



"BOWLEGGED H" MAGAZINE

SPRING 2015 • VOL. XXIII NO. 1 • HOUSTON LIVESTOCK SHOW AND RODEO™



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Cover
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RODEOHOUSTON
2014



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AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



FROM THE CHAIRMAN OF THE BOARD

And, we're off! The year launched with the always-anticipated announcement of the RODEOHOUSTON® entertainer lineup on Monday, Jan. 12, at 12:05 a.m. The 20-day concert schedule was released on rodeohouston.com and all of the Show's social media platforms, and, within moments, took the Internet by storm! The Show's official hashtag, #RODEOHOUSTON, was the number five trending topic in the world on Twitter, a first-time feat for the Show.

The lineup is excellent this year, and it includes quite a few familiar acts along with five new performers to the Rodeo. Collectively, these artists have won 21 GRAMMY® awards, 63 Country Music Association awards and 88 Academy of Country Music awards — it is safe to say that NRG Stadium will be filled with world-class entertainment.

Entertainers drive ticket sales and the demand for tickets continues to increase. More than 42,000 season tickets have been sold, approximately 1,300 more than last year's total. And, on the first weekend of sales, we already were selling standing-room-only tickets for two performances. Due to the efforts of our 31,000 volunteers, the Show remains an affordable event for families to enjoy year after year.

This year's Show visitor experience is enriched by updated LED video screens

in the Tractor Supply Main Arena and two additional display screens added to the East Arena. Plus, new attractions in AGVENTURE include an improved bee exhibit, shaped like a honeycomb and containing live hives, along with a new rabbit display, featuring 21 breeds of rabbits and the opportunity for visitors to pet these animals.

The RODEOHOUSTON presentation in NRG Stadium also has been updated with a new announcer desk and background, enhanced Fan Zones, and upgraded performance graphics.

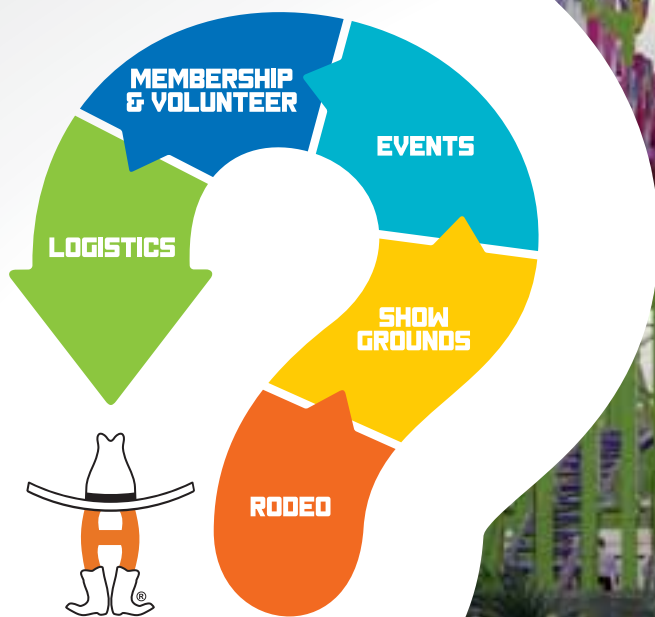
Visitors to Houston this time of the year are treated to displays of Western art and school art at the city's two airports, City Hall, and at the Brookwood Community, offering a spectacular array of talent, Western heritage and beauty.

My family and I are spending the Show season representing all our members at events, galas, and meetings, as well as on the grounds at NRG Park, and we look forward to helping make the 2015 Houston Livestock Show and Rodeo™ the best possible experience for everyone involved.

Best wishes and happy Rodeo! 🤠

All My Best,

Jack A. Lyons



EVERYTHING YOU NEED TO KNOW ABOUT THE SHOW ... AND THEN SOME!

By ELIZABETH SLAVEN

Nearly 2.5 million people attend the Houston Livestock Show and Rodeo™ events and activities each year. For more than three weeks in February and March, NRG Park takes on an electrifying atmosphere, unique to Houston. Whether you are an experienced volunteer or a first-time visitor, there will inevitably be some things you want to learn about the Show. From parking information and carnival hours to shopping locations and how to meet rodeo contestants, we have compiled a list of the most commonly asked questions.

WHERE CAN I PARK? There are three public cash parking lots available: 610 Lot, located off West Bellfort and Kirby; OST1, located on Old Spanish Trail at N. Stadium Drive; and the Yellow Lot, on Main Street. There also are seven volunteer parking lots and seven permit lots, all requiring specific permits for Show volunteers or season ticket holders. In addition, there are several Rodeo Express and Park & Ride locations throughout the city. Remember to check the RODEOHOUSTON® mobile app on your iPhone or Android device on your way to the Show for the latest updates on parking availability.

ARE THERE HANDICAP ACCOMMODATIONS? WHERE ARE THEY LOCATED? All facilities located on the Show grounds can accommodate guests in wheelchairs. Accessible ramps, restrooms and water fountains are located in all buildings.

