



"BOWLEGGED H" MAGAZINE

FALL 2018 • VOLUME XXVI • NO. 3 • HOUSTON LIVESTOCK SHOW AND RODEO™



2018
SHOW

"BOWLEGGED H" MAGAZINE

FALL 2018 Volume XXVI • No. 3

"Bowlegged H" Magazine is published quarterly by the Houston Livestock Show and Rodeo™. Copyright © 2018

FEATURED

2 DATE NIGHT AT THE RODEO

4 PROFILE OF A LIVESTOCK SHOW JUDGE: DR. SCOTT GREINER

6 SWEET ON HOUSTON'S HONEY

10 RODEO AND THE ARTS: A CULTURAL PARTNERSHIP

12 CALF SCRAMBLE PROGRAM: A FAMILY AFFAIR

MORE

8 BY THE NUMBERS: TOURS COMMITTEE

14 RODEO SCHOLAR GIVES BACK

16 INCOMING EXECUTIVE COMMITTEE MEMBER: PAT MANN PHILLIPS

17 INCOMING VICE PRESIDENTS

20 INCOMING COMMITTEE CHAIRS

ON THE COVER



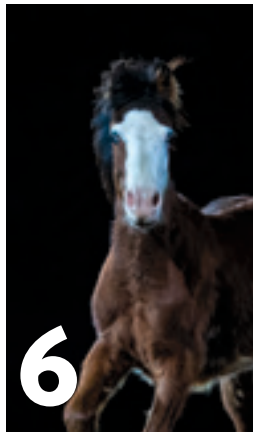
2018 livestock show trophies, featuring the iconic "Bowlegged H"



2



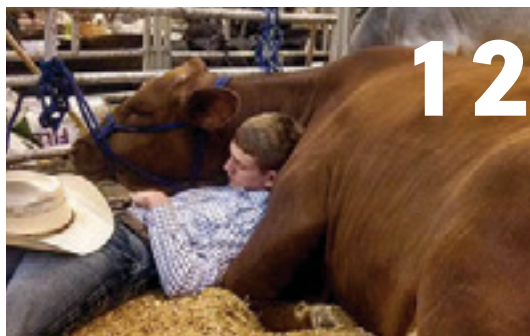
4



6



10



12

MAGAZINE COMMITTEE

Tonya Yurgensen-Jacks, *Officer in Charge*
Kate Gunn Pagel, *Chairman*

Vice Chairman

Lyn Stewart, *Copy Editor*
Emily Wilkinson, *Assignments Editor*

Editorial Board

Becky Lowicki
Allyson Bandy Lambert
Melissa Manning
Nan McCreary
Kenneth C. Moursund Jr.
Ashley Plaeger
Ken Scott
Marshall R. Smith III
Amy M. Tanner

Photographers

Linda Evans
Meredith Flaherty
Lisa Norwood
Debbie Porter

Reporters

Stephanie Earthman Baird
Sarah Brock
Scott Hill Bumgardner
Kate Bradley Byars
Mollie Dreibrord
Ginny Ellsworth
Abimbola Farinde
Samantha Fewox
Sarah Langlois
Lawrence S Levy
Katie Lyons
Sandie Marrinucci
Gigi Mayorga-Wark
Rebecca McGovney-Ingram
Crystal McKeon
Wendy McNatt
Marina Olson
Susan Emfingler Scott
Angela Shah
David Simpson
Elizabeth Slaven
Sandra Hollingsworth Smith
Gina Steere
Katy Stewart
Sarah Tucker
Taylor Wilson
Todd Zucker

MARKETING, PUBLIC RELATIONS & PRESENTATIONS DIVISION

Clint Saunders
Managing Director, Communications
Brooke Prather
Coordinator, Communications
Lene Botha
Graphic Designer

Staff Photographers

Francis M. Martin, D.V.M.
Dave Clements

Questions:

magazine@rodeohouston.com

CORRECTIONS CORNER

2018 OUTGOING CHAIRS (CONTINUED FROM SUMMER 2018 ISSUE)



John M. Causey
Cutting Horse Show



Jerry Fabian
Western Heritage
Community Challenge



Tommy Kohlmaier
Rodeo Merchandise

RODEO OFFICIALS

Chairman of the Board

Jim Winne

President and CEO

Joel Cowley

Vice Presidents

Thomas J. Baker III

Roger Camp

Michael C. Curley

J W Daubert III

Ed DeCora

Terence H. Fontaine, Ed.D.

Michael W. Galvan

E.R. "Butch" Guerrero

Bill Hanna

Jeffrey S. Hayes

James "Alan" Kent

Kelly J. Larkin, M.D.

Mike Moss

Emmett O. Story Jr.

Archie Thompson

Wendy Vandeventer

Taylor Whitaker

Tonya Yurgensen-Jacks

Executive Committee

Jim Bloodworth

Brady F. Carruth

Ray Hinsley

J.P. "Hap" Hunnicutt

Don D. Jordan

Jack A. Lyons

Pat Mann Phillips

Chris Richardson

C. R. "Butch" Robinson

Wesley Sinor

R.H. "Steve" Stevens

Joe Van Matre

P. Michael Wells

Lifetime Members of the

Executive Committee

Don A. Buckalew

Tilman J. Fertitta

Wayne Hollis

Ed McMahon

John O. Smith

Paul G. Somerville

Keith A. Steffek

James M. "Jim" Windham

AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



From the CHAIRMAN OF THE BOARD

As the summer months pass us by and fall quickly approaches, we are busy planning for the upcoming Houston Livestock Show and Rodeo™. From electing new leadership to finalizing budgets for the 2019 fiscal year, it has been an incredibly busy summer.

I am excited to serve as your chairman of the board for the second consecutive year and for the opportunity to work alongside the Executive Committee, board of directors, vice presidents, committee chairmen, staff and 34,000 volunteers to facilitate another successful Rodeo in 2019.

In this issue, you will get a chance to read about our incoming Executive Committee member, Pat Mann Phillips, and our incoming vice presidents Tomas J. Baker III, Ed Decora, E.R. "Butch" Guerrero, Bill Hanna, Emmett O. Story Jr. and Tonya Yurgensen-Jacks. Each one of these individuals brings a valued expertise and skill set to the team and I am confident that their leadership, along with the efforts of our newly-elected committee chairs, will help bring the

Rodeo to new heights.

