



"BOWLEGGED H" MAGAZINE

SPRING 2014 • VOL. XXII NO. 1 • HOUSTON LIVESTOCK SHOW AND RODEO™



WHAT'S INSIDE

FEATURES

2 ULTIMATE SURVIVAL KIT

The world's largest livestock show and most innovative rodeo is just around the corner! Be sure to check out all of the essentials you will want to load up on before arriving at Reliant Park.

4 TALES FROM THE ROOKIE YEAR

With more than 28,500 volunteers, the Houston Livestock Show and Rodeo is a family full of wonderful people from all walks of life! Meet these seven volunteers who are now entering their second year as volunteers, and find out what made their rookie year special!

8 A LOOK INSIDE THE WESTERN ART ROOM

After eight decades, the Show has acquired some pretty interesting and historical works of art, photographs, articles of clothing and so on. Take a look through the room where some of the most magical pieces of the Show are stores. We bet you will be surprised at what you find!

14 10 THINGS YOU DIDN'T KNOW

Think you have heard just about every story to come from the Houston Livestock Show and Rodeo's files? What about where the idea came from to have volunteers? Or, what up-and-coming female singer hit it big right before her RODEOHOUSTON® concert debut? Read through these "little-known" stories told by the Show's chief operating officer.

16 HIDDEN TALENTS PT. 2

The Show is proud to support such dedicated and eager students each year through its scholarship program. These students, however, boast more than just a great aptitude for education.

20 20TH ANNIVERSARY OF THE CARNIVAL TICKET SALES COMMITTEE

The Carnival Ticket Sales Committee celebrates its 20th anniversary in 2014, and, according to its hierarchy, is looking forward to continuing breaking barriers to support the Show's mission.



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Cover
Luke Bryan



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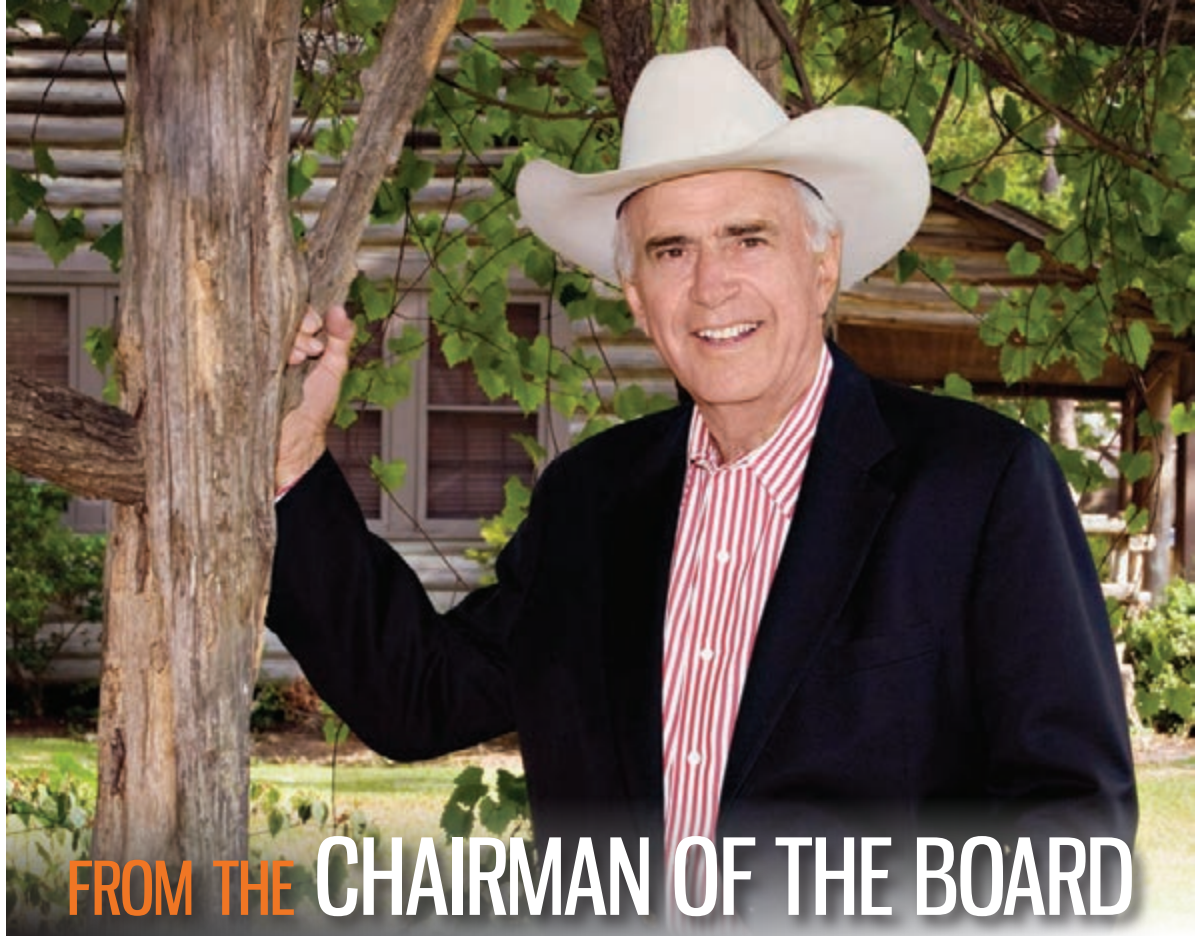
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AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



FROM THE CHAIRMAN OF THE BOARD

It's hard to believe we're in the final stages of preparing for the 2014 Show. It seems like just yesterday that we reported on our record-breaking 2013 Show. And now, just weeks away from this year's event, I want to share with you my excitement about what's in store.

