeo™.

In addition to his leadership roles as officer in charge of the Graphics & Signage, International, Ranching & Wildlife, Swine Auction and Tours committees, McKinney's involvement with the Show throughout the past 28 years has led him to opportunities to see these benefits first-hand.

"I've been very fortunate in my career and believe that being a part of the Show is a great way to give back to support these young people who are truly the future leaders of the country," he said.

Meeting with scholarship recipients on a personal basis and seeing the difference the Show makes in their lives is quite impactful. "I really admire the kids that exhibit at the Show," he said, "as it's an amazing family affair with everyone involved — the amount of work they put in to exhibit an animal is just incredible."

McKinney gives tremendous credit to the volunteers and outstanding chairmen he has worked with during his tenure as vice president. "Our volunteers help in many ways behind the scenes that are not often known — from producing more than 10,000 signs each year to furthering the education of the general public about a basic knowledge of farming and ranching," he said.

After retiring in 2011 as the president of U.S. Operations, chairman, and CEO of a petroleum and chemical storage business, McKinney now owns and operates a game ranch near Rocksprings, Texas. "It's a full-time job when you are the owner, foreman and ranch hand," he said.

Married to his high school sweetheart, Mary, for more than 40 years, he is the proud father to two sons, Sean and Patrick, and grandfather to Madeline, Skylar, and Leila.

Although looking forward to his Rodeo retirement, McKinney has no doubt he will continue to be involved with the Show. 🤠



TIM PING

By LYN STEWART

A buddy helped convince Tim Ping to join the Houston Livestock Show and Rodeo™ in 1994, but a commitment to the Show's mission was the reason he kept increasing his involvement in subsequent years.

As the officer in charge of the Parade, Poultry Auction, School Art and Trail Ride committees, Ping has worked with thousands of volunteers. "Interacting with all the volunteers was the most enjoyable part," he said. "You get to meet a whole lot of people and it was interesting."

Most everyone knows that education and scholarships are a driving force behind the Show, but Ping said he is proud of its additional charitable donations, especially because of his involvement with the Parade and Trail Ride committees.

"We don't just give to the children — we give to all areas," Ping said. "[The Show] gave \$250,000 to Memorial Park to replace trees destroyed by the drought. The Show does a wonderful job in realizing the areas that need support, in addition to the youth of Texas. I'm proud to be a part of that."

Ping has been a long-standing volunteer with the Parade Committee, and there is one fact he still cannot believe. "[During my] three years as chairman and three years as an officer, we didn't have any rain during the [Downtown Rodeo] Parade, and that is unbelievable. The chairman before me had three years of storms," he joked.

Visiting colleges to meet scholarship recipients was one of Ping's favorite duties as a Show officer. "We have luncheons with the kids who are on Houston Livestock Show and Rodeo scholarships. What it means to those kids is extremely special because they are speaking from the heart. We are investing in someone's future," he said. "It's very rewarding, and an honor and a privilege to be an officer for the Houston Livestock Show and Rodeo."

Ping said he will always be involved with the Show. "I have so many friends there and the cause is so important. There's no question about it. I will support that as long as I live," he said. 🤠



JIM VANHOOZER

By LYN STEWART

Jim VanHoozer's love of horses put him on a 35-year path of service with the Houston Livestock Show and Rodeo™ that continued into his three-year tenure as a vice president and officer in charge, presiding over the 12 Horse Show committees.

"I was imprinted as a very young kid, as I had access to a little farm owned by family members," VanHoozer said. "They had a few horses and I developed a keen interest early in life."

He said he was honored to share his passion for horses with everyone at the Show, especially the millions of visitors.

"Our horse shows have changed in the last four to five years, and I feel fortunate to be a part of that," VanHoozer said. "We brought in some new events, recognizing that we have a variety of customers who want to be entertained when they come to 'the horse barn.' We searched for offerings such as mounted shooting, ranch rodeo, team penning and ranch sorting. These are all action-packed events that will keep our customers coming back."

VanHoozer first joined the Show in 1977. When he looks back on his years as an officer, he said being an ambassador of the Show was an experience he will always cherish — it gave him the opportunity to spread the word about all the good that the Show does through the efforts of its volunteers.

"It's special to attend a scholarship luncheon and sit down with kids from small towns in Texas," he said. "These towns are a little more than a spot in the road, with one red light, and yet these kids are pursuing degree plans that are amazing. It's just a great feeling to realize what a difference that Rodeo scholarships can make in their lives."

VanHoozer is not ready to ride into the sunset anytime soon, however. An insurance agent for 41 years and husband to wife, Guilford, VanHoozer plans to continue volunteering for the Show as a Lifetime Vice President. 🤠



PAT WALKER

By LYN STEWART

Pat Walker comes from a family of multi-generational farmers and cattle ranchers, so he helped out at the Houston Livestock Show and Rodeo™ even before officially becoming a volunteer in 1990.

