



"BOWLEGGED H" MAGAZINE

SUMMER 2014 • VOL. XXII NO. 2 • HOUSTON LIVESTOCK SHOW AND RODEO™



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Riding the Trail

Every year thousands of men, women and children embark on an authentic Western journey to help kick-start the Show. "Bowlegged H" Magazine reporter, and self-proclaimed city boy, Ken Scott joined the "granddaddy of 'em all" in 2014 and writes about his experience on the Salt Grass Trail Ride.

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How to Be a Rodeo Cowboy: Bull Riding

Strength is only one of the components bull riders need to be successful. Champion cowboy and long-time RODEOHOUSTON® contestant Kannin Asay details how to have the perfect 8-second ride in the latest installment of *How to be a Rodeo Cowboy*.

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25 Years of Corporate Development

Since 1989, the Show's Corporate Development Committee has been a vital piece of the puzzle for the organization's annual giving of scholarships to Texas students. Learn about how it all began and where the committee is today, and a few highlights from some former chairmen.

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Heritage Partner Salute: BP



Cover
Heath Hinze
2 years old

photo by
Ken Scott



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AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



FROM THE CHAIRMAN OF THE BOARD

When I was elected chairman of the board back in May 2011, I was prepared for a number of things: long hours, numerous meetings, thousands of handshakes, speaking engagements and decision making. However, nothing could have prepared me for the emotions I have experienced during these past three years. Words simply cannot express the depth of passion I have for the Houston Livestock Show and Rodeo™ and the respect I have for my fellow volunteers. Together we have changed the lives of young people from every corner of this great state, and together we will continue the legacy of the Show for countless years to come.

As I rode out onto the arena dirt in Reliant Stadium one last time as chairman of the board, with my two daughters by my side, Sunday, March 23, I could not have been more pleased with the success of the 2014 Show. To say records were broken is an understatement. The Show shattered the 20-day general attendance record and demolished the paid rodeo attendance record. High-flying bids brought eight new world records to the auctions, and livestock and horse show exhibitors contributed to the highest number of entries in the history of the Show. And, those are just some of the figures! I owe a great deal of gratitude to everyone who made this all possible.

I want to take the time to thank some very important people, some of whom are featured in this issue as they roll off as dedicated

officers of the Show. Thank you, first and foremost, to my family. Their support throughout the past three years has been endless, and I am forever grateful to them for standing by my side through it all. To my fellow members of the Executive Committee, and to the members of our board, thank you for giving me the opportunity to serve as chairman of this wonderful organization. Thank you to the Show's incredible staff for working tirelessly to ensure that everyone is in sync and for being passionate about your jobs. Thank you to the 44,000-plus members of the Houston Livestock Show and Rodeo for believing in the power of the organization and supporting, agriculture, education, entertainment and Western heritage. And, finally, thank you to the more than 31,000 volunteers who give of their time day after day, year after year, to make this all possible.

I look forward to continuing my journey as a volunteer of the Show and as a member of the Executive Committee. As you read through this issue of "Bowlegged H" Magazine, reflecting back on the amazing accomplishments made by all in 2014, be proud of what you are a part of and be excited for what is to come.

I wish you a wonderful summer and hope to see you around as we start preparing for the 2015 Show! 🤠

Best,



Steve Stevens

MARCH 4 - 23

2014



Thank you for another great Show!

That's a Wrap!

28,592 Livestock & Horse Show Entries

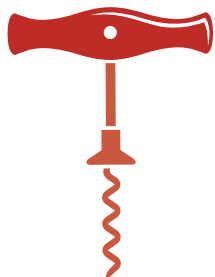
↑7% Open Livestock Show Entries

↑5% Junior Livestock Show Entries

9 Grand Champion & Reserve Grand Champion, junior market & school art auction lots set or matched world records

Junior Auction Sales

\$11,790,086



Champion Wine Auction

brought in

\$1,702,175

Junior Commercial Steer Sale

\$771,425

Junior Auction Totals

Steer:	\$3,987,000
Lamb & Goat:	\$2,255,236
Barrow:	\$1,987,350
School Art:	\$1,917,750
Poultry:	\$1,642,750

The Ranching & Wildlife Auction totaled \$253,000

The Reba McEntire Scholarship honored Reba on her 26th RodeoHouston® performance. She is only the second entertainer to have a scholarship named for her.



\$18,000 four-year scholarship to be awarded annually

The Leroy Shafer Scholarship,

presented Saturday, March 22, 2014, honors the chief operating officer of the Houston Livestock Show and Rodeo. Shafer has dedicated his time and talent to the Show for more than 40 years.

\$18,000 four-year scholarship to be awarded annually



20 calves were born in the ACVENTURE birthing center



23 lambs were born in the ACVENTURE birthing center



54 piglets were born in the ACVENTURE birthing center



475 chicks were hatched in the ACVENTURE poultry center

more than 60,135 people went on a scheduled school tour or field trip

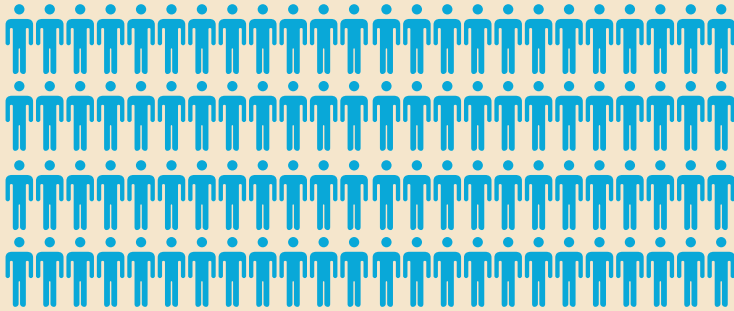
more than 115,000

little farmers visited TDECU Fun on the Farm

"The visitor experience at the 2014 Houston Livestock Show and Rodeo™ was exceptional, thanks to the dedication and attention of our volunteers and staff," said Joel Cowley, Show president. *So many different facets of the Show — horse show, livestock show, rodeo, carnival, music, shopping and dining — provided a unique combination for family fun and created an overall success."*

2,485,721

total attendance (all activities on grounds)



1,377,416

record RODEOHOUSTON® paid attendance

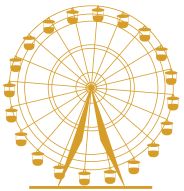


The 2014 total attendance number sets the 20-day total attendance record.