After working many long hours, sometimes even around the clock, our volunteers and staff are putting together the final pieces of our Show puzzle for our three-week run. And, I am confident the efforts of our team will result in the best Show yet!

The 2014 lineup is outstanding, with nearly every genre of music represented. Excitement surrounding the entertainer announcement was bigger than ever, and with the help of The Band Perry, the Show released a "top secret" video that went viral online, revealing "Houston's biggest secret." The video post received more than 12,000 "likes" on Facebook and 2,200 shares on Twitter. Since its release, more than 62,000 people have watched the exciting video. If you haven't seen it yet, find it online on [RODEOHOUSTON®'s YouTube channel](#). You might even see some familiar faces making their acting debut!

Our web content on announcement day also was impressive, as nearly 250,000 people visited [rodeohouston.com](#), 58 percent of which were first-time viewers.

With the Show's strong emphasis on education, it's fitting that this year's event will feature several new educational exhibits. A few highlights include the We're Small Y'all Barn in [AGVENTURE](#), which will house different types of miniature livestock, as well as the Tour of

Texas exhibit, which takes patrons on a journey through different areas of our wonderful state and explains each one's contribution to agriculture. Also new for 2014 is the Beef – From Pasture to Plate display, which explains all of the different cuts of meat from beef cattle, how to handle them properly and the best way to serve them as a meal. Throughout the lobby of Reliant Center, you'll find some new (but old) items showcased in a museum-style display detailing the Show's rich history.

I want to take a moment to honor my fellow Executive Committee member and friend, whom we lost in early December, John. T. Cook III. John's passion for the Houston Livestock Show and Rodeo, combined with his business background and keen interest in horses, cattle and ranching, made him an all-around Show leader who will be greatly missed. Our thoughts and prayers continue to be with John's family.

This will mark my final Show as chairman of the board, a title and honor I have been privileged to hold for three years. I cannot thank my fellow Executive Committee members, Show officers, directors, volunteers and staff enough for the memories I have made during my tenure as chairman. It has been an experience I will not soon forget.

I look forward to seeing everyone out on the grounds. Please be sure to stop and say hello if you see Kay or me. And with that, let's [RODEOHOUSTON!](#) 🤠

Best,



Steve Stevens



By ELIZABETH MARTIN

The Ultimate Houston Livestock Show and Rodeo™

SURVIVAL KIT

Mark your calendar to attend the 2014 Houston Livestock Show and Rodeo, but bring more than just your excitement with you. No matter what you have planned for the day – the carnival, Kids Country, the livestock and horse shows – we have compiled a list of key items you will not want to forget.



RODEOHOUSTON® Mobile App

This mobile app is an absolute must have! Download it from the iTunes® or Google Play (Android® devices) stores before you arrive to access parking maps — including real-time parking lot availabilities — grounds maps, shopping and dining information, the full daily schedule and entertainer lineup, RODEOHOUSTON Radio, and more. Visit rodeohouston.com for details.



Camera

Trust us, you are going to want to capture the memories of your day at the world's largest livestock show and rodeo event of its kind! Whether you are taking shots of the kids at AGVENTURE or snapping a picture of your friends enjoying your favorite entertainer on the rotating stage in Reliant Stadium, be sure the batteries are charged and ready to go. You also can use the camera feature in the RODEOHOUSTON mobile app, add a logo and share the photo instantly on your favorite social networking site.



Half-Price Carnival Packs

Carnival rides and games require tickets, so be sure to pick up your half-price carnival pack from a Carnival Ticket Sales Committee volunteer. Packs include a Fun Card – loaded with tickets for rides – refreshment coupons, discounts on official Show merchandise and even a few free surprises. Half-price carnival packs can be used during the World's Championship Bar-B-Que Contest and throughout the run of the Show. Packs are sold online through Feb. 28, 2014, and through Carnival Ticket Sales Committee volunteers until March 1. Visit rodeohouston.com/Tickets/HalfPriceCarnivalPacks for more information.



Sunscreen

Pick a strong sunscreen to apply before you arrive and bring it with you to protect yourself from the Texas sun. Even cloudy days can be risky, so do not let a pesky sunburn ruin your day at the Rodeo, and be sure to encourage everyone in your party to grab some high SPF and enjoy the Show.



Umbrella

We have all heard the saying, “If you do not like the weather in Houston, wait five minutes!” It can rain cats and dogs one minute and then be 75 degrees and sunny the next. Play it safe by bringing an umbrella to avoid getting wet in a potential afternoon shower.



Cowboy Hats & Boots

Complete your Rodeo ensemble with a pair of cowboy boots or your favorite 10-gallon cowboy hat. Nothing says “Rodeo” quite like the sound of boots hitting the pavement, or looking out into a sea of cowboy hats on the Show grounds. Who knows, you might even have your photo taken and end up in a future issue of *“Bowelegged H” Magazine* or online at rodeohouston.com! Refer to the mobile app to find your favorite shopping locations while on the grounds, or shop now through the Show’s online official merchandise store so you can be decked out in the latest Rodeo gear before the Show.



