



"BOWLEGGED H" MAGAZINE

SPRING 2016 • VOL. XXIV NO. 1 • HOUSTON LIVESTOCK SHOW AND RODEO™



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Livestock production and crop farming are essential parts of agriculture, but did you know that beekeeping, horticulture and wine making are also integral parts of the Show's mission to promote the ag industry?

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An International Success

Every year, thousands of international guests from all parts of the world descend upon the Houston Livestock Show and Rodeo™ to take part in the 84-year-old tradition. While these guests are onsite, the International Committee makes it a top priority to ensure all are having a great experience while being so far from home.

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Miranda Lambert
RODEOHOUSTON® 2015



SPRING 2016
Volume XXIV • No. 1

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AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



FROM THE CHAIRMAN OF THE BOARD

Here we go! The 2016 Houston Livestock Show and Rodeo™ season is upon us, and we are looking forward to all of the adventures and excitement ahead. This is our Super Bowl, the moment we've all been preparing for since the gates closed on the 2015 Show, and we plan to make it the best year yet!

There are many reasons to be thankful during this time of year, and one group of people I'd like to take the time to thank are the family members of our volunteers. The time commitment of a Show volunteer is a crucial part of the Show's mission, and knowing you have the support of loved ones is always a great help.

Speaking of family, I know there are several volunteers who make the Houston Livestock Show and Rodeo a "family affair" — such as my own. It goes without saying how proud I am to be involved in such an astounding organization, and I am also full of pride because most of my family members have found a passion for the Show, as well.

The spring edition of "Bowlegged H" Magazine is always filled with great information for the upcoming Show, including the list of star entertainment, both on the main stage inside NRG Stadium and the up-and-coming talent booked to perform inside The Hideout each night. You never know, we

could see some of those performers in the RODEOHOUSTON® lineup in the future! We are excited each year to put out a diverse lineup that appeals to our fans, and we have been truly blessed as an organization to be able to provide affordable family entertainment in the nation's fourth largest city.

My hope for the 2016 Show is that everyone involved — from the members to the volunteers and from the staff to the public — has an engaging and exciting experience on the grounds. Houston is such a diverse and wonderful city; and, for the Show to be able to spread the message of agriculture and Western heritage, as well as provide enormous support to education, is a fantastic feat.

As you walk into NRG Park March 1 – 20, know that by being involved with the Show you are truly living the brand of a historic tradition in the state of Texas.

Let's Rodeo, Houston! 🤠

All My Best,

Jack A. Lyons



Photo Courtesy of Peter Roussel

FROM TRAIL RIDE TO THE CAMPAIGN TRAIL

Peter Roussel

By KEN SCOTT



Roussel with President Ronald Reagan



Roussel with Sandra Day O'Connor on the day of her nomination to the Supreme Court



In 1964, a 22-year-old Peter Roussel had the chance to ride in a friend's wagon on the Salt Grass Trail Ride that he had heard so much about. "It sounded like it would be a fun trip. I had no idea the long-lasting memories and lessons it would create," Roussel said.

Now, 51 years later, he reflects on the trip and how it was the beginning of many other great events in his life. "After all this time, I still remember rolling down back roads, the fine dinners around the campfires and the camaraderie."

In recent years, the Salt Grass Trail Ride has grown to more than 1,400 participants. "I thought it was a big group back in 1964," Roussel said. He added that he had no idea how they would get all those riders and wagons from Brenham, Texas, to Houston for the Downtown Rodeo Parade. Roussel said he observed and learned everything he could about how the planning and coordination went into moving that group down the road to a different campsite every night. He added, "I didn't realize it then, but I learned a lot about how to work with others and complete a challenging task."

That week in February of 1964 was just the beginning of a lifetime of adventures. His parents, Hubert and Dewey, were both successful journalists working for the Houston Post. After graduating from the University of Houston, Roussel thought he might follow in their footsteps; however, he learned that there was opportunity in other areas of communications. Armed with advice from his dad, Roussel applied for and secured a job with a leading Houston-area advertising and public relations firm. He was on his way.

During the next 45 years, there were longer and arguably more sweeping trails ahead for Roussel. He began his government service in 1969 when he was named press secretary to George H. W. Bush at the beginning of Bush's second term as congressman. From there, Roussel went on to serve as press secretary for Bush's U.S. Senate race and during his service as U.S. Ambassador to the United Nations. Roussel continued his service as Bush was appointed chairman of the Republican National Committee. And, that was just the beginning. Roussel went on to serve as staff assistant to President Gerald Ford and then as special assistant and Deputy Press Secretary to President Ronald Reagan.

