



"BOWLEGGED H" MAGAZINE

FALL 2019 • VOLUME XXVII • NO. 3 • HOUSTON LIVESTOCK SHOW AND RODEO™



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FALL 2019 Volume XXVII • No. 3

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CONTENTS

- 2** FROM BAR-B-QUE TO RODEO
- 4** RODEO SCHOLARSHIP RECIPIENT: COLTON BECKER
- 6** A TIME TO SHINE
- 8** STAR AUCTIONEER RANDOLPH HOLFORD
- 10** RODEO ATTENDEE SURVEYS
- 12** A FLAVOR FOR EVERY PALATE
- 14** 2019 ECONOMIC IMPACT
- 15** INCOMING CHAIRMAN-ELECT OF THE BOARD
- 16** INCOMING EXECUTIVE COMMITTEE MEMBERS
- 18** INCOMING VICE PRESIDENTS
- 21** INCOMING COMMITTEE CHAIRS

ON THE COVER



There were more than 2.5 million attendees at the 2019 Houston Livestock Show and Rodeo™.



4



6



12



15

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AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



from the CHAIRMAN OF THE BOARD

As the summer passes and fall quickly approaches, we are busy getting ready for another Houston Livestock Show and Rodeo™.

2020 will be an exciting time, and as I begin my final year of serving as your chairman of the board, I want to start by saying thank you to all of the volunteers for everything they do for the Houston Livestock Show and Rodeo.

In 2019, we reached 35,000 volunteers, our largest number yet. Reaching a record number of volunteers is incredible and with growth comes positive change, but it can also present new challenges. While all of you work hard to provide our guests with a great experience, we also want to make sure that you are having a great experience as a Rodeo volunteer. You are the heart of the Houston Livestock Show and Rodeo.

To gain a better understanding of the Rodeo

volunteer experience, two surveys were sent to our volunteers earlier this year. The first survey was focused on understanding the volunteer experience as a whole, and the second was focused on gaining committee-specific feedback. The goal of these surveys was to identify what the Rodeo is doing well and what we could be doing better to support our volunteers. The survey results identified three main areas of improvement: volunteer benefits, parking and the working environment. With these main areas of improvement clearly identified, thanks to your valuable input, we are working on new strategies that can create positive change. These survey results were also presented to the committee chairs at the August seminar, and we believe this will continue the conversation on

how we can keep improving the Rodeo

volunteer experience.

The Rodeo has also created an executive-level staff position that will have a strong focus on our volunteer workforce. The Chief Volunteer and HR Officer, who will join the Rodeo in the coming months, will play a key role in representing our volunteers, working to better the overall experience and maintaining the line of communication between volunteers and staff members. I believe this position will allow for more effective collaboration within the Rodeo family, as we all work hand-in-hand to make our annual event a success.

Our volunteers are constantly doing great things in support of the Houston Livestock Show and Rodeo. Every day, I see just how much they care about the Rodeo and its impact on our community and the youth of Texas. I look forward to another great year. 🤠

All my best,

Jim Winne



FROM BAR-B-QUE TO RODEO

BY NATALIE HARMS

Photo by Meredith Flaherty



Photo by Meredith Flaherty



Immediately after the World's Championship Bar-B-Que Contest ends and visitors head home Saturday night, volunteers and cook-off teams begin a teardown process of the 30-acre setup. For the 46th annual World's Championship Bar-B-Que Contest in 2019, that process had to be completed in just 17 hours, since the Houston Livestock Show and Rodeo™ kicked off on a Monday, rather than a Tuesday, to account for a special concert-only performance from George Strait.

"On a normal year, we wouldn't be in a big hurry on Saturday night," said David Stone, chairman of the World's Championship Bar-B-Que Committee. "We wouldn't be as concerned about getting the teams in and out because they'd have all day Sunday and essentially Monday if they had anything left over."

TEARDOWN TIMELINE:

11 P.M.

The World's Championship Bar-B-Que Contest concludes and guests make their way home. Cook-off teams also leave, and trash and recycling teams come in to clean the area.

1 A.M.

Other vendors, such as beverage and food vendors, come in for their equipment or leftover product.

4 A.M.

All 250 or so cook-off teams are let back in to start taking down their pits and hauling them out.

10 A.M.

The tent companies begin breaking down all the tents.

4 P.M.

The committees involved must be done and out of the parking lot, and the sweepers come in and clean up what's left behind.

Stone said the biggest challenge the committee faces every year, regardless of the teardown timeline, is traffic control. There are 250 teams responsible for breaking down their tents and some teams have more than 20 people working to clean up.

"This year, we tried something new on move out that was pretty simple," Stone said. "We didn't allow any cars — you had to be in a pickup truck or bigger — to come in the property for teardown. That reduced our traffic action by at least a third."

The priorities of the teardown process are to take down the temporary city quickly and efficiently, and, of course, safely, according to Clay Scott, a World's Championship Bar-B-Que Committee coordinator.

"You're working in the middle of the night and everyone is tired," Scott said. "We try to make sure that people aren't doing things that are unsafe because they are in a hurry. With safety being a top priority during the process, everyone has their jobs and the important thing is that everyone knows what they're supposed to be doing while being aware of the situation."

While the planning takes months, the teardown process takes just hours. Scott said the team feels pretty accomplished at the end of the day.

"We work and work and work to get this thing set up," Scott said, "and then it's like, 'OK, we gotta go, everyone get your stuff.'" 🍖



Photo by Meredith Flaherty

23,667

number of meals served at
The Chuckwagon

215,685

2019 World's Championship
Bar-B-Que Contest Attendance

13,000

number of meals served at the
committee headquarters to
volunteers and VIP guests

12,501

number of bags of ice sold to the teams
during the event

300+

number of judges that reviewed
169 Dutch Oven, 248 Chicken,
250 Rib and 244 Brisket entries

250+

number of teams that participated
in the 46th annual Contest, including
teams from Australia, Japan,
Sweden and Brazil

BUILDING TIMELINE:

7 MONTHS

The World's Championship Bar-B-Que Committee starts meeting about the next contest

3-4 WEEKS

World's Championship Bar-B-Que Committee designs and marks up the parking lot

17 DAYS

Committee starts working with the Show to put a plan in place

12 DAYS

Committee starts preparing and setting up

1 WEEK

Tents come in

3-5 DAYS

Teams move in their big pits and start decorating their respective tents

2-3 DAYS

Teams build the city

RODEO SCHOLARSHIP RECIPIENT: *Colton Becken*

BY ANGELA SHAH





Colton Becker has marked the milestones of his life with the Houston Livestock Show and Rodeo™, culminating with his college education. His earliest memories include the Rodeo's Trail Riders stopping for the night at the gravel parking lot that surrounded his Little League baseball field.