WHERE IS FIRST AID? During Show operating hours, professional medical emergency personnel are available to handle minor and major medical needs and emergencies. Several first aid stations are located throughout the Show grounds, which are staffed by volunteer emergency medical technicians, paramedics and registered nurses. First aid locations include: NRG Center in room 109 and the Hall C lobby; inside the west entrance of NRG Arena; a portable building outside NRG Arena near the carnival grounds entrance; and the southeast entrance of NRG Stadium.

WHERE IS ALL THE SHOPPING? NRG Center turns into a one-of-a-kind Western shopping mall, where everything from clothes, jewelry and horse trailers to gourmet food and unique crafts can be purchased. There also are plenty of shopping opportunities in NRG Arena, the carnival and NRG Stadium. Official Show and entertainer merchandise is available at booths set up inside both NRG Center and NRG Stadium.

WHAT IS INCLUDED IN THE SHOW'S MOBILE APP? The RODEOHOUSTON app, available for iPhones and Android devices, features parking maps, grounds maps, shopping and dining information, concert dates and times, Show news and more. Download the app before the 2015 Show starts to stay up-to-date with the latest information.

WHICH PARKING LOTS OFFER A TRAM SERVICE? There are five trams that carry visitors to and from surrounding parking lots. The Blue Line runs between NRG Arena and the Blue Lot. The Orange Line services NRG Center and NRG Arena. The Pink Line transfers between NRG Arena and the 610 Lot. The Red Line runs between NRG Center and the Red Lot. The Yellow Line services the north side of NRG Stadium and the Yellow Lot. Maps and details can be found on the Show's website at rodeohouston.com.

HOW DO I OBTAIN A VISITORS GUIDE? The Visitors Guide includes daily Show schedules, maps and general information. It can be found at rodeohouston.com or at any of the information booths set up around the grounds. Members of the Directions & Assistance Committee, wearing maroon vests for easy identification, can help you with any information.

HOW DO I FIND OUT ABOUT VOLUNTEERING FOR A COMMITTEE? Show members who would like to be considered for committee appointment should complete a Committee Volunteer Request through their online membership account. The committee chairman or a representative of the requested committee will contact the applicant if there is an opening. With the exception of the Jr. Rodeo Committee, which allows junior members ages 17 to 20, committee volunteers must be at least 21 years of age.

HOW DO I BECOME A SHOW MEMBER? The easiest way to become a member is to visit rodeohouston.com and click on the Members link at the top of the page. Annual memberships are \$50 and life memberships are \$500.

WHAT ARE THE PERKS OF BECOMING A SHOW MEMBER? Annual Show members receive a car decal, have the opportunity to purchase a Corral Club membership, receive a subscription to the Show's quarterly publication, "*Bowlegged H*" Magazine, and, if they purchase the membership by Dec. 15, are eligible for any early ticket purchase offers after the entertainer announcement in January. They also may become life members at any time during the current membership year for an additional \$450. Life members receive the same benefits as annual members, as well as admission to the livestock and horse shows, exhibits, carnival, and the World's Championship Bar-B-Que Contest. Life members also receive a life member pin and can purchase an optional life member plaque for \$50.

WHEN AND WHAT IS GO TEXAN DAY? While the Western spirit lasts throughout the Show, one special day has been designated for local businesses and schools to encourage employees and students to dress up and celebrate the start of the grand event. Go Texan Day is proclaimed by the mayor of Houston each year, and is scheduled for Friday, Feb. 27, 2015.

CAN I RIDE IN THE DOWNTOWN RODEO PARADE? For the most part, individuals riding horses or in covered wagons during the Downtown Rodeo Parade are members of one of the 13 sanctioned trail rides. People riding on floats are invited by the float presenters. Show officials and dignitaries also participate in the parade.

HOW LATE IS THE CARNIVAL OPEN? The carnival closes at midnight, daily.

WHAT ARE CORRAL CLUBS? Corral Clubs serve as the Show's social gathering places, with drinks available in all, and music in some. Most require at least Show membership, but The Hideout is open to everyone, 21 and older. Memberships are available for purchase at Corral Club locations and the Show Membership office. Annual Corral Club dues are \$35 and Life Corral Club Member dues are \$350. There are six club locations during the Show, each with its own set of entrance guidelines.

WHAT HOURS ARE THE FOOD BOOTHS OPEN?

NRG Arena: 10 a.m. to 8 p.m.

NRG Center: 10 a.m. to 8:30 p.m., Sunday through Thursday; 10 a.m. to 9 p.m., Friday and Saturday

NRG Park: 10 a.m. to 8:30 p.m., Sunday through Thursday; 10 a.m. to 11 p.m., Friday and Saturday.

HOW DO THE ATHLETES QUALIFY FOR RODEOHOUSTON? There are seven rodeo events and each event has a limited number of contestants. Only the top cowboys and cowgirls are invited to attend, based on a number of qualifications. In other words, RODEOHOUSTON features the best of the best!