When Reagan made the historic decision to nominate Sandra Day O'Connor as Associate Justice of the United States Supreme Court, Roussel was told about it the afternoon before the announcement. "I was immediately sent to Phoenix to manage media and the process with Justice O'Connor. This is a great example of where those Salt Grass lessons paid off," Roussel said.

Today, Roussel is a public speaker, author of a successful novel, and a teacher. He was appointed to the Philip G. Warner Endowed Chair, in the Department of Mass Communications, at Sam Houston State University.

After an exciting and successful career, the Salt Grass Trail Ride still resonates in his memories. Roussel said he is grateful that he had the opportunity to ride the trail — such rich tradition of the Houston Livestock Show and Rodeo™. He added that of all his life journeys, the Salt Grass Trail stands out as a highlight. "That one week so many years ago was truly a unique Texas experience, and something I would like to do again." 🤠

BY THE NUMBERS: SCHOLARSHIPS



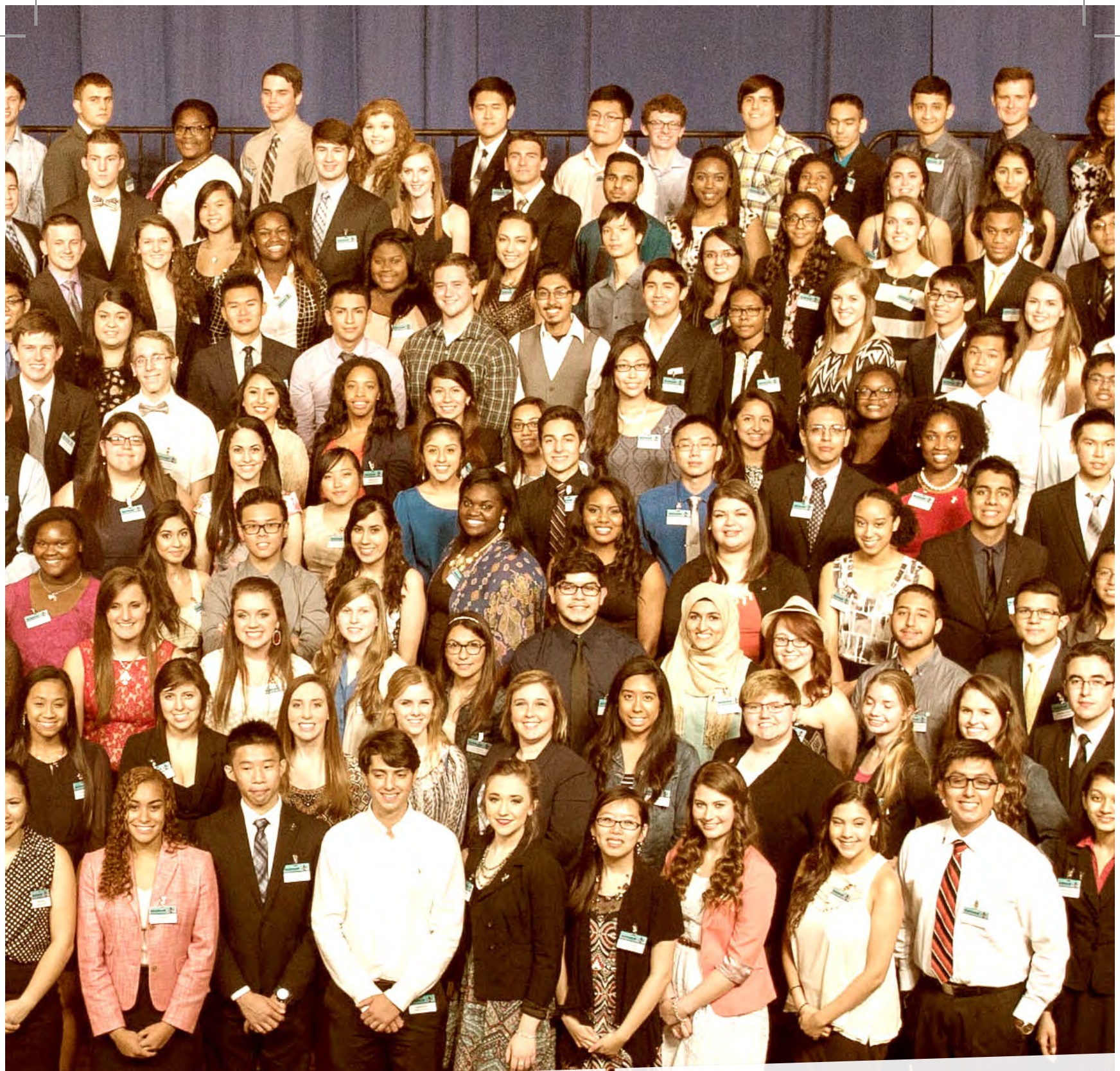
HOUSTON Livestock
Show and Rodeo

65

Texas colleges and universities have 2015 scholarship recipients currently enrolled.

263

Texas towns are home to Show scholarship recipients.



368

scholarship recipients
in 2015 were Houston-area
residents.

740

scholarships will be
awarded to Texas youth in
2016.

16,000+

scholarships have been awarded since 1957

THE AGE OF

TECHNOLOGY

By LEIGH EVANS

“A heart don’t forget something like that,” Tim McGraw belted out to a packed house at NRG Stadium on a Tuesday night at the Houston Livestock Show and Rodeo™. A trip to the Show is packed full of sights and sounds from the minute of arrival to the minute of departure. And the relatively small fulltime staff of just over 100 works with thousands of committee volunteers, contractors, and part-time personnel to make it all work.

“We build a small city in two weeks and tear it down at the end,” said Andy Sloan, chief information officer for the Houston Livestock Show and Rodeo. “We have the [Show’s] Safety Committee operating a 911-style call center to dispatch emergency personnel; we have the Corral Club [committees] managing inventory; we have the Rodeo Merchandise and Feed Store committees selling items; and Rodeo Express counting people coming on and off of buses,” Sloan continued. “We also check in livestock, and facilitate horse show, livestock show and rodeo competition scoring.”

Looking at the technology by the numbers begins to give a clearer picture of the magnitude of the job of the Information Systems Division. Steve Gumerman, managing director, Information Systems Operations, helps break it all down. “[The Show has] 75 network switches that allow us to get our 300 computers on the network and 48 access points that provide Wi-Fi,” he said. “We have 20 entrances where we use about 200 scanners to scan people onto the grounds or the stadium; and to support everything, we put out about 30,000 feet of networking cable.”