"They'd have their barbecue wagon cookout; they'd have music playing," Becker said. "They were all just hanging out and we'd eat with them. It was so much fun."

At Alvin High School, his cousins raised animals while Becker participated in livestock judging competitions. Every year, a visit to the Rodeo was a ritual, and he loved to cheer the cowboys on bulls as they twisted and turned to eject their riders.

"When I was 16 and could finally drive, I took my high school sweetheart to the Rodeo," he said. So, as Becker was planning for college, it made sense that he looked to the Rodeo for support. It also helped that his cousin was awarded a scholarship about a decade earlier.

"I still remember when I got the email when I was in my fifth period anatomy class senior year," he said. "The first thing I did was take a screenshot of my phone and send it to my parents with a bunch of exclamation marks."

Becker said the \$16,000 awarded to him "was transformative and led to where I am today," which is an honors graduate in advanced

nutritional sciences at The University of Texas at Austin. Instead of worrying about taking out student loans or balancing part-time jobs in addition to his schoolwork, Becker said he was able to fully experience campus life. That includes being a research assistant at UT's Bray Research Lab, numerous positions within UT's student government and vice president for philanthropy at the Texas InterFraternity Council. "The scholarship enabled me to say 'yes' to opportunities on campus," he said.

First among those experiences was his election last year as UT student body president. But, victory only came following three campus-wide elections, with the first one annulled due to election rules violations and the second resulting in a runoff.

"It was challenging, especially when you're trying to reach a student body of over 50,000 students with international backgrounds and from all 50 states and family situations," Becker said. "You have to exhibit patience and listen to people and get out of your own head. Leadership is earned."

As he tries to decide between medical or law school for his next steps, Becker said he credits the Rodeo with giving him the tools to fully participate in campus life.

"Just being part of the Rodeo family is a source of pride for me," he said. "I intend to volunteer and give back. It's hard to put into words everything Rodeo means to me." †



A TIME TO SHINE

BY KEN SCOTT

Photos by Ken Scott

Although there are no scientific studies linking a fresh boot shine to a fresh shining smile, there are thousands of examples of that direct connection walking around the Houston Livestock Show and Rodeo™.

Boots are as much a tradition of the Rodeo as cowboy hats and deep fried everything, and having your boots professionally shined is more than just a shine, it is an experience. The shiners say their goal is more than making a pair of boots look brand new, it is making people happy. And, that transformational experience is an annual ritual for many.

The Classic Shine and Joe's Shoe Shine Services are the two companies that provide as many as 20,000 shines at the Rodeo every year. Denise Pullen, owner of The Classic Shine and one of the first woman-owned suppliers for the Rodeo, said that once an attendee becomes a customer, they usually remain one.

"Although we get new customers every year, about 20% of our customers are repeaters," Pullen said. "And, often customers are so loyal, they seek out the same boot shiners year after year."

Pullen began shining at the Rodeo in 2003 and said their business grows every year. Although she admits some years the weather is a factor, demand for shines has steadily increased. "We started out setting up stands just in the hallways, then we added uniforms for our shiners and later expanded to locations throughout the property," Pullen said.

Today, Pullen's company employs more than 25 mostly long-term employees who shine all kinds of footwear year-round in five airports, at three major rodeos and conventions nationwide, but the Houston Livestock Show and Rodeo is the crown jewel of their activities. "We even have employees who arrange their annual schedules in order to work the Rodeo," Pullen said.


The cost of a shine for shoes and boots is the same, \$11. Pullen said they keep the cost as low as possible so everyone can take advantage. "We don't believe

our price has been an issue for most customers because when they see the results, they often reward our shiners with generous tips," she said.

Attracting customers with a friendly chant of "SHINE 'EM UP!," shiners draw in customers and spectators alike. The boot shining experience is a show within the Rodeo. The shiners, unlike most folks who polish their boots at home, have every tool necessary to get the best possible results. And, they are experts on how to use those tools.

Marie Tinlin, a 25-year shining veteran, averages 30-40 shines per shift, with a personal record of 72 pairs. Similar to most of the shiners, Tinlin's method is hands-on, non-stop, flowing and mesmerizing. Toward the end of what might be described as the shine performance, she sings a verse or two of Red Foley's signature "Chattanooga Shoe Shine Boy" song to customers. She said the extra effort always seems appreciated.

Other shiners employ techniques ranging from traditional moves to flashy and straight-up athletic. Customers take notice when the shiner produces a flame from a lighter and moves it toward their boots. They are always relieved to see that the shiner is simply removing and cauterizing an errant thread.

Pullen said not only does everyone leave the stand with their boots looking great, they leave entertained, happy and usually with an unexpected and memorable story to tell. 



STAR AUCTIONEER

RANDOLPH HOLFORD

BY KATY STEWART GRAGG

Photos by Meredith Flaherty



You may think that the job of world-class auctioneer Randolph Holford is to sell market livestock at the Houston Livestock Show and Rodeo™. That would be wrong, at least in a sense. The longtime caller may specialize in the Grand Champion market animals and other livestock featured in the auctions, but he is really selling the incredible stories of the students who raised the animals.



In addition to excelling in agriculture, the students whose projects he has sold are often valedictorians, varsity athletes and National Merit scholars. He recalls one student attending Oxford to study English literature, focusing on *Jane Eyre*. In other words, the students who raised the livestock are the true grand champions.

When he knows their goals and accolades, "it's a heck of a lot easier to portray how deserving they are," he said. As a believer in the mission of 4-H and FFA himself, he finds it all the more fulfilling to give back this way.

"It's a humbling experience to be associated with the Rodeo and know a student may have gotten a college education because of me getting their project sold," Holford said. "There's a tremendous sense of, 'wow, I did that.'"

