



"BOWLEGGED H" MAGAZINE

SUMMER 2017 • VOL. XXV NO. 2 • HOUSTON LIVESTOCK SHOW AND RODEO™



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Houston's Honey
making her Rodeo debut

SUMMER 2017
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AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



FROM THE CHAIRMAN OF THE BOARD

The time has come — it's my final letter to you as chairman of the board for the Houston Livestock Show and Rodeo™.

These past three years, I have had the privilege to serve this organization's exceptional volunteer corps in its highest capacity, and work closely with the Show's staff, as well as with my fellow Executive Committee members. Words can never express my gratitude and appreciation for the opportunity to be in this role, and I am excited to continue working toward the Show's growth as a member of the Executive Committee.

The 2017 Show was absolutely one for the record books — literally. We set an all-time grounds attendance record with more than 2.6 million visitors joining us in 23 days. What a great accomplishment! These visitors were greeted and hosted by the best group of individuals known to the volunteer world, and early survey results are proving that this was in fact a phenomenal year.

And, this incredible year would never have been possible without the dedication and leadership of our officers, especially our six outgoing volunteer vice presidents. They each served the Show for three years as officers in charge of many different committees, and were able to interact with deserving scholarship recipients all across the state of Texas. I want to personally say "thank you" to Curtis, Ronnie, Parker, Tony, Ken and Jim Bob for their service, and I look forward to seeing what they accomplish next as passionate volunteers of the Show.

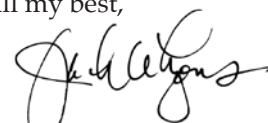
While there are several reasons one might

volunteer for the Show, it is evident that the difference we all make in the lives of Texas youth is close to our hearts. This summer, the Show will award more than \$14 million in scholarships, starting with the Area Go Texan and Metro Scholarship banquets in May. Follow along at rodeohouston.com and our social media outlets for real-time updates from these events, and be sure to congratulate these students on their hard work and achievements!

I'd like to end with some more "thank you" acknowledgements. Thank you to the Executive Committee and the board of directors for trusting me to represent the Show in this capacity for the past three years; thank you to all the committee chairmen for your passion and dedication for the Show's mission; thank you to the Show vice presidents I served with for your support along the way; and most of all, thank you to my family for standing by me during my term as chairman of the board. I am excited to hand the reins over to chairman of the board-elect, Jim Winne, this summer.

The Show's future has never looked brighter. We were excited to make the Garth Brooks concerts announcement during the Show, but we have much more in store. Stay tuned... 🌟

All my best,



Jack A. Lyons

2017

Show Highlights

The world's largest celebration of agriculture, education, entertainment and Western heritage drew a record-breaking 2,611,176 visitors in total attendance to the 85th annual Houston Livestock Show and Rodeo, March 7 – 26, 2017.

“Powered by more than 33,000 volunteers, the 2017 Houston Livestock Show and Rodeo successfully provided a record number of visitors with a world-class entertainment experience,” said Joel Cowley, Houston Livestock Show and Rodeo president and CEO. “During the 2017 Show, fans were immersed in one-of-a-kind educational and agricultural exhibits, larger-than-life entertainment, and nightly celebrations of Western heritage during RODEOHOUSTON®.”

**DURING THE
20 DAYS OF
THE HOUSTON
LIVESTOCK
SHOW AND
RODEO...**

Total
Attendance
Record

2,611,176

World's
Championship
Bar-B-Que Contest
attendance

226,369



61,000 people attended a school tour or field trip in AGVENTURE, presented by Occidental Petroleum

425 eggs hatched in the Poultry Exhibit

58 piglets, **20** calves and **14** lambs were born in the Birthing Center

109,500 little farmers visited TDECU Fun on the Farm

16,000 people rode camels

3,500 kids participated in Mutton Bustin' in The Junction



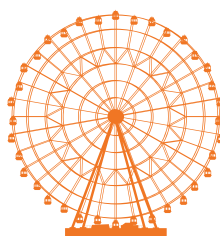
PEOPLE ATE:

47,480 tamales

38,000 cinnamon rolls

10,819 sausages on-a-stick

122 slices of bug pizza



AT THE CARNIVAL:

350 truckloads of equipment

2.4 million riders

80 semitrailers of teddy bears found new homes

41 miles of turkey legs (stacked end to end) were eaten

5 most popular rides: Skyride, La Grand XL, Windstorm, RaveWave and G Force

Opening Day
record for WCBBQ
Thursday, March 2

47,883

Paid Rodeo/concert
attendance

1,370,263

Top 20 paid Rodeo/concert
attendance records

First: Go Tejano Day
(Banda El Recodo
and Siggno)
Sunday, March 19

75,557

Top 20 paid Rodeo/concert
attendance records

17th: Luke Bryan
Thursday, March 16

75,033

32,793

Livestock and
Horse Show Entries

19,000+

Junior Show Entries
10 breeding, market and dairy shows,
and 21 competitions and contests

\$628,539

Junior Commercial
Steer Auction

\$1,844,208

Champion
Wine Auction

\$551,116

Ranching &
Wildlife Auction

\$740,000

Calf Scramble
Certificate Premiums
370 certificates, \$2,000 each

\$100,000

Calf Scramble Exhibitor
Premiums/Awards



JUNIOR AUCTIONS: \$15,239,356



BARROW
\$2,773,280



LAMB & GOAT
\$3,101,479



POULTRY
\$1,615,334



SCHOOL ART
\$2,285,233



STEER
\$4,354,700



2017 SUPER SERIES

TIE-DOWN ROPING

CALEB SMIDT

BELLVILLE, TEXAS

\$58,500



BAREBACK RIDING

JAKE VOLD

AIRDRIE, ALBERTA, CANADA

\$56,000



TEAM ROPING

ZAC SMALL

WELCH, OKLAHOMA

\$55,000



LEVI LORD

STURGIS, SOUTH DAKOTA

\$55,000



RODEOHOUSTON Super Shootout®: North America's Champions

presented by Crown Royal

Each event champion walked away with \$25,000.