WHAT TIME DOES THE CONCERT START? The concerts are set to begin approximately two hours after the start of the Rodeo each day, which is 6:45 p.m. Monday through Friday, and 3:45 p.m. Saturday and Sunday. While the Rodeo is on a specific production schedule, a number of variables factor into the exact start time of the concert. Arrive early, enjoy the rodeo action and catch every minute of the concert!

CAN I GET A CONCERT PERFORMER'S AUTOGRAPH? Check with the entertainer's fan club for meet-and-greet opportunities.

IS THERE A WAY TO MEET THE RODEOHOUSTON ATHLETES? The Fan Zone gives fans of all ages an opportunity to meet the cowboys and cowgirls who participate in RODEOHOUSTON. Fans can take home a piece of the Show with an autographed back number replica from all-star athletes. Fan Zones are located on the main concourse level, in sections 109 and 124.

DO I HAVE TO BUY A TICKET FOR MY CHILDREN? Children ages 2 and under are admitted free into NRG Stadium for the Rodeo and concert performances, as long as they do not require a separate seat. Children 2 and younger also are admitted free to NRG Park during the World's Championship Bar-B-Que Contest and during the run of the Show.

WHAT KIDS' ACTIVITIES ARE AVAILABLE? The Show has numerous activities for children, including a special area created just for them. Kids Country offers a petting zoo, camel rides, Kids Country Carnival, mutton bustin', pig races, pony rides and more. Exhibits and activities are open from 9 a.m. to 9 p.m. during the Show.

HOW DO KIDS GET CHOSEN TO PARTICIPATE IN MUTTON BUSTIN' INSIDE NRG STADIUM? Kids are chosen through a lottery system. Parents can register their children, who must be ages 5 or 6 at the time of the ride and weigh no more than 55 pounds, using the online form found at rodeohouston.com (which is closed until 2016). Contestants are then chosen at random to participate inside the stadium. Parents can sign up their lil' cowpokes in the mutton bustin' arena within Kids Country, where participation is on a first-come, first-served basis.

HOW DO KIDS GET CHOSEN TO PARTICIPATE IN THE CALF SCRAMBLE? Calf Scramble participants are selected in October and November each year before the next year's Show. Participants must be between the ages of 14 and 18 on Jan. 1 of the Show year. They also must be either a Texas 4-H or FFA member, and they need to tell their agricultural science teacher or county extension agent that they are interested.

BY THE NUMBERS: JUNIOR MARKET BARROW SHOW



813

Livestock Show Committee members assist exhibitors throughout the process of the barrow show, from stalling to the show ring.

18

eager exhibitors await a handshake from the judge.

3,603

barrows in the
2014 Junior Market Barrow Show.



9

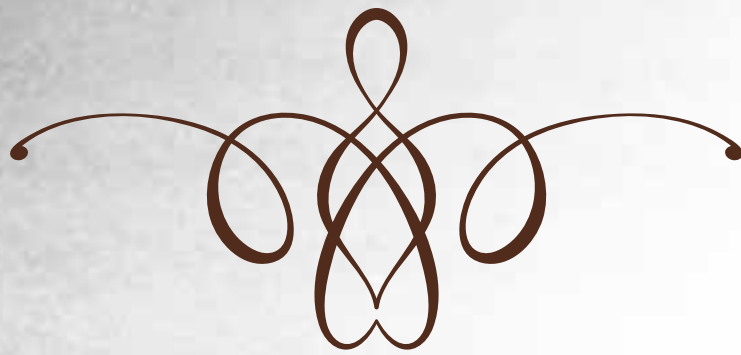
different breeds exhibited during the barrow show are: Berkshire, Chester White and Other Purebreds, Dark Crossbred, Duroc, Hampshire, Other Crossbred, Poland China, Spotted and Yorkshire.

1,000

parents, teachers, siblings, family members and spectators watch and cheer on the exhibitors during the 2014 Junior Market Barrow Championship Drive.

6

days of competition take place to determine the Grand Champion and Reserve Grand Champion Junior Market Barrows.



Bringing the
Real West
to the
Forefront

By MARINA OLSON

Those involved in the ranch rodeo competition at the Houston Livestock Show and Rodeo™ will tell you that what they do is the “real” rodeo. Although they do not ride bulls, wrestle steers or compete in any of the typical events that the world has come to recognize at a rodeo, they participate in something that can be even more dangerous and mirrors what real ranch cowboys encounter every day.

Ranch rodeo as a sanctioned competition has been around since 1995, but cowboys have been doing versions of these competitions at local arenas and ranches all over the country for much longer. Ranch rodeo announcer Bary Clower was one of the first to hold a formal ranch rodeo competition in the Texas

Panhandle. Clower said that, back then, “We weren’t affiliated with anyone. Anyone could come and compete or just come and watch. We wanted the cowboys to be able to show their skills to people who were interested in seeing how we lived.”

One thing that Thomas Saunders, Houston’s ranch rodeo producer, particularly enjoys about the event is that it is fun for the whole family. “Everyone can find something that they are interested in, and there is never a dull moment,” he said.