One of the goals for the coming year is to address the parking and traffic concerns many of you mentioned in the post-Rodeo Volunteer Survey. Parking and traffic congestion have been a topic of discussion for a while now and, as a result, we contracted a firm during the 2018 Rodeo to evaluate our traffic patterns and provide recommendations on how we can get people in and out of the grounds as efficiently as possible. We are blessed to entertain more than 2.4 million guests each year, but with large crowds there are challenges that we must overcome to ensure our guests, volunteers and visitors have the most enjoyable experience possible. Your feedback is very important and I want to thank everyone who took the time

to complete the post-Rodeo Volunteer Survey. We rely on your input to keep the Rodeo moving forward and will be using the results of the survey to improve the Rodeo's overall experience for years to come.

In 2019, the Rodeo will be extended to 21 days to accommodate a concert-only performance by legendary country music icon George Strait on the final night. This year, the Show will begin on Monday, Feb. 25, and will close on Sunday, March 17. RODEOHOUSTON® performances will be held every day except for the final Sunday. All other grounds activities and exhibits including the livestock and horse shows, carnival, shopping and dining booths, and live music in the Champion Wine Garden and The Hideout will be open for the entire run of the Rodeo.

Adding an extra day to the Rodeo will present some challenges in regard to a compressed move-in schedule, but I am confident that we will be able to get the job done and make this the best Rodeo yet. 🤠

All my best,

Jim Winne

Date Night

AT THE
RODEO

BY SARAH BROCK

Photos by Meredith Flaherty

When planning a perfect date night, it can be tough to pick just one activity. A sporting event? Live music and dancing? Wine and food? Few other places in the city can claim to have it all, but for a few weeks in February and March, the Houston Livestock Show and Rodeo™ is the perfect location for those who want a full night of fun with their sweetie.

The timeline on Page 3 provides a fun view of what it's like to be out and about at the Rodeo, including a few first-hand accounts from folks on their own date night during a weekday.



5:30 P.M.

Start your date with a glass of wine at the Rodeo Uncorked! Champion Wine Garden. “This is just quintessential Texas,” Charles Rutt said. “Oak trees, country music, cowboy hats. It’s Texas. It’s just a good time.”

With the sweet taste of tannins in your mouth and live music playing, the Champion Wine Garden is the perfect way to relax and begin a romantic night out. “We walk around until the Wine Garden is open and then go in and have a nice bottle of wine,” Andrea Foster said.

Sharing a bottle of wine is so easy, the Champion Wine Garden is often a favorite double date spot. “It’s fun to listen to the music,” Rutt said. “Most people playing are local, and it’s fun to find friends here; we always end up in the Wine Garden.”



5:45 P.M.

Grab your sweetheart’s hand and take a stroll through the food tents or NRG Center to do some shopping and see the exhibitions. “Usually we walk around and shop,” Jan Ray said. “I think you should just let it happen. Don’t have any expectations — walk around and if you see something, stop.”



6:45 P.M.

It’s time to head into NRG Stadium for the main event. “Make sure you actually see the rodeo events,” Richard Wilkens said. “People don’t realize what they miss with the bronc riding and calf scramble and all the other events before the concert.”



10 P.M.

Following the concert, it’s time to enjoy the carnival together. From the adrenaline-pumping roller coasters to the laid-back games, there is something for everyone. While the carnival excites kids and families, plenty of parents have enjoyed it while their kids are home in bed.

“Logistics are easier without kids,” Wilkens said. “Let’s just say we won’t be stopping by Fun on the Farm tonight.” Wilkens and his wife, Mary Lee, usually dedicate some carnival time to winning a toy to take home. 🎮

PROFILE OF A LIVESTOCK SHOW JUDGE:

Dr. Scott Greiner

BY ALLYSON BANDY LAMBERT



What does it take to become a judge at the world's largest livestock show? According to Dr. Scott Greiner, 2018 Houston Livestock Show and Rodeo™ Junior Market Lamb Show judge, education, years of expertise and reputation in the industry are ultimately what earns individuals a coveted spot as a Houston Livestock Show and Rodeo judge.

Greiner, who grew up competing in 4-H livestock judging competitions and ultimately advanced to a collegiate livestock judging team, credits the great mentors and coaches he had growing up for helping him get to where he is today. While attending college at Iowa State University, his judging team won the National Collegiate Livestock Judging Contest, which presented him with judging invitations at shows across the nation. He furthered his education by earning a Bachelor of Science in Animal Science from Iowa State, a Master of Science in Animal Science from Michigan State University, and a Ph.D. in Animal Science, with a concentration on Meat Science, also from Iowa State.

Judging livestock requires a tremendous amount of skill and practice, which is crucial when it comes down to selecting a Grand Champion animal. According to Greiner, the Houston Livestock Show and Rodeo attracts a large number of high quality lambs. He explained how judging the two-day market lamb show can be very demanding, both from a physical and mental standpoint — approximately 1,500 market lambs are evaluated and sorted before selecting the Grand Champion.

What exactly are livestock judges looking for? During a market show, animals are raised as a food product and their market potential is evaluated. "There are a set of industry acceptable standards," Greiner said. "Muscle and fat are assessed, and structural correctness, eye appeal and balance are also evaluated."

For junior high and high school students looking to obtain training in the skills needed to evaluate livestock, Greiner encourages students to become involved in their local 4-H and FFA programs. Students involved in these programs will have the opportunity to learn the basics of livestock judging, as well as participate in hands-on livestock judging competitions.

"Livestock judging [as a student] is valuable because

not only will they learn about the livestock and their production, they [also] learn about the livestock industry, gain communication skills, [as well as] decision-making and time management skills that are vitally important no matter what career path is chosen," he said. "Involvement in judging also helps the youth learn about the various breeds and species of livestock, and how livestock is managed and raised."

Greiner and his family raise lambs, and both of his daughters were involved in 4-H and showed competitively. "Livestock judging and evaluation is part of raising livestock," he said. "Animals are a family project and a significant part of our experience."