CHAMPIONS

RODEOHOUSTON® committed \$2.17 million to its contestants in 2017.

SADDLE BRONC RIDING

CODY DEMOSS

HEFLIN, LOUISIANA

\$56,438



STEER WRESTLING

TYLER WAGUESPACK

GONZALES, LOUISIANA

\$56,500



BARREL RACING

KASSIE MOWRY

DUBLIN, TEXAS

\$60,000



BULL RIDING

GARRETT SMITH

REXBURG, IDAHO

\$53,375



BAREBACK RIDING • Tim, O'Connell • Fort Worth Stock Show & Rodeo

BARREL RACING • Ivy Conrado • Fort Worth Stock Show & Rodeo

BULL RIDING • Riker Carter • Fort Worth Stock Show & Rodeo

SADDLE BRONC RIDING • Taos Muncy • Reno Rodeo

STEER WRESTLING • Sterling Lambert • Rodeo Austin

SUPER SHOOTOUT TEAM AWARD • Fort Worth Stock Show & Rodeo

JUNIOR MARKET BARROWS



GRAND CHAMPION

Exhibitor: Allie James, 17
Hometown: Stratford, Texas
Club/Chapter: Stratford FFA
Price: \$212,000 (world record)
Buyers: Mickie and Jim Clark, Terri and Greg Courtney, Jackie and Jon Hodges, and Linda and David Johnson



RESERVE GRAND CHAMPION

Exhibitor: Sadie Hardison, 13
Hometown: Fredericksburg, Texas
Club/Chapter: Fredericksburg FFA
Price: \$133,000 (world record)
Buyers: Jennifer and Paxton Crew, Tori and Ed DeCorra, Mary and Ken Hucherson, and Sheila and Emmett Story

JUNIOR MARKET BROILERS



GRAND CHAMPION

Exhibitor: Cooper Meinardus, 16
Hometown: Buckholts, Texas
Club/Chapter: Buckholts FFA
Price: \$150,000
Buyers: Jeff Aronoff, Mach Industrial Group, Gregory N. Miller, and Billy Parker



RESERVE GRAND CHAMPION

Exhibitor: Kamryn Till, 11
Hometown: Nada, Texas
Club/Chapter: Wharton County 4-H
Price: \$75,000
Buyers: Anne and Chris Richardson, The Somerville Family, and Jennifer and Joe Van Matre

CHAMPION AUCTION BUYERS

JUNIOR MARKET GOATS



GRAND CHAMPION

Exhibitor: Daylan Schulz, 16
Hometown: Abbott, Texas
Club/Chapter: Abbott FFA
Price: \$180,000 (world record)
Buyers: Skip Avara, B.J. and David Boothe, Mary and Ken Hucherson, and Amy and Mark Melton



RESERVE GRAND CHAMPION

Exhibitor: Davis Hutto, 18
Hometown: Eldorado, Texas
Club/Chapter: Eldorado FFA
Price: \$115,000
Buyers: Mimi and Tom Dompier, Anne and Chris Richardson, The Somerville Family, and Jennifer and Joe Van Matre

JUNIOR MARKET LAMBS



GRAND CHAMPION

Exhibitor: Cameron Crenwelge, 17
Hometown: Comfort, Texas
Club/Chapter: Kerr County 4-H
Price: \$270,000 (world record)
Buyers: Ruth Hildebrand Scholarship Fund/The Hildebrand Family



RESERVE GRAND CHAMPION

Exhibitor: Hudson Franklin, 10
Hometown: Shallowater, Texas
Club/Chapter: Lubbock County 4-H
Price: \$125,000
Buyers: Tammy, Peyton, and Mitchell Barrier; Michelle Iversen Jeffery; KCEF Foundation/Cookie Michael; and Pamela M. Logsdon, CPA

SCHOOL ART



GRAND CHAMPION

Painting: Timeless

Artist: Andy Wei, 18

School District: Fort Bend ISD

Price: \$235,000 (Show record)

Buyers: Mimi and Tom Dompier, Mary and Ken Hucherson, The Somerville Family, and Jennifer and Joe Van Matre



RESERVE GRAND CHAMPION

Painting: Southern Palate

Artist: Anton Zhou, 18

School District: Fort Bend ISD

Price: \$221,000 (Show record)

Buyers: Terry and Dr. Joe Agris, Julie and Alan Kent, Lisa and Tom Laird, and Lynda and Jim Winne

JUNIOR MARKET STEERS



GRAND CHAMPION

Exhibitor: Jagger Horn, 15

Hometown: Anson, Texas

Club/Chapter: Abilene FFA

Price: \$345,000

Buyers: Heather and Sean Congdon, Mary Alice and E.D. Lester, Olympia Drywall/Narciso and Greg Flores, and Schaefer Ranchwear/Emily and Robert Clay



