



"BOWLEGGED H" MAGAZINE

SUMMER 2015 • VOL. XXIII NO. 2 • HOUSTON LIVESTOCK SHOW AND RODEO™



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AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



FROM THE CHAIRMAN OF THE BOARD

The 2015 Houston Livestock Show and Rodeo™ is in our rearview mirror, and what a great ride it was! Despite so many days of inclement weather, the crowds still showed up, bringing the overall grounds attendance to 2,483,193 people — the second largest 20-day run in the history of the Show! The excitement of world-class rodeo action and top-flight concert performers drew a record rodeo/concert paid attendance of 1,377,477 RODEOHOUSTON® fans.

Fans experienced the world's best livestock and horse shows, shopped with our commercial exhibitors, ate just about anything fried and on a stick, enjoyed the thrills in the carnival, and learned all about agriculture and Western heritage through our educational exhibits. Check out the many fun facts and figures from the 2015 Show, beginning on Page 2 of this issue of "Bowlegged H" Magazine.

Also in this issue, meet our outgoing vice presidents and see the list of committee chairmen who have completed their three-year terms. Together, these individuals lead nearly 30 committees, and we thank them for their service and dedication to the organization. We have recently announced new officers, appointed incoming chairmen and elected more dedicated volunteers to our board of directors — it is such a joy to see the passion these men and women have for the organization!

Speaking of passion, these next few months are some of the most important for me as a

member of the Show. In early April, several of our volunteers sifted through thousands of scholarship applications, reading through qualifications, letters and life stories submitted by hopeful graduating high school seniors. By the end of the summer, we will have awarded more than 750 scholarships to these deserving young Texans, totaling more than \$12.9 million.

I am honored to have the opportunity to meet many of these recipients as they earn the coveted honor of a Houston Livestock Show and Rodeo scholar. We look forward to keeping up with them as they enter college and take the first steps toward a successful future. Keep up with information and snapshots from our scholarship banquets during the summer on the RODEOHOUSTON Facebook, Twitter and Instagram accounts. I encourage you as volunteers and members to proudly share these photos and posts on your own accounts, sharing with the world our legacy of promoting agriculture and supporting education for the youth of Texas!

The Show's excellent volunteer corps and staff have already begun planning for the 2016 event. Mark your calendar for March 1 – 20, 2016!

Thank you for your continuing support and we wish you all a wonderful summer. 🤠

All My Best,

Jack A. Lyons

That's a WRAP

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

ATTENDANCE

Rodeo/concert paid-attendance record: **1,377,477 fans**

The total attendance for all activities on the grounds: **2,483,193 fans** (No. 2 in the Show's 20-day-run record)



Seven of the 20 RODEOHOUSTON® performances landed in the list of the Show's top 20 paid rodeo/concert attendance records.

1st:	March 15, 2015	La Arrolladora Banda El Limón/La Maquinaria Norteña – 75,357
9th:	March 21, 2015	Brad Paisley – 75,167
11th:	March 17, 2015	Ariana Grande – 75,068
14th:	March 19, 2015	Blake Shelton – 75,016
15th:	March 18, 2015	Florida Georgia Line – 75,015
16th:	March 13, 2015	Pitbull – 75,013
18th:	March 22, 2015	Luke Bryan – 75,005

LIVESTOCK SHOW



This year's livestock competitions and horse shows boasted **30,476 entries**.

Junior auction sales totaled a record **\$12,087,550**.

Steer:	\$4,387,600
Lamb and Goat:	\$2,197,850
Barrow:	\$2,035,700
School Art:	\$1,818,600
Poultry:	\$1,647,800

The Junior Commercial Steer Sale totaled **\$710,863**.

The Ranching & Wildlife Auction totaled **\$267,500**.

The Private Selection Horse Sale totaled **\$331,000**.

RODEO UNCORKED!®

Champion Wine Auction brought in **\$1,916,500**.

Grand Champion Best of Show set a Show record price of **\$232,000**.

The Reserve Grand Champion Best of Show sold for **\$200,000**.

CARNIVAL

Rides were ridden more than 2.4 million times.

Games were played nearly 6.7 million times.

The three most popular rides were Windstorm Roller Coaster, Sky Ride and Rave Wave.

Mini Basketball was the most popular game.

Approximately half a million riders enjoyed the view from the La Grande Wheel.

A quarter of a million riders bumped cars in the bumper cars.

Three semi-truck loads of cookies were battered, fried and enjoyed.

Seventy semi-truck loads of teddy bears, Minions and basketballs were won by visitors.



ADVENTURE

More than 61,000 people participated in a scheduled school tour or field trip.

Approximately 20,000 little cowboys and cowgirls rode the pony rides.

More than 455 eggs hatched in the Poultry Exhibit.

Twenty-two lambs, 18 calves and 47 piglets were born in the Birthing Center.

KIDS COUNTRY

Fun on the Farm hosted more than 108,000 little farmers.

17,000 people rode camels.

3,200 children participated in mutton bustin' in Kids Country.

2,000 kids competed in the tractor pull.