His favorite aspect of judging livestock is working with young people and being able to play a role in the project on which they have worked so hard. "Livestock projects are a great vehicle to instill important life skills in young people, and as a judge with a role in the process, it is a great honor and a responsibility that I take very seriously," he said. "The Show generally serves as the culminating activity for the livestock project, and it is a pleasure to work with the young people in the ring as they showcase the results of their many months of hard work leading up to that point." 🏆





A little yearling with a white face and four white socks danced into the arena to the delight of her admirers, Sunday, March 11, to celebrate her first birthday. Houston's Honey, born during RODEOHOUSTON® in 2017, was back in the spotlight as the star of the annual presentation of the Show's equine athletes, the Mare and Foal Presentation. Healthy, spunky and full of energy, "Honey" is a protégé of Cervi Championship Rodeo, stock contractor for RODEOHOUSTON.

SWEET ON HOUSTON'S

Honey

BY SANDIE MARRINUCCI

The Mare and Foal Presentation was incorporated into the RODEOHOUSTON presentation in 2017 to showcase the vitality, strength and health of the equine athletes that perform during the rodeo. "The response from the fans was phenomenal," said Catherine Schultz, Houston Livestock Show and Rodeo managing director of sports and event presentations. "We decided, along with the Cervi family, to bring the tribute back this year and feature Houston's Honey on her first birthday since the public named her. The crowd was thrilled!"

Honey's name reflects her sweet, approachable personality. "She's gentler because she's already been to more rodeos than her siblings" said Binion Cervi, who manages Cervi Championship Rodeo with his brother, Chase. "This will help her when she begins her rodeo career because she won't be as nervous as the others. She'll already be accustomed to the environment."

After last year's Rodeo, Honey traveled to the Cervi Ranch in Stoneham, Colorado, where her coat grew thick to accommodate the colder weather. Just like human athletes, rodeo horses need a balanced, nutritious diet and regular exercise to develop the strength and stamina needed for competition. Nurtured by her mother for four months, she was weaned and joined a herd of 20 other foals. Honey was then introduced to a feed ration of oats and alfalfa hay

twice a day. Honey's home in Colorado is located on 60,000 acres of the Pawnee Natural Grasslands, where the grass is nourishing and ideal for developing the stronger, bigger horses required for the sport.

Back at the Cervi Ranch, everyone knows that breeding and developing a bucking horse is not for the faint of heart. "You have to have a lot of patience to raise a bucking horse," Cervi said. "They don't even go near a bucking chute until they are 5 years old. When that time comes, usually at a small show, rodeo school, high school or college competition, you're pretty much on the edge of your seat because you've waited five long years to see how they will perform."

Asked if there are any early indications of Honey's prospects as a great bucking horse, Cervi shook his head. "It's too early to tell yet if she'll be a great bucking horse," he said. "I've seen some gentle, easy-going horses become great bucking horses, and then there are those who don't really want that career, so they do other work. Honey has the genetics for it, so we'll just have to wait and see."

Will Houston's Honey be back next year? "We hope to bring her back," Cervi said. "It's an honor to be a part of the rodeo here in Houston. It's the pinnacle of the sport of rodeo and Honey's hometown — we're already looking forward to coming back." 🐾

BY THE NUMBERS: TOURS COMMITTEE

BY ELIZABETH SLAVEN

Photos by Debbie Porter



111

The number of Logistics volunteers who welcomed student guests on school buses Monday through Friday during the Rodeo in two different locations on the grounds. These volunteers are often the first friendly faces seen upon arrival for most students and ensure their safe escort to NRG Center. This year, the committee greeted more than 39,000 students and teachers on 950 buses. This group is also responsible for packaging the tickets and parking passes to send to the schools in advance of their onsite visits.

SEE THE
FACES
OF OUR

VOLUNTEERS

VOLUNTEERS.RODEOHOUSTON.COM

The Tours Committee was formed in 2009 with 50 volunteers. As their duties have grown over the past decade, so has their membership, with more than 450 volunteers serving the Houston Livestock Show and Rodeo™ in 2018. Tours Committee members work together to promote agricultural education to visitors throughout the Rodeo grounds, especially in AGVENTURE, presented by Occidental Petroleum, in NRG Center. During the 2018 Rodeo, the committee hosted between 7,000 and 20,000 guests daily, and more than 300,000 visitors over the course of 20 days.

Working with other committees during the Rodeo to promote education, the committee is comprised of three categories: Logistics, Guides and Agricultural Education Teachers.



274

The number of Tour Guides who gave more than 728 tours throughout AGVENTURE, educating visitors about the impact of agriculture on our lives. In addition to school groups, international guests and corporate sponsors, church groups and families also receive tours each year. Most tours average 45 minutes, with longer VIP tours led by specially trained volunteers who provide more detailed information lasting one to two hours. The Tours Committee also volunteers at designated areas in AGVENTURE, educating visitors about the animals and other exhibits.



72

The number of Agricultural Education Teachers who volunteer their time throughout the entire year, teaching and training FFA students to prepare them for the Tour Guide Competition held each year at the Rodeo. The teachers bring their high school students to the Rodeo to compete against students from other schools for the chance to present the most engaging and informational tours to school groups. Tours Committee Guides are the judges for this competition. 🐜

RODEO AND THE ARTS: A CULTURAL

BY SCOTT HILL BAUMGARTNER

Photo courtesy of AFA



PARTNERSHIP



In 2018, the Houston Livestock Show and Rodeo™ entertained millions of guests with a wide range of agricultural and educational experiences, but one area that may be less well known is the Rodeo's commitment toward cultural education, including supporting 12 arts-related organizations in the Houston-metropolitan area. Organizations such as the Houston Ballet, Houston Grand Opera and AFA (formerly American Festival for the Arts) are part of the Rodeo's annual educational commitment.

"People may scratch their heads when they see the Rodeo logo on the Opera's materials," said Kelly Finn, Houston Grand Opera director of development for institutional giving. "But, once they understand that education is such a priority to the Rodeo and that so much of the Opera's programming is for students, this wonderful partnership makes perfect sense."