RESERVE GRAND CHAMPION

Exhibitor: Stock Martin, 16

Hometown: Hereford, Texas

Club/Chapter: Oldham County 4-H

Price: \$330,000

Buyers: Shelly and Zac Brown, Victoria and Parker Johnson, and Amber and Steve Mostyn

CHAMPION AUCTION BUYERS

JUNIOR MARKET TURKEYS



GRAND CHAMPION

Exhibitor: Thomas Oman, 12

Hometown: Taylor, Texas

Club/Chapter: Williamson County 4-H

Price: \$110,000

Buyers: Clark and Charlene Thompson Foundation, D'Anna Michelle Jones, Texas Renaissance Festival – Terre Albert, and Misty and Tyson Weihs



RESERVE GRAND CHAMPION

Exhibitor: Hewston Lochte, 9

Hometown: Fredericksburg, Texas

Club/Chapter: Wrede 4-H

Price: \$68,000

Buyers: Jennifer and Roger Camp, Madison Charitable Foundation, Stephanie and Neil Yelderma, and Mark Young

RODEO UNCORKED!®



GRAND CHAMPION

Wine: Arinzano Gran Vno Blanco,

Pago de Arinzano D.O., 2010

Price: \$135,000

Buyers: The Clerkley Watkins Group, Inc., Becky and Kelly Joy, Julie and Alan Kent, and Schaefer Ranchwear/Emily and Robert Clay



RESERVE GRAND CHAMPION

Wine: Nice Winery Notorious Malbec,

Mount Veeder, 2013

Price: \$140,000

Buyers: Emily and Brad Bonnacaze, Brad Fish, Elizabeth and Michael Hatfield, and Araly and Chuck Simmons



Wild at Heart

BY SANDIE MARRINUCCI



A family of beautiful, talented and majestic horses took center stage at RODEOHOUSTON® this year in a tribute like no other. This time the horses pranced alone without a rider to showcase their legacy to the sport.

First out of the gate was Hostage, who galloped confidently into the arena with her head held high, a single spotlight following her every move. She was born a bucking horse — a proud equine athlete who has helped her rider win nearly every rodeo she’s ever been a part of, including RODEOHOUSTON. After 19 successful years as a rodeo star, Hostage is now retired and enjoying northern Colorado as the matriarch of a large and growing family. She returned to NRG Stadium during the 2017 Show to underscore the significance of livestock welfare, responsible breeding programs and the essential role that equine athletes play in the sport of rodeo.

Hostage was quickly joined in the center of the arena by her 12-year-old daughter, Hostage Negotiator, and her granddaughter, 7-year-old Hostage Taker. The three stood together and turned to watch as the chute opened to reveal two new members of the family as they scampered into the spotlight: 2-month-old Painted Hostage and a 2-week-old filly born to Hostage Negotiator during the Show — appropriately named Houston’s Honey by her adoring fans.

“They will grow up alongside their family and they’ll be the next in line to carry on the tradition,” said announcer Boyd

Polhamus as the rest of the herd thundered into the arena to the delight of the audience.

These magnificent, valuable, wild-at-heart horses are cared for and cherished by the Cervi family of Colorado, where the horses spend the off-season. Cervi Championship Rodeo has been the stock contractor for the Houston Livestock Show and Rodeo™ since 1967. The tribute to Hostage and her family was a joint initiative between the Cervis and the Show, and quickly became a fan favorite.

“It takes a special horse to perform at RODEOHOUSTON,” said Joe Bruce Hancock, general manager of the Houston Livestock Show and Rodeo. “While these horses are bred and born to buck, there is a significant amount of time, energy and care involved in the breeding and management of horses able to perform at this caliber of competition.”

As the performance came to an end, the entire herd galloped around the arena as Polhamus said, “It’s our responsibility, and it’s our privilege, to make sure that they are cared for with respect and worth. They are loving, yet wild. They are beautiful, yet they are unbroken. They have entertained your family for generations and those babies promise they will entertain you for generations to come.”

Rodeo fans were mesmerized and deeply moved by the vitality, strength and power on display, and left with a much better understanding of the importance of livestock welfare to RODEOHOUSTON. 🐾

SHOW MASCOTS: INSIDE THE COSTUMES!

BY AMY TANNER

Photos by Linda Evans



HOWDY AND MISS MOO

Houston Livestock Show and Rodeo™ Mascots

The Houston Livestock Show and Rodeo™ is an integral part of the city's rich history — spreading a love of agriculture and education. It makes sense that the Show's tenets come to life in the form of two cloth characters: Howdy and Miss Moo. But, what exactly is the story behind these masked merrymakers?

Howdy, the Show's official mascot, started as a sketch on a napkin and became a 3-D personification of the Show's logo, the "Bowlegged H," in 1993. He was envisioned by current Executive Committee member Hap Hunnicutt, Parade Committee chairman from 1992 to 1994, as a mascot for the Downtown Rodeo Parade that would bring happiness to spectators.

The big orange character can be seen all over NRG Park and appears at more than 65 Show events throughout the year, including all 20 Grand Entry presentations during

RODEOHOUSTON®. Howdy's day may start at the School Art Auction at 8 a.m., continue to NRG Arena at noon for a Rabbit Committee luncheon, and then end at NRG Stadium for photo ops and Grand Entry duties. The Ladies' Go Texan, Parade and Speakers committees help escort Howdy around to his year-round duties and staff the costume.

Those who know Howdy describe him as jovial, jolly and a little bit of a jokester. It is important for the mascot to engage with kids and adults, and to pose for photos.