Hand Sanitizer

It can be a messy world out there, and with so much excitement around at the Show, you will want to clean up before grabbing a bite to eat! If you run out of your own sanitizer, look for the hand-washing stations located throughout the grounds.



Appetite

With so many dining options at the Show, it is best to arrive with an empty stomach. From barbecue and ice cream to Tex-Mex goodies and funnel cakes, there is sure to be something to satisfy everyone’s palate throughout Reliant Park. Check out the winners of the Gold Buckle Foodie Awards, and your taste buds will be forever grateful. Also, be sure to leave a review of each item you try in the dining section of the handy mobile app; it will help other Show patrons on their journey to find the best Rodeo food!



Antacids

Let’s face it, sometimes antacids are the only answer! After a day of delicious barbecue, turkey legs, fried foods and treats, and maybe a cold beverage or two, grab a couple of antacids to get through the rest of the night.



Purse or Backpack

Now that we have given you a list of must-have items, you are going to need a purse or bag to carry all of these essentials. Make sure it is big enough to fit any merchandise you pick up while shopping in Reliant Center or Reliant Arena and comfortable enough to wear or carry throughout the day.



Stroller

Kids may start the day full of energy, but there is so much to do and see at the Show, they are sure to want a break at some point. And, while the kids are on carnival, camel, or pony rides, or trying to hold on to a sheep for eight seconds during mutton bustin’, you can stash all your new Show merchandise in the stroller.



Tales From the Rookie Year

By SCOTT HILL BUMGARDNER
photos by DEBBIE PORTER



Throughout life, we are confronted with new situations that cause our hearts to flutter and our skin to perspire. The Houston Livestock Show and Rodeo™ attracts thousands of new volunteers each year, all of whom experience a mix of emotions as they undertake their new volunteer duties. As these incoming members of established committees dive into these new events some wonder what will happen and what awaits around each and every exciting corner as a Show volunteer. "Bowlegged H" Magazine set out to find some of the top rookies from 2013, and asked them to reflect on their experience. Here is a candid snapshot of what a few of these rookies had to say about their first year as one of more than 28,500 volunteers.

FRANK COTTRELL **Breeders Greeters Committee**

As a new member of the Breeders Greeters Committee, Frank Cottrell, an offshore pipeline sales coordinator, had to wear a yellow baseball cap as he assisted Houston Livestock Show™ exhibitors. Although learning this new job made him a little nervous, Cottrell had a lot of fun doing it.

“Attending the social functions was very important, [as] getting to know everyone adds to the experience,” he said. His first job with the committee was tagging thousands of baby chicks in College Station, Texas, with numbered identifiers.

“This was definitely a new trick we learned,” he said. “There are a lot of moving parts to this job, but the shift captains really did a good job lining us up. Rookies had to work five, eight-hour shifts. It was a lot of work for sure, but it was something that makes you feel good at the end of the day and gives you a sense of accomplishment.”

Cottrell was very grateful to the friends who recommended him to the committee. “After talking with them [about volunteering], I thought about the great people involved and [how] I could support our heritage and culture here in Texas and be a part of that great organization. The livestock show teaches the kids the commitment and demands of raising the animals. I think this is a good lesson.”



Dr. BOB McPherson

International Committee

Dr. Bob McPherson, dean of the College of Education at the University of Houston, joined the International Committee after his friends challenged him to throw his hat into the ring.

“I love the whole idea of raising money for kids to go to college,” McPherson said. “So many of the U of H students are first-generation college students, and this is a way to help those kids. On top of that, you get to work with a bunch of great people.”

McPherson’s duties included working in the International Room where visitors from around the world are entertained during the Show.

Tanya Owen

Transportation Committee

Tanya Owen, a technology advisor for a dental company, was elated with her inaugural Transportation Committee experience.

"My team, the Outriders, was the best group of people that I have ever been with," she said. "[The whole rookie] experience has just reiterated for me that we as Texans are truly the nicest people on the planet, because it was not a competition. It was, 'I am bringing you in as a part of our family; we are here to serve the public.' Everyone on my team truly loved what they did."

This positive attitude is just one of the many reasons Owen was awarded her committee's Rookie of the Year Award.

Owen had an added benefit from her rookie year — she met her future husband while working on the committee.

Jeffery Hildebrand

Jr. Rodeo Committee

Seventeen-year-old Episcopal High School student Jeffery Hildebrand followed in the footsteps of his parents, Jeff and Mindy Hildebrand, when he joined the Jr. Rodeo Committee.

"I got interested in it when my family and I went to the livestock auctions," Jeffery said. "It was pretty cool seeing all of that stuff. I thought it would be a good experience, so I joined with my cousin, Cameron Maresh. We had known some other guys who had done it and thought this would be fun."

His duties included volunteering with the Transportation Committee. "It was fun watching the variety of people on the trams," he said. "Then we went into the stadium to pass out pamphlets, so people could record the bull riders' scores. It was a good experience and fun. I will be back on the committee in the spring."

Natalie

Broussard

Ticket Sales Committee

Natalie Broussard became interested in the Show about three years ago after buying a home near Reliant Park. When she saw the excitement building in the city, she decided to get involved. "How awesome is this?" Broussard said. "The whole organization is run by volunteers."

It was through a tragic loss of her mentor that finally pushed her to make the decision to volunteer. "I wanted to continue his legacy of volunteerism and give back to others," she said.