The Houston Grand Opera has received funding from the Rodeo since 2000 to support "Opera on the Go!" and the Student Performance Series, matinee performances that reach more than 75,000 students through 180 performances each year.

The Houston Ballet has received an annual grant from the Rodeo since 2013, which facilitates community outreach to approximately 62,000 students through performances held at their schools as well as visits to Houston Ballet performances. The funding also helps provide financial assistance to students enrolled in the Houston Ballet Academy. "Support from the Rodeo enables us to keep over 80 percent of our programming free to the community, which, in turn, allows us to target the schools and communities that need it most," said Lindsey Hurst, Houston Ballet director of institutional giving.

The AFA, which provides a very hands-on musical experience for students, has received grant funding from the Rodeo for the past six years. This support helps AFA provide more than 90 professional musicians who visit the schools to teach lessons throughout the year. Each year they hold the Summer Music Festival, which showcases more than 500 student musicians. "We are about making great kids, and whether you do it with a violin or through FFA, it doesn't really matter," said Dr. Michael Reson, AFA executive director. "We are still about making great kids."

These art grants are among the list of 70 beneficiaries that received more than \$3.7 million in funding from the Houston Livestock Show and Rodeo in 2018 as part of the Rodeo's goals of benefiting youth and supporting education. To learn more about the Rodeo's overall commitment to education, visit rodeohouston.com/commitment. 🤠

CALF SCRAMBLE PROGRAM:

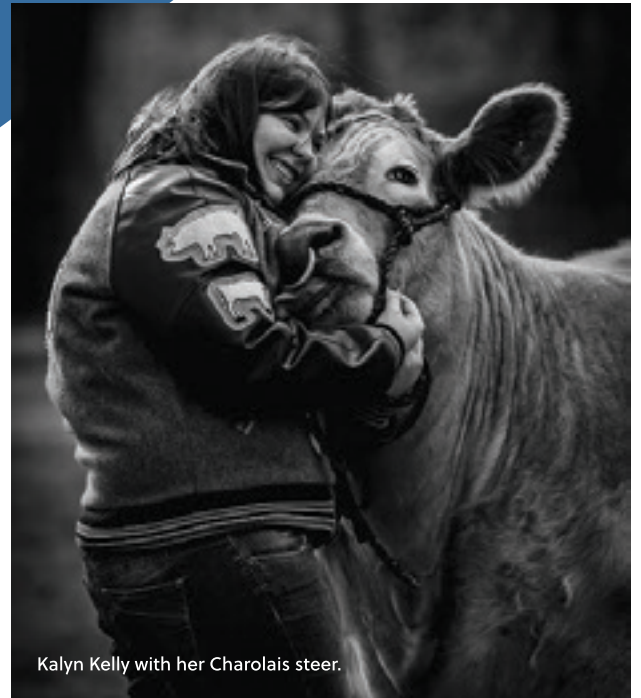
A Family Affair

BY MOLLIE DREIBRODT

Photos courtesy of the Kelly Family



Kerry Kelly showing his Braunvieh heifer during the 2017 Houston Livestock Show and Rodeo.



Kalyn Kelly with her Charolais steer.

When 16-year-old Kalyn Kelly signed up to participate in the RODEOHOUSTON® Calf Scramble with her best friend, she had no idea she was about to establish a life-changing relationship between her family and the Houston Livestock Show and Rodeo™.

Kalyn, now 22, caught a calf in the Calf Scramble during the 2012 Rodeo. Three years later, her brother, Kyle, followed in her footsteps, and in 2017, her youngest brother, Kerry, also participated in the program. At the time of each catch, the Kelly kids were active in the Sheldon FFA program in Houston. "To have three of our children participate and catch is surreal," said Leslie Kelly, mom of Kalyn, Kyle and Kerry. "My kids have learned so much. They now know what it is like to have something depend on them for everything."

Founded in 1942, the Rodeo's Calf Scramble Program was established to entice more people to attend the rodeo. Seventy-six years later, the program is still going strong, enabling youth involved in 4-H and FFA to have the experience of showing beef cattle at the Rodeo. Kids who catch calves during RODEOHOUSTON® each day, as well as top placing participants in judging contests, receive a \$1,750 certificate redeemable for a beef steer or heifer project.

“Scramblers begin purchasing their heifers or steers in March,” said Kim Wilson, the Rodeo’s Calf Scramble senior coordinator. “Once their project is chosen, the scrambler has many program requirements that must be met throughout the year.”

In addition to the daily responsibilities of raising their animals, requirements include writing a monthly report to their donor, submitting essays on beef-related topics, and developing a business plan. Students who successfully complete these projects are then eligible to participate in the Calf Scramble Progress Show and the Houston Livestock Show and Rodeo the following year.

“Their hard work culminates when they return to the livestock show with their scramble calf,” Wilson said. For each of the Kelly children, participation in the Calf Scramble Program gave them the experience of a lifetime, while preparing them for their futures.

Kyle, now 19, purchased a Beefmaster heifer with his scramble certificate.

“I learned what hard work meant and learned how to actually care for an animal,” he said. “The Calf Scramble Program is the best program I have ever participated in by far. If I had the chance to tell any kid to participate in it then I would. It changes lives because it changed mine.”

In addition to the knowledge he gained raising his calf, the program helped him establish an impactful relationship with his donors, Tuna and Lisa Nguyen, a bond which remains strong today. Kyle is currently enrolled in San Jacinto College and hopes to become an operator at a chemical plant in the Houston area.

Kalyn graduates from Sam Houston State University in May 2018 with a bachelor's degree in animal science. She is applying for agricultural science teacher jobs and knows that her experience with the Calf Scramble Program and raising her Charolais steer will one day help her advise her future students and FFA members.

“I believe it is a rewarding program to introduce young individuals to the cattle industry,” Kalyn said. “I know that without this program, I would not have been able to ever own or raise a steer. I was very thankful for my donors, Mr. and Mrs. Lovell, for donating and making it possible for me to raise my steer.”

Kerry is a junior at C.E. King High School. Watching his older brother and sister participate in the Calf Scramble Program encouraged him to do the same. “The experience they had, especially with my brother being the first catch of the night, was a great inspiration,” he said. According to his mom, “the pressure was on” when Kerry decided to participate, but he didn’t let it affect him.