The second Show character, Miss Moo, is a 6-foot Holstein — black-and-white — cow, wearing Texas-shaped earrings and a big red bow. She came into existence in 1995, but if anyone asks, she will let you know that she is not a day older than 4 by stomping her hoof four times. Created by the Ladies' Go Texan Committee to help spread the Show's story, Miss Moo is described as friendly, energetic and genteel. During the Show,



Miss Moo can be found in Hall B of NRG Center, grazing the green pasture outside her red barn or roaming the floors of AGVENTURE, presented by Occidental Petroleum. For 12 hours a day, Miss Moo interacts with Show guests, poses for photos and brings smiles to the faces of kids and adults alike, only taking a break to rest her feet and rehydrate.

When the Show is over, appearances by Miss Moo have just begun. Her social calendar is chock full of parades and school visits. In one year alone, Miss Moo participated in 94 events, reaching 84,742 people.

You may wonder about the Show volunteers who make these costumed creatures move. Ladies' Go Texan, Parade and Speakers committee volunteers work as Howdy and as his handlers, and 30 to 40 Ladies' Go Texan Committee volunteers make Miss Moo come alive.

"What's it like on the inside?" you may ask. This reporter

seized the opportunity to serve as Miss Moo and, in case there was any doubt in your mind, 15 pounds of foam rubber and faux fur is hot! Underneath the costume, volunteers wear ice vests to regulate the temperature, but it's still toasty work. Once inside the furry regalia, it is difficult to see or hear anything. With two of your senses gone, it is imperative to have a friendly volunteer handler to help you navigate crowds, see little toddlers and face the right direction for candid shots. And, despite the heat, it is difficult not to absolutely revel in the joy and awe experienced by each person you encounter.

No one can see the person inside the mascot, which makes each photo op, high five and handshake special, as Howdy and Miss Moo become real for thousands of people all throughout the year. Though the days are exhausting, there is nothing more energizing than bringing joy to so many people. 🐮



COMMUNITY INVOLVEMENT SERIES

*Barbara Bush
Houston Literacy Foundation*

BY SARAH WEBER LANGLOIS

Photo courtesy of Barbara Bush Houston Literacy Foundation

With the support of a Houston Livestock Show and Rodeo™ three-year educational program grant, the Barbara Bush Houston Literacy Foundation's Connect4Literacy online volunteer portal has united 38 literacy-focused organizations with more than 1,800 volunteers across Houston.

Launched in October 2014, the online platform has become a "one-stop shop" for literacy organizations to post volunteer needs and for the Houston community to find a wide range of literacy-related volunteer opportunities, according to Julie Baker Finck, president of the Barbara Bush Houston Literacy Foundation.

"The Connect4Literacy.org system mobilizes volunteers much like the Show does. Volunteer opportunities range from sorting books, mentoring children, teaching English as a second language classes and other literacy-based initiatives," she said.

Neil and Maria Bush formed the Barbara Bush Houston Literacy Foundation in 2013 in the Bush family's hometown of Houston to deepen awareness of the value of literacy and to mobilize area resources. "President and Mrs. Bush have lived here in Houston for more than a half a century," Finck said. "The Bushes have long supported the Houston Livestock Show and Rodeo, and the Show has been supporting the literacy cause, so it is natural that the two organizations would come together to partner to support literacy in Houston.

"The Show's grant permits the Barbara Bush Houston Literacy Foundation to regularly convene literacy partners across Houston to share best practices and to provide professional development," she said. "The grant also helps us to provide the infrastructure of the

Connect4Literacy.org portal and to raise awareness of the system for its greater use across our community."

The Show's grant has allowed the foundation to offer Connect4Literacy at no cost to Houston organizations. One of its beneficiaries is another Show-supported local nonprofit literacy organization, Books Between Kids, whose mission is to build children's home libraries. The Show's Trailblazer Committee partners with Books Between Kids through its Rodeo ROPES — Reading Opens the Path to Education Success — program. Show volunteers have provided more than 100,000 books to Books Between Kids since the inception of ROPES.

"The Trailblazer Committee members have logged hundreds of hours volunteering with Books Between Kids by collecting, sorting and distributing books to low-income, elementary school-aged children," said Amy Moroney, the Show's executive director of educational programs. "The Show values its relationships with the Barbara Bush Houston Literacy Foundation and Books Between Kids and is proud to support those organizations' efforts to solve literacy issues in our community."

Finck said that the partnership with the Houston Livestock Show and Rodeo is immensely helpful in achieving the foundation's mission to improve the quality of life for Houstonians of all ages through the power of literacy — the ability to read, write, speak clearly and think critically.

"The Show has an incredible extended reach," Finck said. "We are grateful for the Show's grant funding as well as the promotional support, both of which assist us with reaching our primary goal of increasing literacy rates among people of all ages in Houston." 🤠



THE CONNECT4LITERACY.ORG SYSTEM MOBILIZES VOLUNTEERS MUCH LIKE THE SHOW DOES. VOLUNTEER OPPORTUNITIES RANGE FROM SORTING BOOKS, MENTORING CHILDREN, TEACHING ENGLISH AS A SECOND LANGUAGE CLASSES AND OTHER LITERACY-BASED INITIATIVES.