It also was an impetus to return to school to complete her bachelor's degree after working as a retail manager for about 10 years. "I am pursuing my degree full time, and Rodeo is now my full-time job. The committee is a fun group, and everyone wants to see each other succeed," she said. Broussard has been promoted to team captain for the 2014 Show season.



Anthony Ortery

Carnival Ticket Sales Committee

Anthony Ortery, a facilities engineering department manager, had long wondered about becoming involved in the Show, but he did not know how to get started. One of his online social networking friends gave him the applications to join the Show and apply to a committee. Soon, Ortery was invited to join the Carnival Ticket Sales Committee. "I did not know how easy it was [to apply for committee membership]," he said. "I thought you had to know or be related to someone."

Reflecting on his rookie experience, Ortery summed it up in one word: phenomenal. "I did not realize how awesome everything would be. There is so much interaction from the committees to engage you. It is not even a struggle to make new friends and learn what the Rodeo is all about."

He was about to give up, however, after none of his contacts bought tickets at first. But, just two weeks before the Show started, he sold more than \$10,000 worth of tickets.

"I went from, 'This is not working,' to, 'I can't imagine not wanting to come back,'" he said.



Catherine Shoppa

Lamb & Goat Auction Committee

Wharton County Junior College teacher Catherine Shoppa may be new to the Lamb & Goat Auction Committee, but she has a long history of Show involvement. "I showed lambs competitively [in the past], and I always knew that I wanted to help make a difference if I could," she said. "Joining the Rodeo was one of the best decisions I could have made to do that. It has really come full circle."

While Shoppa was not awarded a Show scholarship, she did benefit from the Show's livestock auction sales. "Because of how well I did showing, I was able to save and all of the proceeds I received went into my college fund," she said.

Her gratitude toward Show service led her to join. "I was at the Rodeo one night and saw a member wearing a Lamb & Goat Auction Committee vest so I went up to thank him for his service," she said. "That conversation led up to me joining the next year. The best part about being a rookie on the committee as you were navigating and learning the ropes was getting to see these same committeemen outside of the Rodeo and socializing with them; it really makes it a family — a Rodeo family." 🐾





This closet is home to several past RODEOHOUSTON® star performers' costumes as well as other Western wear worn by Show officials. One notable piece is the Native American headdress on the top shelf that was given to former Show president Stuart Lang when the Acoma Indians granted him honorary membership into their tribe.



This giclée, a fine art digital print, of a 1913 work by renowned Western artist Charles M. Russell is one of the highlights of the Western Art room's collection. The room holds several of Russell's giclées in addition to numerous other original oil paintings and giclées.

A Look Inside the Western Art Room

By KATE GUNN PAGEL · photos by Lisa VanEtta

While most Houston Livestock Show and Rodeo™ visitors never have the chance to visit the room that holds some of the organization's most prized possessions, its history is certainly visible throughout the grounds of the Show and beyond. From the display boxes in the halls of Reliant Center to the massive bronze statues in Carruth Plaza, and as far as the giant boots welcoming visitors at the Houston airports, the Western Art Committee is committed to preserving and displaying the Show's Western heritage through art.

Additionally, the committee assists Show executives in the commissioning of work for the grounds, and maintains the Western Art Room, located on the first floor of Reliant Center. The Western Art Room is a treasure trove of Western art and Show memorabilia, including — but certainly not limited to — programs, scrapbooks, bronze statues, paintings and clothing. During the Show, the art decorates the walls of the Stockman's Club in Reliant Arena and the Directors Club in Reliant Stadium. The art also decks the walls and halls of the Show's main office year-round, so that all Show visitors have a chance to see some of the collections. Here is a glimpse of a few of the many gems found in the Western Art Room and around Reliant Park. 🤠

"The Ride of Katy Jennings" bronze was commissioned by the Show, and will soon be officially dedicated. After the fall of the Alamo in 1836, 10-year-old Katy Jennings, daughter of slain Alamo defender Gordon Jennings, rode from San Antonio to Austin, Texas, to warn the settlers that the Alamo had fallen and that Mexican general Santa Anna was on the move. Artist Linda Sioux Henley is a distant relative of the Jennings family.





Inside the Western Art Room there are drawers upon drawers of photos from as far back as the 1930s, which chronicle the Show's continued commitment to education and the youth of Texas. This photo shows the 1951 grand champion steer surrounded by its exhibitor and the buyers who purchased it at auction.



The Western Art Room also houses many School Art pieces, such as this sculpture. Each year the School Art competition winners' sculptures are submitted, judged and auctioned to the highest bidder. Following the selection of the award winners, the clay sculptures are bronzed for protection and longevity.



This work of art by Texas artist John Austin Hanna is one of eight in a series commissioned by the Show from 2005 to 2012. Each piece depicts a different rodeo event. These works hang in the Show's main offices in Reliant Center, and add an exciting pop of action to the walls.



This shadowbox display of buckles was donated by Show director and champion belt buckle creator Bubba Murphy. It is a great reminder of how the champion-buckle design changes year after year and offers a neat glimpse at what RODEOHOUSTON champion contestants earn for winning their events.



In addition to the plethora of photos, Show programs and other memorabilia, the Western Art Room is home to many of the Show's scrapbooks and yearbooks from its 80-plus-year history. This scrapbook from the 1941 Show season includes a newspaper announcement that the Houston Fat Stock Show had come to town with a "blaze of color and Rodeo fun."



