



"BOWLEGGED H" MAGAZINE

FALL 2014 • VOL. XXII NO. 3 • HOUSTON LIVESTOCK SHOW AND RODEO™



TABLE OF Contents



4



10



20

FEATURES

2

What's Your Fight Song?

RODEOHOUSTON® features the best of the best in the rodeo world, but what does it take for these champion athletes to get in the zone before a big run or an 8-second ride? Find out what song or pre-ride ritual pumps these experts up for the ride of their lives.

4

Deep-Soled Roots

One Houston man has taken his family ties to the Show and rooted them into a custom boot-making business. Tejas Boots has been a Houston landmark for handmade boots, belts, purses and more for 30 years, and owner Mike Kuykendall has a long-standing relationship with the Show.

8

Shriners Hospitals for Children® – Houston

With support from the Show's Educational Fund in 2014, Shriners Hospitals for Children – Houston offers medical and rehabilitation services to children across the U.S. and Mexico with various orthopedic, cleft lip and palate conditions, in a compassionate and family-centered environment.

10

Inside the Barrel

One rarely comes across someone with just as much heart and passion as they do humor and wit, but with legendary rodeo barrelman Leon Coffee you can expect just that and more. With a nearly 50-year-long career in the industry, Coffee has made millions of RODEOHOUSTON fans smile amongst one of the most dangerous sports in rodeo.

19

Fan-Friendly Tickets

Learn more about the Show's new fan-friendly ticketing system, AXS, which will debut in 2015.

20

Taking on the Gold Buckle Foodie Awards

Follow along with rookie "Bowlegged H" Magazine reporter Michael Maddux as he takes on the daunting (and filling) challenge of judging the 2014 Gold Buckle Foodie Awards during the Show. Warning: Hunger will occur shortly after reading!

MORE

6

By the Numbers: Calf Scramble

12

Incoming Chairman of the Board

13

Incoming Executive Committee Member

14

Incoming Vice Presidents

17

Incoming Committee Chairmen

21

Heritage Partner Salute: NRG



Cover
Leon Coffee

photo by
Debbie Porter



FALL 2014

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FROM THE CHAIRMAN OF THE BOARD

Having served decades as a Houston Livestock Show and Rodeo™ volunteer, I am truly honored to be able to represent more than 31,000 individuals as chairman of the board. I cannot even begin to express my gratitude to the Executive Committee and to the board of directors for electing me to this position.

As you may know, I served under past chairman of the board R.H. "Steve" Stevens Jr. as chairman-elect of the board during the 2014 Show season. I was able to shadow Steve and attend many of the Show's year-round events, including scholarship banquets, committee meetings, Show events, community activities and more. I was overwhelmed by the number of people who care about this organization, and I learned more in-depth about the impact the Show has on the future of our community and state each year. While we have three types of people who help make this all possible — members, volunteers and staff — I want us all to begin looking at this as a whole. We are all the Houston Livestock Show and Rodeo, and together we have helped commit more than \$350 million to Texas youth.

This past summer was filled with excitement as we witnessed the Show's mission firsthand as we gave nearly \$12 million in scholarships to deserving high school graduates from around the state of Texas. These students are beginning their freshman year of college this fall and we wish them the absolute best. So many opportunities are available through the Show's scholarship programs, including a

few new awards that make me even prouder to be able to lead this organization. The Achievement Scholarship Program gives up to an additional \$16,000 in funds to current qualified Show scholars for their junior and senior years of college, bringing the total scholarship dollars in some cases to \$32,000. These funds can make a tremendous impact on a young person's life, and even help some of them graduate from college completely debt free. What feats we are able to accomplish together!

Another addition to the scholarship program was put in place just this summer. Every Show scholarship recipient who graduates from college will be awarded a Houston Livestock Show and Rodeo life membership, continuing the tradition of branding these bright young people as a part of our Show family. I am absolutely thrilled we are able to do this for these students. After all, the future leaders of our organization could be among this group.

I look forward to the next few months, attending committee functions, buyers' appreciation parties and other events around the state, as we prepare for another fun-filled March here at the world's largest livestock show, most prestigious horse show and most innovative rodeo! 🤠

All My Best,

Jack A. Lyons



WHAT'S YOUR FIGHT SONG?

By CRYSTAL McKEON
photos by Debbie Porter

Whether rodeo athletes are riding broncs or wrestling steers, or competing in any of the other daring events at RODEOHOUSTON®, they need to completely focus on and visualize their mission. As with other sports where visualizing your next move is key, rodeo contestants also have to be “in the zone” because of the risk of injury. Some of these cowboys and cowgirls have agreed to share the secrets behind how different pre-competition rituals get them into the right mindset and ready to take on the treacherous and competitive tasks at hand.



TYSON DURFEY
Tie-Down Roper

“It is really easy in a big venue like Houston to lose focus and get overwhelmed. I listen to Ray Lewis, the best linebacker in the NFL and team captain for the Baltimore Ravens. Just listening to that guy really inspires you and helps me to get in my zone and get my focus.”



FALLON TAYLOR
Barrel Racer

“Every time I’m in my truck on the way to [a rodeo] I listen to AWOLNATION, ‘Sail.’ It is not a band that I normally listen to, but I just listen to it when I warm up. I try to make a mental run and try to feel the same feeling I will during an actual run. I picture myself crossing the finish line and winning.”



REESE REIMER
Tie-Down Roper

“I don’t have a specific song, but I have a playlist on my iPod with 50 to 60 songs and I just hit shuffle on my way in. It normally consists of rock ‘n’ roll or hip hop. You will hear a lot of AC/DC, Seether, Lil Wayne and Eminem. This kind of stuff gets me fueled up and pumped up. I really try to blank out my mind and try to have a clear head going in.”