— JULIE BAKER FINCK,
PRESIDENT OF THE BARBARA BUSH
HOUSTON LITERACY FOUNDATION



RICHARD "FLAME" GRUEN



30TH ANNUAL · 1988-2017
RODEO RUN
presented by **ConocoPhillips**



LIZA DAVALOS AND ALLISON CRAIG

BY CRYSTAL MCKEON • Photos by Lisa Norwood

RUNNING FOR A CAUSE

ConocoPhillips has sponsored and organized the Rodeo Run for the past 30 years, and while the sponsorship continues, the Houston Livestock Show and Rodeo™ took over operations and planning for 2017. To assist with the transition, ConocoPhillips provided an experienced steering committee to help the Show literally hit the ground running.

In deciding who should spearhead the event, the Show called on the Parade Committee — which worked closely with ConocoPhillips in previous years for the pre-Downtown Rodeo Parade event — to help coordinate and organize the Rodeo Run, along with Show staff members and other committee volunteers.

The Rodeo Merchandise Committee held a key role in the ordering, folding, packaging and mailing of registration packets to race participants and virtual runners. Along with 150 volunteers from ConocoPhillips, the Western Heritage Community Challenge Committee helped to staff packet pickup for participants leading up to race day, and the Speakers Committee provided clowns at the start line to pump up runners, as well as ropers to teach roping at the post-race party held near the finish line at Eleanor Tinsley Park. To start the race, the U.S. Marine Corps Band from New Orleans played the national anthem and "God Bless America." Safety Committee volunteers were assigned in teams of two — a nurse and an EMT — for any medical

situations that occurred during the 5K and 10K races. Ladies' Go Texan Committee volunteers provided Show mascots Howdy and Miss Moo at the post-race party for photo opportunities.

With assistance from ConocoPhillips volunteers, the Go Tejano Committee organized the start and finish lines setup and crowd control, and team captains from the Wine Sales and Events Committee helped organize water stations and awards.

To give the runners encouragement, committees formed "hoopla" teams to cheer participants on by ringing cowbells, wearing tutus and boots, and waving signs. Sarah and Cory Mizell, longtime Rodeo Run participants, loved the hoopla teams. "It is great to see them cheering and the effort they put in really gives you an extra boost to finish," Cory said.

Show volunteers from several committees, including Black Heritage, Breeders Greeters, Gatekeepers, Go Tejano, Tours, Trailblazers, Transportation, and Wine Sales and Events, lined the runners' route as "hoopla" teams.

The Rodeo Run, presented by ConocoPhillips, would not have been a success without the nearly 500 individual volunteers from schools, committees and companies who gave their time and talent. There were nearly 9,500 runners who crossed the finish line in 2017, raising approximately \$350,000. ConocoPhillips and the Show look forward to continuing to work together on the event for years to come. 🏃



OUTGOING CHAIRMAN OF THE BOARD

JACK A. LYONS

BY KATIE LYONS

Photo by Meredith Floherty



Chairman of the Board Jack A. Lyons and his family are all active supporters of the Houston Livestock Show and Rodeo™, and will be for generations to come.

If you have ever met my father-in-law, you would know that he is never short on words, especially when it comes to the Houston Livestock Show and Rodeo™. However, when we sat down to reflect on his three years as chairman of the board, Jack Lyons was speechless. How do you put into words the heart and soul that you have poured into such a dynamic organization over the last three years?

Jack's dedication to the Show is undeniable to everyone he meets. His passion is contagious and inspiring. My father-in-law is a true leader, and he feels that a good leader never takes personal credit for the organization's successes. Jack surrounded himself with people he knew would help him bring the Show to the next level. He enjoyed reaching new heights and sharing the Show's achievements with the entire workforce — both staff and volunteers. "When more than 2.6 million people walk through your door in [23 days], it is clear you are doing something right," Jack said.

The record and near-record attendance numbers during Jack's tenure have led the Houston Livestock Show and Rodeo to committing to a growing number of scholarships and other educational programs each year.

"Jack's passion for and commitment to the Show are unparalleled," said Joel Cowley, president and CEO of

the Houston Livestock Show and Rodeo. "Through personal appearance, video, live stadium interviews and other initiatives to communicate our impact, he has greatly enhanced awareness among our many and varied stakeholders. A true champion for youth and education, Jack's efforts have set the stage for even greater successes in the future."

As chairman on the board, Jack has loved traveling across the state representing the Show. "We are very blessed to have the full support of the entire state, more than 33,000 volunteers, our staff, our scholarship recipients and our alumni," he said. "This full-circle commitment encompasses our success. If it were not for each of these individuals, we would not have been able to give away more than \$430 million since 1932."

Over the last three years, Jack did a countless number of speeches and interviews, but there are 60 that mean the most to him. The 60 live interviews he did during the RODEOHOUSTON® performance each night in NRG Stadium, alongside Rodeo announcer Boyd Polhamus, allowed him to carry out his personal goal of raising awareness of the Show's mission.

"These interviews helped put a face with what the Show is all about," he said. In these nightly interviews, Jack spoke with current scholarship

recipients and alumni, and educational grant recipients, about how the support from the Show has enabled them or their organizations to accomplish their individual goals. Each night, their answers were touching and motivating to the entire RODEOHOUSTON audience.

But on Jack's 60th RODEOHOUSTON performance as chairman, Polhamus reversed the script and interviewed Jack, giving him an avenue to thank the Show for three of the most rewarding years of his life.

In closing, Polhamus said, "Cowboys never say goodbye, they just ride away." Jack may have ridden away on March 26, but he did not say goodbye to the Houston Livestock Show and Rodeo. The Lyons family commitment to the Show is stronger than ever — even Jack and Nina's newest grandchild-on-the-way, due in September, already has a life membership.