When opening one of the many photo drawers in the Western Art room, one never knows what to expect. In this particular drawer, many of the official star performer photos are found, including Charley Pride, Johnny and June Cash, Dolly Parton, Martina McBride and George Strait. Using a computerized archiving system, the Western Art Committee has begun to catalog each image to help ensure that none of the Show's history is lost.



Sunday

Monday

Tuesday

Wednesday



9 *Selena Gomez*



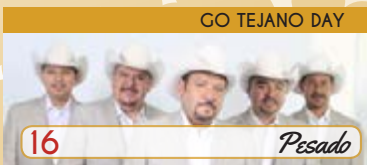
10 *REO Speedwagon*



11 *Jason Aldean*



12 *Jake Owen*



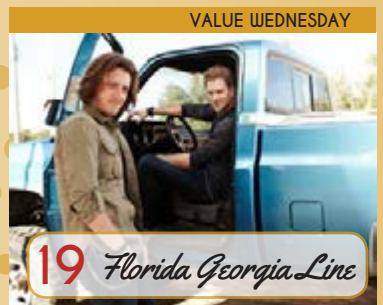
16 *Pesado*



17 *Luke Bryan*
PRESENTED BY MILLER LITE



18 *Robin Thicke*



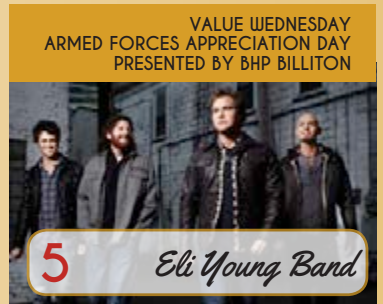
19 *Florida Georgia Line*



23 *Zac Brown Band*



4 *Brad Paisley*



5 *Eli Young Band*

VALUE WEDNESDAY
ARMED FORCES APPRECIATION DAY
PRESENTED BY BHP BILLITON

VALUE WEDNESDAY

VALUE WEDNESDAY

Weekday Performances 6:45 p.m.
Weekend Performances 3:45 p.m.

MARCH 4-23,
2014

Thursday



Friday



Saturday



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RODEO HOUSTON

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The Hide^{OUT}

Houston Livestock Show and Rodeo™

Sunday

Monday

Tuesday

Wednesday



4 *Cody Johnson*



5 *Brian Keane*



9 *DJ Music*



10 *Kensefick*



11 *John Slaughter*



12 *Junior Gordon*



16 *Go Tejano Day*



17 *O'Shea*



18 *Crooks*



19 *Mike & The Moonpies*



23 *Gary P. Nunn*

Weekday performers begin at 10:15 p.m.
Weekend performers begin at 8:30 p.m.

presented by

NOV NATIONAL OILWELL VARCO

MARCH 4-23, 2014

Thursday



Friday



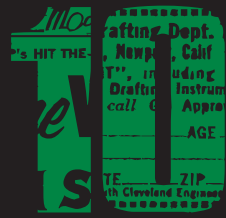
Saturday



rodeohouston.com

Open 6 p.m. to midnight, Sunday - Thursday
and 6 p.m. to 1 a.m., Friday and Saturday

CONNECT *with* #RODEOHOUSTON   



You Didn't Know About the Houston Livestock Show and Rodeo™

By SAMANTHA FEWOX

If you have been involved with the Houston Livestock Show and Rodeo for any length of time, there are certain stories you have heard over and over. But, do you know who set the stage for future entertainers by riding out on a horse in the Astrodome? Or, that a young singing sensation nearly gave his mother a heart attack when he was caught swinging from the Astrodome rafters?

“Bowlegged H” Magazine sat down with Leroy Shafer, chief operating officer, vice president and Show management for 40-plus years, to find out those little-known, behind-the-scene stories. Read on to learn which professional sports team might not be in Houston if it weren't for the Show. Hint: It is not the first one that comes to mind.



1



6

1. THE YEAR THE LIGHTS WENT DARK

There was only one year in its history that the Show was cancelled. In 1936, shortly after the Houston Fat Stock Show wrapped up, the Democratic Convention Hall was torn down and the Sam Houston Coliseum was to be built to replace it. The entire next year was spent planning for the 1938 Show, which is the year the first parade, rodeo, carnival and souvenir program premiered.

2. VOLUNTEER BASE BECOMES CRITICAL PART OF SHOW'S SURVIVAL

The newly built Sam Houston Coliseum was beautiful and big, which added a new challenge for the Show. Executives had to figure out how to sell 10,000 seats — a daunting task. An army of volunteers was needed. They called the Houston Junior Chamber of Commerce, Junior League, University of Houston and any other organization they could find. Volunteers were divided into red and blue teams and were challenged to see who could sell more tickets. They

toured throughout Texas, set up booths along Main Street in downtown Houston, and sold tickets in stores and hotels. This group of 200 volunteers sold more than 100,000 seats. Today, the Show boasts more than 28,500 volunteers.

3. SHOW BECOMES A CELEBRATION OF WESTERN HERITAGE

In the 1930s, Houston was known as a port and business city, not a Western city. In 1938, in an attempt to sell more tickets for the new facility, W.N. “Bill” Blanton, general manager of the Houston Chamber of Commerce, issued a challenge to its members: “Grow beards, wear big hats, boots and spurs. Let's put a little touch of the Wild West into this thing.” He then offered a 10-gallon hat to the person who sold the most tickets. From that point on, the Show has been inextricably tied to Western culture.