For Kris Wilson, who handles the operations of two ranches in New Mexico, the ranch rodeo event in Houston is just another day of work for him, except more people are watching. Wilson enjoys the competition and working as a team with his



March 6 and 7, NRG Arena



employees. "My favorite part is the chance to exhibit what we do every day to the people in the stands," said Wilson. "Ranch rodeo showcases a vibrant part of American agriculture."

In 2015, the ranch rodeo will be held in NRG Arena on March 6 and 7. It will feature the top teams from the 18 counties around Houston competing directly with the 10 invitational teams, typically ranches that competed the previous year or are on the ranch rodeo circuit. On March 6, all 28 teams will compete in two short go-rounds of three events each: wild cow milking, ranch bronc riding and pasture doctoring.

The top 10 teams, based on cumulative points of the two long go-rounds, will compete in a final championship Saturday,

March 7. The championship round includes the same events as the long-go, with the addition of branding and sorting.

The top team will leave with the title and \$30,000, making the Houston Livestock Show and Rodeo's Ranch Rodeo competition one of the richest events of its kind, said Dudley Ray, Ranch Rodeo Committee chairman.

Beginning in 2016, Houston's ranch rodeo event will have no county qualifiers or invited ranches. The event will be open for entries on a certain date and stay open until the spots are filled. The number of teams has yet to be determined, but stay tuned for more information because this is one event you will want to see again! 🤠

CONTESTS at the SHOW

By MOLLIE LASTOVICA

Trying to be the next top chef, showing off veterinary science skills and knowledge, dueling in a quiz bowl, and evaluating meat carcasses are all elements of some of the Texas 4-H and FFA contests held at the Houston Livestock Show and Rodeo™.

01 Food Challenge Contest

New for 2015 is the Food Challenge Contest, which features youth showcasing food preparation and nutrition knowledge in a competitive setting. Teams prepare a food dish with specific ingredients and a toolkit of approved equipment. Each team gets 40 minutes to prepare and present the meal. Teams describe how the dish was made and explain the nutrients, food safety and cost. First-place teams in each category advance to a final round.

“Food Challenge is equipping youth with knowledge and skills when it comes to food preparation and making healthy food choices,” said Courtney Dodd, superintendent of the Food Challenge Contest.

01

Food Challenge Contest

02

Veterinary Science Skill-a-thon

02 Veterinary Science Skill-a-thon

Also new in 2015, youth will compete in the first-ever Veterinary Science Skill-a-thon. Contestants take a skills exam on breed identification, instruments and veterinary medicine skills, followed by a written exam on veterinary science curriculum. Then, each contestant answers industry-related questions in a quiz bowl format. The top three individuals advance to a communication round where they deliver an informational presentation on an assigned topic to industry judges.

“They learn about vet science in the sense of workforce development and how to talk to people and express themselves, which they will need to do if they go into the field,” said Joe Mask, superintendent of the Veterinary Science Skill-a-thon. Mask also said that the contest gives students, especially in urban areas, a chance to compete at the Show.

03 | Beef Quiz Bowl

Another interesting contest held during the Show for 4-H and FFA students is the popular Beef Quiz Bowl, which assesses contestants' beef production knowledge. Question topics range from beef reproduction to current events.

"Most are involved in beef production or raise beef cattle," said Kevin Chilek, superintendent of the Beef Quiz Bowl Contest. "It adds depth to the knowledge base and allows kids to learn more about what they are doing with their projects."

03

Beef Quiz Bowl

04

Meat Judging Contest

04 | Meat Judging Contest

The Meat Judging Contest can leave a lasting impact on the participants. "Kids who compete in these contests are the future of our industry and the agriculture sector," said Jarrett Hudek, a former participant in the Meat Judging Contest and a Show volunteer on the Judging Contest Committee. "It's great to be a part of their development."

During the Meat Judging Contest, participants evaluate and correctly rank beef, pork and lamb carcasses as well as meat cuts; determine quality and yield grades; identify retail cuts; and answer related questions. "The leadership skills this teaches them is invaluable," Hudek said. "The principles we teach mirror the trends and qualities we look for in the industry."

Visit RODEOHOUSTON.COM
to view all the 2015 contests.



Sunday

Monday

Tuesday

Houston Livestock Show and Rodeo™
March 3-22, 2015

Buy tickets at
rodeohouston.com



8 Eric Church



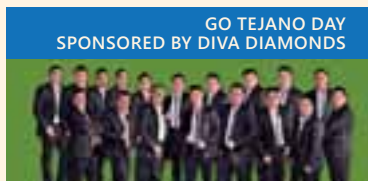
8 Fall Out Boy



9 Justin Moore



10 Tim McGraw



15 La Arrolladora Banda El Limón



15 La Maquinaria Norteña



16 Dierks Bentley



17 Ariana Grande



22 Luke Bryan
PRESENTED BY MILLER LITE

Weekday Performances 6:45 p.m.

Weekend Performances 3:45 p.m.

*Value Wednesdays include \$10 upper level Rodeo tickets,
plus values throughout NRG Park.