KAYCEE FEILD

Bareback Rider

"I like to listen to Uncle Lucious, 'Keep the Wolves Away,' and 'Hollywood Undead' by Undead. 'Keep the Wolves Away' is a slow, red-dirt country song. The words get me more pumped than the beat. It talks about giving it all and whatever the task is you have to do it. 'Undead' has a stronger beat that gets me more pumped up. It's the type of song that, if I was a fighter, I would listen to. Listening to these songs makes me feel ready to go. Any horse under me is gonna get rode to the best of my ability."

CHANDLER BOWNS

Bull Rider

"Mostly I listen to classic rock and a little bit of rap. I love AC/DC. They always rock out and that gets your motor running before you have to rock out. It makes me feel excited and gets my blood running. You have to have your blood running to be able to ride a bull for 8 seconds. It makes me think about what needs to happen to stay on — focusing on one thing and that's riding."



STRAWS MILAN & TANNER MILAN

Steer Wrestlers

STRAWS

"AC/DC is probably what I would use to get ready because it gets you pumped up and zoned in. Gets you focused on what you are about to do. Any slow music seems to slow you down."

TANNER

"I like something loud right before. Probably loud rock because loud music just gets your engine going a little bit and gets you ready. I mostly just go over my run mentally and break it down in my head. I mentally think about how much distance I need to give the steer and how I am going to take him down."



DEEP, SOLED ROOTS

By EMILY WILKINSON

“They’re a beautiful pair of boots — very indicative of the workmanship Mike puts into his boots.”

- Leroy Shafer,
Houston Livestock
Show and Rodeo™
Chief Operating Officer

Lisa Norwood

A tiny store with deep roots in the Houston Livestock Show and Rodeo™ is keeping the tradition of custom boot making alive — one sole at a time.

The art of custom boot making has been around for centuries, but it has been on the decline in recent years as factory-made boots dominate the industry. However, not only does Mike Kuykendall, owner of Tejas Custom Boots, make custom boots for his clients, he also hunts many of the alligators that provide the skins for these works of wearable art.

“I grew up in alligator country — I was always around them. Later in life, I was able to use my knowledge and background to benefit my business,” he said.

Kuykendall was working as a computer programmer for an energy company when he decided it was time to follow his passion. He changed careers and spent a year in El Paso, Texas, learning the trade of custom boot making. In addition to custom boots, his 30-year-old business also includes creating shoes, belts, purses and briefcases, among other items, from any type of exotic skin the customer desires.

“Every animal there is, we have the skin,” said Kuykendall, whose clientele have included the likes of President George H.W. Bush and former Houston Rockets basketball player Hakeem Olajuwon.

Kuykendall, who said he always sees a spike in business during Rodeo season in Houston, also is the nephew of John Kuykendall, former livestock show manager in the early years of the Houston Fat Stock Show.

Leroy Shafer, chief operating officer of the Houston Livestock Show and Rodeo, said that John Kuykendall, who passed away before Shafer started working for the Show in 1974, was a legend within the organization. “It’s nice to know his family is still here in Houston and carrying on John’s legacy of supporting Western culture and education,” said Shafer, who is no stranger to Tejas Custom Boots.

When Shafer received the American Advertising Federation Houston Trailblazer Award in 2011, he was awarded a certificate to have a pair of Tejas Custom Boots tailor made. Shafer chose black alligator skins, with the logo of his alma mater, Texas A&M University, featured on the front of the boot top.

“They’re a beautiful pair of boots — very indicative of the workmanship Mike puts into his boots,” Shafer said.

Today, customers and visitors of Tejas Custom Boots can expect to receive a quality pair of unique boots, and they can experience a brief inside history of the Show from the owner. 🤠

Lisa Norwood



Lisa Norwood

BY THE NUMBERS: CALF SCRAMBLE

21

Twenty-one different FFA chapters were represented in the calf scramble on March 10, 2014.

15

All throughout the arena, 15 calves are scurrying around.



54,039

A paid-rodeo attendance of 54,039 fans watched and cheered for calf scramblers in one of the most exciting events of RODEOHOUSTON.



30

Thirty determined and focused calf scramblers raced around the arena.



Shriners Hospitals for Children® — Houston

Community Involvement Series

By BECKY LOWICKI

Twelve-year-old Devin Stanton has overcome more obstacles in his youth than most people face in a lifetime. Born with a condition his doctors were unable to diagnose initially, he is now one of the many success stories at Shriners Hospitals for Children® – Houston.

SHC – Houston provides care for children across the U.S. and Mexico with various orthopedic, cleft lip and palate conditions, in a compassionate and family-centered environment. Integral to the medical and rehabilitative services is the Transitional Educational Program, which is supported by the Houston Livestock Show and Rodeo™.

Devin credits the speciality care medical and rehabilitative services at SHC – Houston for giving him his childhood back. After being born with a proximal femoral focal deficiency (very short thigh bone) that required surgical amputation, Devin received a prosthetic leg with a knee joint enabling him to walk, run and jump as other kids his age do.

“We are incredibly appreciative of the support from

the Show,” said Oscar Guevara, LCSW/Transition Program Coordinator. “From this support, we will be able to grow and expand our programs to help impact more teens as they transition into adulthood.”

The Transition Program is comprised of four main components: Transition Fair, College Day, Summer Employment Program, and the Glam Camp and Guys Day Out event.