World's Championship Bar-B-Que Contest
entertained **249,332**

FEB. 27 - MARCH 1



75,000

rode the Ferris wheel

more than 2.4 million total riders enjoyed the rides at the carnival



62

18-wheelers of stuffed animals awarded

more than 1.5 million total players took their chances at the carnival games

Most Popular Rides

Sky Ride, Windstorm & Euroslide

Most Popular Games

One Ball Mini Basketball



more than **325,000**

More than 640,000 visitors utilized the Rodeo Express & METRO Park & Ride locations



Live radio broadcast on RFD-TV each night of the Show

Live television broadcast on FOX Sports Southwest, March 19 - 23

Visitors Consumed



16,000

pounds of deep-fried pickles



120,000

turkey legs



70,000

pounds of potatoes



100

pounds of fried, chocolate-dipped bacon

55,000 pounds of barbecue and **42,580** barbecue sandwiches
250,000 funnel cakes topped with **1.5** million strawberries
one-and-a-half semi-trailer loads of deep-fried Twinkies
10,000 cinnamon rolls

Facebook

total "likes" for RODEOHOUSTON

402,612

Instagram

total followers for RODEOHOUSTON

18,502

Twitter

total followers for RODEOHOUSTON

60,981

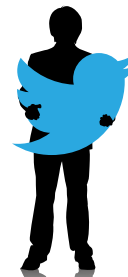
#RODEOHOUSTON Unplugged

total views on all 36 videos

101,966

"Moves Like Jagger"
27,944 total views

as of March 23, 2014



The Show ran 27,000 feet of copper and fiber network cable throughout Reliant Park



entertainer merchandise sales
more than \$3.6 million

2014 RODEOHOUSTON® BP Super Series

Champions

BULL RIDING
Tyler Smith
Fruita, Colorado
\$56,200



TEAM ROPING
Erich Rogers
Round Rock, Arizona
Cory Petska
Lexington, Oklahoma
\$114,500



STEER WRESTLING
Olin Hannum
Malad, Idaho
\$54,325



2014
RODEOHOUSTON
Super
Shootout®
presented by Crown Royal

Champions



SUPER SHOOTOUT TEAM AWARD
RODEOHOUSTON



BAREBACK RIDING
Kaycee Feild
Fort Worth Stock Show and Rodeo

RODEOHOUSTON committed \$2,104,100 to its contestants in 2014

BAREBACK RIDING

Kaycee Feild
Spanish Fork, Utah
\$57,150

TIE-DOWN ROPING

Scott Kormos
Teague, Texas
\$55,300

BARREL RACING

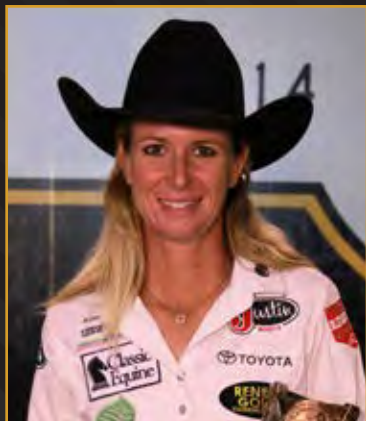
Nancy Hunter
Neola, Utah
\$55,000

SADDLE BRONC RIDING

Heith Demoss
Heflin, Louisiana
\$55,783



HOUSTON



BARREL RACING

Sherry Cervi
Reno Rodeo



BULL RIDING

JW Harris
RODEOHOUSTON



SADDLE BRONC RIDING

Wade Sundell
RODEOHOUSTON



STEER WRESTLING

Trevor Knowles
San Angelo Stock Show and Rodeo

2014 *Champion*

Junior Market Barrows



Grand Champion

Exhibitor: Mikala Grady, 12

Breed: Other Crossbred

Hometown: Grandview, Texas

Club/Chapter: Johnson County 4-H

Price: \$204,400 (World Record)

Buyers: ANUME Foundation and Ronnie Vinson;
Jackie and Jon Hodges; Linda and David Johnson;
and Becky and Kelly Joy



Reserve Grand Champion

Exhibitor: Jaden Antu, 11

Breed: Other Crossbred

Hometown: Lubbock, Texas

Club/Chapter: Lubbock County 4-H

Price: \$127,000 (World Record)

Buyers: Micki and Jim Clark, Tori and Ed DeCora,
Susan Johnston, and Sheila and Emmett Story

Junior Market Broilers



Grand Champion

Exhibitor: Weston Bauer, 10

Hometown: Red Rock, Texas

Club/Chapter: Bastrop County

Price: \$165,000

Buyers: Mitzy and Tom Fleissner, Tommy Fogle, Greg Miller,
and John Schiller - Energy XXI



Reserve Grand Champion

Exhibitor: Grant Hruzek, 18

Hometown: Rosenberg, Texas

Club/Chapter: B.F. Terry FFA

Price: \$125,000

Buyer: Beverly Wren

Auction Buyers

Junior Market Goats



Grand Champion

Exhibitor: Tate Leatherwood, 18

Hometown: Florence, Texas

Club/Chapter: Florence FFA

Price: \$160,000 (World Record)

Buyers: Skip Avara, Evelyn and Roger Bethune, Mary and Ken Hucherson, and Melton Electric



Reserve Grand Champion

Exhibitor: Kaylee Warren, 18

Hometown: Florence, Texas

Club/Chapter: Florence FFA

Price: \$135,000 (World Record)

Buyers: Michelle Jeffrey, Cookie Michael, and Mary Lee and Alan Stigall

Junior Market Lambs



Grand Champion

Exhibitor: Rachel Evenson, 17

Hometown: Stephenville, Texas

Club/Chapter: Stephenville FFA

Price: \$250,000 (World Record)

Buyers: The Hildebrand Family in honor of Ruth and Tommy Hildebrand



Reserve Grand Champion

Exhibitor: Teah Patton, 15

Hometown: Silvertown, Texas

Club/Chapter: Briscoe County 4-H

Price: \$140,000 (World Record)