Wednesday

Thursday

Friday

Saturday

*VALUE WEDNESDAY
ARMED FORCES APPRECIATION DAY
PRESENTED BY BHP BILLITON



4 Hunter Hayes



5 Miranda Lambert

BLACK HERITAGE DAY
SPONSORED BY KROGER



6 John Legend



7 Alan Jackson

*VALUE WEDNESDAY



11 Brantley Gilbert



12 Zac Brown Band



13 Pitbull



14 Billy Currington

*VALUE WEDNESDAY



18 Florida Georgia Line



19 Blake Shelton



20 The Band Perry



21 Brad Paisley

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entrance of Hall D in NRG Center

rodeohouston.com



HIDEOUT

Houston Livestock Show and Rodeo™

March 3-22, 2015



3 Justin van Sant



4 Scooter Brown Band



5 Abbi Walker



6 Black Heritage Day



7 Josh Ward



8 DJ Music



9 Kris Gordon



10 John Slaughter



11 Cameran Nelson



12 Folk Family Revival



13 Mike and the Moonpies



14 Randy Brown



15 Go Tejano Day



16 Gary P. Nunn



17 Chad Ware



18 Crooks



19 Max Stalling



20 John Wolfe



21 Sam Riggs



22 Junior Gordon

Hours 6 p.m. to midnight

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



MARIACHI MAGIC

By SANDIE MARRINUCCI



More than 75,000 pairs of eyes focus on two groups of mariachi musicians performing between the two RODEOHOUSTON® Go Tejano Day concerts. For the next 10 minutes, these talented performers use creativity, musicianship and stage presence to touch the heart and soul of an enthusiastic, standing-room-only crowd. For the audience, it is an opportunity for the entire family to participate in a unique, cultural celebration at the Houston Livestock Show and Rodeo™. For band members, it is the kind of monumental event they have only dreamed about — until now.

For Linda Alonzo Saenz, Go Tejano Committee chairman, the celebrated event always tops the list of things to see at the Show on Go Tejano Day. “The music touches so many of our emotions: pride, joy, struggle, lost love and celebration. And, it’s a great opportunity for several generations to enjoy an evening of traditional music together as a family,” she said.

The Mariachi Invitational began in 1990 when Pablo Flores, then-vice chairman of the Go Tejano Committee, was asked to create an event to highlight Houston’s Hispanic heritage. The first competition was held at a local Tejano night club to the delight of a small audience of volunteers and fans. It was a musical experiment that, over the years, has both grown into an intense “battle of the bands” and become a Show phenomenon.

Six bands compete fiercely for the opportunity to play in the “big house,” NRG Stadium.



GO TEJANO DAY

"THE MUSIC TOUCHES SO MANY OF OUR EMOTIONS: PRIDE, JOY, STRUGGLE, LOST LOVE AND CELEBRATION. AND, IT'S A GREAT OPPORTUNITY FOR SEVERAL GENERATIONS TO ENJOY AN EVENING OF TRADITIONAL MUSIC TOGETHER AS A FAMILY."

- LINDA ALONZO SAENZ, GO TEJANO COMMITTEE CHAIRMAN

Victors of the competition claim a giant trophy, a cash prize and the title of best mariachi band for the year. For these musicians, it's not only great exposure in front of a huge audience, but it also is a rare opportunity to rise to the top and perform with nationally known artists in the future.

The path to stardom begins when bands selected as finalists in the prior year's competition are invited back to participate. The other groups are selected from past performances at the invitational or exposure at other mariachi events throughout the year. The musical playoff features three rounds. It starts Saturday night at an offsite venue where six bands are chosen to go to the semifinals on Sunday. The semifinal round is free with a grounds or Rodeo tickets, and held at noon on Go Tejano Day in The Hideout. In the final round, the two highest-scoring bands compete for fan votes between the two headlining music acts in NRG Stadium after the RODEOHOUSTON® performance.

According to Joe Ysaquirre, Go Tejano Committee vice chairman of the Mariachi Invitational, "It's a sensational experience to hear some of the best mariachi bands in Texas compete for the honor of being the number one [mariachi] band at the Show."

When asked to describe the mariachi experience in one word, Ysaquirre said, "instrumental." It's not just a play on the word but instrumental in keeping with the traditions and culture of the music. There aren't many styles of music that can transcend generations and still sound as beautiful as when they were written and played many generations before."

The 2015 Mariachi Invitational begins at 6 p.m., Saturday, March 14, 2015, at Houston's Arena Theatre. The semifinal and final rounds will be held Sunday, March 15, 2015, at the Show inside The Hideout and NRG Stadium, respectively. 🎻



NRG ARENA

ONE OF THE SHOW'S BEST-KEPT SECRETS!