But, how does this veteran perform at the top of his game year after year? He has a distinct rhythm. On Rodeo days, he performs his steps with the precision of a surgeon.

He arrives hours before call time to greet and thank all the staff and volunteers. He chats with the potential bidders at the breakfast to learn which groups may have their eye out for a certain prize. He spends time prepping the students on the pressures they may face on stage and reassures them about the process. He also checks all the audiovisual equipment and screens to help ensure a smooth event.

He's deliberate about his routine to minimize surprises, but he has another goal. "I am constantly looking for new ways to prod people on, to help the sale. You want to be a little flashy, entice bidders to bid a bit more," he said.

In fact, Holford has honed his stage personality and works to present a persona that keeps the sale spicy and engaging. "It's an interesting blend between art, skill and psychology knowledge," he said.

He also prepares physically because leading an auction is hard work. Being "on" for three to four hours at a time can take a toll if you are not deliberate about training your voice and your focus. His mind cannot wander beyond the

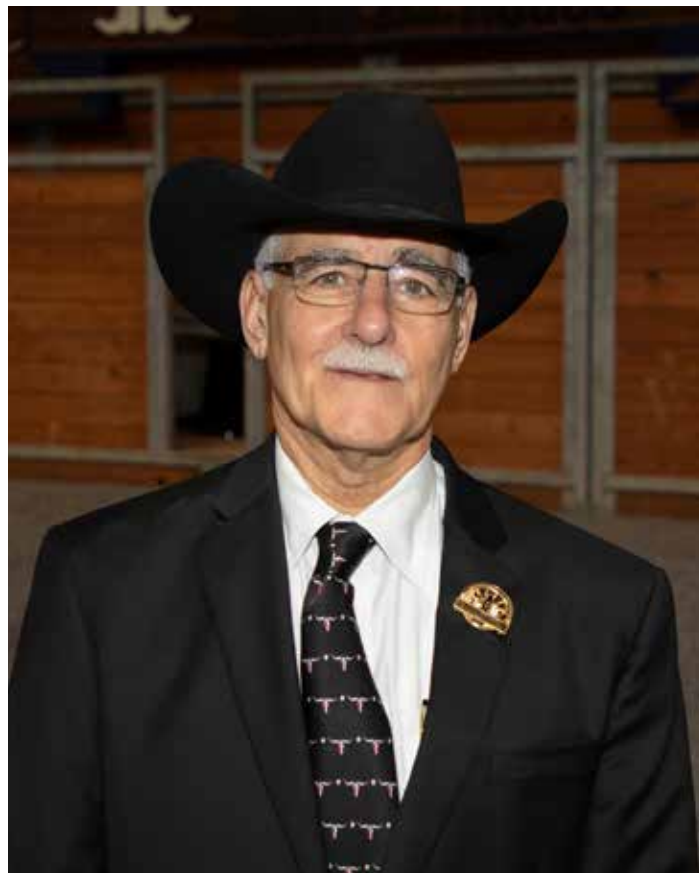
ongoing bid. "Your whole world is right in front of you," Holford said.

His skills come from years of practice — 34 years, to be exact. He started in the business in his 30s on a bet from his father-in-law. He entered famed auctioneer Walter Britten's auctioneer school and the rest is history.

For aspiring auctioneers, he cautions that school is a starting point for the legal and financial responsibilities of being a trustee of an account, but there is an artistic side to the business as well that only comes from experience. He recommends volunteering to help at a church bazaar or other small community events.

"A lot of people go to auctioneering school, but it's different to actually learn how to handle a crowd and build a business. You have to stick with it," Holford said.

With the 200 or more different sales he completes a year, ranging from antique auctions to charity fundraisers, Holford said the Rodeo is his favorite because of the mission. "That's what keeps me going, people's capacity to give," he said. "There's no place like Texas." †



RODEO ATTENDEE SURVEYS

BY DAVID W. SIMPSON

Visitors to the Houston Livestock Show and Rodeo™ experience one of the world's largest events with the unique purpose of promoting education and agriculture. The assortment of activities, carnival rides, food choices and music genres, combined with the diversity of attendees, create an amazing energy that pulsates through the complex. Deciding what to include and feature each year is influenced by attendee surveys conducted by the Communications & Special Services Committee. Created in 1982, this committee consists of 200 members and one of their many duties is conducting on-site surveys that collect audience demographics.

These dedicated volunteers are strategically placed throughout the Rodeo grounds at the livestock show, carnival, horse arena and food tents with each carrying an iPad. In their committee vests, the volunteers greet attendees and ask every third person whether they would like to participate in a short Rodeo survey. Communications & Special Services Committee Chair Randi Boleman said, "People appreciate that the Rodeo wants their input."

Demographic information collected from participants includes age, gender, race, ethnicity, household income, residence location and whether visitors attend annually. In 2019, surveyors also collected information that assisted in determining the economic impact of the 2019 Rodeo on the greater Houston area. The Rodeo generated nearly \$400 million in economic activity based upon direct spending of \$243 million.

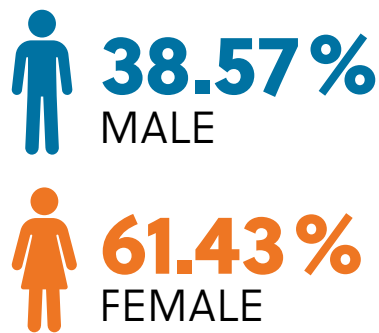
In addition to the surveys conducted by the Communications & Special Services Committee during the Rodeo, surveys are sent to attendees via email after the event has ended. The post-Rodeo surveys collect attendees' opinions on events and activities on the grounds as well as their suggestion on improving the Rodeo experience. Additional surveys ask attendees their preferences for future musical entertainers. "People want to know they have a voice and the surveys fulfill that desire," Boleman said.