He purchased a Braunvieh heifer with his scramble certificate. His heifer delivered her first calf in the spring of 2018, allowing him to see the beef cattle production cycle from start to finish. “This program has helped and will continue to help my ability to try harder and push myself, the same way I pushed myself the night of March 22, 2017, when I caught a calf at the Houston Livestock Show and Rodeo,” he said. Kerry hopes to attend Texas A&M University and become a veterinarian.

When asked to describe their Calf Scramble experience, “exciting,” surfaced in each of the Kelly kids’ responses. It’s hard not to be excited about the bright future the program molds through its participants. 🤠



Kyle Kelly relaxing with his Beefmaster heifer during the 2016 Houston Livestock Show and Rodeo.

RODEO SCHOLARSHIP



With nearly 18,000 scholarship recipients since 1957, the Houston Livestock Show and Rodeo™ boasts some of the most accomplished and driven people in our community, and 19-year-old Faridat Agboola is no exception. She exudes a quiet calm and confidence that, combined with her determination, desire to succeed and dedication to improve the lives of others, serves her community well.

LAR

GIVES

BACK

BY AMY M. TANNER

Photo by Meredith Flaherty

Born in Houston to parents of Nigerian descent, Agboola is the oldest of five children. She graduated from Hastings High School in Alief Independent School District in 2016. In high school, when she wasn't studying, you could find her playing in the school band, competing on the tennis team or earning volunteer hours for one of three honor societies. Being involved in these activities ultimately led to Faridat being awarded several college scholarships, including the Houston Livestock Show and Rodeo Metropolitan Scholarship. The scholarship awards \$20,000, payable over four years, to be used at a designated non-profit Texas university.

A second-year college student, Agboola is studying chemistry in the College of Natural Sciences at The University of Texas at Austin. "I've had so many experiences already that I never would have had without attending [college]," she said.

Though she would have attended college without the Rodeo's generous financial support, it would have been a greater financial burden and incurred a lot more debt. "The Rodeo's scholarship means a lot to me," Agboola said. "It tells me people really care about me — they want me to go to college!"

Not having to work to put herself through school means that Agboola can focus on

being a full-time student, as well as being heavily involved in the Texas Interdisciplinary Program Community Outreach, or TIPCO, which provides volunteering opportunities on- and off-campus. Agboola serves as TIPCO's volunteer director, seeking different service opportunities for the group and coordinating logistics such as transportation and the distribution of goods donated through food drives.

"Volunteering is the heart of the Rodeo, and it is refreshing to know our scholars are giving back in service to support educational initiatives," said Amy Moroney, the Rodeo's executive director of education programs.

As a young teen, Agboola felt a calling to help people and decided that she wanted to become a doctor when she grew up. She began volunteering in high school, realizing how she could start improving the quality of life for others, even before going to medical school, by giving of her time and talents. Her volunteer activities fuel her desire to study medicine. She sees inequality, especially in healthcare coverage for children, and her service in the community allows her to experience the bigger picture. "It's about people helping people for a purpose. It's about my community," Agboola said. "It's what the Rodeo does, and it's what I do, too." 🤖

INCOMING EXECUTIVE COMMITTEE MEMBER

PAT MANN PHILLIPS

BY KATIE LYONS

Pat Mann Phillips has been a standout volunteer for the Houston Livestock Show and Rodeo™ since she joined as a life member in 2001. She is known by all as genuine, compassionate and confident, yet humble. Her high level of energy and ever-positive attitude along with her devotion and dedication to the Rodeo will serve her well as the newest member of the Executive Committee. She looks forward to working with the Executive Committee to grow the Rodeo while remaining true to its core mission.

“I am excited to help identify and develop leaders who have the ability and willingness to commit to the leadership of the Rodeo,” Mann Phillips said. “I firmly believe in finding future leaders of the Rodeo who have the passion and heart to pay it forward.”

Mann Phillips is grateful to the Executive Committee for trusting her with this important role. “Pat’s love of agriculture combined with her years of corporate experience and professional background is a great addition to the Executive Committee,” said Jim Winne, chairman of the board. “She is extremely qualified for this position, and I could not be happier to welcome her to the team.”

Over the course of the past 17 years, Mann Phillips has volunteered with the Corral Club – Suites, Directions & Assistance, Jr. Rodeo, and Special Children’s committees. In 2009, she was the founding chairman of the Tours Committee and was integral in laying the groundwork for the committee’s continued success today. Mann Phillips was elected to the board of directors in 2012 and served as a Rodeo vice president from 2016 to 2018, overseeing the efforts of the Transportation, Magazine, Special Children’s, Agricultural Education (formerly Ladies Go Texan), Souvenir Program, and Communications & Special Services committees.

Mann Phillips has also served the Rodeo as Corporate Secretary, member of the Lifetime Committeemen Review Board and the Educational Contributions Review Committee, chair of the Special Events Day Task Force, and an originator and founder of AG4U Day. Additionally, she was a Trailblazer Honoree in 2012.

Mann Phillips married her best friend and biggest supporter, Tim Phillips, 27 years ago. Together, they have volunteered countless hours to benefit the Rodeo as well as donated financially to the Rodeo through auction buying groups, season tickets and the Rodeo’s Educational Fund. Tim Phillips is the former chairman of the Jr. Rodeo Committee and also serves on the Special Children’s



Committee. They both are extremely passionate about the Rodeo. “It is a privilege for us to serve as volunteers of this Rodeo — a truly unique organization,” Mann Phillips said. “We enjoy developing life-long friendships and working together to transform the lives of young people, their families and our community, for generations to come, through the power of education.”

A proud Red Raider, Mann Phillips graduated from Texas Tech University with a BBA in Petroleum Land Management and a BBA in Finance. She has had a successful career in the energy industry for more than 30 years and currently serves as the managing director of Energy Services for Revenade, a global management-consulting firm.