By AMY TANNER

RABBITS AND CAVIES

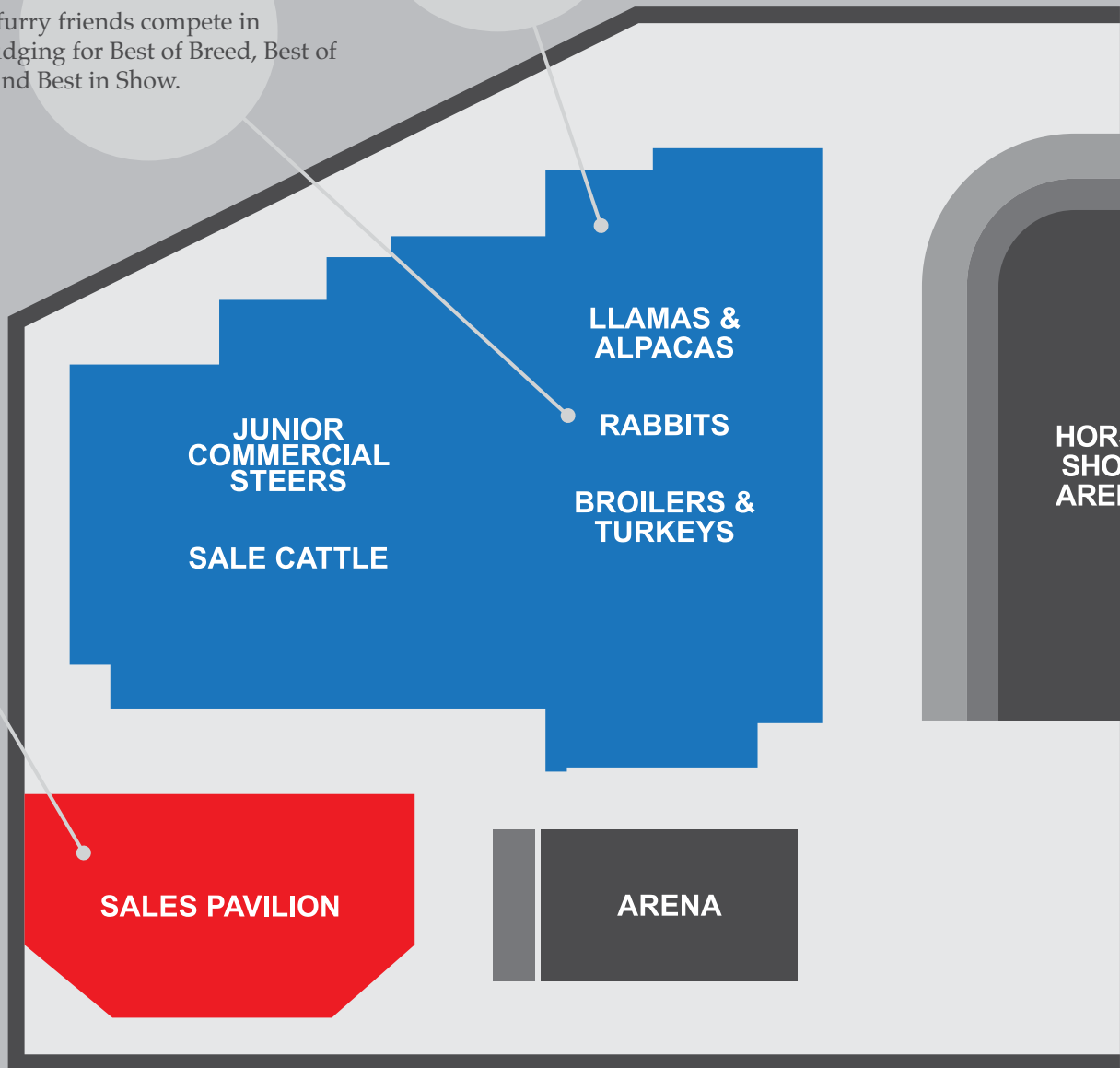
Hop on by to see these furry friends compete in costume contests and judging for Best of Breed, Best of Opposite Sex of Breed and Best in Show.

LLAMAS AND ALPACAS

NRG Arena hosts four costume contests for the llamas and alpacas, and a grand parade of these cousins to the camel begins and ends at the arena as they wind around the carnival and NRG Astrodome with their human companions. Lastly, if you have ever wanted to compete in a livestock show or get close to a llama, check out the "Lloan-a-Llama" program, where kids can sign up to show one of these beautiful beasts...and even win prize money!

SALES PAVILION

The Sales Pavilion is home to the School Art Auction, range bull sale, commercial heifer sale, Junior Commercial Steer Sale, and all of the Junior Market Auctions, which include the year's best barrows, broilers, goats, lambs, steers and turkeys. In just the last five years, these auctions have raised millions of dollars, which benefit not only the exhibitors, but also many other deserving students through the Houston Livestock Show and Rodeo Educational Fund. Eager Texans begin crowding the pavilion around noon on auction days to have a chance at witnessing a world-record bid.



The events at NRG Arena during the Houston Livestock Show and Rodeo™ might just be the best-kept secret of the month-long event. While millions flock to NRG Stadium for RODEOHOUSTON® and star concert performances; the carnival in all its lighted glory; or NRG Center for shopping, AGVENTURE, and the majority of the livestock show; NRG Arena hosts a bevy of activities, as well.