As one of the more non-traditional events, Glam Camp and Guys Day Out aims to boost self-esteem and address body image issues of patients who have difficulty adjusting to traumatic events, either by birth or due to numerous surgeries. The motivational aspect involves a “glam day” for both male and female patients, where the focus is not so much on the mini-makeover, but more on the power of counteracting negative thinking, learning about different approaches to challenges and moving forward. The day culminates in a shared celebratory dinner.

Making plans for the future is a key objective for patients in high school. College Day at SHC – Houston highlights the same goals for patients when many local universities are invited onsite to meet with these highschool students. The Summer



Employment Program features resumé-building assistance, interviewing skills and workplace etiquette as part of a 10-week course that also incorporates summer placement at local participating businesses.

Connecting external agencies and programs in a united effort is the focus of the Transition Fair. Patients and families participate in working together with fair vendors to meet their needs pre- and post-discharge from the hospital.

“Fundamental to the hospital’s mission is that the Transition Program, as well as all medical care services, are provided regardless of the families’ ability to pay,” said Connie Boyd, regional director of donor development for SHC – Houston. “With more than 80 surgeries performed each month and nearly 11,000 new and returning patients annually, the on-going community support and funding is critical to maintaining these programs each year.”

“They made my son’s dream come true, and because of them, my son has never been told he couldn’t play sports,” said Gabriela Garcia, Devin’s mother. 🧑🏽



INSIDE THE BARREL

Leon Coffee

By STEPHANIE EARTHMAN BAIRD





Have you ever wondered to yourself while at RODEOHOUSTON®, “Who is the clown ducking in and out of the barrel as the bulls buck nearby?” Well, that would be none other than the legendary Leon Coffee, who has entertained RODEOHOUSTON audiences at more than 400 performances.

Coffee is an easy-going guy, evocative of a quieter world. No one would know that he faces dangerous encounters of a 1-ton

bull in the rodeo arena.

His humor and heart are as large as NRG Stadium itself. Although he practically lives in rodeo clown attire, there is no “clowning around” about Coffee’s role as a barrel man. Climbing inside a 180-pound steel cylinder designed as a safety net from the intensity of a bull’s blow is serious business. Coffee’s main role might be to entertain the crowds during this wild sport, but he also is there to assist the bullfighters and bull riders.

FIRST THINGS FIRST

Self-described as the “littlest of the herd,” Coffee recalled being thrown on untamed horses by his grandfather as a small boy. Against his mother’s wishes, he developed his riding skills in secret, but one day his new-found hobby was exposed. “My dad had a different view than my mom [about rodeo], and told me, ‘Son, if you are going to do it, then do it right,’” Coffee said.

He won his first all-around rodeo title at age 9 and never looked back. In 1975, a bullfighter failed to show at a rodeo in Georgetown, Texas, and Coffee was told to get out there, run fast and act goofy. “I used to get kicked out of school for [acting like] that, and now I was going to get paid to do it,” he said with a laugh.

“If you ride a bull, you may get paid; if you bullfight, you will get paid,” he said explaining his transition to solely bullfighting. At the beginning of his career, Coffee collaborated with funny man and fellow bullfighter Mike Moore. Due to their popularity in the arena, Coffee and Moore were discovered in no time, and the Steiner Ranch Company launched their careers as bullfighters. “Bobby Steiner discovered me at an amateur rodeo in Bastrop, [Texas], and that was the single most defining moment of my life,” Coffee said.

Making the transition to barrel man/rodeo clown in 1994 was merely an extension of his experience and journey. “In the old days, you had to be all three [bullfighter, barrel man

and clown],” Coffee said. Today, these three specialties have evolved to take on their own responsibilities.

GETTING INTO CHARACTER

Coffee’s impact on the rodeo world might be a large one, but he continues to remain incredibly humbled by the experience. One way he is able to stay so grounded is the fact that when he washes off the flashy makeup and silly garb, he is able to live a normal life and blend into the crowd.

“[Getting in and out of character] is a daily personal transition,” he said. “I can take it all off and go out in the crowd, and no one knows who I am.”

At first, his makeup routine was trial and error. His current scheme evolved after two years of tweaking. “The makeup needs to match the person wearing it,” he said. “I’m always kind of smiling, so I exaggerate that.”

Coffee has always applied his own makeup, noting that it is only a 30- to 45-minute routine. “I experimented with powders to set [the makeup on] my face,” he explained. “I needed to seal the pores, which only makes me sweat more, but you have to set the makeup for it to stay.” His secret? Baby powder.

Many bullfighters subscribe to a range of superstitions regarding their attire. While Coffee does not pay much attention to these practices, he did settle on a green hat after trying out many others when he realized he had never been hooked wearing green. “It was my lucky hat,” he said.

Along with his trusty green hat, Coffee throws a number of bright colors into his outfit, one of which is a rather non-traditional hue for the rodeo world. Per cowboy superstition, yellow brings bad luck — supposedly to avoid being called “yellow,” or cowardly. Bucking the trend, Coffee said, “Bobby Steiner did it with yellow, so put it on me.” He added, “If you wear yellow, you will get hit, they say. But, God doesn’t have a color and if you’re a believer in God, you don’t believe in superstition.”

Coffee is more compromising about his baggies, or britches. He retrieved a pair from his dressing room. Holding size 50 jean given to him by children in Uvalde, Texas, Coffee shakes his head side-to-side as he recalled thinking, “OK, this is going to be weird, but I’ll wear them for the kids.” The colorful, patterned baggies are a Leon Coffee statement.

Unlike his other apparel, Coffee has no tradition for his shoes and socks. He only noted the need for speed in the event that he is staring a bull in the face. “Be prepared to dance with the bull,” he said.