Developing a working system for one of the world’s largest events is more than just numbers. It also takes a team of people well-versed in

software development to create what is needed for the Show. Some software is purchased, but some technology is developed internally. “Each committee works with staff coordinators to give us specifications for the software, and then we write it,” Sloan said. “To score the rodeo [competitors], that is custom software that we’ve written. It feeds all of the different computers in the studio with the different scores, and calculates the money that the cowboys win.”

That information is filtered into a state-of-the-art 5,500-square-foot facility overseen by James Davidson, managing director, Broadcast and Audio Visual. “Rodeo is far and away the biggest and most complex show that [the studio does], and it grows every year,” Davidson said. “There are nine separate video feeds that go into the stadium during a Rodeo event. We run 18 cameras in the stadium alone, and throughout the complex we’ll have about 35 cameras in play.”

35
CAMERAS IN
THE COMPLEX

48
ACCESS
POINTS

The broadcast and audio visual department functions year-round with a staff of four people, but when Show season begins, that staff grows to nearly 100 people, from camera operators to field producers and slow-motion operators to video engineers. Some of the part-time staff have been working with the Show for more than 20 years.

It is a large job for a large team, and one that is never truly complete. "As you get close to the Show [dates], there's an adrenaline thing that starts happening," Davidson said.

"And, as soon as the Show's over, we're planning for the following year. It's a year-round process." But, they are more than happy to make it happen year after year. As Tim McGraw would say, they do it "just to see you smile." 🎤

75
NETWORK
SWITCHES

300
COMPUTERS
ON THE
NETWORK

18
CAMERAS IN
NRG STADIUM

200
SCANNERS

20
ENTRANCES

30,000
FEET OF
NETWORKING
CABLE

DID YOU KNOW THIS WAS

AG RELATED?

By ASHLEY WEHRLY KEARNEY



HORTICULTURE



SOIL

When it comes to the Houston Livestock Show and Rodeo™, many adults and students know about the educational components of the Show, with its popular livestock exhibits, birthing center, meat displays, petting zoo and milking parlor. But, did you know that horticulture, beekeeping and honey harvesting, winemaking, and even rainwater harvesting are part of the agriculture industry and comprise a big part of the Show's educational area?