All this information helps the leadership make immediate and long-term decisions about the Rodeo. The Rodeo is family time, where friends, family, heritage and Texas are celebrated. Attendee surveys assist in making the Rodeo one of the most enjoyable and best experiences for all. 🤠

GROUNDWORK SURVEY ATTENDEES DEMOGRAPHICS



GENDER



LOCATION

78.04%

GREATER
HOUSTON
AREA

16.00%

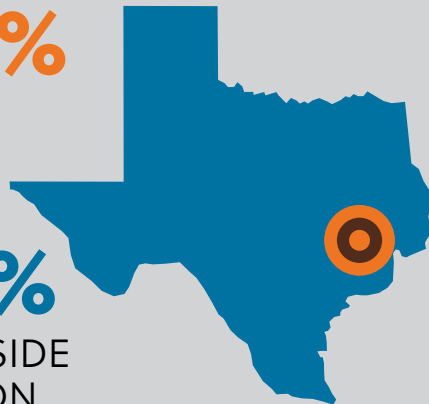
TEXAS OUTSIDE
OF HOUSTON

4.94%

U.S. OUTSIDE
OF TEXAS

1.02%

OUTSIDE U.S.

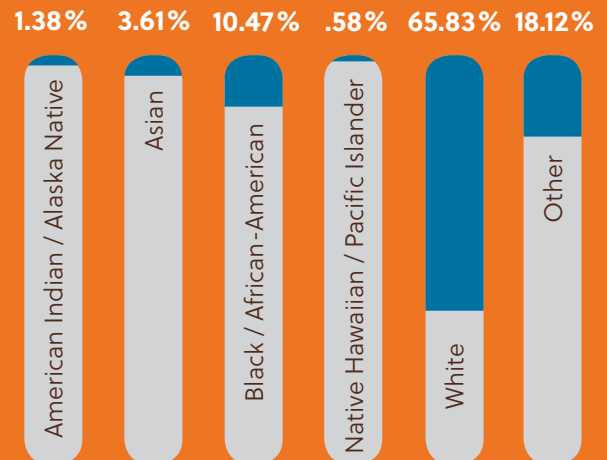


— **77.76%** —

OF ATTENDEES

come to the Rodeo annually

RACE



ETHNICITY

Are you from a Hispanic, Latino or Spanish background/origin?

YES 34.01% | **NO** 65.99%

HOUSEHOLD INCOME



Photo by Debbie Porter



Photo by Linda Evans



Photo by Linda Evans

A Flavor for Every Palate

BY MEGAN HARRINGTON

If you asked someone what sort of food they could get at the Houston Livestock Show and Rodeo™, you would probably get answers like barbecue, turkey legs and deep-fried everything.

With no shortage of these delicious items, the Rodeo is savvy in the vendor selection process to align with the increasingly diverse demographic when it comes to food options. According to Carson Joachim, Commercial Exhibits Committee chair, “Every year, we meet as a committee for several days and go through all the new applications for retail and food vendors that are applying for available spaces,” he said. “One of the things that we look at each year is bringing in vendors that are different than existing vendors presently at the Rodeo. We are trying to expand the creativeness and uniqueness of both the retail and food products. We’re also constantly striving to provide healthy food options and foods that can accommodate most every variation of dietary need.”

The goal is to expand the palate of the visitor and provide options for those with dietary restrictions — from vegetarian to vegan, keto to paleo and low carb to gluten free, there are now options to accommodate everyone. When walking the grounds of the Rodeo, there were many to choose from, but here are a few favorites:

Alamo Tamales – A Houston staple, Alamo Tamales offers a vegetarian spinach and cheese tamale that takes it to the next level. Even if you are an avid meat eater, you can’t go wrong with this choice.

Cobbler Café – To satisfy your sweet tooth while staying within your diet, Cobbler Café offers a gluten-free peach cobbler that’s as good as any you’ve ever tasted.

Freebirds – For those with dietary restrictions, Freebirds has many customizable options. Go for a meatless burrito or put your toppings over lettuce for a paleo option. It’s also a great place for vegans as the rice and beans are all made completely vegan.

Frios Gourmet Pops – When you’re looking for something sweet that’s low in sugar, Frios Gourmet Pops offers several all-natural options.

Fruiteria Cano – Looking for a refreshing drink to beat the heat? Head here for an agua fresca or treat yourself to a pina colada loaded with fresh fruit.

Go Nuts and More – Located in NRG Center, this stand offers many raw nut options that are paleo and keto-friendly, including almonds, pecans and cashews.

Greek Grill – Get a falafel bowl for a vegetarian option or a salad with grilled chicken to satisfy your paleo needs.

Holmes Smokehouse – If you opt out of the barbecue sauce and bun, there are many paleo and keto-friendly options at Holmes, including sliced brisket, turkey and sausage on a stick.

Xocolla – This single-origin craft chocolate booth was started right in their backyard in Sugar Land. One of the newest Rodeo vendors, Xocolla offers both vegan and vegetarian chocolate for customers.

This is just a small slice of the food that Rodeo attendees can enjoy, and it’s evident that there will be even more diverse food in the future. So, whether you stick to the classics or stick to your diet, it’s clear that the Rodeo has something for everyone! 🍴



ECONOMIC IMPACT

OF THE 2019 HOUSTON LIVESTOCK SHOW AND RODEO™

The 2019 Houston Livestock Show and Rodeo™ generated a total economic impact of \$227 million and total economic activity of \$391 million in Greater Houston, according to the Rodeo's 2019 Economic Impact Study, conducted by Economics Analytics Consulting, LLC.

The report quantified the economic impact and economic activity, including direct spending, the number of jobs supported in Greater Houston, and the expected increase in taxes associated with spending related to the 2019 Rodeo.

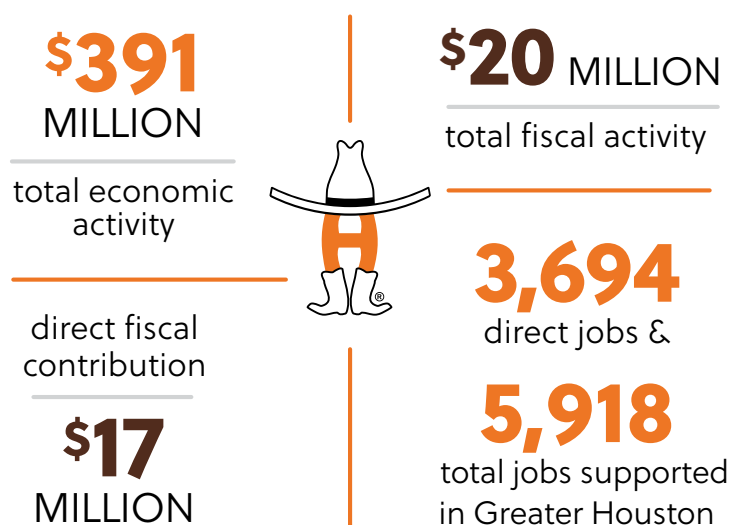
"Visitors to the 2019 Rodeo spent money on the Rodeo grounds, as well as throughout the Houston economy," said Chris Johnson, principal of Economics Analytics Consulting LLC. "Approximately 75% of visitors' direct spending occurred outside the Rodeo grounds and almost 45% of their spending was on items other than lodging, such as

shopping, food and entertainment."