What matters most, underneath the outrageous clothes and colorful makeup, is the excitement and experience that Coffee brings to the arena. Inside that reinforced, custom-designed barrel is one storied Texan, and RODEOHOUSTON contestants are lucky to have him on their side. 🤠

FOR MORE INFORMATION ON LEON COFFEE’S JOURNEY IN THE RODEO WORLD WATCH THIS EPISODE OF RODEOHOUSTON UNPLUGGED — RODEOHOUSTON.COM/LEONCOFFEE



Jack A. Lyons never hesitated when he accepted his election to chairman-elect of the board of the Houston Livestock Show and Rodeo™ in May 2013, and was very eager to assume the role of chairman of the board in May 2014. Lyons said that he knows it will be a very time-consuming three years, but he looks forward to the challenge and believes the position is a true honor.

The Show has been a part of his family since 1970 when his mother-in-law, Suzanne Nelms, first joined the Show as a life member and began volunteering for the Quarter Horse Committee. She was the first woman on this committee and is now a Lifetime Committeeman. In 1982, Nelms introduced Lyons to the Show and influenced him to join

the Quarter Horse Committee. Lyons' wife, Nina, also joined this committee the following year.

"The Show was always important to us, and it was wonderful that Nina and Jack chose to carry on our family's dedication to such a great organization," Nelms said.

Lyons' commitment to the Show continued as he been a longtime member of the World's Championship Bar-B-Que Contest Committee, and was chairman of that committee from 1998 to 2000. He was elected to the board of directors in 1995, served as a Show vice president from 2002 to 2004, and was elected to the Executive Committee in 2008.

Also excited about this new venture is Lyons' family, who believes he is a perfect fit for the position.

"When you have a conversation with our dad, he looks you right in the eyes and you always know that he is giving 100 percent of himself to hear what you have to say," said Chad Lyons, Jack's eldest son and captain on the World's Championship Bar-B-Que Committee. "I hope that each of the Show's 31,000 volunteers has a chance to meet our dad and understand the sincerity that he will express in his new position."

Family is Lyons' top priority, and he takes tremendous pride in the fact that his immediate family members are all active volunteers for the Houston Livestock Show and Rodeo.

"The Show is a family to me, and I love that our family is a part of it," Lyons said. "Being as dedicated as I am to the Show takes time away from our family; however, I am fortunate that the Show has become such a big part of their lives as well."

Along with Nina and Chad, Lyons' daughter-in-law, Katie Lyons, serves as a vice chairman on the Magazine Committee; his middle son, Allen, is a vice chairman on the Mutton Bustin' Committee and volunteers on the Ranching & Wildlife Committee; and his daughter Sara also volunteers on the Mutton Bustin' Committee. Lyons has three grandchildren — Berklee, Wick and Cameron — who are eager to get more involved with the Show. Berklee even took her first shot at mutton bustin' in NRG Stadium in 2014.

Over the next three years, Lyons said he wants to focus on making sure that all of the Show's volunteers experience the same heart-warming feeling that he experiences when he interacts with scholarship recipients. The Show's volunteer base has doubled throughout the last 10 years, and Lyons feels that it is important to maintain an organization where everyone feels apart of one family. Additionally, Lyons hopes to continuously strive to enhance the Show's educational programs and work toward having an endowed scholarship program. 🏆



Katie Lyons

Volunteering is a role that J.P. “Hap” Hunnicutt knows through and through. “As a member of the Executive Committee, I want to strive to continue to think like a committeeman and remember that I am not at all unlike any of the rest of the 31,000 volunteers that work tirelessly to make our Show great,” said Hunnicutt, the newest

Houston Livestock Show and Rodeo™ Executive Committee member.

Hunnicutt joined the Show in 1977 and began volunteering on the Parade Committee, and joined Breeders Greeters Committee the following year. He has since served as chairman of the Grand Entry, Lifetime Vice Presidents and Parade committees. A member of the board of directors since 1988, he also was vice president of the Show

from 1998 to 2000, serving as officer in charge of Facility Services, Intercollegiate Meat Judging Contest, Llama, Parade, Rodeo Express and Veterinarian committees. Currently Hunnicutt is a member of the Armed Forces Appreciation, Breeders Greeters, Educational Contributions Review, Grand Entry, Lifetime Vice Presidents, Parade, Rodeo Express, Western Art and Wine Sales committees.

“Hap is the consummate volunteer, whose knowledge and leadership skills will truly benefit our Show,” said Jack A. Lyons, Show chairman of the board.

Hunnicutt’s talents and creativity are seen every day in the form of the Show’s mascot, Howdy. As Parade Committee chairman, he saw how children loved and interacted with Breeders Greeters Committee volunteers who dressed as animals such as chickens, steers and pigs. Using a pen and a paper napkin, Hap sketched the “bowlegged H” logo, “Texas-sized” it and embellished it, adding a big hat, big eyes, and other kid-friendly characteristics. The end result was Howdy, who today represents the Show year-round.

“I know full well that my responsibilities as a member of the Executive Committee are now a little broader and call for more strategic and long-range thinking, rather than coming up with a faster way to get a scramble heifer into the barn — even though our volunteers’ ideas and solutions are still critical to the Show’s success,” Hunnicutt said.

His family has spent many years involved with ranching in Colorado and Brazoria counties, and he said he continues to enjoy his time at the family ranch in Weimer, Texas. Hunnicutt is very involved with the Tejas Vaqueros, a social riding group, serving as a director, vice president and camp captain of the organization. He also is a member of Wagon 4 of the Salt Grass Trail Ride, the official wagon of the Houston Livestock Show and Rodeo, on which he is wagon boss.

Professionally, Hunnicutt is president of Equity Development, a family-held real estate business specializing in multifamily property management. He has held leadership positions in many professional real estate organizations, most notably president of the Galveston County Apartment Association, the Texas Apartment Association and the National Apartment Association.