Relatively new to the Show is the Horticulture Committee, which supports the educational and competitive components of the Horticulture Program. Built for all ages, the interactive horticulture exhibit teaches audiences what plants need in order to thrive. It also educates visitors about insects and trees, and their importance in our lives in relation to agriculture. Digging deeper into horticulture, two ant colonies provide an in-depth look at what occurs below the surface as these industrious insects work together to survive and to serve as an integral part of their local ecosystem. To cap off the experience of the horticulture exhibit, families are encouraged to plant a sunflower seed to take home and watch grow.

"Planting sunflowers gives many children, especially those who live in urban environments, their first chance to dig in the dirt, planting something that they can take care of and watch grow in their own homes," said Donna Webster, chairman of the Horticulture Committee. "We have students who come back, show us photos, and tell us about their grown sunflower and how fun it was to see agriculture firsthand."

Coinciding with learning about how things grow in Texas, students and adults also are able to learn how important rain is to the state. In partnership with the Harris County Master Gardeners, the horticulture exhibit includes a rainwater harvesting section. The display teaches the basics of how much water it takes for plants and crops to grow, in addition to displaying a fully functioning rainwater catch system. "Committeemen and master gardeners answer questions about any and all topics related to gardening, indoors and out, while showing attendees how easy it is to collect rainwater and why it is important to conserve water," explained Webster.

The Horticulture Committee also hosts several floriculture contests. The competitions, divided into youth and adult divisions, provide opportunities to showcase specific talents in floral arranging, container-grown plants, cut specimens, photography and landscaping. With more than 350 entrants in the 2015 competitions, excluding photography, Webster said, "There are a surprising number of students studying floral design." Winners are chosen in each category, and each is awarded monetary prizes.

"Floriculture and horticulture are viable career choices

[leading to] jobs in forestry, event planning, floral design and groundskeeping,” Webster said. “The competitions provide practical life skills, such as time management, team work, and planning and implementing ideas that are useful.”

The honeybee exhibit informs attendees about the important role honeybees play in pollinating Texas crops, including watermelons, cucumbers and sunflowers. This exhibit showcases two honeybee observation hives where the bees are busy working for the hive’s queen. Members of the Harris County Beekeepers Association, along with five other Texas bee associations, educate students and adults on pollination, honey making and beekeeping, including providing information on how to become a beekeeper, why it is important to use fewer pesticides, what are the best bee-friendly plants and flowers, and how to preserve habitats and foraging areas for bees.

“The fact is, we lost 43 percent of bee colonies in the U.S. [in 2014], and it is not getting better,” said Harrison Rogers, vice president of the Harris County Beekeepers Association and a frequent volunteer at the Show. “We have to grow more colonies each year in Texas just to maintain the numbers needed to pollinate crops. OXY AGVENTURE is an important part of the equation in educating people on the importance of honeybees and what we can all do to help.”

Also attracting a lot of buzz at the Show are the wine competition and wine events. Wine education, more specifically winemaking, is a form of agriculture known as viticulture. Winemaking starts with growing grapes. Enologists, people who study, or are experts in, the art of growing grapes, test soil and grape samples to determine quality and recommend harvest dates. They then oversee the transport of grapes for crushing and fermentation. Based on research, testing and experience, enologists manage the process of aging, mixing and bottling of wines at vineyards, even helping market the wines.

Texas is the fifth largest wine producing in the U.S. and is seventh in wine grape production. According to the Texas Wine and Grape Growers Association, winemaking contributes more than \$1.88 billion of economic value to the state. Now, that’s something to toast!