4. NO GIRLS ALLOWED

As a sign of the times, girls were not allowed to participate in the Show's calf scramble until 1982.

Considering the calf scramble premiered in 1942, that is almost half of its existence. Also, the Show awarded its first scholarship in 1957, but girls could not apply for a scholarship until 1976. Since then, girls have continuously broken barriers throughout the Show's recent history.

5. THE DECISION THAT FOREVER CHANGED THE COURSE OF THE RODEO'S HISTORY

In the early 1960s, Show executives purchased a plot of land where the Northwest Mall stands today. The plan was to build facilities just for the Show. Executives had even broken ground when Harris County Judge Roy Hofheinz approached Executive Committee members about moving to a new facility he was building, called the Harris County Domed Stadium, more commonly known as the Astrodome. Today, it seems like a simple decision. Back then, it was anything but easy.

The Executive Committee members and Show

membership were divided. They felt it was too big, and there was no way the Show would ever grow to accommodate the Astrodome's 42,000 seats. The decision nearly tore the Show apart, according to Shafer. Stuart Lang, president of the Show at the time, and the other Executive Committee members, voted under intense pressure and scrutiny for a decision to make the move. These visionary men and their decision are the reason the Show is still here today, for it is almost certain that had they not moved, bankruptcy would have occurred.

6. ELVIS, ELVIS, ELVIS

Elvis Presley had taken a break from touring for several years to concentrate on movies and his Las Vegas show. In 1970, he started touring again, and the Houston Livestock Show and Rodeo was his first stop. “The King” made his second appearance in 1974, but it was not planned. At the last minute, an act cancelled, and Presley stepped in to help.



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7. KIDS DO THE DARDEST THINGS

In 1974, a young group of brothers called the Jackson Five was set to perform in the Astrodome. During the group's sound check, their mother noticed that Jermaine Jackson was missing. Out of the blue she heard him yelling from the Sky Boxes. Exasperated, she went up to get him. She turned and looked toward the stage and let out a cry as she saw her youngest son, Michael Jackson, being swung back and forth 80 feet in the air by his brothers. He had discovered a dummy rodeo clown hanging from the Astrodome rafters. His brothers had helped him get on the dummy, and they were swinging him as high as they could!

8. A DEAL IS MADE AND A STAR IS BORN

E.C. "Dick" Weekley, then general manager of the Show, and Shafer were booking acts at the Country Music Buyers Association meeting in 1974. They had almost completed the lineup for the 1975 Show when a persistent agent hounded Weekley about a singer he

represented. Weekley had never heard of her and was not about to give her a spot. The agent finally made Weekley a deal he could not refuse. The agent said that he would only charge \$10,000 for her appearance and if she did not have three No. 1 hits by the time of the Show, he would let her perform for free. That artist was Olivia Newton-John and when Show time rolled around, she had three No. 1 hits and was nominated for a "Female Country Singer Entertainer of the Year" award. She sold 39,237 tickets, more than double the number expected.

9. NO ENTERTAINERS RODE HORSES IN THE ASTRODOME UNTIL...

Prior to moving to the Astrodome, several entertainers rode horses in the arena, including the singing cowboy, Gene Autry. Once at the Astrodome, a decision was made to shuttle the performers back and forth to the stage by car. Then, one entertainer changed the rules of the game. Young up-and-comer George

Strait was called in to perform in front of Rodeo fans at the last minute in 1983. Now, that story is more known to Rodeo fans today, but the one that is not so much common knowledge is that there was a problem with Strait riding in the car so his agent volunteered him to ride a horse out of the arena at the end of the "headline" act. He was to ride the horse to the spotlight, but instead, he raced the horse out to the center of the arena, slid to a stop and waved his hat in a Gene Autry-type pose. He also stole the show by riding the horse around the perimeter, shaking hands with the crowd. The crowd went crazy, and from that point on, entertainers were once again allowed to ride out on horses... although no one quite made the impact Strait did.

10. "TAKE ME OUT TO THE BALLGAME" MIGHT NOT BE HEARD AROUND HOUSTON IF IT WEREN'T FOR THE RODEO

Many know about the Rodeo's ties to the Houston Texans NFL team, but did you know that if it were not for the involvement

of the Rodeo, the Houston Astros might not be here today? In the mid-1990s Drayton McLane Jr., then-owner of the Houston Astros, wanted to move the major league team out of the Astrodome and into a new facility, but he was not getting very far with Harris County officials. McLane started negotiations to sell the Astros to an out-of-state location, and this spurred the county into action to draft a referendum that would address a new baseball stadium. A study was conducted that stated if the Houston Livestock Show and Rodeo supported the referendum it would pass, but if not, it would fail. Always thinking about the future of the Show, officials researched further and came up with conditions that would not only be advantageous to the Show but also good for the potential of an NFL team. The referendum passed, Enron Field (now Minute Maid Park) was built for the Astros, and Reliant Stadium was in the future for the Texans and the Rodeo. 🏆

**T H E
H I D D E N
T A L E N T S
O F**



Houston Livestock
Show and Rodeo™
Scholarship Recipients

By BRAD LEVY



The scholarships awarded by the Houston Livestock Show and Rodeo help encourage some of the best and brightest young minds in Texas. The Show commits more than \$12 million each year to graduating high school seniors who demonstrate academic potential, good citizenship and leadership in the community. But, these students not only excelled in their education, they also possess unique talents, some of which might surprise you!