Hunnicutt has served on the board of directors of the Greater Houston Better Business Bureau and as an advisory board member of the Houston Museum of Fine Arts. Additionally, he is a founder and past king of the Galveston Mardi Gras Krewe of Maximilian.

A native Houstonian, Hunnicutt has grown deep roots in the Show. “The Show means so many things to me,” he said. “It is Houston. It is our city and our people being their best and giving their all for weeks on end, doing everything from having fun, raising money, providing educational seminars and scholarship opportunities, and finally, but most importantly, just being Texans.” 🤠





CURTIS CLERKLEY

By BRAD LEVY

There is no greater purpose in life than helping Texas youth, according to incoming Houston Livestock Show and Rodeo™ vice president Curtis W. Clerkley Jr. He considers these words his personal mission and has focused his life on his family and giving back to the community that helped shape him into the person he is today.

Clerkley became a Show volunteer in 1993 on the Directions & Assistance Committee. During his 12 years on Directions & Assistance, he served as an assistant captain, captain and vice chairman. In 2005, he joined the Rodeo Uncorked!® Wine Committee where he has served in several leadership roles, including chairman of the Wine Garden Committee from 2010 to 2013. As a vice president of the Show, Clerkley will serve as officer in charge of Black Heritage, Directions & Assistance, Jr. Rodeo and Western Art committees.

“I really love the Show, its purpose and its mission. I love the volunteers; and even more, the joy on kids’ faces when they come to the Rodeo,” Clerkley said. “The reward of smiles is priceless when you see a child being given something, whether from a clown or awarded a scholarship.”

Clerkley graduated from Texas Tech University with a degree in architecture. His passion to educate youth led the university to create a foundation in his honor, The Curtis W. Clerkley Jr. Architecture Academy. Clerkley is a partner in The Clerkley

Watkins Group Inc., an architecture, planning and interior design company. He has three sons: Curtis W. Clerkley III, a U.S. Army Ranger currently serving in Afghanistan; Brandon Clerkley, a 2014 graduate of Texas Tech University; and Liam Douglas Clerkley, who will start the fourth grade this fall. His first grandson, Wyatt Alexander Clerkley, was born in April. The Show is where he met his best friend and love of his life, Leah Stasney. Stasney is a life member of the Show and currently serves on the Wine Competition, Wine Sales & Events and Trailblazer committees. 🤠

Incoming VICE



RONNIE GULIHUR

By BRAD LEVY

Ronnie Gulihur joined the Houston Livestock Show and Rodeo™ in 1996 and became a life member in 1999. Shortly after joining he began volunteering on the Skybox Corral Club/East Suites Corral Club Committee from 1997 to 2003, serving as a captain and assistant club chairman.

Gulihur was chairman of the Main Corral Club Committee from 2004 to 2006, and from 2007 to 2009 he served as division vice chairman of the General Corral Club Committee. He also joined the Poultry Auction Committee in 2002, where he became a vice chairman, and then chairman from 2010 to 2012. Gulihur also volunteered on the Ranching & Wildlife Committee when it was first created in 2008.

Gulihur recalled the proud moment when he picked up his first gold badge. “It was a big deal for me then, to get that badge and be able to work for the Show. As an individual I could never do what we are able to do as a Show; it takes each and every one of us to make that commitment to whatever job we’ve taken on, to make it all work and support the kids the way we do.”

As a vice president of the Show, Gulihur will serve as officer in charge of Events and Functions, Houston Metro Go Texan, Speakers, and Ranching & Wildlife committees. 🤠



PARKER JOHNSON

By BRAD LEVY

Parker Johnson's experience with the Houston Livestock Show and Rodeo™ has been an incredible journey. In 1983, Johnson came from San Antonio, Texas, to the Show as a member of his 4-H club to exhibit junior market steers. After graduating from Texas Tech University with a degree in business administration and management, Johnson moved to Houston and became a life member of the Show in 2000.

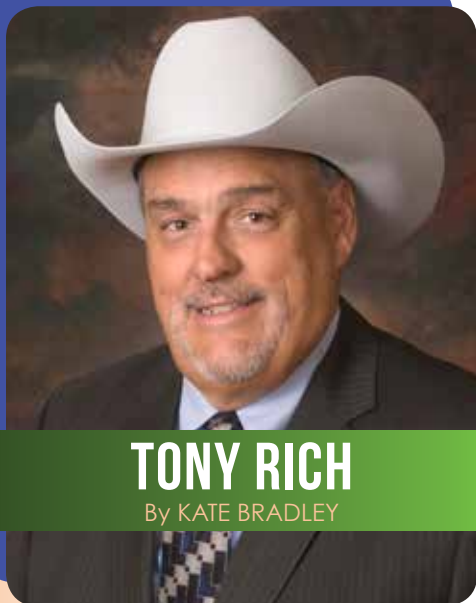
From 2002 to 2008, Johnson served on his first committee, the Breeders Greeters Committee, the very same group that assisted him when he was a 4-H exhibitor. In 2006, he joined the Parade Committee, where he served as vice chairman of floats and wagons, and he also served as an outrider for the Grand Entry Committee in 2008. In 2010, Johnson served as the chairman of the mutton bustin' event task force, and the following year, mutton bustin' became an operating committee, and Johnson reigned as chairman until 2013. As a vice president of the Show, Johnson will serve as officer in charge of Asset Distribution, Equipment Acquisition, RODEOHOUSTON® Sports Medicine, Safety and Steer Auction committees.