If you like animals, a fair share of the thousands around NRG Park can be found within the arena's walls, from llamas and alpacas to broilers, turkeys, and junior commercial steers. NRG Arena also is home to one of the most prestigious horse shows in the world, the much-anticipated Junior Market Auctions, rabbits dressed as hula dancers, and that is just the beginning!

HORSE SHOW ARENA

NRG Arena is best known for the horse shows and competitions. If you simply cannot get enough rodeo action, make sure you check out the Ranch Rodeo, the precursor to our modern-day rodeo. These "olympics of Western heritage" showcase everyday cowgirls and cowboys competing in exciting feats that one might see on a working ranch, except these events are timed and include cash prizes. Witness professionals from all over the region milking wild cows, chalk-branding calves and even riding a bucking bronco, a crowd favorite. For more Wild West excitement, catch the Cowboy Mounted Shooting World Championship Show. These cowboys and cowgirls maneuver their horses around the arena while firing special rounds from two .45 caliber pistols or special rifles at targets. Advice: bring your ear plugs and your excitement; this event is not to be missed.

If the majestic beauty and athleticism of horses are more your style, there are horse shows and competitions galore, including cutting horse competitions and Paint Horse and Quarter Horse shows. The ranch sorting and team penning competitions have grown during the past five years, drawing more than 1,500 entries and taking the prize as one of the hottest equine sports around. NRG Arena also boasts the world finals for the Versatility Ranch Horse Competition, which is made possible through a joint venture with the American Quarter Horse Association and the Houston Livestock Show and Rodeo. Competitors from all over the nation compete for the title of world champion in this family-friendly show. The donkey and mule competitions offer some of the most unusual events in the show ring. These fine pack and draft animals are well-known for their

ability to pull large amounts of weight relative to their size. While this might not sound very enticing at first blush, you will be awe-struck to see them transporting many times their body weight in the mule pull — a strength competition of pulling weighted sleds across the arena — all while drawing whistles, yells and even cheers from the audience! Another amazing event is the coon jump, in which mules or donkeys launch themselves, from a standstill, over a bar sometimes five-feet in height. With the bar progressively raised four inches at a time, the animal that jumps the highest wins. The obstacle courses, costume contests, and "Ear of the Year" awards — for those animals with the widest ear span — are must-see events!



HORSE SHOW STALLS

HORSE SHOW STALLS

MAIN WARM-UP ARENA

AUXILIARY WARM-UP ARENA

COMMUNITY



THE RISE SCHOOL OF HOUSTON

By SARAH TUCKER

Photos Courtesy of The Rise School

“ RESEARCH DOCUMENTS THAT STUDENTS WITH AND WITHOUT DISABILITIES BENEFIT BOTH SOCIALLY AND ACADEMICALLY FROM INCLUSIVE SERVICES. ”

— JANICE STAILEY

INVOLVEMENT

Sam Childs is like any other second-grader: he can read, write, tell time and count money. He goes on play dates, swims and sings in his church choir. The only difference between Sam and other children is that Sam has Down syndrome.

Despite his disability, Sam continues to flourish. His mother, Leigh Anne Betty, attributes Sam's success to the intensive, foundational work done at the Rise School of Houston.

A not-for-profit, private preschool in the Texas Medical Center, The Rise School of Houston provides an environment where infants, toddlers, and preschoolers, with and without disabilities, learn and play together.

Part of the general education curricula and a main goal of The Rise School is a language and literacy program supported by the Houston Livestock Show and Rodeo™ Educational Fund for 2014. "The

program allows language specialists and speech pathologists to work closely with students and make individualized programs for each child," said Janice Stailey, director of The Rise School.

The 2015 grant from the Show enabled The Rise School to expand the program and purchase more supplies, such as puppets, books, readers and play materials, to help prepare students for a mainstream learning environment, according to Stailey.

"It's just huge what the Rodeo has allowed us to do," Stailey said.

The Rise School operates five days a week, year-round. Since opening in 2000, it has expanded from 17 children in an office building suite to 96 students in its own building. Children attend The Rise School from all over the Houston Metro area. The school is led by a highly trained staff and yields a low student-teacher ratio of three to one.

The individualized attention students receive is a huge draw for parents of children with or without disabilities. The inclusive program is incorporated in all aspects of the school. "Research documents that students with and without disabilities benefit both socially and academically from inclusive services," Stailey said.

This inclusiveness allows traditional learners to gain compassion for students with developmental disabilities and to benefit from the close, individualized attention all the students receive. Inclusion also helps children with disabilities learn age-appropriate skills by observing and interacting with their peers for success in their next educational environment.

Betty attributes Sam's success to The Rise School. "The teachers and staff at the school exceeded every expectation we had of them, and because of their work and support, our son, Sam, excels," she said. 🤖



SERIES

Top Reasons to Download the RODEOHOUSTON® App



By KATY STEWART

More than 100,000 Houston Livestock Show and Rodeo™ fans have downloaded the mobile app, for its numerous features, guides and helpful tools.