Like everything else, agriculture is big in Texas, which leads the nation with 248,800 farms and ranches covering 130.2 million acres, according to the Texas Department of Agriculture. One of the main missions of the Houston Livestock Show and Rodeo is to promote education about agriculture in all facets. When you arrive on the Show grounds in March, check out all of the exciting opportunities to learn something new. 🐝



BEES



WINE



SUNDAY

MONDAY

TUESDAY

VALUE WEDNESDAY



First Responders Day
presented by BP America

1 The Band Perry



Armed Forces Appreciation Day
presented by BHP Billiton

2 Chris Young



6 Shawn Mendes



7 Miranda Lambert



8 Pitbull



9 Brett Eldredge



Los Huracanes
Del Norte



Banda Los
Reconditos

13 Go Tejano Day



14 Kenny Chesney



15 Kid Rock



16 Jake Owen

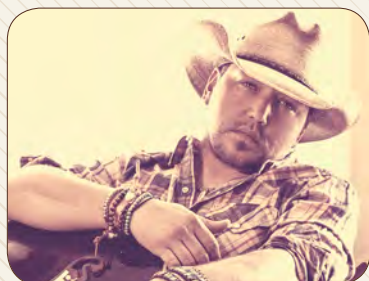


20 Keith Urban

2016

Houston Livestock Show and Rodeo™

THURSDAY



3 Jason Aldean

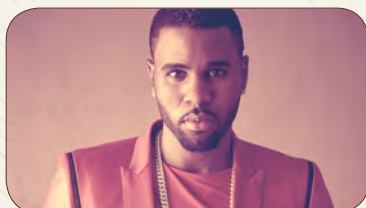


10 Luke Bryan



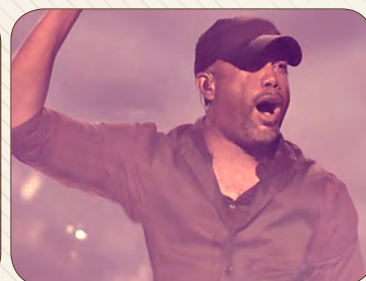
17 Florida Georgia Line

FRIDAY



Black Heritage Day
sponsored by Kroger

4 Jason Derulo



11 Darius Rucker



18 Little Big Town

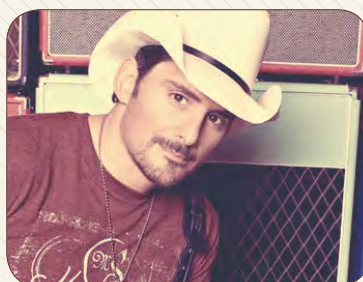
SATURDAY



5 Cole Swindell



12 Billy Currington



19 Brad Paisley

#RODEOHOUSTON

BUY TICKETS AT RODEOHOUSTON.COM

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.

Houston Livestock Show and Rodeo™ **MERCHANDISE**

Come **“Live the Brand”** with us and load up on official merchandise during the 2016 **Houston Livestock Show and Rodeo™.**

Onsite booths: NRG Center Hall E lobby at booth 97 or in Hall D at booth 1078



**DON'T
MISS
OUT**

on collecting top merchandise from all of your favorite **RODEOHOUSTON®** entertainers, sold at the Star Zone at the entrance of Hall D in NRG Center, and at several booth locations inside NRG Stadium.



ANNUAL JACKET:

The limited edition jacket is the perfect way to commemorate the 2016 Houston Livestock Show and Rodeo. With the annual volunteer badge artwork on the back, this jacket is a practical souvenir to remember your 2016 Show experience. The Show's iconic "Bowlegged H" logo is embroidered on the chest of the jacket. Purchase yours today to show your support and to look your best for the Show.



ANNUAL BUCKLE:

Complete your Western ensemble with a belt buckle from the world's largest livestock show and rodeo. Crafted with silver and gold, this quality buckle is the only way to show your Texas pride.



ANNUAL PIN:

A favorite among collectors, the annual pin traces its roots to 1982, the year of the Show's 50th anniversary.



ANNUAL PIN SET:

Capture each year of the record-breaking Houston Livestock Show and Rodeo with an annual pin set.



ANNUAL BELL PIN:

Originally created in 2005 by the world-famous Rodeo Merchandise Committee, this unique bell pin has quickly become a favorite. The 2016 design features the official 2016 Show badge design.



SUNDAY



MONDAY



TUESDAY



1 Justin van Sant

WEDNESDAY



2 Trent Willmon



6 DJ Red Ritch



7 Jamie Richards



8 Abbi Walker



9 Max Stalling



13 Go Tejano Day



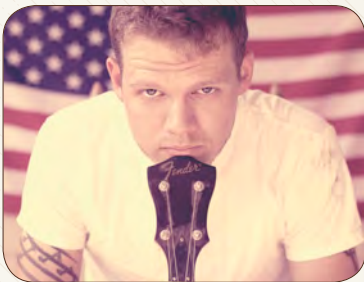
14 JB and the Moonshine Band



15 Mark Monaco & the Strayhearts



16 Bri Bagwell



20 Sam Riggs

2016

The Hideout • Houston Livestock Show and Rodeo™

THURSDAY



3 Aaron Einhouse

FRIDAY



4 Black Heritage Day

SATURDAY



5 Jason James



10 Zane Williams



11 Cooper Wade



12 Randy Brown



17 Cameran Nelson



18 Mike and the Moonpies



19 Josh Ward

OPEN 6 P.M. – MIDNIGHT

Weekday Performers begin at 10:15 p.m.