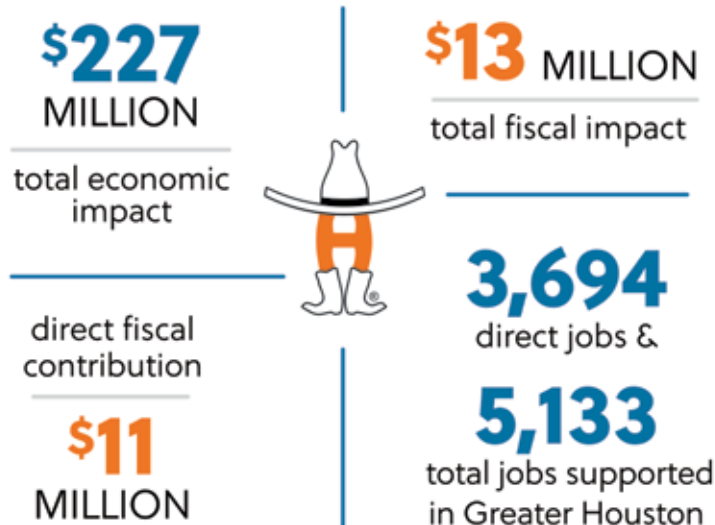
Economic impact measures the economic effects of new spending in Greater Houston generated by visitors attending the 2019 Rodeo, while the economic activity provides a measure of the full economic power of the Rodeo by quantifying the total spending in Greater Houston generated by everyone who attends. The Rodeo generated nearly \$400 million in economic activity based upon direct spending of \$243 million.

"With the breadth of livestock and horse show competitions combined with the diversity of activities and events, exhibitors and attendees were drawn not just from across Texas but from around the world. The world's largest livestock show and rodeo is clearly justified in its title as one of Houston's signature events," Johnson said. 🤠

ECONOMIC ACTIVITY



ECONOMIC IMPACT





HOUSTON LIVESTOCK SHOW AND RODEO™

INCOMING CHAIRMAN-ELECT OF THE BOARD

BRADY CARRUTH



Brady Carruth has deep ties to the Houston Livestock Show and Rodeo™. His father, Allen H. “Buddy” Carruth, was a Rodeo president and served as chairman of the board from 1979 to 1981. His mother, Ethel Carruth, was a past chairman and passionate supporter of the Rodeo’s School Art Committee.

Carruth first became a member of the Houston Livestock Show and Rodeo in 1970. He joined the Lamb Auction Committee in 1982, working his way through the volunteer ranks to become chair of the committee in 1996.

In 1998, he was elected a Rodeo vice president, serving as officer in charge of the Ladies’ Go Texan, Ladies’ Season Box, School Art, Special Children’s and Western Art committees. Carruth has been a member of the Rodeo’s Executive Committee since 2013 and will begin his tenure as Chairman of the Board in 2020.

“It is truly an honor to be named as the Houston Livestock Show and Rodeo chairman-elect of the board,” Carruth said. “The Rodeo has a powerful impact on Texas students, and I look forward to working with the volunteers and staff to continue the success of this great organization.”

Carruth currently serves as the president of Gulf Coast Capital Corp. and is heavily involved with several Houston-area organizations. He and his wife, Zane, live in Houston. 🤠

INCOMING EXECUTIVE COMMITTEE MEMBER: **WARNER ERVIN**

BY TODD ZUCKER

Warner Ervin, newly-appointed member of the Houston Livestock Show and Rodeo™ Executive Committee, developed a passion for education and agriculture years before joining the Rodeo.

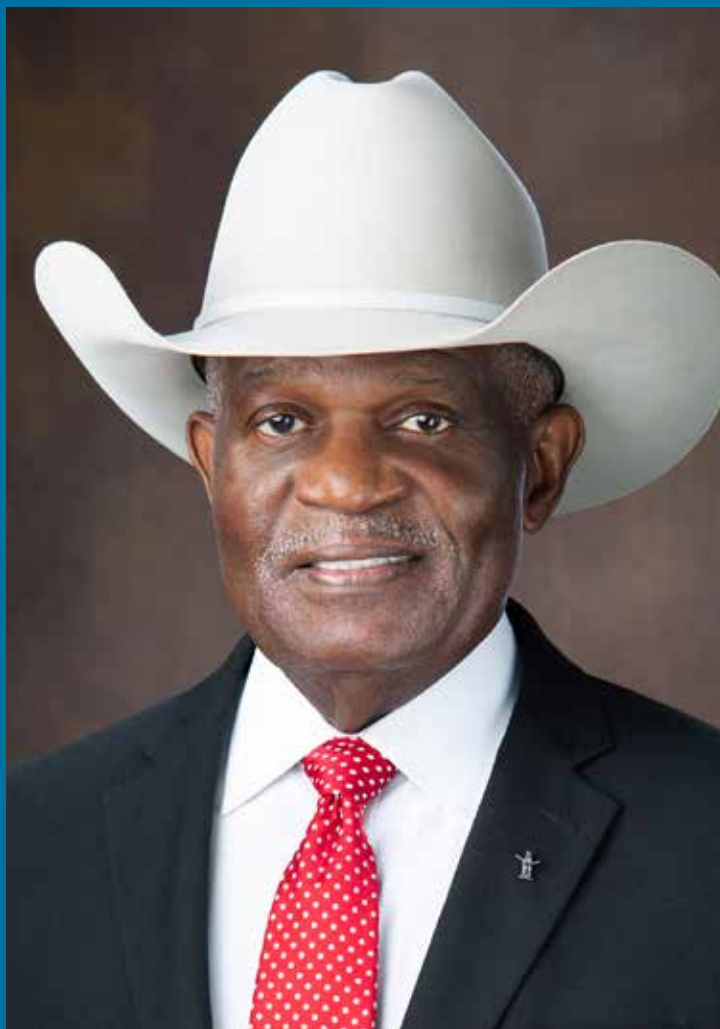
Raised in rural Hooks, Texas, Ervin showed early leadership promise as an FFA chapter president. Ervin received both bachelor's and master's degrees in education from Texas Southern University and superintendent certification from Prairie View A&M University. His public education career spanned more than 38 years. He ultimately served as South Regional Superintendent for the Houston Independent School District, overseeing more than 40 schools.