Lisa Norwood

Elsik High School
Metropolitan Scholarship

Hometown: Houston

College: The University of
Texas at Austin

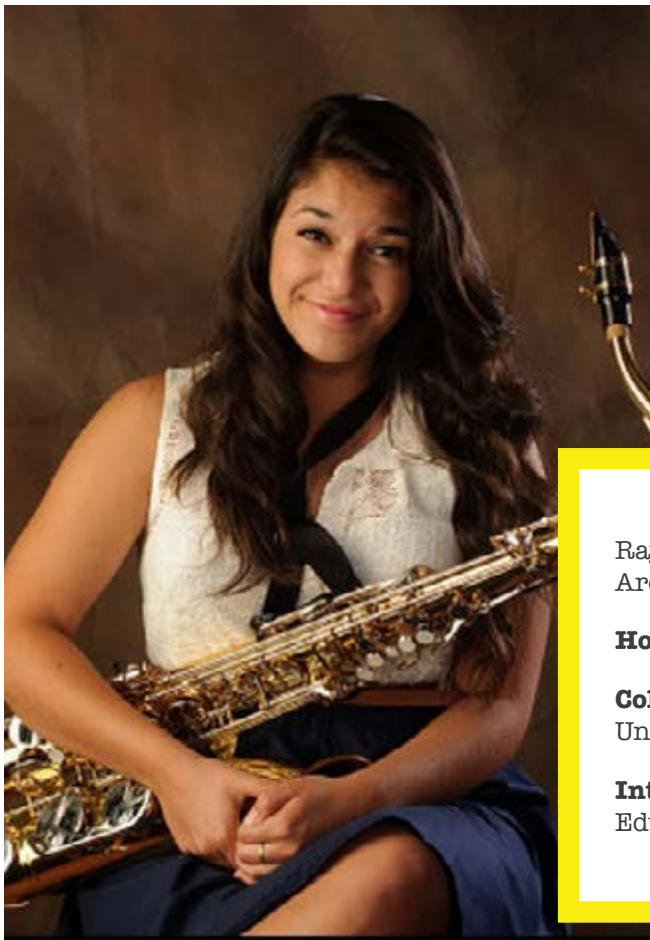
Major: Biology



CAROLYN TRIEU

Vovinam Vietnamese Martial Arts

“As a black belt in Vovinam Vietnamese Martial Arts, I love teaching young kids the most because they’re the most enthusiastic and they’re always excited to see me.”



MIRANDA LOPEZ

Saxophone

“Performing taught me more than just how to play in time; it gave me confidence in myself on and off the

stage, helped me be a team player, and taught me that there is no greater joy than to bring my love of music to others...so much so that I have chosen to teach music to children as my career.”

Ray High School
Area Go Texan Scholarship

Hometown: Corpus Christi

College: Texas State University

Intended Major: Music Education



TRAVIS DINH

Lion Dancing

“I started performing when I was 7 years old; the older teenagers I performed with gave me lots of encouragement, they saw a lot of potential in me and encouraged me to continue throughout my teens.”

Kerr High School
Opportunity Scholarship

Hometown: Houston

College: The University of Texas at Austin

Major: Electrical Engineering



The Legacy of

JOHN T. COOK III

By TODD ZUCKER

The Houston Livestock Show and Rodeo™ lost a dedicated leader on Dec. 9, 2013, when John T. Cook III, a Lifetime Member of the Show's Executive Committee, passed away. Cook was well known for his warm smile, contagious enthusiasm, and strong and longstanding support for the Show and its mission.

R.H. "Steve" Stevens Jr., current chairman of the board of the Show, knew Cook for many years and respected him for his business acumen as well as his straightforward nature.

"John's integrity stood out more than anything," said Stevens. "When you dealt with him, you knew what you were going to get." Stevens believes Cook's business background, in combination with his keen interest in horses, cattle and ranching, made him a capable, all-around Show leader. "John knew what Rodeo was all about," said Stevens. "John had a passion for the Rodeo, and he loved the Rice Institute and the Marines, but above all, he loved his family."

Cook began volunteering with the Show in the mid '70s, but formed Show ties much earlier. His family began attending the Show in the 1940s, and his children later exhibited horses in the Junior Horse Show. Cook first joined the International Committee, and later, the Speakers Committee, working his way up to chairman of that group. Elected to the Show's board of directors in 1986, Cook became a vice president in 1995, acting as officer in charge of the Houston General Go Texan, Houston Metro Go Texan, Junior Commercial Steer Feeding and Management, Range Bull and Commercial Heifer, Safety, and Speakers committees. He was elected to the Show's Executive Committee in 2002, the Show's last year in the Astrodome and Reliant Hall. After his term, he was elected a Lifetime Member of the Executive Committee. A strong believer in the Show's educational goals, Cook served on the development committee of the organization's former reading program, Rodeo Institute for Teacher Excellence™.

John O. Smith, who was chairman of the board when Cook was appointed to the Executive Committee, recalled Cook's warm personality. "The thing that stands out about John to me is that he was one of those people that no one had anything unkind to say about. No one. He had an appeal to everyone," he said.

Smith also remembered Cook's dedication to the Show and its educational mission. "John was one of the most intelligent people I've ever dealt with, and he was always prepared," he said. "He was a big proponent of educational programs for kids, and he had a big buy-in in terms of giving his time and effort. That is why he was such a perfect fit for the Rodeo."