FOOD



814,400	tamales purchased
143,000	pounds of potatoes served
116,000	barbecue sandwiches served
68,000	turkey legs consumed
52,000	funnel cakes purchased
45,000	corn dogs consumed
44,000	sausages on a stick sold
20,000	fried Oreos consumed
18,000	ears of roasted corn purchased
11,000	dipped and deep-fried cookie doughs on a stick purchased
11,000	cinnamon rolls sold
110	pounds of bacon fried and dipped in chocolate

SOCIAL MEDIA

201,941 posts regarding the Show

Show messaging reached more than 183 million people worldwide.

Fans shared and retweeted original content to more than 120 million people worldwide.

1.1 million views of the digital video series "#RODEOHOUSTON Unplugged"

INFORMATION TECHNOLOGY: Approximately 480 computers, laptops and kiosks were set up throughout the grounds. The Show ran 30,000 feet of copper and fiber network cable throughout NRG Park. **TRANSPORTATION:** More than 778,000 visitors utilized the Rodeo Express and METRO Park & Ride. **MERCHANDISE:** Houston Livestock Show and Rodeo and entertainer merchandise sales reached more than \$3.6 million.

**TIE-DOWN
ROPING**

Ryan Jarrett
Comanche,
Oklahoma
\$58,750



**BAREBACK
RIDING**

Kaycee Feild
Spanish Fork, Utah
\$56,750
*Three-time
RODEOHouston
Champion:
2012, 2014, 2015*



**2015 RODEOHouston®
BP SUPER SERIES
CHAMPIONS**

**TEAM
ROPING**

Charly Crawford
Stephenville, Texas
Shay Carroll
La Junta, Colorado
\$109,700
(\$54,850 each)



**SADDLE
BRONC
RIDING**

Zeke Thurston
Big Valley, Alberta,
Canada
\$54,900
*Zeke's father, Skeeter
Thurston, won the
RODEOHouston
Saddle Bronc Riding
in 1986*



**STEER
WRESTLING**

Luke Branquinho
Los Alamos,
California
\$53,850



**BARREL
RACING**

Nancy Hunter
Neola, Utah
\$57,150
*Three-time
RODEOHouston
Champion:
2013, 2014, 2015*



**BULL
RIDING**

Sage Kimzey
Strong City,
Oklahoma
\$62,450



RODEOHOUSTON COMMITTED \$2,104,100 TO ITS CONTESTANTS IN 2015.

**RODEOHOUSTON SUPER SHOOTOUT®:
NORTH AMERICA'S CHAMPIONS**

PRESENTED BY CROWN ROYAL

BAREBACK RIDING
(tie – received \$17,500 each)



Bobby Mote
Stephenville, Texas
RodeoHouston

BAREBACK RIDING
(tie – received \$17,500 each)



Steven Peebles
Redmond, Oregon
Fort Worth Stock Show and Rodeo

BARREL RACING
(received \$25,000)



Kaley Bass
Davenport, Florida
Calgary Stampede

BULL RIDING
(received \$25,000)



Joe Frost
Goodwell, Oklahoma
Fort Worth Stock Show and Rodeo

SADDLE BRONC RIDING
(received \$25,000)



Rusty Wright
Milford, Utah
San Angelo Stock Show and Rodeo

STEER WRESTLING
(received \$25,000)



Stan Branco
Krum, Texas
San Angelo Stock Show and Rodeo

**SUPER SHOOTOUT TEAM AWARD:
SAN ANGELO STOCK SHOW AND RODEO**



Houston Livestock Show and Rodeo™

2015 CHAMPION

Junior Market Barrows



Grand Champion

Exhibitor: Leslie Batenhorst, 16

Breed: Other Crossbred

Hometown: Dalhart, Texas

Club/Chapter: Hartley County 4-H

Price: \$208,000 (world record)

Buyers: Jacqueline and Jon Hodges, Linda and David Johnson, Becky and Kelly Joy, Julie and Alan Kent – James Alan Kent Development



Reserve Grand Champion

Exhibitor: Caileigh Johnston, 14

Breed: Other Crossbred

Hometown: Perryton, Texas

Club/Chapter: Perryton FFA

Price: \$128,000 (world record)

Buyers: Mickie and Jim Clark – Jim Clark & Associates; Robert Clay – Schaefer Ranchwear; Michael Morgus; and Sheila and Emmett Story Jr.

Junior Market Broilers



Grand Champion

Exhibitor: Sydney Paul, 14

Hometown: Huntsville, Texas

Club/Chapter: Walker County 4-H

Price: \$215,000 (world record)

Buyers: Gregory Miller, in honor of Beverly Wren



Reserve Grand Champion

Exhibitor: Travis Twining, 18

Hometown: Magnolia, Texas

Club/Chapter: Evening Stars 4-H

Price: \$115,000

Buyer: Albert Simon

AUCTION BUYERS

Junior Market Goats



Grand Champion

Exhibitor: Heather Shaw, 16

Hometown: Mason, Texas

Club/Chapter: Mason County 4-H

Price: \$170,000 (world record)

Buyers: Timothy Bedore;

Michelle Iverson Jeffery – Putterman Scharck & Associates; KCEF Foundation; Pamela Logsdon, CPA; Alan and Mary Lee Stigall