When his career path led to Houston, Ervin was drawn to the Houston Livestock Show and Rodeo. "Having been a teacher, coach, assistant principal, principal and, finally, superintendent, it would be hard for me not to support the Rodeo. When you have an organization that provides support to as many students as we do year-round, it's kind of a no-brainer to me," Ervin said.

Ervin is a longtime Rodeo leader. After joining the Black Heritage Committee in 1995, he moved swiftly through the ranks, becoming chair in 2000 and a Rodeo director in 2001. Appointed as a Rodeo vice president in 2008, Ervin oversaw the Black Heritage, Ladies' Go Texan, Speakers and Special Attractions committees.

As an Executive Committee member, Ervin is positioned to help steer the Rodeo toward opportunities that will compliment school programs and make a real difference to Texas youths. As an HISD regional superintendent, he implemented programs he knew would challenge students, teachers and administrators to perform better. Although retired from the public sector, Ervin remains current on state and national trends in education and advises public and private schools about curriculum, leadership and strategic planning. He provides these services through wEw Educational Consulting & Associates LLC.

"I am honored to be on the Executive Committee, but I want to continue to learn about the Rodeo," Ervin said. "Being a chairman, a director and an officer



prepares you to move up, and you have varied experiences. We have 35,000 volunteers within the Rodeo. I always encourage people to be as involved as possible and to learn about the many various aspects of the Rodeo."

Melba, Ervin's wife of 42 years, volunteers on the Calf Scramble Donors and Special Children's committees. Their son, Warner II, once a Rodeo calf scrambler, is a Grand Entry Committee outrider. Mauri, their daughter, serves on the Black Heritage Committee. They have three grandchildren who enjoy the Rodeo. Ervin spends free time with his family, attending church, gardening, fishing, and riding his horses and his Harley. 🇺🇸

INCOMING EXECUTIVE COMMITTEE MEMBER: **PARKER JOHNSON**

BY ANGELA SHAH

The Houston Livestock Show and Rodeo™ has been a part of Parker Johnson's life since he was a boy. Growing up on a ranch in Bulverde, Texas, outside of San Antonio, Johnson's family raised registered Hereford cattle. By 1983, he was exhibiting junior market steers at the Rodeo and his involvement was just beginning. "A lot of things have changed over the years, in business and everything else," he said. "But, Rodeo has always been part of my life."

When he moved to Houston in 2000, he promptly reconnected with the Rodeo, joining the Breeder's Greeters Committee, where he met his wife, Victoria. In the years since he first joined Breeder's Greeters, Johnson has served the Rodeo by becoming a vice president, serving as officer in charge of the Steer Auction, Safety, Asset Distribution, RODEOHOUSTON® Sports Medicine, Equipment Acquisitions and Mutton Bustin' committees. Johnson was heavily involved in forming the Rodeo's Mutton Bustin' Committee, working closely with the Executive Committee and Rodeo staff. He would go on to serve as its first-ever chairman.

Now, Johnson, who is a partner in both Silver Eagle Distributors and JetLinx Houston, is an incoming member of the Rodeo's Executive Committee, an appointment that reflects his lifetime of engagement with the Houston Livestock Show and Rodeo. "What the Rodeo does for youth in Texas, not only from an agricultural standpoint, but also the scholarship and education side, is just incredible," he said. "It's an honor to be part of the Executive Committee. I'm looking forward to serving our 35,000 volunteers and creating more opportunities for the students in our great state."

Johnson not only works behind the scenes at the Rodeo, he's also a participant. During the 2019 Rodeo, Johnson competed in the NCHA Cutting Horse competition and won Reserve Champion in the \$15,000 Amateur contest. He and Victoria share a love for horses, launching a hobby that takes them across the country for cutting horse competitions. "It's a fun hobby and we enjoy engaging our kids in that [activity]," he said.

Johnson believes it's important that the children are immersed in their family's ranching legacy. "I'm doing my best to do for them what my parents and



grandparents did for me," he said. "A lot of kids don't have that opportunity."

Today, the Johnsons share their love of ranching and Rodeo with their children, Liston and Case. As a family, they raise registered Brahman cattle on their ranch in Cat Spring, Texas. Johnson, a graduate of Texas Tech University, devotes much of his spare time to philanthropic efforts. An avid outdoorsman, he supports his passion for conservation by serving on the board for the Texas Parks and Wildlife Foundation. Johnson, Victoria and their children split their time between Houston, Cat Spring, Port O'Connor and Rockport. 🐾

INCOMING VICE PRESIDENTS

BY GIGI WARK



ROBERT CLAY

AGRICULTURAL MECHANICS,
COMMERCIAL EXHIBITS,
COMMUNICATIONS & SPECIAL SERVICES,
RODEO MERCHANDISE, STEER AUCTION

Encouraged by a neighbor, Robert Clay became a member of the Houston Livestock Show and Rodeo™ in 1991 and joined the Swine Auction Committee. Over the years, he volunteered with many of the Horse Show committees, leading him to serve as chair of the World Shows and Appaloosa Horse Show committees. He was elected to the Rodeo's board of directors in 2016.

As officer in charge, Clay will oversee the Agricultural Mechanics, Commercial Exhibits, Communications & Special Services, Rodeo Merchandise and the Steer Auction committees. Although much of his experience with the Rodeo is through the Horse Shows, he looks forward to new challenges. Clay believes his experience as a buying partner of the Grand Champion Steer and Barrow, as well as his knowledge of merchandising and commercial exhibits as owner of Schaefer Ranchwear, will aid his service to these committees.