Smith recalled one of Cook's last acts of financial generosity at the Show. In 2012, Cook's son, Jason Rives Cook, had posed for a young artist who lived near the Cooks' ranch, and his painting was selected for inclusion in the School Art Auction. Cook, despite his ailing health, came to the auction determined to support the young artist.



Cook was raised in Galveston, Texas, where he was born on Oct. 13, 1937. He attended preparatory school in Andover, Mass., and then returned to Texas for college, where he was a member of the final graduating class of Rice Institute, now Rice University.

After college, Cook served in the Marine Corps. He then began a long and successful career in the insurance industry, starting with Pike & Associates and eventually retiring as a partner at John L. Wortham & Son.

Cook married Judith "Judy" Rives, his wife of more than 50 years, on Feb. 1, 1960. Judy has been a longtime member of the Show's International Committee and other committees, and their sons, John T. "Tad" Cook IV and Jason, have taken active roles in the Show, as well.

An avid rancher and outdoorsman, Cook enjoyed fishing and hunting, especially bird hunting. He also enjoyed spending time with his many friends and fellow members of the Tejas Vaqueros, a social riding organization. After his retirement from John L. Wortham & Son, Cook spent much of his time with Judy at their ranch in Holman, Texas, where they maintained a small cow-calf operation, rode horses and worked cattle. Cook took special pleasure riding in his John Deere tractor. 🐎



2002
HOUSTON LIVESTOCK
SHOW & RO

20TH ANNIVERSARY OF THE CARNIVAL TICKET SALES COMMITTEE

By SARAH WEBER LANGLOIS

The Houston Livestock Show and Rodeo™ Carnival Ticket Sales Committee celebrates its 20th anniversary in 2014, having grown from a modest group of 30 committee members raising more than \$200,000 to more than 350 committee members raising \$6.13 million in 2013. Since its inception, the committee has raised more than \$38 million to support the Show's goals.


Originally formed to sell \$10 half-price carnival packs, the committee now sells the original \$10 half-price carnival packs, \$50 half-price carnival packs, \$20 discount food cards, World's Championship Bar-B-Que Contest and Reliant Park admission tickets, and season passes. The committee also collects donations for the Show's Educational Fund and to help send children in need, service men and women, and military families to the Show and the carnival year after year.

Many of the original committee members are still volunteers, including current chairman, Tony Burt. He credits the veteran committee members' continued service to the personal relationships formed among its volunteers. The committee's first chairman, Show Lifetime Vice President Joe "Bubba" Butera, attributed the committee's growth and success over its 20-year history to the volunteers' dedication, describing the committee members as "great diplomats who are very close and foster a spirit of competition that is fun and unique." Burt agrees, and said he is proud of the committee's diversity, comprised of bus drivers, doctors, lawyers, farmers, homemakers and parents, and every profession in between.

The committee's new motto, formed under Burt's direction, is, "Our commitment to each other is fun first, sales second."

In celebrating 20 years of service, Burt said the committee has many accomplishments to applaud, including benefiting the Show's Educational Fund.

Show vice president and officer in charge of the Carnival Ticket Sales Committee, Sharleen Walkoviak, said, "I find it extremely rewarding to work with these committeemen who are full of energy, implementing new ideas and eager to surpass set goals, and always having fun in the name of charity."

Like most Carnival Ticket Sales Committee volunteers, six-year committee veteran and current assistant team captain Murphy Klasing said that the best part of volunteering on this particular committee is seeing the hard-earned effort of selling tickets go to a great use. "At least once a year, a Show scholarship recipient speaks to our committee at a meeting," Klasing said. "Oftentimes, we will hear a story of hardship, a handicap, or some obstacle that the speaker believed would prevent his or her ability to attend college. Then, we find out that because of our hard work [as a committee volunteer], this student was able to obtain a degree because of a Show scholarship. That is when you fully recognize why you serve on the committee and how powerful that service is." 



COME ONE, COME ALL

ROCKING THE RODEO RUNWAY

FASHION SHOW

AND EXHIBITOR SHOWCASE

THURSDAY, MARCH 13, 2014



Rocking the Rodeo Runway Fashion Show is free and open to the public with a grounds or Rodeo ticket.



The 2014 Houston Livestock Show and Rodeo™ marks the third year for this fashionable event, which is held in the Tractor Supply Main Arena in Reliant Center, and offers Show patrons a chance to see the best Rodeo fashions Show vendors have to offer, up close and personal. This year's fashion show is set for Thursday, March 13, at 5:30 p.m.

Cindy Owen and April McGee, both members of the Show's Commercial Exhibits Committee, co-chair this intricate event. They collaborate with the commercial exhibitors to finalize the fashion show lineup, organize the product showcases, and identify Show volunteers to model the merchandise. "This is such a great way to promote the vendors' items," McGee said.

Rocking the Rodeo Runway is produced by Houston-area fashion show expert, Lenny Matuszewski, and will be hosted by KHOU 11 News anchor Katherine Whaley. Both individuals have been involved with the fashion show since its inception.

The purpose of the fashion show is to help the commercial exhibitors display their merchandise. It also gives Show attendees an idea of the wide variety of items available for sale and how to put them together for a great Western look. Twenty-six commercial exhibitors showed off their merchandise in the fashion show in 2013, nearly doubling the number that participated in 2012. Owen said that she expects more vendor participation in 2014 and that she will allow as many vendors as possible to showcase their products. Any vendor can participate in the event, free of charge. 🤠



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