When the app first debuted five years ago, tackling the Show's parking was its initial goal. "We needed to find a way to help visitors as they're coming to the Show on busy nights," said Clint Saunders, the Show's managing director of communications and leader of the app development team. "We wanted to provide visitors with helpful information for their journey to NRG Park before they even left the house."

But now, the RODEOHOUSTON® app is so much more.

"The RODEOHOUSTON mobile app has become a trusted source of navigation and event activity information for Houston Livestock Show and Rodeo visitors," said Joel Cowley, president and CEO of the Show. "I encourage Show-goers to download the app and take advantage of all the great features to make their visit to the 2015 Show the best experience possible."

The app can be useful for both volunteers and visitors alike, and it is extremely user-friendly with upbeat, clear instructions. And, everyone can use help deciding just which fried treat to try!

To the right are the Top 10 features you will be sure to love about the Show's mobile app.

HOUSTON

Livestock Show and Rodeo™

TICKETS

Few things in Houston are more anticipated than the RODEOHOUSTON® entertainer lineup announcement. When tickets go on sale, convenience is the name of the game. The app has direct links to mobile ticket purchasing, so you have the opportunity to score tickets to your favorite shows from your phone.

PHOTO FILTERS

Odds are you will want to snap a photo of your kids petting a pot-bellied pig or a selfie with your favorite country artist rocking out in the background. The app's several special camera filters make those pictures keepsakes. Branded photo filters provide the users with a tie-in to our event, so once they share those images on their social networks, it lets people know where they were. Saunders said. It's a commemorative piece of the app and the Show experience.

SOCIAL MEDIA

The app also makes posting to social media easy. The app shows tweets and Instagram posts that are tagged with #RODEOHOUSTON, and it helps you post to your own accounts and interact with @RODEOHOUSTON on all of its social platforms.

WEATHER

With Show attendees coming from across the Houston area and beyond, knowing the weather forecast is invaluable. Never be caught without a needed jacket or raincoat again.

LOCATION SHARING

Keep up with friends within NRG Park. With so many activities at the Show, groups may want to branch out, then meet back up. The mobile app allows you to share your location within the park using Facebook, and whenever you open the Show app, your location is updated. You can create a group of Facebook friends to appear on the map, too, and keep track of their positions. Additionally, if you send your kids into the carnival, you can tell them where to meet you after their two-hour joyride on the Ferris wheel, or vice versa.

PARKING LOT INFO

Find out if parking lots are open or closed, and the occupancy rate of each lot. This feature also shows the locations of the Show's Rodeo Express and METRO Park & Ride locations, and it allows you to find out more information about each lot. Plus, push notifications straight from the app can be useful. One year, heavy rains flooded a parking lot, and the Show was able to push an announcement to all app users that the lot would be closed.

MARK YOUR SPOT

From the feedback the team has received, this is a fan-favorite feature. After a long day chasing your kids around NRG Park, it is understandable that you blanked on where you parked. By just tapping and holding your finger on the map screen when you park, the app will drop a pin at your spot to remind you later and use GPS navigation to get you back to your vehicle.

SCHEDULE

It is worth it to download the app now because Show committees hold promotional and fundraising events throughout the year that are open to the public. The schedule also allows you to customize your own itinerary, so you can keep your plan in the palm of your hand.

ATHLETES

RODEOHOUSTON attracts superstar athletes from all over the country and the world, and the app introduces these athletes to Rodeo fans. You can find these features in the meet-the-athlete section of the app. Each contestant's standings will automatically update as he or she competes, and there also is an about page and nightly videos of each cowboy or cowgirl ride. The rodeo results section allows fans to follow the RODEOHOUSTON BP Super Series as it progresses and track their favorite athlete through the event.

DINING GUIDE

The app has a full listing of all the dining options at the Show, plus their locations and app user ratings. This year, the app also will note which dining options won the prestigious Gold Buckle Foodie awards.

The RODEOHOUSTON mobile app is available for iPhones and Android devices.



HERITAGE PARTNER

Salute

A longtime Show sponsor, Miller Lite began its partnership with the Houston Livestock Show and Rodeo™ as the entertainer sponsor for George Strait in 1987. Other RODEOHOUSTON® star entertainers sponsored by Miller Lite include the Highwaymen, Clint Black, and Brooks & Dunn. Miller also co-sponsored Go Tejano Day in 1995.

Since 1996, Miller Lite has sponsored the Visitors Guide, which also includes the directional markers spread throughout the Show grounds each year.

The beer company, which is an original Texan-brewed product, joined the Show's rank of Heritage Partners in 2003.

"We consider it a privilege to be a Heritage Partner of RODEOHOUSTON®," said Manuel Gutierrez, Field Marketing Manager East Texas Management Unit, MillerCoors. "The Rodeo's focus on community involvement, volunteerism and education is a leading example for all other organizations in Texas and across the country.

We are proud to say we have a small part in helping RODEOHOUSTON achieve so much for the Houston community."





HOUSTON Livestock Show and Rodeo

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