As he thinks about the next few years, there are two things that Clay is looking forward to the most. "First, learning about other committees and what makes them tick, and second, genuinely understanding how a non-profit with 35,000 volunteers can run so efficiently and seamlessly with a very small number of paid staff members. The people who run the Rodeo on a daily basis are truly talented," Clay said.

Clay has been in real estate since graduating from Texas A&M University in 1989. He began his career with United Equities and Moody Rambin Interests and started Clay Development & Construction Inc. with his father in 1998. CDC has been named in Entrepreneur Magazine's "Hot 100" twice; has been listed in the "Aggie 100" every year since it began; and has been included in the Houston Business Journal's list of fastest growing private companies for eight out of the last 10 years.

Clay and his wife Emily have been married for more than 29 years. He has two children, Will and Catherine. Will is a junior at The University of Texas at Austin business school, and Catherine is a member of the Rodeo's Breeders Greeters Committee. As a family, they attend St. Michaels Catholic Church and spend most of their free time at their ranch in Johnson City, Texas, and their beach house in Los Cabos, Mexico. †



JOHN GIANNUKOS

CORPORATE DEVELOPMENT,
GATEKEEPERS, LAMB & GOAT AUCTION,
MUTTON BUSTIN'

John Giannukos became a member of the Houston Livestock Show and Rodeo™ in 1992. He was encouraged by his mother, who was on the Poultry Committee at the time, and knew he had a talent for fundraising. Giannukos joined the Poultry Auction Committee in 1996. His interest in services committees led him to join the Parade Committee and he was later recruited to serve as a founding member on the Gatekeepers and Mutton Bustin' committees. Giannukos went on to join the Corporate Development Committee where he used his strength in fundraising. He earned awards and recognition for his efforts and was named chair of the Corporate Development Committee in 2017, following his election to the board of directors in 2015.

"During my tenure as vice president, I hope to accomplish several things," Giannukos said. "First, I want to work with my chairs and committee leadership to help them continue to grow as leaders. Second, I want to continue to educate future donors and volunteers about the Rodeo's mission and the many giving opportunities that exist. Lastly, I want to continue to raise as much money as possible for scholarships and auctions so the Rodeo can continue to make the difference that it does every year."

Giannukos graduated from Texas Tech University, where he met Lesli, his wife of 22 years. The couple has three children — Caroline, a member of Jr. Rodeo Committee, who will be a freshman at Texas Christian University; Nicholas, who will join JRC this year; and Georgia, their youngest. Professionally, Giannukos owns and operates two businesses — Houston Uniform and Apparel, and Accent Sign and Awning Company. He donates his time to many charitable and business organizations. †



JOHN GLITHERO

*HORSE SHOW, HORSE SHOW
EQUIPMENT, HORSPITALITY,
RANCH RODEO, TEAM PENNING &
RANCH SORTING*

John Glithero, a native Texan living in Cat Spring, Texas, grew up around horses and loved agriculture and rodeo. From the age of 11 until he graduated from Texas A&M University, he worked for a farmer and rancher. His boss was also a rough-stock judge who introduced Glithero to the Houston Livestock and Rodeo™ and many of its volunteers. Glithero became a member in 1982 and joined the Horspitality Committee, where he served for 25 years and advanced through the leadership. He then joined the Team Penning and Ranch Sorting Committee and was named chair in 2010. He was named General Horse Show Chair in 2014 after his election to the Rodeo's board of directors in 2013.

As a Rodeo vice president, Glithero will oversee all the Horse Show committees, including Cutting Horse, Donkey and Mule, Paint Horse, Quarter Horse, World Shows, Youth Horse, Chuckwagon, Horse Show Equipment, Horspitality, Ranch Rodeo, and Team Penning & Ranch Sorting. "My goal as a vice president is to work with volunteers across all of our horse shows to provide our contestants and spectators with a great experience and to have a lot fun along the way," Glithero said.

His love of volunteering comes from his pride in "being a part of one of the greatest livestock shows and rodeos in the world." He also appreciates the Rodeo's positive impact on our youth and future leaders. "I want to be able to give my children and grandchildren an opportunity to enjoy the same kinds of experiences I had while growing up as a part of this great event," he said.

Glithero has been in the oil and gas industry for 30 years and today, he is the President of Petrofac US. He has two daughters, Jillian Jurica and Caroline Bundy. Jillian and her husband, Chris, have two daughters, Molly and Francis. Caroline and her husband, Nathan, have one daughter, June. His daughters, sons-in-law and granddaughters all live in San Antonio. Shanna Brown, John's fiancée, has one daughter, Zoey. They reside in College Station. 🏠



ALICIA JIMERSON

*WESTERN ART, SCHOOL ART JUDGING,
GRAPHICS & SIGNAGE, HORTICULTURE, TOURS*

Alicia Jimerson was born in Memphis, Tennessee, but got to Texas as fast as she could. She became a Houston Livestock Show and Rodeo™ life member in 1989 when Clair Branch, a Rodeo vice president, pulled out a \$100 bill and asked Jimerson to sign a membership card. Since then, Jimerson has been an energetic volunteer and leader, first serving with the Lady Lambs buying group and later joining the Alief Southwest Metro Go Texan Committee in 1990. In 1992, Alicia was named the first chair of the newly formed Fort Bend Stafford subcommittee of the Metro Go Texan Committee. She later joined the International and Western Art committees and was appointed chair of Western Art in 2015.

As officer in charge, Jimerson will oversee the Western Art, School Art Judging, Graphics & Signage, Horticulture and Tours committees. "I truly cannot express what an honor it is to serve the Rodeo in this capacity," Jimerson said. "The Rodeo means so much to me and my family. I am so grateful to continue the traditions and further the legacy that the Rodeo has to offer to the youth of Texas."

As president of Jimerson Underground, Inc. Alicia has earned recognition as a successful Houston businesswoman. She was the first woman to serve as president of the Houston Contractors Association and she is a founding member of Women Contractors Association and The Redneck Country Club. Jimerson serves on the City of Houston Office of Business Opportunity Mayor's Advisory Board, where she's been chair since 2012. She is a member of the Houston Engineering and Scientific Society, The 12th Man Foundation and the Greater Houston Gun Club.