And Jack's experiences as a committeeman, chairman, officer, and most recently, chairman of the board, will serve him well as he continues as an active member of the Executive Committee.

"The Show will always have a very special place deep in our hearts," Jack said. "I have so many fond memories — memories of what we did as a family and memories of being a part of life-changing moments in the lives of other families." 🤠

OUTGOING VICE PRESIDENTS



CURTIS W. CLERKLEY JR.

Black Heritage, Directions & Assistance, Jr. Rodeo, Wine Competition, Wine Garden, Winery Relations, and Wine Sales & Events

BY ALLYSON BANDY LAMBERT

What did you learn about the Show as a vice president that you did not know before?

The amount of work and the amount of time that the volunteers put into their respective committees, functions and events, and seeing it all come together. When you are in leadership, you don't always see the work that goes into everything. I don't think anybody realizes how many volunteers it takes, and how much fun it is to be a part of that. I really enjoyed the volunteer aspect.

What is your most cherished memory from your term as a vice president?

We, as officers, have the opportunity to meet scholarship recipients and their parents; many volunteers cannot do that. At a Houston Metro scholars dinner, I was seated at a table with a lady and two of her kids, one of which was a scholarship recipient. She said to me, "I cannot begin to tell you how important the Houston Livestock Show and Rodeo™ has been to my family." Six months prior, she lost her husband and was not sure she could send her daughter to college. Several months later, her daughter received her letter that she was a Rodeo scholarship recipient. That was the most incredible thing; the power of appreciation of these scholarships by both the recipients and their families. Your heart just drops when you hear stories like that. I've kept up with the young lady and she is doing great in college. It's an honor and privilege to be an officer at the Show. We take a lot of things in life for granted.

How has the Show changed in the three years you were a vice president?

The Show has changed a lot. It has become more diversified, in a number of ways. In our entertainment, in our committeemen, our committees and what they do, and how they do things. The Show is evolving and is definitely growing with the times. It's growing where we are today in life and with a lot of opportunity for all committeemen. For example, the Armed Forces Appreciation Committee not only recognizes our military; it also helps organize First Responders Day. We see more juniors from our Jr. Rodeo Committee being involved with the Show. We have seen the growth of AGVENTURE and its popularity with young kids from around the city.

What was your proudest accomplishment as an officer in charge?

I am responsible for seven committees and each committee was able to reach all of their goals. Along with my chairmen, I set achievable goals for each of the committees every year; we were able to fulfill each goal we strived for. However, the proudest moment was being selected to become a vice president of the Houston Livestock Show and Rodeo.

How would you describe the Show and its mission in ONE word?

Blessing. The Show is a blessing to a lot of people. It affects so many lives. A lot of people wouldn't have what they have without what the Show is able to do for them. The Show is a remarkable entity to the city of Houston.

What's next for you?

I get to go back to my real job now. I will enjoy being a committeeman without a title. I am going to get involved with a few of my committees and work with them and the goals we set forth. I want to go out and be among the people — be with them — and not in charge of them.



RONNIE GULIHUR

Houston Metro Go Texan, Ranching & Wildlife, Speakers, Swine Auction

BY ALLYSON BANDY LAMBERT

What did you learn about the Show as a vice president that you did not know before?

How many people the Speakers Committee reaches all year long — thousands of children, adult church and business groups, chambers of commerce members, and many others. Prior to representing the committee as vice president, I didn't realize they worked all year long and the number of folks they touched. How hard the Houston Metro Go Texan volunteers work. They operate 12 months of the year, from when the Houston Livestock Show and Rodeo™ ends, through the following year. How all the volunteers perform their roles to make the Show happen seamlessly.

What is your most cherished memory from your term as a vice president?

On a personal level, it had to be when my daughter, Maggie, won Mutton Bustin' in NRG Stadium in 2015. The most amazing part is she had no idea she had won, just that she rode the sheep. On a Show level, it had to be when I was called and asked to serve the Show as a vice president. Earning the Executive Committee's faith in my ability to represent our volunteers is a great memory. Over the last three years, earning the respect of the 2,000 volunteers serving the four committees that I currently represent, along with attending the Events & Functions Committee events I represented my first year.

How has the Show changed in the three years you were a vice president?

The Show has [become] larger and we have been able to reach a greater number of people. The number of volunteers has grown as well. We sometimes forget that our Show also touches volunteers just like our students and our guests. The expansion of our educational initiatives and the scholarship values are increasing and will continue to make an impact on our city and our state.

What was your proudest accomplishment as an officer in charge?

Witnessing the Swine Auction Committee set a record of \$2.9 million in 2016. It was supposed to be a down economy due to the oil and gas industry downturn in Houston, but that didn't stop the Swine Auction Committee; they raised 11 percent more in 2016 than in 2015.

How do you describe a Show volunteer?

One characteristic that stands out to me about the Houston Livestock Show and Rodeo volunteers: when you ask them to do something new, they never say "why," they say "why not." To me, this sums up the Show volunteer.

How would you describe the Show and its mission in ONE word?

Unfathomable.

What's next for you?

I am looking forward to spending more time at home with my wife and kids. This is my 21st year volunteering with the Show and it has been a big part of my life. I plan to still be involved with all the committees and I will always be there any time anyone has a question or needs help. I would like to thank my wife, Reneé, a Fort Bend Houston Metro Go Texan [Committee] volunteer, and my two daughters, Megan, 11, and Maggie, 8, for putting up with me over the last three years.