Buyers: Mimi and Tom Dompier, Anne and Chris Richardson, Pam and Jerrol Springer, and Jennifer and Joe Van Matre

2014 *Champion*

School Art



Grand Champion

Exhibitor: Michelle Jong, 18

School District: Spring Branch ISD

Art: "Reminiscence of Youth"

Price: \$210,000 (*World Record)

Buyers: Mimi and Tom Dompier, Mary and Ken Hucherson, Kristina and Paul Somerville, and Jennifer and Joe Van Matre

*2013 and 2014 tied World Record



Reserve Grand Champion

Exhibitor: Lucy Chen, 14

School District: Katy ISD

Art: "Wanna Ride"

Price: \$196,000 (World Record)

Buyers: Christina and Frank DiMaria, Becky and Kelly Joy, Julie and Alan Kent, and Kelly and Terry Pruitt

Junior Market Steers



Grand Champion

Exhibitor: Flint Newman, 18

Breed: Charolais

Hometown: Stanton, Texas

Club/Chapter: Martin County 4-H

Price: \$400,000

Buyers: Evelyn and Roger Bethune; Vanessa, Chris, Kyle and Rhianna Bruegger; Sally and Rigo Flores; Mary Alice and Ed Lester - Stewart Title



Reserve Grand Champion

Exhibitor: Kaden Hatla, 17

Breed: Limousin

Hometown: Dimmitt, Texas

Club/Chapter: Nazareth FFA

Price: \$210,000

Buyers: Champagne Cowgirls, Carol and Michael Linn, Dee Dee and Wallis Marsh, and the Tutchter Family

Auction Buyers

Junior Market Turkeys



Grand Champion

Exhibitor: Andrew Horacefield, 18

Hometown: Crosby, Texas

Club/Chapter: Harris County 4-H

Price: \$115,000

Buyers: Terre Albert, Vanessa and Chris Bruegger, Statoi, and Belinda and Mark Young



Reserve Grand Champion

Exhibitor: Clay Glaze, 18

Hometown: El Campo, Texas

Club/Chapter: Wharton County 4-H

Price: \$140,000 (World Record)

Buyers: Deanna L. and Larry C. Johnson, Becky and Kelly Joy, The PAC Group, and Robin Young-Ellis and Joe Ellis,

Rodeo Uncorked!®



Grand Champion Best of Show

Wine: Marchesi Antinori Guado al Tasso, Bolgheri DOC Superiore, 2009

Price: \$230,000 (Show record)

Buyers: Mimi and Tom Dompier, Kristina and Paul Somerville, Jennifer and Joe Van Matre, and Sheridan and John Eddie Williams



Reserve Grand Champion Best of Show

Wine: Sonoma-Cutrer Vineyards Estate Bottled Pinot Noir, Russian River Valley, 2010

Price: \$175,000

Buyers: Brad Fish, Shane Hunter and Dennis Steger, Caron Lamay, and Araly and Chuck Simmons

In 1952,
**FOUR MEN TRAVELED THE
ROADS FROM BRENHAM, TEXAS,
TO HOUSTON AND RODE INTO
HISTORY.**

THAT RIDE WOULD BECOME THE SALT GRASS TRAIL RIDE —
**THE FIRST,
THE OLDEST,
THE LARGEST**
— THE GRANDDADDY OF 'EM ALL!



RIDING THE TRAIL

Story and photos by KEN SCOTT

BECOMING A COWBOY



author Ken Scott with trail ride partner Eli

I was born the same year as the first trail ride. Over the years, along with thousands of kids, I watched the wagons and the riders on horseback make their way into Houston for the start of the Houston Livestock Show and Rodeo™ and dreamed of someday being a rider. When *"Bowlegged H" Magazine* offered the assignment to spend a week with one of the rides, I jumped at the chance. Then, I realized that I was just an old city dude, and there is a lot more to becoming a trail rider than showing up with a dream and a cowboy hat.

The trail ride's purposes are simple: to preserve Western heritage, endorse good fellowship and promote the Show. Ride participants are required to dress authentically Western and to be a member of the Salt Grass Trail Ride Association, as well as one of the approximately 30 wagons. The ride covers nearly 110 miles and takes eight days to complete. Today, that may be a short drive, but it is a long horseback ride.

Wagon bosses and first cousins, Kyra Natho and Marla Bundick, honor the tradition started by their great-grandfather by owning and operating Wagons 1 and 2, which lead the ride. E.H. Marks, one of the original four men on the ride in 1952, launched the storied Marks LH7 Legacy Riders, or Wagon 1 of the Salt Grass Trail Ride. Every generation of the Marks family since has actively participated in the ride. I was welcomed to their family of riders and provided with all the information I needed to ride.

In addition to bolstering my somewhat thin Western wardrobe, I knew I needed to be prepared for all types of weather and to find appropriate trail ride transportation. For me, that meant a horse. Being forever horseless, I sought out the assistance of Joe "Smokey" Davis, a member of the Cowboy Hall of Fame and longtime stock provider for rodeos and trail rides. Smokey decided that, based on my somewhat rusty riding skills, Eli, a veteran of the trail, was the best steed for me.

LIFE ON THE TRAIL

The Salt Grass Trail Ride kicks off a week before the Downtown Rodeo Parade from the Washington County Fairgrounds in Brenham, Texas. The "Circle Ride" makes an 8.2-mile loop just north of town and is designed to prepare the riders and horses for the week ahead.

Days on the trail begin at 5:30 a.m. with Eddy Arnold's melodic "Cattle Call" blasting from the custom sound system in the bed of Curtis Pietrowski's pickup truck. Trust me, nobody oversleeps. Pietrowski has been with the ride for 37 years and not only serves as "The Voice of the Salt Grass Trail Ride" but also acts as the safety boss.

The first order of business each day is for all participants with recreational vehicles and horse trailers to drive their vehicles to the campsite for that night. The camp, which consists of about 1,200 people, is moved six times throughout the week with the efficiency and precision of a nomadic military



Cade Stockstill, 12, a three-year veteran of the Salt Grass Trail Ride, guides Pecos down the trail.

SEASONED TO RIDE



Anne Hayden waves to trail ride fans along the streets of Chappell Hill, Texas.