Weekend Performers begin at 8:30 p.m.

#RODEOHOUSTON



An International SUCCESS

BY ELIZABETH SLAVEN

Photos Courtesy of International Committee

The Houston Livestock Show and Rodeo™ is inherently Texan, but it reaches beyond borders to bring the energy of the Show to livestock producers from all over the world. In 2015, 2,603 international guests from 88 countries visited the Show. To aid in the growth of global interest, the Show designates a series of International Days each year to welcome its foreign guests. The International Committee volunteers welcome and assist visitors at the designated hospitality room during the Show, and also recruit professional interpreters to provide assistance to foreign buyers at the various livestock auctions throughout the Show.

In 1949, the International Committee began as the International and Reception Committee. The very first international guests were from Guatemala and Colombia, and were hosted by the Show at the former Rice Hotel in downtown Houston. That cocktail party laid the groundwork for what is now an action-packed week filled with activities specially designed for the Show's international guests. The committee officially started in 1955, and the first international room was a small area on the second floor of the Sam Houston Coliseum. It served as a reception area for the many Latin American visitors and was staffed with Spanish-speaking members of Houston's Roundtable Club. Ten years later,

when the Show moved to the Astrodome, the number of international guests nearly doubled. A new, more expansive international room in the west wing of the Astrohalla was identified and decorated with flags representing guests' countries. In 2003, the committee moved to its current location in NRG Center.

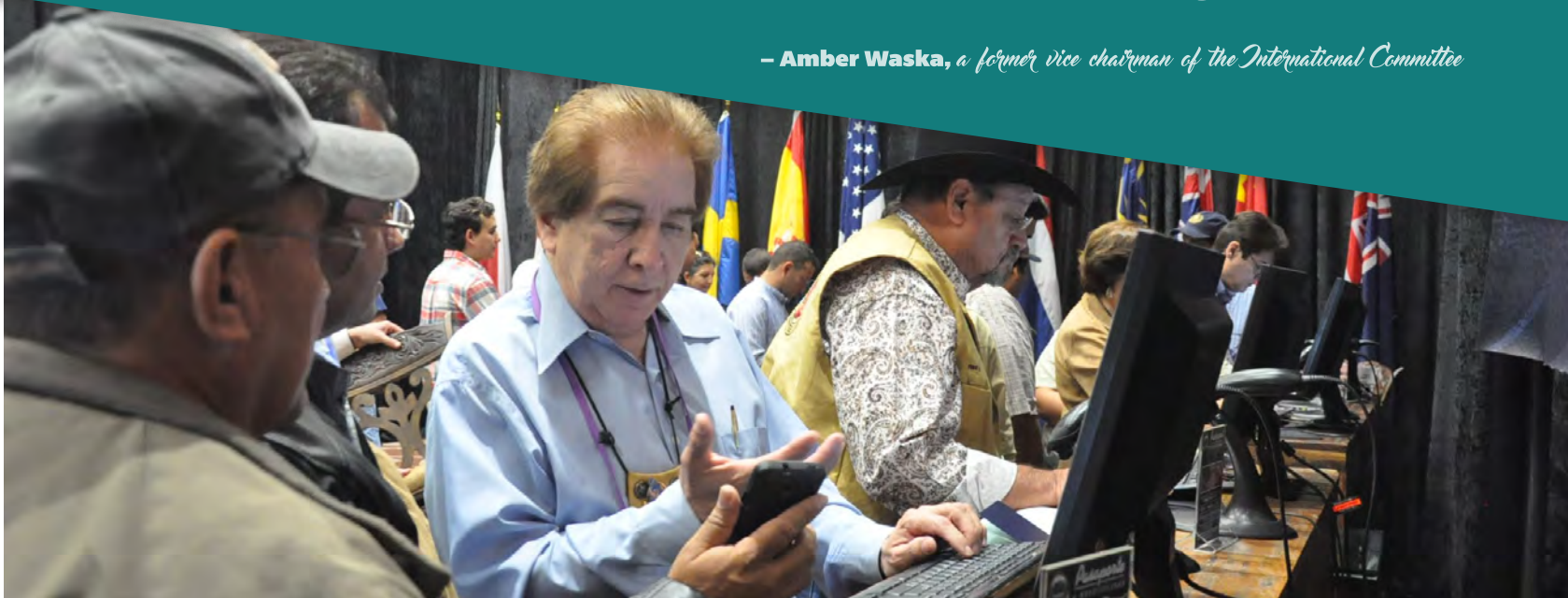
"The International Committee is fortunate to be able to serve as ambassadors for the Houston Livestock Show and Rodeo to our international guests," said Julie Shannon, chairman of the International Committee. "We often have the opportunity to show dignitaries Texas hospitality and chaperone them around the Show and our great city, whether [they are] the Calgary Stampede queen and princess court, the president of Honduras, or a group of students from Japan [who] have never seen a rodeo in their lives."