Johnson and his wife, Victoria, met at the Show in 2008. Victoria also began her Show career as a volunteer on the Breeders Greeters Committee, has served on the Corporate Development Committee, and is currently on the Steer Auction Committee. The Johnsons have one daughter, Liston, and one son, Case.

"Growing up in the Hereford cattle ranching business in Bulverde, Texas, I learned what hard work and commitment it takes to raise an animal," Parker Johnson said. "My wife and I have made a commitment to continue to support the Rodeo and give back where we can. We understand what the Rodeo does for the youth across Texas; many of these students' lives are changed through the scholarship programs."

In Johnson's spare time he enjoys being with his family, hunting, fishing and riding cutting horses. He is senior vice president and chief facility operating officer for Silver Eagle Distributors, LP, the nation's largest distributor of Anheuser-Busch products. 🍷

PRESIDENTS



TONY RICH

By KATE BRADLEY

Tony Rich will tell you that it is a long way to the top in the Corral Club Committee. Since 1990, when Rich joined the Sky Box Committee in the Astrodome, he worked his way through the ranks. This year, as Rich steps into his role as a Houston Livestock Show and Rodeo™ vice president, he also becomes the officer in charge of the 21 Corral Club committees, managing more than 2,600 volunteers.

"I got involved because a bunch of my friends told me the Show was fun and it was for a good cause," he said. "I've served about every position on the committee, making my way up to chairman of the Sky Box back in 2000. My term was two years in the Astrodome and one year as the Suites East Committee in the [NRG] Stadium."

In addition, Rich volunteers on the Grand Entry and School Art committees, where he can see first-hand the people who benefit from service committees such as Corral Club.

"We are the largest service committee. Everyone on a Corral Club Committee should see their mission as ensuring everyone has fun at the Show," he said. "We provide hospitality for committee people, international guests, dignitaries and the general public. We have CEOs and schoolteachers working side by side, everyone doing what needs to be done."

The Cypress, Texas, resident is the regional technical director for a New York-based software company, Information Builders. He also is active in Tejas Vaqueros, a social riding group, and the Hold'em and Hit'em Club, which raises money for scholarships. Rich manages to find time to enjoy horseback riding, fishing, golfing and bird hunting, as well as spending time with his friend Fran Chambers.

"I've enjoyed every committee I've worked with because every one gives a sense of community," Rich said. "The Corral Club has people from all walks of life, and I want everybody to know how important their job is. Keeping morale high and growing the committee drives me." 🍷



KEN SHAW

By KATE BRADLEY

Ken Shaw has devoted more than 35 years of his life to giving back to the Houston metro area through the Houston Livestock Show and Rodeo™. As Shaw joins the vice presidential ranks, he becomes officer in charge of the Area Go Texan, Go Texan Contests, Information Services and Premium Seating committees. He said he is motivated by the assistance the Show gives to the youth of Texas, as well as the sense of fulfillment he and his wife, Sue, get from volunteering.

“I joined the Steer Auction Committee in 1979, and that is how it all got started,” Shaw said. “The Show is such a dynamic organization, not just for the city of Houston, but for the state of Texas.”

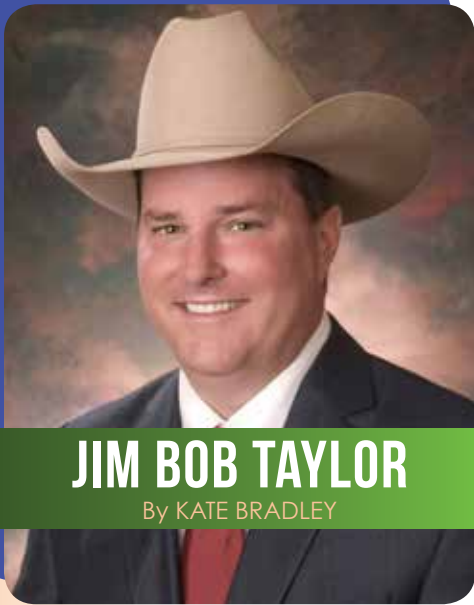
In more than three decades of Show service, Shaw has often volunteered side by side with his wife, who is a current Trailblazer Committee member. They have two sons — Charles, who is a vice chairman on Rodeo Express Committee, and Kyle, who lives in Austin, Texas. The Shaw’s grandchildren have been involved in the Show’s loan-a-llama competition and have competed in mutton bustin’ at Reliant Stadium.

“It has been a lot of fun over the years, making friends and meeting great people that also support this Show,” Shaw said. “Information Services and Premium Seating [committees] are new to me; I haven’t had previous involvement like I have

attending Area Go Texan and [Go Texan] Contests [committee] events. All the committees have helped the Show grow to the outstanding level it is now, and that motivates me.”

A Houston native, and resident for 38 years, Shaw recently relocated to College Station, Texas, but continues to commute for work. He is a graduate of Texas A&M University with a degree in accounting; he currently works as a lender at Texas Capital Bank. 🏠

Incoming VICE PRESIDENTS



JIM BOB TAYLOR

By KATE BRADLEY

Occasionally an incoming vice president will have the fortune to serve as officer in charge of the same committee that he or she first joined as a Houston Livestock Show and Rodeo™ volunteer. Jim Bob Taylor is one such lucky officer. In 1991, Taylor’s then-employer and Lifetime Vice President of the Show, Clair Branch, encouraged him to join the organization. Taylor became a life member in 1992 and joined the Breeders Greeters Committee in 1993, where he most recently presided as chairman. As a newly elected vice president, Taylor will serve as officer in charge of the Agricultural Mechanics, Breeders Greeters, Rabbit and Rodeo Express committees.