Both Mann Phillips and Tim Phillips share a love for their ranch, Trinity Spirit Ranch, where they own and operate an equine boarding and foster facility in Field Store, Texas. Additionally, Mann Phillips is a charter member of Texas Women Venture Fund, a member and former director of Ladies of Texas Tradition as well as a mentor and board member of Amigas Para Niños, American Association of Professional Landmen and many more. 🤠

INCOMING VICE PRESIDENTS



THOMAS J. BAKER III

CALF SCRAMBLE ARENA, CALF SCRAMBLE DONORS, CALF SCRAMBLE GREETERS AND RODEO CONTESTANT SERVICES

BY DAVID W. SIMPSON

Thomas J. “Tom” Baker III became involved in the Houston Livestock Show and Rodeo™ through an introduction from his employer and past president of the Show, Allen H. “Buddy” Carruth.

In 1994, Baker became a life member of the Rodeo and joined the Calf Scramble Arena Committee as a volunteer shortly after, serving as chairman from 2001 to 2003. During his tenure as chairman, a highlight was facilitating the last calf scramble in the Astrodome and the first calf scramble in NRG Stadium.

Baker enjoyed working on the arena floor so much that in 2004, he joined the Arena Crew, which is now part of the Rodeo Contestant Services Committee. He served as Arena Director from 2007 to 2011.

As a Rodeo vice president, Baker will serve as officer in charge of the Calf Scramble Arena, Calf Scramble Donors, Calf Scramble Greeters and Rodeo Contestant Services committees. “It is a tremendous honor and privilege to serve the Show in this capacity,” Baker said. “The Houston Livestock Show and Rodeo serves a remarkable purpose and the more you put into the Show, the more you get out of it.”

Baker holds a zoology degree from Texas A&M University and is president of Tom Baker Insurance. Born and raised in Houston, Baker now lives in Warrenton, Texas, with his wife of 19 years, Donna, where they raise cattle and horses. His son, TJ, graduated from Texas A&M University and is currently in his second year of medical school at William Carey University in Hattiesburg, Mississippi. Their daughter, Ann Marie, is a freshman at the University of Alabama in Tuscaloosa.

Baker serves on the financial advisory board for Mays Business School at Texas A&M University and on The Rancher’s Ride board. He enjoys hunting, horses, trail-riding and the comradery of being a member of the Tejas Vaqueros. Baker said he is proud that the Rodeo has given numerous students the opportunity to go to college. “Scholarships are the core reason for the Rodeo’s existence,” he said. 🤠



ED DECORA

INFORMATION SERVICES, JUDGING CONTEST, SPECIAL ATTRACTIONS AND SWINE AUCTION

BY DAVID W. SIMPSON

As a World’s Championship Bar-B-Que Contest team member for eight years, Ed DeCorra saw firsthand the energy surrounding the Houston Livestock Show and Rodeo™. In 1994, he joined the Corral Club’s Sky Suites Committee. “I was amazed at the passion Rodeo volunteers exhibited toward raising scholarships for Texas youth.” DeCorra said. “That dedication was the attraction that encouraged me to give my time.”

In 1994, DeCorra became a life member of the Show and eventually served as chairman of the Corral Club Committee in 2003. He has been an active member of the Swine Auction Committee for the past 10 years, serving as chairman from 2014 to 2016. After his son enlisted in the U.S. Army, DeCorra joined the Armed Forces Appreciation Committee, which now holds a special place in his heart.

As vice president, DeCorra will serve as officer in charge of the Information Services, Judging Contest, Special Attractions and Swine Auction committees. Because of his personal experience, DeCorra said he appreciates the Rodeo’s movement toward granting scholarships for Texas youth attending trade schools and junior colleges.

DeCorra has made a home in Houston with his wife, Tori, and their two children Edwin Jr. and Erin. Tori serves on the International Committee and is this year’s gala chair for Amigas Para Niños. His son, Edwin Jr., will attend West Point Military Academy in the fall. Erin, a seventh grader, shares DeCorra’s talent for drawing. Family comes first with the DeCorras and their support of each other is strong. His heart for volunteering led him to become involved in other nonprofits, including the American Cancer Society, Project 88 and Amigas Para Niños.

Born in Cheyenne, Wyoming, his family moved to Hawkins in East Texas when he was a young boy. In 1987, his best friend convinced him to move to Houston where he started his own business, Ed’s Precision Manufacturing, LLC. An international machine shop, the company manufactures everything from fasteners to oilfield products. DeCorra’s customers understand that during February and March, he will be volunteering and they appreciate his commitment to the Show. 🤠

INCOMING VICE PRESIDENTS



E.R. "BUTCH" GUERRERO

FACILITY SERVICES, GO TEJANO,
RECYCLING, SOUVENIR PROGRAM AND
TRANSPORTATION

BY DAVID W. SIMPSON

As a child, E.R. "Butch" Guerrero remembers annual family visits to the Houston Livestock Show and Rodeo™ at the Sam Houston Coliseum. In 1993, a co-worker urged Guerrero to volunteer and he became a life member. Guerrero joined the Rodeo Express Committee in 1997 and served as a vice chairman from 2006 to 2008. He also served as Chairman of the Go Tejano Committee from 2012 to 2014, and in 2013, Guerrero was elected to the Rodeo's board of directors.

During the Rodeo, Guerrero enjoys walking through the crowd observing families taking advantage of the various activities and watching children have a good time on the grounds. As a Rodeo vice president, Guerrero will serve as officer in charge of the Facility Services, Go Tejano, Recycling, Souvenir Program and Transportation committees. Guerrero said he is honored to represent the Rodeo as a vice president and looks forward to working with his committees and their volunteers.

Throughout the year, Guerrero enjoys promoting the Rodeo by attending affiliated Rodeo events in the 68 counties surrounding Houston as part of the Area Go Texan Committee. "I am fortunate that my front-row seat allows me to see the Rodeo's accomplishments — promoting agriculture and awarding scholarships," Guerrero said. "The opportunity to sit with our youth and their parents at a banquet and watch them receive a scholarship is priceless." Since 2016, Guerrero has served on the Wounded Soldier's Organization board. On Armed Forces Appreciation Day, he enjoys hosting wounded veterans and their families in his NRG Stadium suite as they enjoy the Rodeo.