"The agricultural aspect of the Show has been dear to my heart because ranching and farming has always played an important role in my family," he said.

As officer in charge over the Breeders Greeters, Carnival Ticket Sales, Feed Store, Livestock and Veterinary committees, Walker was able to do what he loved most.

"I most enjoyed working with the young exhibitors and seeing the excitement on their faces when they come in to show with an animal," he said. "Knowing that these kids have accomplished an enormous task that will help prepare them for a productive life — it's very encouraging to see these young people start and finish projects from beginning to end."

Meeting those whose lives are changed by Show scholarships was an honor Walker will never forget.

"My greatest pleasure [as an officer] was traveling to our Texas universities and meeting Rodeo scholars and their families. The [Show] scholarship program has had a tremendous impact on their lives and the lives of their families. I wish every volunteer could hear the students' stories first-hand, shake their parents' hands, and feel the pride that goes along with helping kids' dreams become a reality," Walker said.

During his tenure as a Show vice president, Walker also made some lifelong friendships.

"Along the way, I have been blessed to serve with outstanding fellow officers that I respect and admire. It's been a great three-year journey," he said.

Being self-employed in the electrical distribution and real estate businesses, the father of four children, Austin, Kelly, Stephen, and Catherine, and husband to wife, Sandy, for 25 years, Walker said he has a full life. But, he said he will never be too busy to serve the Show. 🤠

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chairmen

outgoing



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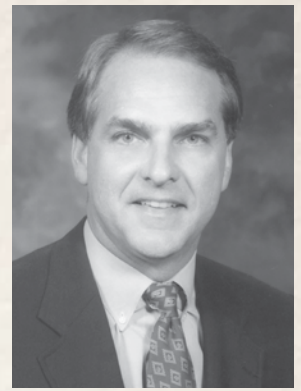
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Corporate Development



DAVID YATES
Parade

Two Decades of Storytelling

By MARSHALL R. SMITH

In 1992, former chairman of the board and president of the Houston Livestock Show and Rodeo™ Dick Graves received approval from his fellow Executive Committee members to put together a team to start forming an official publication for the Show.

Prior to the 1993 Show, Graves enlisted the help of Lifetime Vice President Roy Elledge Jr., who had come up with the idea for a magazine to inform the 10,000-member volunteer corps of all the ins and outs of the Show. To his surprise, Elledge was appointed as the first chairman of the Magazine Committee.

"I [had] no education or experience in journalism, nor [did] I have anyone to serve on this new committee," Elledge said. "After 20 years, I am very proud of the committee's improvements, including additional pages, better layout, color and outstanding reporting. I remember one comment made by one of those who were approving the magazine saying, 'You will run out of material within three years.'"

Soon after the committee was formed, Leroy Shafer, assistant general manager in charge of all marketing at the time, gave editorial guidelines to the committee's hierarchy on what should and should not be included in each issue, and asked that it be named something which would identify it as the Show's publication.

During that first brainstorming session with all the members of the committee's editorial board, which lasted several hours, according to founding members, it was not realized just how late the meeting had gone until Shafer came by and told the group members to lock the door on their way out. The committee convened the following week with possible names for the new publication, and agreed upon "Bowlegged H" Magazine, which continues to this day.

As technology advanced over the years, the construction of the magazine became easier, although it was a tedious task in the beginning. "In laying out each magazine, we counted each word and measured each

picture where each page size had 600 to 900 words," Elledge said.

Articles were then edited and approved by the editorial board and members of the Show's marketing staff. This is still similar to the process used for magazine production 20 years later, while computers, graphic design and email have simplified it. Layout has been done by a variety of outside firms, until it was brought in-house by the Show's Marketing and Public Relations Division in 2012.

"Bowlegged H" Magazine has dived deep into the background of the Show, its volunteers, charity work and behind-the-scenes portions, and although there was some doubt in the beginning, it continues to provide quality and exciting information to the now more than 42,000 members and 28,000 volunteers of the Houston Livestock Show and Rodeo.

"[The magazine] has served as a conduit between Show leadership and membership, regarding needed support for public policy and to help guide the volunteer force as the Show morphed into the world's largest fair, event or festival in North America," said Shafer, now serving as the Show's interim president and CEO. "From reporting on the development and construction of



May 2000
Vol. VIII, No. 2



Winter 2006



Winter 2011
Vol. XIX, No. 4

Reliant Stadium to honoring the lives of many great leaders and dedicated volunteers, ["Bowlegged H" Magazine] is a cornerstone in the Show's history." 🐾

May, 1993 - Vol. 1, No. 1



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