“It’s a great feeling bringing these riders into Houston. We get to show the young people what the Old West was like, while raising some money for the scholarship funds for the Rodeo.”

- Dickey Davis

Salt Grass Trail Ride Trail Boss

operation. Starting at about 6:30 a.m., each wagon’s group begins the staggered process of moving out. Each wagon’s camp boss coordinates rig placement at the new site every morning, and then the riders are shuttled back to the previous day’s campsite to prepare for the day’s ride.

The scouts, a group of more than two dozen men and women, keep everyone safe. This team of expert equestrians makes certain that riders, wagons and spectators are kept out of harm’s way. I saw the scouts manage traffic, anticipate possible hazards, and assist with everything

from equipment problems to spooked livestock.

Riding the trail is habit forming. John Burns has been a part of the ride for 35 consecutive years. Riding with Wagon 7, Burns said that while he, his wife, Liz, and their sons are storing their gear after every ride, they start planning for the next one. “Each year is a great memory. It’s tied to your love of Texas and tradition,” he said.

Joe Calvert participated three times in the ride when he was a boy and never forgot the experience. Twenty years ago, he decided he wanted to ride again. He asked his wife, Lisa, to join him. She said, “Because Joe loves horses and I love Joe, I said I would go — once.” During her first year, the temperature dropped to 14 degrees. That apparently did not matter; she has made the ride with Joe every year since. Today, it is a family affair with kids and grandkids all in the saddle.

Not all participants are longtime veterans. Eighth-generation Texan Anne Hayden watched the Salt Grass Trail Ride move past Spring Branch Elementary School in 1955 as a third-grader and was captivated. She held on to that dream and after retiring as a school teacher three years ago, she decided to go for it. With no ranching background, but armed with the full support of her husband, Ron, Hayden became a member of the Salt Grass Trail Ride.

“On my very first ride we rode into Spring Branch and past the schools. When I saw the faces of those children, I saw myself. A flood of memories ran through my mind; I wasn’t surprised when a tear appeared in my eye. That is just how much that meant to me,” Hayden said. “That one moment made it worth riding the trail.” Three years later, she has a new February tradition.

Dickey Davis, in his third and final year as trail boss, was making his 52nd Salt Grass Trail Ride. “It’s a great feeling bringing these riders into Houston. We get to show the young people what the Old West was like, while raising some money for the scholarship funds for the Rodeo,” Davis said.

Most days we rode about 15 miles. The day we rode into Houston’s Memorial Park to camp with the other rides it was about a 25-mile ride. That was some serious saddle time, and I was glad to dismount — until I realized that I sort of needed to learn to walk again.

I had a blast. The Salt Grass Trail Ride was named the 2014 Division I Top Trail Ride. Eli made me look like a horseman from the Circle Ride right through the Downtown Rodeo Parade. The food was great, the views spectacular, and the people, stories, spectators, and camaraderie were a once-in-a-life time experience. That is, if I can resist coming back next year! 🤠

Outgoing CHAIRMAN OF THE BOARD

Outgoing

Outgoing Chairman of the Board R.H. "Steve" Stevens Jr. may be finished with his time as chairman, but expect to see Stevens at the Houston Livestock Show and Rodeo™ for many years to come. In addition to serving on the Executive Committee, he plans to return to his committee volunteer roots with the Horse Show committees, and as he is an Air Force veteran, he plans to be involved with the Armed Forces Appreciation Committee. Stevens said that serving as chairman of the board for the past three years has been one of the greatest experiences of his life.

On his last night at the Show as chairman of the board, Stevens thought back to his hesitancy in accepting the position. He credits his friend Louis M. Pearce Jr., former chairman of the board, with encouraging him to say yes, and said that

had he not accepted the position, it would have been one of the greatest mistakes of his life.

"It was an extreme privilege to represent the Show volunteers," he said. "You can't help but be touched by some of the stories about the lives the Show touches." He has met countless students for whom their college education would not have been possible without a Show scholarship.

During his tenure as chairman, the Show also widened the scope of its educational commitments, with funding for everything from helping to reforest Memorial Park through the Memorial Park Conservancy to helping Texas A&M University break ground on a state-of-the-art equine facility.

Particularly touching to Stevens was the fact that the Show was able to honor a freshman Texas A&M University Corps of Cadets student killed in an automobile accident by using the remainder of her scholarship dollars to create a scholarship in her name at Texas A&M.

One of Stevens' favorite memories of his time as chairman was the day he was surprised with the Texas A&M University Distinguished Alumni Award on Aggie Night at the 2013 Show. The Show also was hosting the American Quarter Horse Association that day, and it was a great gathering of three of his passions: Texas A&M, the AQHA, and the Houston Livestock Show and Rodeo. He was thrilled to share it with his number one passion, his family.

His daughter, Elizabeth Stevens Becker, said, "One of my favorite memories over the years was listening to the stories that were told to my dad by the scholarship recipients. The scholarships changed their lives, but their stories changed ours."

Stevens' involvement in the Show has been an inspiration to Becker and her sister Courtney Stevens Taylor, who along with their husbands, Robert Becker and Jim Bob Taylor, are all involved as Show volunteers.

"My dad has always encouraged us to find an organization that you passionately believe in, dive in, and do your best to make it better, and he has served as an excellent role model [for all of us]," Stevens Taylor said.

This year, Stevens watched his granddaughters compete at the Show. Taylor said that she thought her dad "was going to burst with pride!" His eldest granddaughter, Katie Taylor, competed in the cutting horse competition, and his 3-year-old granddaughter, Campbell Becker, competed in the All Breeds Youth Horse Show. Stevens said that he was proud to see another generation getting started at the Show.

In his new-found free time, Stevens hopes to spend more time on his horses at his ranch in Snook, Texas, as well as on the golf course. He is happy to have more time with his wife, Kay, his kids, and his grandkids, Katie, Robby Taylor, Robby Becker, and Campbell.

Stevens is excited for what the future will bring to the Show, and is confident that the Show will continue to achieve its mission of providing education for the youth of Texas, while maintaining its roots in agriculture and Western heritage. 🐾



R.H. "STEVE" STEVENS JR.