Reserve Grand Champion

Exhibitor: Cole Matkin, 17

Hometown: Boerne, Texas

Club/Chapter: Kendall County 4-H

Price: \$140,000 (world record)

Buyers: Mimi and Tom Dompier,

Anne and Chris Richardson, Pam and Jerrol Springer, Jennifer and Joe Van Matre

Junior Market Lambs



Grand Champion

Exhibitor: Kolton Neuse, 15

Hometown: New Braunfels, Texas

Club/Chapter: Comal County 4-H

Price: \$260,000 (world record)

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



Reserve Grand Champion

Exhibitor: Sierra Martin, 18

Hometown: Mason, Texas

Club/Chapter: Mason County 4-H

Price: \$145,000 (world record)

Buyers: Skip Avara, Mary and Ken Hucherson,
Melton Electric, Pam and Archie Thompson



Houston Livestock Show and Rodeo™

2015 CHAMPION

School Art



Grand Champion

Exhibitor: Raina Baggerly, 18
School District: Pasadena ISD
Art: "There's Work to be Done"
Price: \$150,000

Buyers: Terry and Dr. Joe Agris,
Jennifer and Doug Bosch, Pam and Jerrol Springer,
Betty and Kurt Wiseman



Reserve Grand Champion

Exhibitor: Vanessa Sosa, 18
School District: Pasadena ISD
Art: "Come Rain or Shine"
Price: \$211,000 (record)

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

Junior Market Steers



Grand Champion

Exhibitor: Caitlen Hope Dorskocil
Breed: All Other Breeds
Hometown: Buckholts, Texas
Club/Chapter: Holland FFA
Price: \$300,000

Buyers: James Alan Kent Development and
J. Marcus Laney



Reserve Grand Champion

Exhibitor: Caeley Cody
Breed: All Other Breeds
Hometown: Weatherford, Texas
Club/Chapter: Parker County 4-H
Price: \$280,000

Buyers: Robert Clay–Schaefer Ranchwear;
Narciso and Gregory Flores–Olympia Drywall; Sally and
Rigo Flores; Mary Alice and Ed Lester–Stewart Title

AUCTION BUYERS

Junior Market Turkeys



Grand Champion

Exhibitor: Garrett Mihalski, 15

Hometown: St. Hedwig, Texas

Club/Chapter: East Central High School FFA

Price: \$145,000

Buyers: Jennifer and Roger Camp, Erin and Jason Golan, Kathleen and Tom Mach, Statoil



Reserve Grand Champion

Exhibitor: Natalie Burkholder, 11

Hometown: Comfort, Texas

Club/Chapter: Kendall County 4-H

Price: \$127,500

Buyers: Mitzi and Thomas Fleissner, D'Anna Michelle Jones, Shirley and Randy Meyer, Texas Renaissance Festival

Rodeo Uncorked!®



Grand Champion Best of Show

Wine: Rombauer Vineyards Diamond Selection Cabernet Sauvignon, Napa Valley, California 2010

Price: \$232,000 (Show record)