The international room is a focal point that is divided into three main areas. An initial reception room is fully outfitted with individual kiosks and volunteers to assist guests with registration. The trading post is a section within the room where cattle breeders and representatives display their specific breed information. Many international guests come to the Show to learn about new or emerging markets or to grow their own existing stock. These representatives are able to spend time with the guests to develop relationships that



“The Show has become an opportunity for the leaders in all sectors of the agricultural world to convene. The international room is the front line in facilitating that effort.”

– Amber Waska, a former vice chairman of the International Committee



are mutually beneficial in the agricultural community. “The Show has become an opportunity for the leaders in all sectors of the agricultural world to convene. The international room is the front line in facilitating that effort,” said Amber Waska, a former vice chairman of the International Committee.

The remainder of the room is designated for seating and relaxing. Lunch is served daily, compliments of Houston’s favorite restaurants, and dessert is given an extra flair with an international flag motif that changes each day.

Guests can mingle and enjoy entertainment, ranging from opera performances to local singers and special presentations honoring visiting diplomats or other dignitaries. If needed, visitors also can use a fully

equipped business center, located just down the hall from the International Room, to conduct work while on the Show grounds.

There is a lot going on each day, and volunteers keep the room and all of its moving parts working, from bartending and greeting guests to sweeping up popcorn off the floor and taking out the trash. Their “eight-day week” also includes off-site events such as the Texas Agri-Summit at the George Ranch Historical Park in Richmond, Texas; a ladies’ luncheon and fashion show; and the Consular Corps Day at the Show. To celebrate the success of International Days, the committee ends the week with a Texas-sized party for guests and Show dignitaries. 🤠

COMMUNITY



NEIGHBORHOOD CENTERS

BY SARAH BROCK

photos courtesy of Neighborhood Centers

“ OUR FOCUS IS TO HELP THEM LEARN THE SOFT SKILLS, MAKE THEM MORE EMPLOYABLE, AND GET THEM READY FOR THE REST OF THEIR LIVES. ”

— LARRY MERCADO, ASSISTANT DIRECTOR OF EDUCATION FOR NEIGHBORHOOD CENTERS

INVOLVEMENT

In today's job market, job seekers need more than technical skills to compete, and thanks to a grant from the Houston Livestock Show and Rodeo™, Neighborhood Centers, a nonprofit organization dedicated to strengthening communities, was able to launch an initiative to ensure the next generation of young adults learn the soft skills needed to be competitive.

The My Career Pathways program provides students from ages 14 to 21 with training on soft skills needed for their careers, such as communication, teamwork, professionalism and problem-solving. The initiative, which grew out of a need from Neighborhood Centers' Summer Jobs for Youth program, prepares students for college, work and life.

"In our Summer Jobs program, we get feedback from the employers and the kids, and one of the things we saw was a real opportunity to give some of these students more exposure to the expectations of the workforce and the opportunity to practice some of those soft skills," said Melissa Davis, director of institutional giving at Neighborhood Centers.

Throughout the first year of the initiative, Neighborhood Centers has taught approximately 500 students using the My Career Pathways

curriculums, and additionally will provide sessions to help students craft their resumes, plan for college and their careers, and learn to manage finances.

"We see it as a benefit for the students to understand what it takes in the world of work in the soft skills, and professionally it helps them understand their future and what they have to look forward to," said Larry Mercado, assistant director of education for Neighborhood Centers.