By KATE GUNN PAGEL

Lisa Norwood



ROGER BETHUNE

By BECKY LOWICKI

Roger Bethune has experienced first-hand just how small a world it really is. In his role as officer in charge of Events & Functions, Houston Metro Go Texan, Information Services, and Membership committees, he was seated next to a young man at a 4-H scholarship dinner who claimed that he knew Bethune. Turns out, he was part of a group that had purchased the young man's sister's Grand Champion Junior Market Barrow at the previous year's Houston Livestock Show and Rodeo™.

"These young people are the future of our country and it's so gratifying to meet them and hear their personal stories of achievement," Bethune said. "I've known several scholarship recipients and their families over the years, and it's been such a great opportunity in my role as officer in charge to visit with many others whose lives have been impacted by the educational mission of the Show."

A native Texan, Bethune founded RB Machine Works, which manufactures equipment for the oil and gas industry, more than two decades ago. Through friends, he joined the Show's Houston Metro Go Texan Committee in 1984. Since that time, he has served in every capacity on that committee and as a volunteer on the Armed Forces Appreciation and Grand Entry committees.

Being involved throughout the years has been a rewarding experience in many ways for Bethune. "As an officer, having the opportunity to visit universities in Texas, and 4-H [and FFA] conventions statewide, you really get to see what it means not only for the recipients but also their families and the local communities."

No doubt he and wife, Evelyn, will continue to have their hands full with four daughters — Vicky, Elizabeth, Kimberley and Stephanie — who are too young to volunteer, but are all life members of the Show.

Though his tenure as a vice president is ending, Bethune plans to stay involved. "I will continue to participate on the Houston Metro Go Texan Committee in some capacity, as well as find other ways where I can help out," he said. 🤠

Outgoing VICE



LARRY KERBOW SR.

By BECKY LOWICKI

After 35 years with the Houston Livestock Show and Rodeo, Larry Kerbow Sr. has been a part of the Show in so many ways that it is almost impossible for him to envision not being involved in some capacity.

"The hardest thing is turning over the reins," he said. "But, you know you just can't walk away completely after so long — you know if anyone calls, you'll be there."

Kerbow's tenure is a testament to a lifetime of service beginning as a life member in 1979. "I owned a body shop in the Heights [area of Houston] and worked on custom cars, painting and all," he said. "At the time, Tony Nelson with the Corral Club Committee would bring me barbecue pits to paint for the World's Championship Bar-B-Que Contest and invited me to officially join as a member."

Since then, Kerbow has been a volunteer on two horse show committees, Palomino and Arabian; served as chairman of the Corral Club Directors Club and Rodeo Contestant Hospitality committees; was elected to the board of directors in 2003; and, most recently, served as officer in charge of all 18 Corral Club committees.

A native of Brownwood, Texas, near Abilene, Kerbow grew up in a farming and ranching family. "I'm very blessed," he said. "My wife, Becky, and I have had the opportunity to see first-hand the huge impact that the Show and our tremendous volunteers have, both in the community through local FFA and 4-H events, as well as directly upon the youth of Texas through scholarships to fulfill their educational goals.

"To see the smiles on their faces and be able to meet their parents, you get a sense of the excitement about the opportunity provided through these scholarships. You just know America's going in the right direction — these are good, hardworking people, and you see that there's hope for America."

With a look to the future, Kerbow plans to spend time saltwater fishing and keeping up with his five children, Kristi, Kelli, Susan, Larry Jr., and Stefan; nine grandchildren; and four great-grandchildren. Currently president of Auto Glass Installers, which he founded in 1999, Kerbow's family is very active in ranching in Centerville, Texas.

"I want to thank the Show for this opportunity," Kerbow said. "It has been the most humbling and the greatest experience." 🤠



GLENN T. LILIE

By BECKY LOWICKI

Glenn T. Lilie has always had a knack for leading successful efforts that grow well beyond initial expectations. As the founder, chairman and CEO of a group of family-owned companies, he and his wife, Judie, are about to celebrate the 46th anniversary of their company initiative, which now has employees in both Texas and Louisiana.

He joined the Houston Livestock Show and Rodeo as a life member in the 1970s and was a buyer at the barrow auction. In similar growth fashion to his professional path, his initial foray into the leadership realm at the Show began by filling empty space in Reliant Arena as a member of the Commercial Exhibits Committee. He also assisted in the creation of a ranching and wildlife exhibit, which is now the Show's Ranching & Wildlife Expo.

During his time as a vice president, Lilie served as officer in charge of the Agricultural Mechanics, Area Go Texan, Go Texan Contests, Ladies' Go Texan, Ranching & Wildlife, and Special Attractions committees.

Born and raised in Texas, Lilie credits the opportunity to visit more than 60 counties across the state with the Area Go Texan Committee as one of the most rewarding experiences of his tenure.

"You'd really be surprised at the incredible amount of diversity and cultures that are impacted by the Show just within the state of Texas," Lilie said. "Visiting with urban and rural groups, from ranchers to our half-Cajun cousins, I've had a great time

meeting with folks and having one-on-one conversations with scholarship recipients, as well as county 4-H and FFA organizers, about how our educational mission has made a difference."

While he may be retiring as an officer in charge, Lilie plans to stay involved with the Ranching & Wildlife Committee, as well as the Special Children's Committee where he, his wife, Judie, and daughter Kathryn currently volunteer. Keeping it all in the family, his daughter Michelle volunteers with the Commercial Exhibits Committee as a vice chairman and is on the Mutton Bustin' Committee, while his son-in-law, Jay, is a vice chairman on the Ranching & Wildlife Committee. 🤠

PRESIDENTS



MARK MELTON

By ALLYSON BANDY LAMBERT

For Mark Melton, volunteering with the Houston Livestock Show and Rodeo has always been a family affair. A life member since 1996, Melton has been involved with the Show his entire life. He followed in the footsteps of his father, Charles W. Melton, a longtime Show volunteer and lifetime vice president, when he accepted his role as vice president three years ago.

Melton describes his three-year tenure as one of the Show's vice presidents as a rewarding experience. "Being selected to represent the Show and its more than 31,000 volunteers is such a great honor," he said.

Melton served as officer in charge of the Lamb & Goat Auction, Rabbit, Speakers, and Western Art committees. After rotating off as an active vice president, Melton plans to stay involved with the Show as a volunteer on his committees and on the board of directors.