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

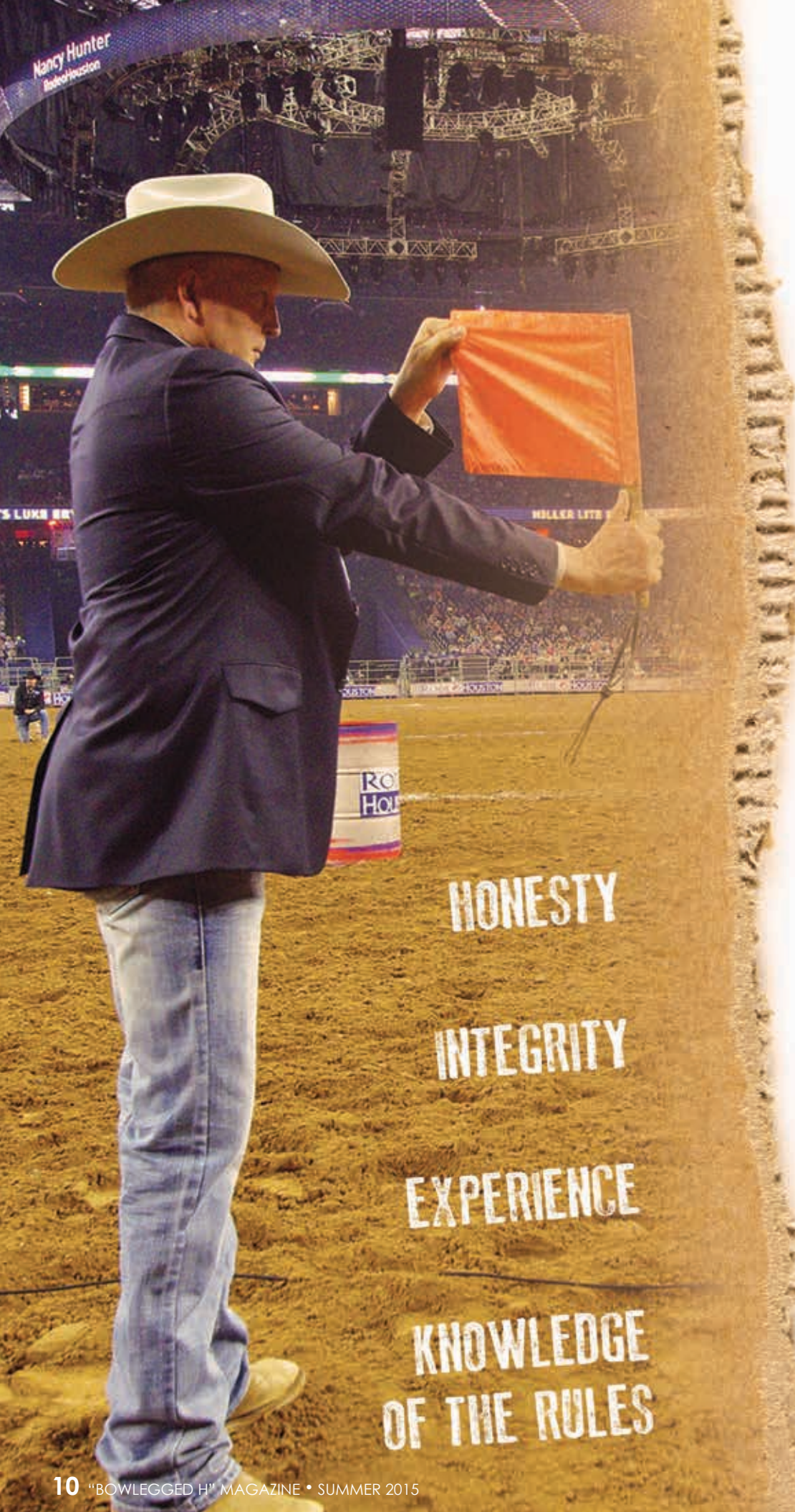


Reserve Grand Champion Best of Show

Wine: Charles-Le-Bel, Brut, Champagne, France NV

Price: \$200,000

Buyers: Brad Fish, Gay and Red Griffin, Araly and Chuck Simmons



HONESTY

INTEGRITY

EXPERIENCE

KNOWLEDGE
OF THE RULES

J U R O D G E S

By LEIGH EVANS

WHAT ARE THEY LOOKING FOR?

Dewitt Forrest knew what he wanted to do when he was 6 years old. “I turned to my dad and said, ‘I want to be a cowboy when I grow up.’” Forrest did just that, spending most of his early years competing in bareback riding and steer wrestling. Although his spurs were hung up some time ago, the cowboy still lives on in what some might consider an even rougher ride.

As one of the six judges at RODEOHOUSTON®, Forrest and his colleagues have the tough job of judging the competitive events in NRG Stadium. There are three rough stock events that are scored: bareback riding, bull riding and saddle bronc riding. There also are four timed events: barrel racing, steer wrestling, team roping and tie-down roping. All of the judges have the experience and knowledge to analyze rides in the blink of an eye.

When judging rough stock rides, judges follow guidelines that differ for athlete and livestock. Eugene Auclair, a first-time RODEOHOUSTON judge in 2015, knows what to look for after judging other rodeos for 15 years.

“In Houston, during a rough stock event, there will be two judges scoring stock with a maximum of 25 points available per judge,” Auclair explained. “There are also two judges scoring the athlete, with a maximum of 25 points each. Each judge submits his score for the ride, and they are added together to get the final score.”

In order to score the ride accurately, rodeo judges look for specific instances to happen during those 8 seconds. In the case of bareback and saddle bronc rides, these include the length of the spurring stroke and position, meaning the way the rider moves his legs and feet back and forth during the ride, as well as where his feet are placed; along with the aggressiveness, timing and control of the rider. They also judge the bucking horses very carefully, including how high and how much the horse bucks; how much it moves its head up and down; and its direction change, timing, power and speed.

Phil Smith, another RODEOHOUSTON judge, noted that judging bull riding is similar to the horse events but with some distinct differences. “Bulls that spin flat without kicking are easier to ride. Difficulty increases when bulls spin while jumping and kicking. It becomes even more difficult if the bull is fading [moving backward]. Riders who draw rank [difficult to ride] livestock with control and aggressiveness should win.”

When asked about the one must-do when judging rough stock, Smith said, “Keep moving to be able to see the whole

ride. Keep yourself at a good position at all times.”

The criteria changes when judges are watching timed events. Each event has its own set of guidelines, but three events start with the livestock being released from the running chute with a barrier in front of the athlete, allowing the livestock a head start.

Having competed in three timed events himself, Auclair said, “When watching these events, there are penalties that can occur. If a penalty does happen, there will be additional time added or a disqualification.”

How the livestock performs also is an important part of the judging process. In tie-down roping, the calf must be picked up and turned on its side, then three legs of the athlete’s choice must be tied with at least one wrap and a hooey, a term for the final tying of the rope back through the original loop, Forrest explained. As for steer wrestling, another timed event, the athlete must bring the steer to a stop with his body, change its direction, and twist the steer using its horns, placing its full body on the ground with all four feet pointing in the same direction in order to have a qualifying time.

With team roping, there are two horses, two cowboys and one steer to watch, which makes it one of the harder events to judge in Forrest’s opinion. The flagging judge must make sure there is a clean head catch and determine if the heeler has both back legs in his loop. “The ropes must be tight, horses must be facing the steer, and the ropes must be dallied [tied around the ropers’ saddle horns] before the flagger drops his flag,” Forrest said.