Taylor graduated from Texas A&M University in 1991 with a degree in construction science. The logistics of moving livestock are not daunting to Taylor, the vice president of construction at D.L. Doyle Construction, a company he joined in 1998. In fact, his experience in the logistics of moving supplies and workers, while keeping both the site and employees safe, will come in handy.

“I’m really looking forward to working with Rodeo Express [Committee]; that committee runs smoothly and efficiently, and I know that my experience with schedules and safety will be a benefit,” Taylor said. “The Rabbit Committee will be new, and I’m also willing to bet my kids have a new pet by year’s end. I’m also looking forward to assisting the fine chairmen I’ll be working with in Agriculture Mechanics and Breeders Greeters [committees].”

Taylor’s family is as involved as he is in the Show. His father-in-law, R.H. “Steve” Stevens Jr., is the most recent past chairman of the board and a member of the Executive Committee. His brother-in-law, Robert Becker, is a Show director; his sister-in-law, Elizabeth Becker, volunteers on the Youth Horse Committee; and Courtney, his wife of 16 years, serves on the Youth Horse and World Shows committees. At the 2014 Show, Taylor’s daughter, 12-year-old Katie, was a finalist in the cutting horse competition, and 9-year-old son, Robby, assisted the Breeders Greeters Committee by counting livestock. 🏠

Incoming COMMITTEE CHAIRMEN



JAKE ALLEE
Llama and Alpaca



MIKE H. ARTERBURN
Stockman's Club



SCOTT BAUMANN
Trail Ride



BRANDON BAYLOR
NRG Center
Committeemen's Club



JOHN BRANIFF JR.
Ranching & Wildlife



RICHARD CERVANTES
Sky Suites



CHARLOTTE CLAWSON
Feed Store



ROBERT CLAY
World Shows



STEVE EHRIG
Co-Chairman Area Go Texan



CHARLES FISHER
Information Services



TERENCE FONTAINE
Black Heritage



AUDRY GILES-GATES
Quarter Horse Show



GRETCHEN GILLIAM
Trailblazer



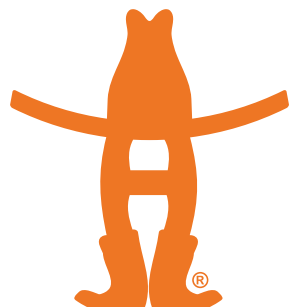
KATHY HARDCASTLE
Corral Club Support



JASON HAWTHORNE
Gatekeepers



CHARLIE HEINTSCHEL
Commercial Exhibits



DENNIS JENKINS, D.V.M.
Veterinarian



ALICIA JIMERSON-KNOX
Western Art



RICK JONES
Calf Scramble Donors



GROVER KELLEY
Lifetime Vice Presidents

Incoming COMMITTEE CHAIRMEN



STEPHEN MAHALITC
Jr. Commercial Steer Feeding
& Management Contest



PETE MEDINA
Membership



AMY MILLER
Tours



JAMES MORA
Transportation



MIKE MOSS
General Corral Club



LISA NGUYEN
School Art



SCOTT NICHOLS
Judging Contest



SAMMY OSBOURN
Auctions & Receptions



BOB PORTER
Corral Club - Division II



ERIC POTTS
Steer Auction



MILTON PURVIS
Co-Chairman Area Go Texan



STEVE RANSON
Livestock



SCOTT REED
Ticket Sales



LINDA SAENZ
Go Tejano



KAT SARAGOSA-KROLCZYK
The Hideout



LARRY SMITH
Souvenir Program



LEE SMITH
Armed Forces Appreciation



ADAM SUHR
Paint Horse Show



HOWARD WEBSTER
School Art Auction

FAN-FRIENDLY TICKETS

The Houston Livestock Show and Rodeo™ will begin using a new ticketing company, AXS Ticketing, for the 2015 Show, March 3-22.

"AXS offers an extremely robust customer interface for both our season ticket holders and single-ticket buyers," said Leroy Shafer, Houston Livestock Show and Rodeo chief operating officer. "The AXS App, virtual AXS Waiting Room, the ability to share tickets, and other innovative options make this a great fit for our nearly 1.4 million

RODEOHOUSTON® fans."

"We created AXS to provide a convenient ticketing solution that covers the needs of both fans and venues," said Blaine LeGere, SVP, AXS Digital and Ticketing. "With proven success in markets around the world, we continue to innovate and look for new ways to enhance the overall event experience, which starts with ticketing. Fans of the Houston Livestock Show and Rodeo will have the ability to explore, purchase and share tickets using AXS."

"Because we put 20 popular performances on sale simultaneously, finding the right ticket selling system is incredibly important," said Shafer.

AXS has both a website and a mobile site for ticket

purchases, featuring a virtual Waiting Room where customers may "arrive" an hour before ticket sales begin, pre-enter their information, and choose the dates for which they are planning to purchase tickets.

Similar to the physical experience of waiting in line, when the virtual doors open for ticket sales, those customers already in the Waiting Room will be chosen at random to be able to buy their tickets. As buyers complete their transactions and exit the site, more will be randomly selected to enter the store.

A real-time tracker will allow waiting customers to see what levels of seating are still available for their selected rodeo/concert dates. Customers will know when sales have filled their seating level preferences and can choose a different seating level or leave the Waiting Room.

"The Show is about having a positive, unique experience, and that should start with the ticket-buying process," said Shafer.

After the on-sale, single-ticket buyers will be able to temporarily reserve seats next to the ones they just purchased and then invite friends, through Facebook or email, to buy those reserved seats within a limited amount of time. AXS Invite eliminates the need for one purchaser to fund the entire transaction and helps fans more easily attend in groups.

Additionally, AXS is able to integrate with the Show's large database of season ticket holders, who make up about 60 percent of ticket buyers for the annual event, and who will now be able to take advantage of the new technology.