Jimerson has four children, all of whom have been in FFA, are members of the Jr. Rodeo Committee and are life members of the Rodeo. Her son Blake and his wife Alexis graduated from Texas A&M last year; son Brad is a senior; and twins Abby and Ashley are juniors at Texas A&M. Abby is attending Texas A&M on a Houston Livestock Show and Rodeo FFA Scholarship. Jimerson enjoys sharing family time, especially relaxing at their place in Galveston. 🏠

INCOMING VICE PRESIDENTS

BY GIGI WARK



CHRIS UNDERBRINK

BREEDERS GREETERS, LIVESTOCK, JUNIOR
COMMERCIAL STEER FEEDING AND
MANAGEMENT CONTEST, FEED STORE,
VETERINARIANS

When Chris Underbrink joined the Houston Livestock Show and Rodeo™ in 1997, he simply wanted to meet people and have a good time. He joined the Breeders Greeters Committee and began serving in leadership roles in 2003, later chairing the committee from 2014 to 2016.

After being named chair of Breeders Greeters, Underbrink began to look at the Rodeo in a much bigger light. "When I met other committee chairs, I realized how big the Rodeo really was. When you consider the scale of the Rodeo and the fact that we have more than 100 committees, that's an astounding number, and then you see everyone doing their part to put on this massive production," Underbrink said. "It's truly amazing to see what we accomplish and then to think that it's all done by 35,000 volunteers. I plan on learning a lot during the next three years, and I'm really looking forward to seeing how other committees run. Hopefully, we can share ideas between some of these committees and make all of them even better."

Underbrink will serve as officer in charge of the Breeders Greeters, Livestock, Junior Commercial Steer Feeding and Management Contest, Feed Store and Veterinarians committees. "There are so many people involved in the Rodeo who have so much to offer," Underbrink said. "We need to open the lines of communication to hear their ideas and leverage those ideas to improve our processes — everyone's opinion matters. I am wide open to constructive conversation, especially if it can help to make the Rodeo even better!"

Professionally, Underbrink has worked in the commercial division at Alamo Title Company for 20 years and has run the division for the past 10 years. He met his wife, Jan, in 1993, and the couple has been married for almost 21 years. She's also involved with the Rodeo and has been on the World's Championship Bar-B-Que Committee for more than 25 years. They have three daughters; Peyton, Paige and Parker. Underbrink said their family has grown up with the Rodeo and they are looking forward to supporting his efforts during his tenure. 🍷



DUNCAN UNDERWOOD

ALL BREEDS, H CALF, HOUSTON GENERAL
GO TEXAN, RANCHING & WILDLIFE,
WORLD'S CHAMPIONSHIP BAR-B-QUE

Duncan Underwood was introduced to the Houston Livestock Show and Rodeo™ during his childhood. As a native Houstonian with a background in agricultural business, it was only natural that he would someday join the world's largest livestock show.

Underwood's family has been involved since the early days of the Rodeo. His mom, Lynda Underwood, served on the Quarter Horse Committee for more than 25 years, but his introduction to the Rodeo happened through a chance meeting.

In 1998, Duncan was helping his mom in the Astro Arena, now named NRG Arena, when Jack Lyons, then chair of the World's Championship Bar-B-Que Committee, came to the Arena. After meeting the hard-working young man, Lyons told Underwood that he was going to put him on the Bar-B-Que Committee, and Underwood's volunteer career officially began.

After serving in various leadership roles, Underwood was elected to the Rodeo's board of directors in 2012 and served as chair of the World's Championship Bar-B-Que Committee from 2013 to 2015. In his new role, Underwood will serve as officer in charge of All Breeds, H Calf, Houston General Go Texan, Ranching & Wildlife and the World's Championship Bar-B-Que committees. He is humbled, honored and excited to serve and is looking forward to learning about the committees he will oversee.

"The Houston Livestock Show and Rodeo has been a part of my family since its inception. My family has been involved in the cattle business since 1941, and I have been running the operation since 1995," Underwood said. "I am a firm believer in the Rodeo's mission, and I understand the impact on Texas youth and education. These young scholars are the future of our country and I am proud to be part of it."

Underwood is president and CEO of Underwood Ventures LLC, which focuses on investments in real estate and oil and gas. He also serves on the board of directors for Episcopal High School, St. Edward's University, Trees for Houston, and serves on various committees with Houston Methodist Hospital. During his time off, he enjoys spending quality time with his wife of 23 years, Sarah, his son, Austin, and his daughter, Riley. 🍷



Stacy Anderson
Special Children's



Darrin Baumunk
Winery Relations



Michelle Bridges-Paul
Auctions Assistance



Mason Briscoe
Horspitality



Naphtali Carlson
Directors' Club



January Carter
Directions & Assistance



Pat Caserta
Recycling



John Causey
General Horse Show



Martha Ceballos
Swine Auction



Justin Chance
Rodeo Operations



Chris Coulter
Beverage Services



John Curley
Calf Scramble Greeters



Eugene Franco
Chairman's Club



Tim Galloway
Horse Show Equipment



Leti Garza
The Cantina



Jonathan Gilbreath
Facility Services

INCOMING COMMITTEE CHAIRS



Jennifer Harmel
General Horse Show



Ruthie Hebert
Scholarship Administration



Tommy Jacobs
Asset Distribution



Michelle Iversen Jeffrey
Lamb & Goat Auction



Michael Khushf
Corral Club – Division II



Justin Kirby
Agricultural Mechanics



Charles Koerth
Legal Advisory



Robert Kolakowski
Rodeo Express



Casi Lahodny
Youth Horse Show



Jennifer Lamb
Agriculture Education



Troy Lee
Corral Club Level West



David Lodholz
Horticulture



Allen Lyons
Mutton Bustin'



Lisa Medina
Carnival Ticket Sales



Aimee Coates Monteverde
Breeders Greeters



Janis Morton
World Shows



Rhonda O'Donovan
Sheep & Goat



Charlie Odom
Cutting Horse Show



Susan Prater
Health



Ken Pujats
Wine Garden



Brad Risner
Houston General
Go Texan



John Sandling
Grand Entry



Nancy Serrano
Wine Competition



Paul Shollar
General Horse Show



Chuck Smith
Corral Club Suites East



Berry Summerour
H Calf



Mike Tristan
Equipment Aquisition



Lance Welch
Parade



Randy "Blake" Wise
General Horse Show



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