In barrel racing, the athlete must ride her horse in a cloverleaf pattern, starting to either the left or right, going around each barrel without deviating from the pattern. Five seconds is added for each barrel knocked over. As the barrel racer enters the arena and crosses the time line, a judge marks the start of the timer with a drop of the flag.

It would be a lot of work to judge just one of these fast-paced events, but the judges take on all of them and do so knowing the pressure that comes with the job.

“I would be stretching the truth if I said I never get nervous,” Auclair confessed. “We are out in the arena trying our very best to do a good job, and there is a lot of money up for the [athletes].”

So, what makes a good rodeo judge? Similar to how Forrest makes split-second calls in the arena, he does not hesitate when he answers: “Honesty, integrity, experience and knowledge of the rules.” 🤠





WHO'S THE FASTEST "DRAW" IN THE WEST?

By GINA STEERE

If you happen to know a junior high or high school student who loves to sketch, is quick on the "draw" and has an artistic eye, then the Houston Livestock Show and Rodeo™ School Art Program Quick Draw Contest could be a perfect fit.

Unlike the Show's School Art Program competition, there is no requirement to be enrolled in an art class. All that is needed is a passion for sketching. The Quick Draw Contest is a single-day event with the winners announced at the end, and everything about this competition happens...well, quickly!

JR. HIGH WINNERS

JR. HIGH CHAMPION

Craig Broussard
McCullough Junior High School
Conroe ISD

JR. HIGH RESERVE

Chloe Pascual
McCullough Junior High School
Conroe ISD

The competition is a 50-minute sketching contest conducted in two 25-minute sessions, with a 15-minute break between sessions. Quick Draw is open to all junior high and high school students enrolled in a school district or private school that participates in the Show's School Art Program. Currently, the program hosts 135 school districts, including private schools and children's hospitals. Junior high contestants compete in a still-life class. High school contestants sketch live models and are broken up into two divisions: portrait class and full-figure class.

"I am always amazed to see the final art pieces that are produced in less than an hour. It is truly rewarding to see all the emotions from the participants, families and teachers when the winners are announced. It is a true testimony to their passion for art," said Mary Poole, captain of the Quick Draw Contest and member of the School Art Committee.



In 2015, 315 high school students and 283 junior high contestants submitted an entry form and a preliminary sketch. These initial sketches were reviewed by judges from the School Art Committee and 78 finalists were selected for the contest, held in mid-February at NRG Center.

All contestants are supplied paper and drawing instruments such as pencils and charcoal. Many students prepare for the competition by practicing their skills weeks or months in advance, but a formal knowledge of artistic techniques is not required.

Family members, friends and spectators are allowed to sit in a designated area of the room and watch the competition. Students are divided into small groups and seated at U-shaped tables facing the subject. It is the luck of the draw where a student sits, and according to one of the participants, where you sit can make a difference in the outcome of the artwork.

“The hardest part about drawing still life is getting in all the different

rodeo clown. High school students can request their preference to draw full-figure or portrait, but preferences are selected at random before the contest begins.

“I chose full-figure because you draw the overall picture, and you don’t need to pay as much attention to tiny details like you would in a portrait,” said Diana Xu, Full-Figure Class Champion from Seven Lakes High School. “You have a better understanding of how the entire body works by imagining it in motion from all angles. I think it’s better to portray the person as a whole because their face can only show so much. Their pose is an important element.”

All contestants receive a Quick Draw T-shirt and a Glassell Junior School of Art certificate. Cash prizes and trophies are awarded through fourth place in each category, with the sketches displayed in the Hayloft Gallery during the Show.

“The Quick Draw Contest is yet another way that the Rodeo

HIGH SCHOOL WINNERS

OVERALL CHAMPION

Linda Li
Clements High School
Fort Bend ISD

FULL-FIGURE CLASS CHAMPION

Diana Xu
Seven Lakes High School
Katy ISD

FULL-FIGURE CLASS RESERVE

Maddison Authur
Cypress Woods High School
Cy-Fair ISD

PORTRAIT CLASS CHAMPION

Erica Kim
Memorial High School
Spring Branch ISD

PORTRAIT CLASS RESERVE


Ashley Womack
Memorial High School
Spring Branch ISD



objects. You have to make whatever you put on paper look good,” said Craig Broussard, junior high champion from McCullough Junior High School. “I think my view gave a great perspective compared to other positions around the table. I could see exactly what I needed to focus on. The spot where I was sitting, in my opinion, was the best spot.”

Show volunteers willing to be live models must dress in Western-themed attire. This year, live models included a Southern belle, a cowgirl, Buffalo Bill and his dog, and a

reaches out to the community and gives local students a chance to show their true artistic talent in an intense, timed situation,” said Lisa Nguyen, chairman of the School Art Committee. “What an honor it is to be a part of an organization that realizes the importance of the arts in education.”

Applications and contest rules for future Quick Draw competitions are available from the art teachers at participating school districts and private schools and online at rodeohouston.com. 