My Career Pathways brings together two divisions within Neighborhood Centers — the community centers division and the Summer Jobs for Youth program, which are run in partnership with the Workforce Development Board. The summer jobs program places students in 10-week internships with government agencies and nonprofit organizations throughout Houston.

Mercado said he hopes My Career Pathways eventually becomes so well-known that employers will actively seek out students who have completed the curriculum. "The students don't always understand they have to be at work on time or how social media can be dangerous in the professional world," Mercado said. "Our focus is to help them learn the soft skills, make them more employable, and get them ready for the rest of their lives."

My Career Pathways is offered in Gulfton, Pasadena and the East End communities, and all three have both a Neighborhood Centers community center as well as a Workforce Solutions office.

In addition to training students, My Career Pathways also works with students on mapping their career pathway. "We want to give them exposure to the workforce and a place to reflect on the skills they need to succeed, but we also want to provide exposure to career pathways," Davis said. "For instance, if they are interested in the energy sector, we want them to know what the pathway is to get there."

Neighborhood Centers receives state funding for the Summer Jobs program, and Davis said the Show's grant — which began funding in 2016 — enabled the organization to expand its programming beyond what it could provide from state dollars alone. "This is an initiative where we can leverage public funds and get some private additional funds to make it better," Davis said. "For us, it's an example of how we like to work as an agency — leveraging both public and private funds to bring a better, more robust and meaningful experience to the kids in these programs." 🏆

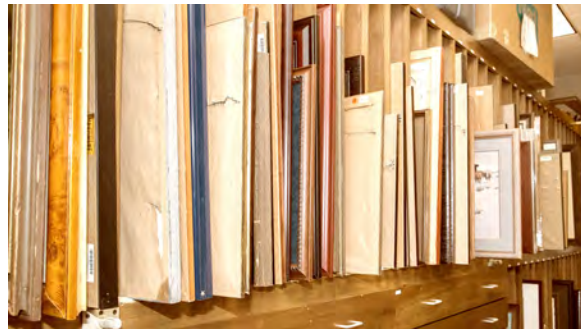


SERIES

GUARDED MEMORABILIA: PAST, PRESENT AND FUTURE

BY LAWRENCE S LEVY

Photos by Meredith Flaherty



The Houston Livestock Show and Rodeo™ has a storied, 84-year history. Since 1932, memorabilia such as souvenirs, badges, artwork, photographs and personal items commemorates the Show's many activities, grand champions, volunteers, committees and of course, outstanding star entertainers.

The task of acquiring, cataloging, preserving and utilizing these items for the Show's benefit is the responsibility of the Western Art Committee, formed as a task force in 1989 and established as an official committee in 1991.

In addition to the mission to "acquire and preserve" Show-related items, the committee also is in charge of displaying items throughout NRG Park, at Houston's Bush Intercontinental and Hobby airports, City Hall and elsewhere so that the public can see some of the many aspects and symbols of the Show.

Throughout the years, the Western Art Committee has collected thousands of items currently stored in a secured room and stacked floor to ceiling in rows of cabinets and containers, on shelving and in closets. Initially, every piece was cataloged by hand, complete with an assigned identification number and description on a file card. In the 21st century, a proprietary art-specific database application has replaced the card system. Included for each piece now are a barcode, photograph(s), original source, history and, perhaps most importantly, detailed

information on where the piece is stored or where it is on display.

"The Western Art room is full of many wonderful pieces of art and Western treasures," said Alicia Jimerson-Knox, current chairman of the Western Art Committee. "Every display case tells a story, and the archives are full of exciting photos — you can really get lost looking at them and remembering when you were a kid on the rail at the Elvis Presley concert, for instance."

As a first-year officer in charge, Greg Miller said, "What has truly impressed me is to learn of the pride, love, passion and enjoyment the committeemen have with what they do to [preserve] this important aspect of what the Show represents."

Throughout the past 25 years, the committee has maintained a myriad of Show memories, representing more than eight decades of Show history. With anticipation of the Show's centennial year in 2032, planning what to add over the next 16 years and beyond is under way. Ambitiously, the goal of establishing a permanent museum, open to the public year round, is also possible. Or as technology permits, memorabilia might be searched, digitally retrieved and able to be viewed as a 3-D hologram from anywhere in the world.

After all, the preservation of nearly a century's worth of Show memories deserves to be cherished — a strong mission of the Western Art Committee. 🐮



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