One highlight for Melton was the success his committees have experienced the past three years. He witnessed the Junior Market Lamb and Goat Auction exceed \$2 million for the first time in history. Melton also saw increased participation among the Speakers Committee members and supported the introduction of a new committee mascot named "Cowboy" who attended parades, speeches and school visits.

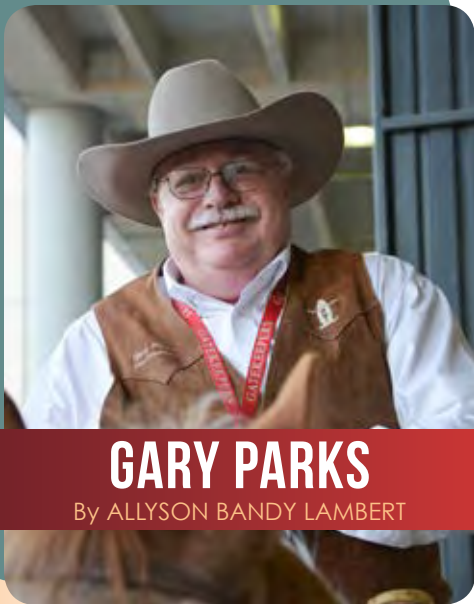
Melton said that he also has seen the impact the Show has made on the lives of scholarship recipients. "Traveling to Texas universities and colleges to meet the scholarship recipients and to hear their personal stories firsthand is what really makes my time serving the Show worthwhile." Many recipients have told him that without

the help of the Show, they would not have had the opportunity to attend college.

His wife, Amy, is a life member and served on the World's Championship Bar-B-Que Committee for several years. His sister, Margaret, also is involved with the Lamb & Goat Auction Committee.

Melton is the president of Melton Electric, a second-generation, family-owned business that specializes in commercial electrical and telecommunications contracting. Melton and his wife have two children, Max and Daphne. In his free time, Melton enjoys coaching his children's basketball teams, horseback riding, and hunting and fishing at his family ranch in Segovia, Texas. 🤠

Lisa Norwood



GARY PARKS

By ALLYSON BANDY LAMBERT

Gary Parks describes his tenure as vice president as the fastest three years of his life.

Parks became involved with the Houston Livestock Show and Rodeo™ 23 years ago when his curiosity was piqued and he wanted to learn more about the organization. He started his Show career on the Rodeo Express Committee and fell in love with the Show, its mission and its people.

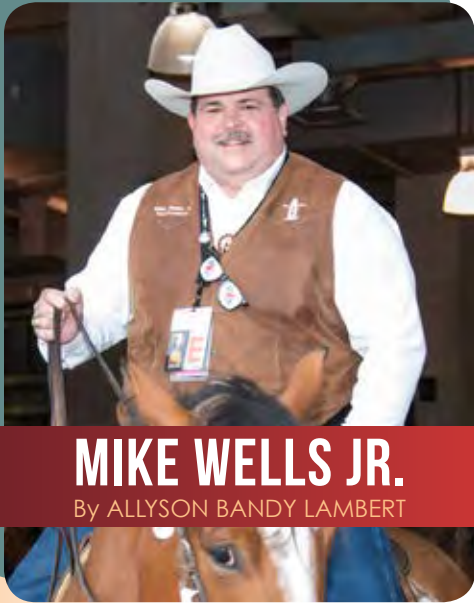
Parks served as the officer in charge for the Directions & Assistance, Gatekeepers, Jr. Rodeo, Premium Seating, and Rodeo Express committees. Even though his tenure as a vice president is coming to an end, Parks plans to stay involved with the Show by remaining an active member of the Grand Entry and Lifetime Vice Presidents committees.

Being selected to serve as a vice president has been a very rewarding experience for Parks. He has seen significant growth among his committees, most notably Rodeo Express. When Parks joined the committee in 1991, Rodeo Express was comprised of about 300 volunteers that regularly moved 200,000 people each year, all by bus, in association with Houston METRO. Throughout the years, the committee has experienced significant growth and today consists of 1,300 members that move close to 700,000 volunteers, patrons and exhibitors to the Show grounds each year by both bus and rail.

Parks is married to Marie Lyons, who serves on the Events & Functions Committee. Together they have two children, Matt and Amy. His son recently finished his second year on the Mutton Bustin' Committee. Parks has been practicing law for 37 years and he enjoys spending time at his ranch in Flatonina, Texas, where he has a small herd of Texas Longhorn cattle. He recently took up beekeeping and serves as the liaison between the Show and the beekeeping associations that manage the exhibit in AGVENTURE. 🐝

Outgoing VICE PRESIDENTS

Lisa Norwood



MIKE WELLS JR.

By ALLYSON BANDY LAMBERT

Mike Wells Jr. has been around the Houston Livestock Show and Rodeo his entire life. His father, P. Michael Wells, served as Show president and is a current Executive Committee member. So, it was only natural for Wells to join the Show as a member after graduating from Texas Tech University. He has been a volunteer for 32 years, with 29 of those as a life member.

When asked to describe his three-year tenure as a vice president, Wells responded in one word: amazing. "Serving the Show has been one of the biggest honors of my life," he said. "It's bittersweet to retire from what you've been doing for so long. You almost wish it wasn't over."

As Show vice president, Wells served as officer in charge of the Asset Distribution, Black Heritage, Equipment Acquisition, RODEOHOUSTON® Sports Medicine, Safety and Steer Auction committees. After his term ends, Wells plans to stay involved with all six of those committees in a reduced capacity.

Wells is pleased that his committees have experienced success over the past three years. He was responsible for the startup and growth of two new committees, Asset Distribution and RODEOHOUSTON Sports Medicine, which have grown to 225 and 50 members, respectively. Wells also supported the recruiting efforts of the Black Heritage Committee, which resulted in a membership growth from 25 to 125 members. Today, there is a wait list to join the committee. Additionally, the Steer

Auction Committee has reached unprecedented sales numbers during Wells' tenure.