HOUSTON LIVESTOCK SHOW AND RODEO™



JERRY CREWS

By ALLYSON BANDY LAMBERT

Jerry Crews recalls attending the Houston Livestock Show and Rodeo™ with his wife more than 25 years ago. He said both knew after watching the calf scramble that night that they wanted to become involved with the Show.

"[Being a vice president of the Show has been] very gratifying and a lot of fun," Crews said. "Each committee contributes to the Show in its own way. It has been an honor and a pleasure to be involved."

As a Show vice president, Crews served as officer in charge of the Armed Forces Appreciation, Calf Scramble Arena, Calf Scramble Donors, Calf Scramble Greeters, Rodeo Contestant Hospitality and Rodeo Contestant Services committees. Now that his term has ended, Crews plans to stay involved with the Show as a volunteer on Calf Scramble Arena and Corporate Development committees.

Crews said he is pleased that his committees experienced success during the past three years. He witnessed the Calf Scramble Donors Committee set records, selling more than 430 calves for the 2015 Show. He also saw an increase in the number of students who came back to the Show to participate in the calf scramble. Additionally, he oversaw the Armed Forces Appreciation Committee as it welcomed a new chairman.

"The Houston Livestock Show and Rodeo is the greatest Show on earth," Crews said. "The Show fills our educational nucleus. ... Rodeo scholarships are amazing and help to build the future of Texas and of our community."

Crews is the founder, chief operating officer and executive vice president of EnergyQuest II, LLC, an oil and gas acquisition company.

Crews' wife, Ann, is a coordinator for the Calf Scramble Donors Committee. They live at their ranch in Chappell Hill, Texas, and have one daughter and four grandchildren. 🤠



ROBERT KNEPPLER

By ALLYSON BANDY LAMBERT

As a native Houstonian who visited the Houston Livestock Show and Rodeo™ every year growing up, it was only a matter of time before Robert Kneppler joined the ranks of Show volunteers. Kneppler, a University of Houston alumnus, moved to Louisiana upon graduation but returned to Houston for work. In 1990, Kneppler bought his first season tickets to the Rodeo, and in 1996, he joined the Calf Scramble Arena Committee.

As Show vice president, Kneppler served as officer in charge of the Corporate Development, Magazine, Membership, Rodeo Ticket Sales and Special Children's committees. "The Rodeo does more for the education of our youth of Texas, financially, than any other event of its kind," he said.

Kneppler witnessed the 50-member Corporate Development Committee raise more than \$12 million in scholarships and sponsorships during his tenure as a vice president. Meanwhile, the Rodeo Ticket Sales Committee, which focuses on new ticket purchasers, generated more than \$1.3 million in sales for the 2015 Show. This was a great success considering that 41,000 season ticket holders purchased tickets before individual ticket sales in January. He said he is proud of all the successes his committees have seen throughout these past three years.

When asked how he will spend his time after rotating off as an active vice president, Kneppler responded, "family first." He said that prior to serving as a Show vice president, he served as a vice chairman of the Calf Scramble Arena Committee, where he attended every night of the Rodeo.

Kneppler is managing director at Wortham Insurance and Risk Management, the largest independent insurance broker headquartered in Texas. He and his wife of 24 years, Susie, have three children: John, 23; Trey, 15; and Colby, 12. In his spare time, Kneppler enjoys hunting and fishing in Alaska and Africa. 🤠

OUTGOING VICE PRESIDENTS



JEFF LEWIS, D.D.S.

By ALLYSON BANDY LAMBERT

Jeff “Doc” Lewis, D.D.S., recalls attending his first Houston Livestock Show and Rodeo™ at the Sam Houston Coliseum as a young child, but it was not until he became an adult that he realized he wanted to see what the Show was all about.

As Show vice president, Lewis served as officer in charge of the Communications & Special Services, Facility Services, Recycling, School Art Auction and Souvenir Program committees. Lewis plans to stay involved with the Show through these committees, as well as with the World’s Championship Bar-B-Que Committee, of which he has been a member for 15 years.

Lewis said he could not be more proud of the Show and all the young people it benefits, including the more than 300,000 children who participate in the School Art Program each year.

One of the experiences that Lewis found to be particularly impactful during the past several years was meeting scholarship recipients who have lost one or both of their parents. Some of these recipients shared with him that, if it was not for the Show, they would not have the opportunity to attend college. Lewis said that these success stories have made a difference in his own life. “It is an honor to represent the Houston Livestock Show and Rodeo and to be able to meet scholarship recipients and hear their stories,” he said.

In his spare time, Lewis enjoys raising and showing reining horses, hunting and sharing good wine with friends. He also is a member of the Tejas Vaqueros, a fraternity that celebrates cowboy traditions. Professionally, Lewis has been practicing general dentistry on the west side of Houston for 30 years. His wife, Karen, has been involved with the Show for 25 years and currently serves on the Scholarship Administration and Trailblazer committees. 🤠



LYNN NUNEZ

By DAVID W. SIMPSON

Down the long hallway leading to Lynn Nunez’s office hang multiple works of award-winning art from the Houston Livestock Show and Rodeo™ School Art Program. The framed pieces remind him of the cowboy spirit and the talent present in Texas youth. Just outside his office hangs one picture that is especially dear to his heart — it is a blue-ribbon-winning painting by his daughter, Jaime.