Among other amenities, season ticket buyers, who previously only received printed books of tickets, will, for the first time, have the ability to forward printable tickets or to use the app to share mobile tickets on their smartphones. In the past, season ticket holders have had to deliver the actual physical tickets that they wanted to share.

Shafer acknowledged that it was a tough decision to end the Show's longtime relationship with Ticketmaster. "We're appreciative of the support of Ticketmaster and our long partnership since the early 1980s, but because of changes in audiences and technology, we felt it was time to go with another solution," he said.



ABOUT AXS • Developed and operated by AEG, one of the leading sports and entertainment presenters in the world, and a wholly owned subsidiary of the Anschutz Company, AXS is a new entertainment platform that serves as AEG's primary consumer brand. AXS provides fans the opportunity to purchase tickets directly from their favorite venues via a user-friendly ticketing interface. AXS serves all phases of the event life-cycle beyond just ticketing, through its consumer facing website, AXS.com and the AXS App, as well as its portfolio of investment companies. The portfolio includes Carbonhouse, a leading website developer for venues, Frontgate Ticketing, a festival oriented ticketing platform owned in partnership with C3 Presents, and Bypass, the venue industry's leading supplier of cloud-based food and beverage point-of-sale systems. For more information on AXS, please visit AXS.com.



By MICHAEL MADDUX

Taking on **the** Gold Buckle Foodie Awards

"It was a successful morning of calorie-bombing my body..."



Best Fried Food
Fried Pie • Kettle Corn

Best Food-on-a-Stick
Grilled Chicken Kebab • Saltgrass Steak House

Classic Fair Food
Pulled Pork Stuffed Potato • Saltgrass Steak House

Best Dessert
Cookie Dough Parfait • Aunt Edmoe's

Best Value
Baked Potato with Chopped Beef, Sausage and Ribs • Triple J Smokehouse

Best Breakfast Food
Big Stone Breakfast Sandwich • Stubby's Cinnamon Rolls

Best New Flavor
Cinnamon Roll Pancakes • Stubby's Cinnamon Rolls

Most Creative Food
Lemon Cream Frost Bite • Custom Creations

Houston Livestock Show and Rodeo™ has a reputation for being a culinary adventure that will make your taste buds soar. When you combine that reputation with the fact that Houston is one of the most creative and diverse food cities in America, it becomes clear that there is potential for some boundary-pushing and delicious meals to be had while enjoying the sights and sounds of the Show.

To be clear, there are still the standard midway and fair delights such as barbecue, baked potatoes, corn dogs and sausage-on-a-stick. But, many of those standards are being turned up a notch. Would you ever think of stuffing the frank inside a corn dog into a pickle first and then breading it? Well, somebody did, and it worked.

The annual Gold Buckle Foodie Awards honor the most creative and best-tasting dishes found throughout the Houston Livestock Show and Rodeo, focusing on eight categories: Best Fried Food, Best Food-on-a-Stick, Classic Fair Food, Best Dessert, Best Value, Best Breakfast, Best New Flavor and Most Creative Food. Local celebrity judges from TV, radio and print gathered to sample these creations and vote on their favorites from each category. Tough gig, I know, but when "Bowlegged H" Magazine was looking for a reporter to take on the story, I proudly accepted the challenge.

The first thing I had to come to terms with is the sheer amount of food there is to sample. Plates come to you non-stop with no rest for the weary. You take a bite (or three), make some notes, hand in your scorecard, and then another plate appears. This goes on for more than an hour. It is kind of like being at a Brazilian steakhouse, only there is no red card to let the servers know you have had enough.

I tasted an array of foods, from migas and chocolate-dipped bacon to giant corn dogs and enormous beef ribs. Everything was tasty, some things were better than others, and it definitely made me think about walking home afterward. But, there is no place at the Gold Buckle Foodie Awards for being timid and running away. You plug along, knowing that you are putting yourself "in harm's way" for the good of your fellow Houstonians' palates.

The last thing I sampled was far and away my favorite item of the day, a sentiment shared by my tablemates (most of whom were local food writers). The cookie dough parfait was perfection — cookie dough ice cream, whipped cream and chocolate chip cookies, topped with a cherry. I still dream about it.

It was a successful morning of calorie-bombing my body, and one I hope to replicate in 2015. 🍪

HERITAGE PARTNER

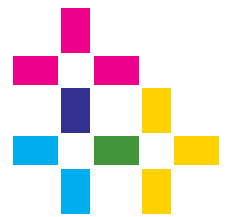
Salute

Reliant has been a significant partner with the Houston Livestock Show and Rodeo™ for more than 15 years. Today, as part of NRG, that support continues. NRG serves as a Heritage Partner of the Show and naming sponsor for NRG Park, home of the 20-day event and offices year-round.

“We are passionate about giving back to the organization that enriches our community,” said Elizabeth Killinger, president of NRG Retail and Reliant. “Reliant has been part of NRG since 2009, and our relationship with the Houston Livestock Show and Rodeo is more important than ever as we at NRG usher in this new era of personal power. We are excited to bring sustainable energy solutions to NRG Park and hope to inspire others to embrace clean energy, too.”

As part of a new sustainability master plan being developed by NRG, the facility will be equipped with solar panels, electric vehicle charging stations, energy-efficient LED field lighting and portable power stations that allow visitors to charge their mobile devices on the go.

NRG is a Fortune 250 company that is changing the way people think about and use energy. It owns one of the largest, most diverse power generation fleets in the U.S. and is the nation’s largest developer of solar power. Its retail electricity companies serve nearly 3 million customers in 11 states.



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