Wells has been in the banking industry since 1982 and is the office president of the Spirit of Texas Bank. Wells and his wife, Karan, have four children and two grandchildren. In his free time, he enjoys hunting and participating in barbecue competitions across the state, including the World's Championship Bar-B-Que Contest for the past 29 years, with his team, the Bulldog Mountain Cookin' Crew. 🍖

Outgoing

COMMITTEE CHAIRMEN



GARY DEAN ALLEN
Judging Contest



CHRISTOPHER N. AUDERER
Corral Club – Support



SAMUEL R. AYERS
Steer Auction



LARRY BIEDIGER
Corral Club – Reliant Center
Committeemen's Club



BK BISHOP
Tours



RON CAPEHART
Horse Show Announcers



ARRIE THERESE COLCA
Corral Club –
Ticket Services



GERALD ANTHONY COLCA
Corral Club – The Hideout



SHELLY CORNELIUS
Livestock



MICHAEL HEATH DAVIS
Veterinarian



ANDREW DOW
World Shows



SHERRIE L. FEHRLE
Feed Store



LUCKIE J. FORD
Corral Club –
Stockman's Club



MICHAEL WAYNE GALVAN
Commercial Exhibits



BUTCH GUERRERO
Go Tejano



BONNIE EUBANK HERNDON
Western Art



JENNIFER HIRSCH
Quarter Horse Show



NITA JOHNSON
Llama and Alpaca



DAVID WAYNE KOONCE
Area Go Texan



WILLIAM TROY KRENEK
Junior Commercial Steer Feeding
and Management Contest



DAVID G. MARLOW
Information Services



PHILIP MARTIN
Trail Ride



DONALD WAYNE MIDDLETON
Black Heritage



ROBERT M. "MIKE" MOSS
Corral Club – Division III



GREGG M. RAYMOND
School Art Auction



TONY RICH
General Corral Club



CLAY RIVETTE
Membership



RANDY D. RUSSELL
Calf Scramble Donors



RALPH L. SAVAGE
Area Go Texan



TARYN SIMS
Paint Horse Show



JIM E. STEWART
Souvenir Program



MARK DALE THOMPSON
Corral Club –
Auctions & Receptions



RANDALL JAMES "RANDY" TRAHAN
Transportation



WENDY VANDEVENTER
Gatekeepers



JACKIE WALNE
School Art



MICHELLE VERBOIS WASAFF
Trailblazer



KIRK E. "ERNIE" WILLIAMSON
Ranching & Wildlife



ROBIN YOUNG-ELLIS
Armed Forces
Appreciation

HOW
TO BE A

RODEO COWBOY:

BULL RIDING

By
DAVID SIMPSON

This is Asay's free hand, which must stay in the air throughout the ride to qualify. "Your free hand, or your balance hand, keeps you centered in the bull and in the right position to counter react to his next move," Asay said. If a rider touches himself or the bull with the free hand before 8 seconds passes, the rider is disqualified.

Asay prefers a helmet instead of a cowboy hat because it better shields his head, face and jaw from injury. "I wear a hockey helmet with a lacrosse face mask. It helps take the blow against any head injury," he said. "I didn't always wear a helmet but started after I got hurt really bad in 2008 from a head injury. Ever since then, I have worn one. It has saved me from serious injury 99 percent of the time when I had contact with an animal, the ground or the chutes."

"You want to watch the bull's shoulders right in front of your hand, because the bull will follow his shoulders. You don't watch their head because they do not move in the direction of their head. You counter react to their movement," he said. "[Bull riders] keep their chin down, keeping your force and gravity at the center, pulled toward the bull which allows your weight to move evenly on each side. If your head is looking somewhere else — at the crowd — your center of gravity is looking somewhere else, and you have a higher chance of being bucked off."

Asay's vest serves as a shock absorber, protecting his bones and internal organs should he get stomped on or hooked by a bull. "It's a fourth of an inch thick and the material is a honeycomb-style of material which allows pressure to be dispersed over a bigger area," Asay explained. "Not everything is ever a guarantee in bull riding, but it does protect you."

Chaps show a personal style for each bull rider and are usually made of leather and contain a personalized design. They add a layer of protection for the rider against the bull's horns and hooves. "For show, look or style, they do help from glancing blows or getting kicked or stepped on," Asay said. "Chaps also wrap around the inside of your thigh which is touching the bull so that leather on the hide of the animal is not as slick as denim can be."

The hind legs on this bull are extended in part because of this strap wrapped around his flank. The bull is trying to throw the strap off by kicking. The flank strap was created to enhance the natural bucking motion. It is designed for quick release after the ride is finished. "A lot of people think [the flank strap] goes around the testicles, which is completely wrong," Asay said. "You can't make [a bull] buck. Whether or not they really buck hard is up to them. It is something that aggravates the bull so that they kick to make it come off."

At the bottom of the bull rope hangs a metal bell, which gives the rope weight so it will fall off the bull as soon as the cowboy lets go. "The bells on my bull rope are distinctive. I made them out of pipe when I was a sophomore in high school," Asay said. "All I used for the inside is a couple of chain links, so it has a high pitch noise. You definitely know when I am riding because the sound of the bells is different from everyone else's."

Rodeo crowds experience excitement and apprehension when watching the bull riding event — it's the ultimate man-versus-beast sport. Bull riders have amazing mental toughness and courage to climb on a massive, muscular 2,000-pound bull, with one hand gripping a rope wrapped around the bull, just behind its front legs. The ride is unpredictable and explosive. Kanin Asay, a national champion bull rider from Powell, Wyoming, and longtime RODEOHOUSTON® contestant, shares what skills

are needed to land an unbeatable score.

The riding hand is used to hold tight to the bull rope. Gloves protect a rider from rope burn and resin helps give an extra grip. "[The bull rope] is the most important piece of equipment that a bull rider has because it allows you to hang on to the bull. Riders bring their own rope to the rodeo," he said. "The bull rope is a flat braided piece of rope that is [tied] tight around the [bull's] shoulder behind his front legs. It serves as the rider's only anchor during the ride. Every bull rider has his own preference on how tight the rope is pulled. If you let go of the bull rope, you will be bucked off."

This bucking bull is named Sting Machine. "He is an older bull — perhaps 8 to 9 years old — and weighs more than 1,600 pounds," Asay said. He considers him a "rank bull," which is a bull that is difficult to ride. "The trip [Sting Machine] had with me was great. He was leaping in the air, rolling back and forth and kicking really great."