Nunez, a native Texan from Port Arthur, recalls fond memories of the Show as a pre-teen in the 1950s. His committee work began in 1998 when Nunez became a life member of the Show. The following year, he joined the Corral Club – Committeeman’s Club Committee and also served on the Paint Horse Committee.

As a vice president, Nunez served as officer in charge of the Commercial Exhibits, Go Tejano, Ladies’ Go Texan, Rodeo Merchandise and Special Attractions committees. He joked that during the Show, he could be found assisting his committee volunteers and watching his wife peruse the Show’s many commercial vendors.

The Show remains the highlight of his year and reaffirms his belief that the heart of the Show is the youth of Texas. “The feverish activity is all about donating time and money so our young people can attend college,” Nunez said.

He said that he has enjoyed the honor of having lunch with scholarship recipients on their college campuses. “I wish all the volunteers who dedicate their time and money to the Show could meet these gracious recipients.”

Nunez is chairman and CEO of Hometrust Mortgage Company, which he co-founded in 1986. His wife, Lillian, is a member of the Horse Show Committee and also a life member of the Show. They have three children as well as four grandchildren. In his free time, Nunez enjoys riding horses, working on his small horse farm in East Bernard, Texas, hunting and fishing. 🤠

OUTGOING VICE PRESIDENTS



DENNIS STEGER

By DAVID W. SIMPSON

A native Kentuckian, Dennis Steger attended the Houston Livestock Show and Rodeo™ in 1975 while living in Louisiana and was amazed by the Show's footprint and ability to finance scholarships for teens. He moved to Houston in 1986 and joined the Show as a member in 1989. Steger first volunteered on the International Committee in 1995, where he continues to this day along with membership on Gatekeepers, Parade and Swine Auction committees.

As a Show vice president, Steger served as officer in charge of the Grand Entry, International, Llama and Alpaca, Mutton Bustin' and Swine Auction committees. Steger considers his Show involvement to be a privilege, particularly the opportunity to meet students who received college scholarships. "The financial assistance provides our youth with a chance for success," he said. "I want our committee volunteers to understand the difference they are making in these [college students'] lives."

Steger believes the Show to be his family. "The people met and friends made are what the Show means [to me]. Once you become involved, you find out what the word 'family' means," he said. "[The Show brings] so much meaning to the community, city and state. It is more than the entertainment onstage, but an amazing dedication of volunteers and their contributions. When the Rodeo comes to town, the whole city becomes cowboys."

Steger is the owner of Channel Lynchburg Shipyard, which he purchased in 1980. His wife, Shane, also is a Show volunteer, as well as two of his three sons: Dustin, Kyle and Jess. He has three granddaughters, ages 13, 11 and 10, and in his spare time, Steger enjoys riding his horses, hunting quail and other game birds, and fly fishing. He looks forward to spending time at his home in Whitefish, Montana. 🤠



JOE VAN MATRE

By DAVID W. SIMPSON

In 1975, Joe Van Matre returned to his Texas roots when his employer transferred him to Houston. A colleague introduced him to the Houston Livestock Show and Rodeo™, and he was impressed by the organization. In 1978, he founded Specialty Rental Tools Company in Lafayette, Louisiana, and while residing in both Lafayette and Houston, Van Matre became a Show member and served in leadership roles on multiple committees, attending weekly meetings despite the sometimes long interstate drive.

Van Matre served as officer in charge of the Judging Contest, Sheep & Goat, Wine Competition, Wine Garden, Wine Sales and Events, and Winery Relations committees. He also enjoyed visiting scholarship recipients during his tenure. "[I] love reading letters from college students thanking the Show for making college a possibility [for them]. These students have told us that, if not for the Show, they would not be attending college," he said.

Van Matre's best Show-related memory, he said, was being introduced by mutual friends to his wife, Jennifer, who serves as vice chairman on the Wine Sales and Events Committee and is on the Auction Assistance, Events & Functions, and Trailblazer committees. His son, Joseph, is on the Calf Scramble Committee, his father-in-law is a Wine Sales and Events Committee volunteer, and his brother is on the Horspitality Committee. Van Matre's grandchildren, Zoie and Joe II, also love attending the Show.

He works in executive sales at Workstrings International. In addition, he is owner of JEVN Rental Properties, LLC, in Victoria, Texas. He enjoys saltwater fishing, hunting at his ranches in Victoria and Del Rio, Texas, and relaxing at his Seadrift, Texas, bay house. He especially enjoys taking wounded U.S. veterans hunting on his ranch. He said that he appreciates the Show's representation of the American spirit, cowboy history, U.S. heritage and military service. 🤠