In 2012, Guerrero met Nancy Curry at a Rodeo-related chili cook-off. Curry is a life member of the Rodeo and a volunteer on the Safety Committee. Arturo Guerrero, his brother, is also a life member of the Rodeo and currently volunteers on the Rodeo Express Committee. Born and raised in east Houston, Guerrero retired from Dow Chemical as a Technical Advisor after 30 years of service and now splits his time between Houston and the Toledo Bend Reservoir, where he enjoys water sports, jet skiing and fishing. He also enjoys traveling to small Texas towns and Mexico. 🤠



BILL HANNA

ASSET DISTRIBUTION, GRAND ENTRY,
PARADE, SPECIAL CHILDREN'S AND
TRAIL RIDE

BY BECKY LOWICKI

Bill Hanna's calm demeanor and "boots-on-the ground" approach to managing the details of large-scale logistics are a testament to his longtime success as a Houston Livestock Show and Rodeo™ volunteer. These attributes will serve him well as a newly-appointed Show vice president.

With 33 years of Rodeo volunteer experience under his belt, his passion for the "operational stuff," along with his astute business acumen and savvy accounting background make him a natural fit as the newly-appointed officer in charge of the Asset Distribution, Grand Entry, Parade, Special Children's and Trail Ride committees. Hanna said his vision as an incoming officer is to support the committees and help them accomplish each of their individual goals in support of the Show.

In 1985, Hanna joined one of the Show's longest-standing, historic committees — the Special Children's Committee. Over the years, Hanna has held several successful roles of increasing responsibility culminating with serving as chairman of the Special Children's Committee.

He and his wife, Debbie, and daughter, Mollie, are longtime members of the Salt Grass Trail Ride. Debbie currently serves on the Tours Committee, and his three children, now 23, 20 and 18 years of age, all volunteered and served on the Jr. Rodeo Committee. The oldest currently serves on the School Art Auction Committee.

"Debbie and I have so many friends that are active in the Show [and] we truly feel a connection to the Rodeo family and the 34,000 volunteers," Hanna said. "We share the same values we see in the Rodeo family: volunteerism, generosity, hard work and accomplishing the goal of supporting the youth of Texas."

Hanna is a Principal at Fayez Sarofim & Co., an investment counseling firm and proud supporter of the Rodeo's educational scholarship program. 🤠

Vice presidents are elected for one-year terms, in addition to serving as a rodeo representative, v to keeping the rodeo vibrant and progressive.



EMMETT O. STORY JR.

AREA GO TEXAN, LLAMA AND ALPACA,
MEMBERSHIP, RABBIT AND SHEEP & GOAT

BY BECKY LOWICKI



TONYA YURGENSEN-JACKS

CARNIVAL TICKET SALES, AGRICULTURAL
EDUCATION, MAGAZINE, RODEO RUN AND
TICKET SERVICES

BY KATE GUNN PAGEL

In 1995, Emmett Story Jr. was introduced to the Houston Livestock Show and Rodeo™ scholarship program when his youngest son was awarded a scholarship, which he used to attend Texas A&M University. The proud father of a Show scholarship recipient, Story, his wife and two sons all became life members of the Rodeo that same year as a way to give back to the organization.

Story began his volunteer career with the Rodeo more than 23 years ago serving as a member of the Breeding Poultry Committee. Since then, he has served in leadership roles of increasing responsibility on the Llama & Alpaca, Swine Auction, International and Area Go Texan committees.

Proof of his "can-do" attitude over the years shines through with his recognitions on the Swine Auction Committee, including "Rookie of the Year" and "Head Hog" — an honor given to him for being the top sales performer for multiple years.

Story was elected to the board of directors in 2013. As a vice president, Story will serve as officer in charge of the Area Go Texan, Membership, Llama and Alpaca, Rabbit, and Sheep & Goat committees.

"I'm proud to promote education and scholarships, and more recently the Rodeo's great work on the technical program for kids toward learning a craft or trade," Story said. "Many of the kids couldn't afford to go to college if we didn't help them — through 4-H and FFA scholarships as well as many others — just seeing the caliber of candidates in the application letters, it's quite an honor to be a part of it all and a great support for them."

He is the founder of Story Electric Company, established in 1991. His wife, Sheila, serves on the International and Rodeo Merchandise committees, and his oldest son, Emmett Story III, serves on the Safety and International committees. 🤠

A native of Prosper, Texas, incoming vice president Tonya Yurgensen-Jacks grew up raising livestock, including heifers, steers and lambs and was once a youth exhibitor at the Houston Livestock Show and Rodeo™, among various other junior livestock shows throughout Texas. Following graduation from Texas A&M University, and after settling in Houston, Yurgensen-Jacks joined the Show in 2008 as a member of the then-Rodeo Ticket Sales Committee at the encouragement of a friend. She served as chairman of the Rodeo Ticket Sales Committee and was appointed to the board of directors in 2016. Prior to becoming an officer, Yurgensen-Jacks also served on the Parade, Rodeo Ticket Services, Trailblazer and Wine Sales & Events committees.

As a Rodeo vice president, Yurgensen-Jacks will oversee the Agriculture Education (formerly Ladies' Go Texan), Carnival Ticket Sales, Magazine and Rodeo Ticket Services committees, as well as the newly-formed Rodeo Run Committee (formerly part of the Parade Committee). On becoming an officer, Yurgensen-Jacks said, "I'm a product of the Rodeo and I feel like I have come full circle: exhibitor, Houston Livestock Show and Rodeo Endowed Scholarship Recipient, college intern at the Rodeo through the College of Agriculture and Life Sciences, committeeman, chairman, director and now vice president. The impact on my life has been lifelong and immeasurable, and I am so fortunate to be a part of this organization that continues to change so many lives."

Yurgensen-Jacks has been married to Kevin Jacks, a volunteer on the Judging Contest Committee, for 25 years and they live in the Heights with their three dogs. She earned her bachelor's degree and master's degree in agriculture from Texas A&M University, and she is a global account manager for Cisco Systems, Inc. Her hobbies include crafting and running. Yurgensen-Jacks has run 11 marathons and countless half-marathons to date.