"You must have good, high-quality equipment to be successful," Asay said. "These are pull-on leather boots, with spurs. My technique is to ride with my toes turned out so the spurs get used. These spurs help keep my balance, move with the animal and stay on the bull. The rowels are dull so they don't injure or cut the bull. To spur, you must lift your foot away from the bull which shows you are in control, and should allow for a higher score."

JUST THE FACTS

The cowboy mounts the bull in a bucking chute. When the gate swings open, he and the bull burst into the arena. The highest possible score is 100 points, which is split evenly between the rider's and the bull's performances. Every bull is unique, but a rider's dream is for a bull that bucks, spins, jumps in the air and gives a cowboy the ride of his life. The rider's ability to follow the bull's moves underneath him, stay in control and demonstrate good body position determines his score. While spurring is not required — and RODEOHOUSTON requires contestants to wear dull spurs in events that allow this (bareback, saddle bronc and bull riding) — it demonstrates control, which may add points. The bull rider must ride for 8 seconds to receive a score.

HISTORY OF BULL RIDING

Bull riding can be traced to the American Wild West, where cowboys roped calves and tamed wild broncos. At the end of cattle drives, cowboys would hold riding and roping contests. These skills and contests eventually gave birth to bull riding. "Cowboys had the idea of getting on bulls to see if they could be better riders than the other," Asay said.

ANY ADVICE?

Bull riding is something that you cannot do halfheartedly," Asay said. "You have to be fully dedicated to it; make sure that it is what God wants you to do, and if so, pursue it with all of your heart. Don't take it lightly because it is definitely not an easy sport."

25 YEARS of Corporate Development

By GINA STEERE



If you visited the Houston Livestock Show and Rodeo™ in 2014, chances are you wandered into Reliant Center to see the livestock show. Maybe you caught some rodeo action inside Reliant Stadium and entered through one of the sponsored gates. Did you enjoy the chuck wagon races? Which team did you root for to win?

Many local and national corporations financially support the Show. We see their logos prominently displayed all around us throughout the Show grounds, sponsoring various events. But, what about those unseen corporations who directly support the Houston Livestock Show and Rodeo Educational Fund? Volunteers on the Corporate Development Committee spend countless hours working on the Show's behalf, bringing many of these corporate contributors and scholarship donors to us.

This year marks the 25th anniversary of the formation of the Corporate Development Committee. The committee began in 1989 when Show officials discovered a need to create awareness within the Houston business community about the Show's scholarship efforts, as well as to draw attention to the economic impact on the city.

In the beginning, a small group of volunteers worked together to attract corporate contributors. They focused on developing and cultivating long-term participation in the Show's four-year scholarship program.

"[Volunteers] would host a Corporate Contributors luncheon and local community leaders would be invited as guest speakers. They delivered motivating speeches that helped to cement relationships between the Show, the donors and the scholarship recipients," said Executive Committee member and former Corporate Development Committee chairman Ed McMahon.

The committee has continually expanded, reaching close to 50 volunteers today. Three of its founding members are still active in the committee's fundraising efforts: McMahon; Robert Gibbs, Show Lifetime Committeeman; and Herb Goodman, Show Lifetime Director.

In the 1990s, the committee goals expanded to secure donations from corporations who were not already supporting the Show, as well as direct corporate funding to underwrite other Show educational programs not related to the Educational Fund. "You can look at the diversity of our contributors around the [Show] and see that they are representative of the business community and the leadership of the city of Houston at large," said Robert Kneppler, current vice president and officer in charge.

Initial contributions solicited by the committee steadily grew from an \$8,000 single contribution in 1989 to an \$18,000 commitment today, paralleling the Show's increases of four-year scholarship award amounts. This year, the Corporate Development Committee raised nearly \$1.7 million for the Show's Educational Fund, enough to support one out of every four of the Metropolitan, Opportunity and School Art scholarships awarded. Over the past five years, the committee has raised nearly \$6.5 million in scholarship commitments and Educational Fund support.

Corporate Development Committee volunteers take pride in the fact that they play an important role behind the scenes for the Show. "It could be said that the [committee] acts as a silent partner, ensuring that all the attention goes to the scholarship contributor and scholarship recipient," said Rey Gonzales, Show Lifetime Vice President and former chairman and officer in charge of the committee. "Over the years, each chairman has reached his or her own milestones in scholarship dollars for the Show. They consistently have brought in new contributors and improved upon the opportunities for our committee members to support."

Scholarship dollar amounts have evolved over time to serve the growing demands of the educational community. Emerging areas of growth in employment opportunities and education have prompted a new demand for students to enroll in specialized career paths and technical endeavors.

"One of the challenges for the Show and the committee moving forward is to find the right formula to help support technical and vocational opportunities while still focusing on traditional four-year advanced degree programs," said Archie Thompson, current committee chairman. In 2012, the Show began awarding two-year technical scholarships for students pursuing an associate's degree in an approved technical field.

The Corporate Development Committee will continue to spearhead new solutions to challenges in scholarship funding for the Show, ensuring the Houston Livestock Show and Rodeo contributes to the future of young Texans for years to come. 🤠

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Salute

BP is one of the world's leading international oil and gas companies. With its U.S. headquarters in Houston, BP is a proud partner of the Houston Livestock Show and Rodeo™.

"Houston's our hometown, and we're committed to this city. As a company of engineers, scientists and explorers we're also committed to education," said Orlando Alvarez, president, BP Energy Company. "One way to fulfill both is through our partnership with the Houston Livestock Show and Rodeo. It allows us to make a meaningful investment in youth education while supporting an organization that has a huge economic impact on the Houston region."

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BP's presence in the U.S. is greater than in any other nation. Nearly 40 percent of its shares are held here. BP also employs around 20,000 people in the U.S.; and its economic activity supports an additional 240,000 jobs. Furthermore, BP reinvests every dollar of U.S. profits back into this country. Over the last five years, BP has invested nearly \$50 billion in the U.S. — more than any other energy company. And, in Texas alone, BP spent \$10.5 billion with more than 3,400 vendors in 2012.

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