PARKER JOHNSON

Asset Distribution, Mutton Bustin', RODEOHOUSTON® Sports Medicine, Safety, Steer Auction

BY ALLYSON BANDY LAMBERT

What did you learn about the Show as a vice president that you did not know before?

I have personally served on four different committees and never had time to understand what all the rest of the committees did. As a vice president, I could learn and see firsthand why it takes 33,000 hard-working, dedicated, and generous volunteers to make the Houston Livestock Show and Rodeo™ a success. The dedication these volunteers put into the 107 committees is amazing.

What is your most cherished memory from your term as a vice president?

It was no doubt, attending the scholarship events at the different universities, and FFA and 4-H conventions. It shows how much the Show changes an individual's life, as well as their families' lives, once a scholarship has been awarded. The interactions with them and their stories will be something I will never forget.

How has the Show changed in the three years you were a vice president?

We always strive to make a difference as an officer and make things better than when we found them, but truthfully, it is not us officers making the difference. It is the 33,000 volunteers that generate ideas and make change successful. It just amazes me how the Show continues to grow and strives to make things better for its consumers. During my term, it was either creating a new venue for the kids, better crowd control, or making the Show a better place to visit and enjoy.

What was your proudest accomplishment as an officer in charge?

My proudest accomplishment was having the honor to support five committees: Mutton Bustin', Asset Distribution, Safety, RODEOHOUSTON Sports Medicine and Steer Auction. Working with these volunteers and chairmen was the gateway to opening my eyes on how much more the Show has to offer. Thank you!

How do you describe a Show volunteer?

Hardworking, dependable and committed to excellence come to mind. Without the hardworking, dedicated volunteers, the Show would not be able to do what it does best — utilizing agriculture, entertainment and people to produce educational funding for our youth in this great state of Texas.

How would you describe the Show and its mission in ONE word?

Generous.

What's next for you?

I am planning to go on a long family vacation! Afterward, I will continue supporting the youth and donating my time to the Show. I also plan to continue as an exhibitor at the Horse Show, encourage my kids to show animals in the Houston Livestock Show™, put more kids on sheep in the mutton bustin' competition and be an outrider for the Downtown Rodeo Parade.



TONY RICH

Corral Club; Division I: At Large, Auctions & Receptions, Beverage Services, Equipment, Ticket Sales, Support; Division II: The Hideout, Main Club, Committeemen's Club, Stockman's Club; Division III: The Cantina, Chairman's Club, Chute Club, Directors' Club, Level East, Level West, Sky Suites, Suites East, Suites West

BY ELIZABETH SLAVEN

What did you learn about the Show as a vice president that you did not know before?

Being exposed to all of the other committees and learning that just about every volunteer, regardless of committee, was as passionate about the goals of the Houston Livestock Show and Rodeo™ as my committees (Corral Club).

What is your most cherished memory from your term as a vice president?

Without question, meeting the scholarship recipients and their parents. We attended many banquets, lunches with existing students currently on scholarship, 4H and FFA conventions and scholarship recipient reunions. I connected with many students through emails and letters, which I pass along to my committees for all to read. Being exposed to their lives and what many have gone through with these communications and how we are making a difference in sculpting their future which eventually becomes our future was very rewarding and will be the part I miss the most.

How has the Show changed in the three years you were a vice president?

There have been a lot of changes, innovations, and new or improved concepts which make the show appealing to a wider audience. These include the addition of a new ticketing system, new events such as the agrobotics competition, Cowboy Mounted Shooting and improvements in the food court and sanitary stations. There really is something for everyone at the Show and the show is constantly looking for ways to improve in all areas.

What was your proudest accomplishment as an officer in charge?

The can-do attitude of my Corral Club committees; we took on many additional tasks, added another committee and improved the experience for the vendors, the carnival, committeemen and Show guests, all while maintaining the Corral Club values and traditions. Our volunteers continue to replace paid personnel, which increases the revenue going toward the Show's mission.

How would you describe the Show and its mission in ONE word?

Generous. The Show is GENEROUS to its scholarship recipients, grant recipients and other philanthropic organizations. The volunteers are GENEROUS with their time, money and ideas to continue to improve and grow. Area employers are GENEROUS in allowing their employees time to volunteer.

What's next for you?

I have been heavily involved since 1991 and have missed very few shows in my 27-plus years so there is no way I could stay away. I will stay active with the School Art Auction and Grand Entry committees and be ready if called upon to serve again.

OUTGOING VICE PRESIDENTS



KEN SHAW

Area Go Texan, Go Texan Contests, International, Premium Seating

BY ELIZABETH SLAVEN

What did you learn about the Show as a vice president that you did not know before?

There were several things that were new, including:

1. The role of many of the committees. We cover a lot of functions during the Show with our 107 committees. An example would be the extent of the Agricultural Mechanics Committee — the significant number of entries and quality of those entries, as well as the extensive prizes and rewards we provide the entrants.
2. The quality and depth of talent in our 33,000 committee volunteers. Very impressive!
3. The dedication our committeemen have for their role and their committee, whether it be standing and loading buses late into the night or being up at 3 or 4 a.m. to welcome exhibitors coming in with their animals. (Committee) members have remained committed for many years to these roles when others may have concluded they were too hard or too inconvenient.

What is your most cherished memory from your term as a vice president?

The many committeemen I have come to know and become friends with, whether locally with the International, Premium Seating or Information Services committees, or from across Texas with the Area Go Texan and Go Texan Contest committees.

How has the Show changed in the three years you were a vice president?