OUTGOING COMMITTEE CHAIRMEN



David Baker
Corral Club - Division III



Mike Brem
Rodeo Merchandise



Roger Camp
Poultry Auction



Matthew Cone
Equipment Acquisition



Guy Cook
Youth Horse Show



Glenn Cowan
Corral Club Suites West



Mike C. Curley
General Horse Show



Daryl Davis
Special Attractions



Kelly Dunnivant
Events and Functions



Luke Feild
Youth Horse Show



Alan Folger
Houston Metro Go Texan



Carruth Gerault
International



Jennifer Harmel
Cutting Horse Show



Tom Harrison
Rodeo Contestant
Hospitality



Melanie Hatch
Communications &
Special Services



Angela Hernandez
Western Heritage
Community Challenge



Wayne Hinton
Chute Club



Robert "Bubba" Lange
Directions & Assistance



Dr. Kelly Larkin
Rodeo Sports Medicine



Jeff Manning
Corral Club Level East



Barry Mayfield
Calf Scramble Arena



Gigi Mayorga-Wark
Wine Sales & Events



Ramona McAninch
Rabbit



Daniel Murphy Moriarty
All Breeds Livestock Sales



Ken Moursund
Magazine



James "Jim" Petree
Rodeo Contestant Services



Tim Phillips
Jr. Rodeo



Dudley Ray
Ranch Rodeo



Sam Ray
Winery Relations



Greg Rincon
Speakers



Julie Johnston Robinson
Premium Seating



Darrell Rogers
Ticket Services



Lois Rogers
Graphics & Signage



Paul Shollar
Team Penning &
Ranch Sorting



Leon Sontag
Corral Club - At Large



Dee Bagley Thierry
Main Club



Duncan Underwood
World's Championship
Bar-B-Que Contest



Brian Wischnewsky
Safety



PROJECT GRAD

GRADUATION REALLY ACHIEVES DREAMS

By TAYLOR McLAUGHLIN
Photos Courtesy of Project GRAD

“ GRAD'S CO-FOUNDERS RECOGNIZED THE NEED FOR GREATER SUPPORT IN LOW-INCOME NEIGHBORHOODS FOR STUDENTS TO REALIZE A BRIGHTER FUTURE THROUGH EDUCATION. ”

— ANN STILES, ED.D.

As the label “dropout factory” grew to be associated with Houston ISD’s Davis High School, a new partnership aimed to provide students assistance and scholarships became necessary. The idea of collaborating with the community and schools by using various resources led to the creation of Project GRAD in 1994.

After retiring, Houstonians Jim and Kathryn Ketelsen founded GRAD, which stands for Graduation Really Achieves Dreams. Kathryn was an interior designer, and Jim was the previous chairman and chief executive officer of Tenneco Inc., a pipeline company. Ann Stiles, Ed.D., current executive director of Project GRAD, said, “GRAD’s co-founders recognized the need for greater support in low-income neighborhoods for students to realize a brighter future through education.”

Project GRAD works with high school freshmen in Houston public and charter high schools to help students form relationships with staff, volunteers and their coaches, who provide support throughout high school and college, and as students start their first career. In 2015, the Houston Livestock Show

and Rodeo™ presented GRAD with one of its educational program grants to help the program support students throughout the year.

“[GRAD’s purpose is to] work with students to help them see opportunities at all levels and to help them set goals aligned to not only their interests but also to opportunities waiting for them beyond that degree,” Stiles said. With support and guidance, Project GRAD scholars gain confidence and learn about self-reliance and financial awareness.

The high school students are selected for Project GRAD based on the HISD community in which they live, the school in which they are enrolled, or participation in a community-based organization that works with GRAD.

With an ultimate goal of placing students at various universities, the selection of a college is an important part of the conversation at the start and all throughout a student’s time in the program. “GRAD defines college broadly to include not only universities that award four-year bachelor’s degrees but also community colleges that award workforce certificates and associate’s

degrees,” Stiles said.

To enlighten students on positions that frequently need to be filled, the demands of college applications, and the ins and outs of transitioning from high school to college, GRAD participants attend various colleges during the summer to provide a smoother transition. Stiles said, “Project GRAD knows that as students navigate the path to college, they need to develop their identity as college-goers and truly see that college is possible. GRAD [connects students] to the relationships, the experiences and the plans they need for success.”

For more than 20 years, the organization has enrolled 6,750 students in the program with hundreds each year graduating with the title of Project GRAD Scholar. Stiles said that one factor within Houston remains: “The need for a degree beyond high school continues to grow. Houston’s future prosperity depends on the success of all of our young people, not just some. GRAD exists to help students have that chance.” 🏆



SERIES



THANK YOU
for a successful 2015 Show!

Save the Date: March 1 - 20, 2016

HERITAGE PARTNER

Salute

Coca-Cola has a long association with the Houston Livestock Show and Rodeo™, including a sponsorship for more than 30 years, with support at the highest level as a Heritage Partner since 2003.

The beverage company first joined the Show's program as an entertainer sponsor in 1986, moving on to co-sponsor the ConocoPhillips Rodeo Run in 1988. Coca-Cola became the national anthem salute sponsor in 1992 and continues to hold that spot to this day.

Along with becoming a Heritage Partner of the Show in 2003, Coca-Cola also was named a Founding Partner and is the official beverage company of NRG Park and the Show.

"The impact that [the Houston Livestock Show and Rodeo] has on our community through scholarships is remarkable, and Coca-Cola is truly proud to have been a partner since the beginning," said Rick Kehr, Houston Market Unit general manager for Coca-Cola. "The Rodeo is one of our signature events in Houston. We look forward to it every year and are always finding new ways to engage our customers and consumers at the [event]."





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