Her favorite Rodeo memories include watching the growth of the Rodeo over the years and reconnecting with old friends from all stages of her life. "Meeting the next generation of talented students from all over Texas continues to impress me and gives me a full heart knowing that this is the reason we are all here," Yurgensen-Jacks said. 🤠

**serving no more than three successive years. In
vice presidents provide vital leadership essential**



Mickey Bell
Team Penning &
Ranch Sorting



Roland J. "Peet" Bighorse
Events & Functions



Randi Boleman
Communications &
Special Services



Tim Brinkmeyer
Jr. Rodeo Committee



Russell Butler
Ranch Rodeo



Mary Green Chamberlain
Directions & Assistance



Mike Chambers
Wine Sales



Jay Crocker
Ticket Services



Brian Dodson
Corral Club - Division II



Robert Dugal
Rodeo Contestant Services



Erin Gorka
Cutting Horse



Kate Gunn Pagel
Magazine



John Gupton
Corral Club I - At Large

INCOMING COMMITTEE CHAIRS



Stan Horton
Speakers



Delana Jones
Corral Club III -
Chute Club



Ken Jones
Corral Club III -
Suites West



Kandyce Kohlmaier
Rodeo Run



Misty Laughlin-Mckinley
RODEOHOUSTON®
Sports Medicine



Shelly Mattingly-Arnold
Special Attractions



Gerald Peyton
Poultry Auction



Robert Pike
Equipment Acquisition



Michael Sachs
Calf Scramble Arena



Rose Samaniego
Graphics & Signage



Brett Sarver
International



Karin Singley
Wine Events



Will Steeples
Corral Club II - Main Club



David Stone
World's Championship
Bar-B-Que



Vanessa Stroberg
Rodeo Merchandise



Kenneth Tann
Houston Metro Go Texan



William "Andy" Thomas
Safety

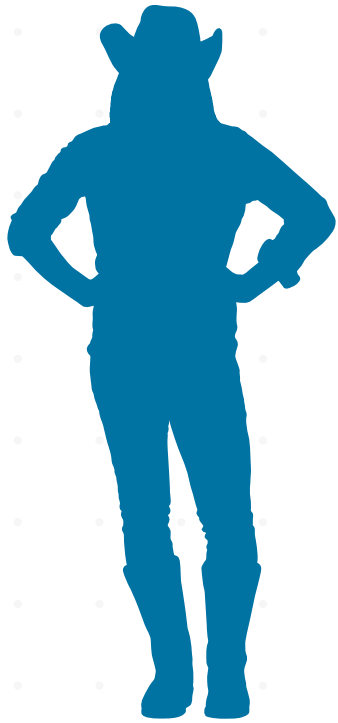


Bill Van Eman
All Breeds Livestock Sales

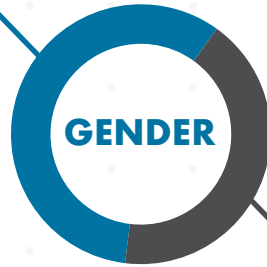


Nikki Watson
Corral Club III -
Club Level East

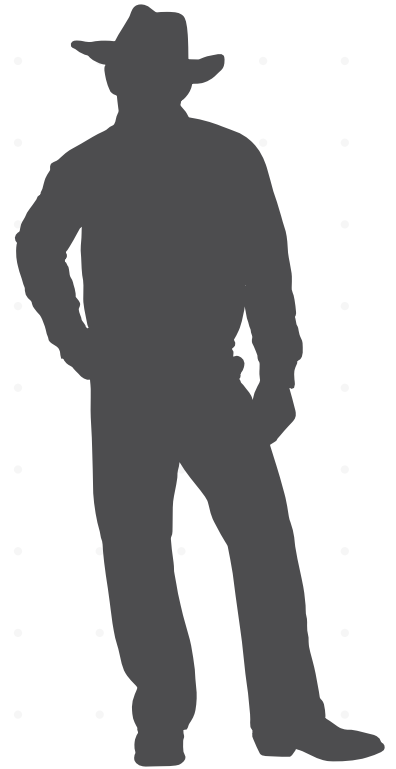
SNAPSHOT OF A RODEO VOLUNTEER



**58.7%
FEMALE**



**42.3%
MALE**



34,000 STRONG!

**AVERAGE
AGE**

49

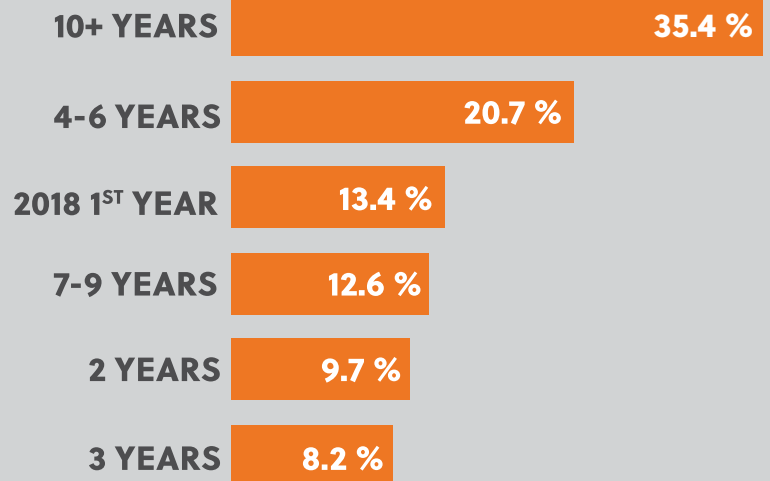
**EMPLOYMENT
STATUS**

WITH FULL-TIME EMPLOYMENT

67.5%

SERVICE HISTORY

NUMBER OF YEARS VOLUNTEERED



The Houston Livestock Show and Rodeo™ has one of the strongest workforces in the country! Rodeo volunteers dedicate a combined **2.1 million hours of service** to our organization each year in addition to personal time commitments and responsibilities.

DATA WAS COLLECTED FROM THE 2018 HOUSTON LIVESTOCK SHOW AND RODEO™ VOLUNTEER SURVEY.



P.O. Box 20070
Houston, Texas 77225-0070
Address Service Requested

Nonprofit Organization
U.S. Postage
PAID
HOUSTON, TX
Permit No. 9791



#RODEOHOUSTON

rodeohouston.com