Each year staff coordinators and committee leaders look to what changes or tweaks can be made to improve operations and make the Show even more attractive to our exhibitors and audience.

What was your proudest accomplishment as an officer in charge?

My proudest accomplishments have been:

1. The smooth operation of all the committees that have been under my supervision.
2. Seeing the Area Go Texan Committee embrace the challenge to promote successful events that raise funds for scholarships to youth in their local counties. There has been an increase in local scholarships due to counties accomplishing this objective.
3. Every year, upon completion of the Show, to sit back and realize that we as a staff and team of volunteers have just completed a very successful Show. One that is extremely attractive to the exhibitors, sponsors, vendors, cowboys and the general public, and that has generated a significant dollar amount that we can use to support the education of the youth of Texas!

How would you describe the Show and its mission in ONE word?

Opportunity! The Show provides so many opportunities — for committeemen, exhibitors and the youth across Texas who benefit with an educational opportunity from the results of the Show.

What's next for you?

I would hope another opportunity to lead volunteers in a meaningful way to accomplish a Show that continues to be successful.



JIM BOB TAYLOR

Agricultural Mechanics, Breeders Greeters, Rabbit, Rodeo Express

BY ELIZABETH SLAVEN

What did you learn about the Show as a vice president that you did not know before?

From the committees I served on, it was amazing to see how each accomplishes their goals and missions. The complexity of how Rodeo Express works from setting up the tents to staging buses and moving people on and off the grounds in a professional manner. Ag Mechanics making sure all the projects get unloaded and loaded safely in a tight working space. The Rabbit Committee putting on two shows and managing the Rabbit Hole Exhibit in AGVENTURE during the entire show, and how Breeders Greeters literally works around the clock on large livestock animal move ins.

What is your most cherished memory from your term as a vice president?

There are too many to list but one experience stands out. I was at Texas Tech this past year in the lobby where our scholarship reception was being held. A young man walked up to me and thanked me for being a volunteer with the Show and allowing him to financially be able to go to college. He said he was from a small town where his family could not afford to send him to college. If he had not received a scholarship from us, he probably would not have been able to go to college. I would also say seeing how hard our volunteers work and how they take their personal time as a commitment to the Show. It is amazing how 33,000 members work together to put on a great event.

How has the Show changed in the three years you were a vice president?

The marketing improvements and social media have really taken off to reach our customers. Social media has become one of the biggest ways we advertise and simulate information about our Show. The METRO Rail has started to surpass bus ridership in how our customers get to the grounds. The Show is constantly updating and improving the experience for our customers.

What was your proudest accomplishment as an officer in charge?

Just being in charge of four great committees. I was involved in the new Rabbit Hole Exhibit, and working with Rodeo Express to rebuild the bus tent in two days after storm blew it down in 2016. Meeting our new scholarship recipients each year to see how we are changing the lives of the youth of Texas. Seeing Ag Mechanics and Breeders Greeters handle the increase of record breaking exhibitors attendance each year.

How would you describe the Show and its mission in ONE word?

Support, and by definition volunteers support the Show, each other, and in turn the Show supports all things agriculture and we support the youth of Texas through educational scholarships and funding.

What's next for you?

I have been a volunteer since 1993, so I can't stay away. I will stay involved and support the committees where I can and hope to see my children start to get involved when they are old enough to be on the Jr. Rodeo Committee.



Jake Wortham Allee
Llama and Alpaca



Michael Hamilton Arterburn
Corral Club – Stockman's Club



Scott Baumann
Trail Ride



Brandon James Baylor
Corral Club – Committeemen's Club



Larry Biediger
Corral Club – Division III



John R. Braniff Jr.
Ranching & Wildlife



Richard S. Cervantes
Corral Club – Sky Suites



Charlotte Drago Clawson
Feed Store



Robert H. Clay
World Shows



Brian Dodson
Corral Club – Division III



Steve B. Ehrig
Area Go Texan



Charles Fisher
Information Systems



Terrence H. Fontaine
Black Heritage



Audry Giles-Gates
Quarter Horse



John Charles Glithero
Horse Show – General



Kathy Hardcastle
Corral Club – Support



Jason T. Hawthorne
Gatekeepers



Charlie Heintschel
Commercial Exhibits



Dennis W. Jenkins, D.V.M.
Veterinarian



Alicia B. Jimerson-Knox
Western Art



Rick Jones
Calf Scramble Donors



J. Grover Kelley
Lifetime Vice Presidents



Stephen Mahalitc
Junior Commercial Steer Feeding and Management

OUTGOING COMMITTEE CHAIRMEN



Pete Medina
Membership



Amy Pinkham Miller
Tours



James R. Mora
Transportation



Robert M. "Mike" Moss
Corral Club – General



Lisa Nguyen
School Art



Scott Nichols
Judging Contest



Aaron Wayne Osborn
Donkey And Mule



Sammy Osbourn
Corral Club – Auctions & Receptions



Bob Porter
Corral Club – Division III



Eric Potts
Steer Auction



Milton Byrd Purvis
Area Go Texan



Stephen R. "Steve" Ranson
Livestock



Scott Reed
Corral Club – Ticket Sales



Linda Alonzo Saenz
Go Tejano



Katherine R. Saragosa-Kroloczyk
Corral Club – Hideout



Gretchen Gilliam Simmen
Trailblazer



Larry Jay Smith
Souvenir Program



Lee Smith
Armed Forces Appreciation



Adam F. Suhr
Paint Horse



Howard Webster
School Art Auction



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