



"BOWLEGGED H" MAGAZINE

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ON THE COVER



In 2018, RODEOHOUSTON debuted a new, state of the art rotating stage. Zac Brown Band will return to Houston on Monday, March 11, 2019, for their eighth Rodeo performance.









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AGRICULTURE
EDUCATION
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WESTERN HERITAGE



From the

CHAIRMAN OF THE BOARD

elcome back, everyone. I

hope you got some much-

needed rest during the holidays and are ready to host another successful Houston Livestock Show and Rodeo™. It is no secret that Rodeo season is here — you can feel the energy in the hallways of NRG Center. Personally, I'm glad to be back here with the volunteers, members and staff who are working hard to make sure the 87th annual event is a success. Opening Day is quickly approaching,

and it is motivating to see your enthusiasm and work ethic during the

final stretch.

The Houston Livestock Show and Rodeo was founded on agriculture and every volunteer and member plays an integral part in the organization's role of keeping agriculture alive in the nation's fourth largest city. During the 2019 Houston Livestock Show and Rodeo, we will celebrate our mission to promote agriculture. With

a world population of 7 billion to feed, our mission could not be more critical today.

Did you know, there are 2 million farms in the U.S. and 99 percent are owned and operated by families? Over time, the average age of the American farmer has increased from 50 years old to 58 years old. Our farmers are getting older, and one must wonder where the next generation of farmers and ranchers will come from. This is where the Houston Livestock Show and Rodeo comes into play. Times have changed since the early 1930s and 40s, and the organization has expanded from solely a livestock show and rodeo to include entertainment and attractions for all to enjoy. It is up to us to continue to provide educational, agricultural experiences for our

guests while they are on the grounds. In doing so, we can help them learn that their food, clothing and everyday necessities come from some form of agricultural endeavor.

Speaking of entertainment, I believe the 2019 RODEOHOUSTON® lineup is one of the most diverse lineups in the history of the Rodeo. Featuring a mix of musical genres including country, hip-hop, rock, pop and EDM, the lineup is as diverse as the city of Houston. Artists in the lineup are sure to bring many new visitors to our grounds, providing us with an incredible opportunity to share our agricultural mission with a broader audience.

As we prepare to welcome more than 2.4 million visitors to the grounds, let us remember our mission, and keep our four pillars — agriculture, education, entertainment and Western heritage — at the forefront of all our efforts.

Keep up the great work and 2019 will be the best year yet!

All my best,

Iim Winne

MISSION: MUTTON BUSTIN'

HOW ONE CONTESTANT STOLE THE HEARTS OF THOUSANDS OF RODEOHOUSTON® FANS



pening night of the Houston Livestock and Rodeo™ always draws much attention and the 2018 Rodeo was no exception. Garth Brooks belted out his famous anthems and ballads to a sold-out crowd from the new, state-of-the-art, star-shaped concert stage during RODEOHOUSTON. However, another performance that evening also left everyone talking.







Mutton Bustin' participant Marlie Ruth McDonald, 6, was already falling off the darting sheep as it shot out of the chute. Incredibly, she made a quick recovery and earned the highest score. Her 90 points surpassed the other contestants and won her a coveted gold belt buckle. If Marlie's winning ride did not win the hearts of thousands of rodeo fans, her post-event interview did.

"I did what my parents told me. I hold on really tight," Marlie told Patti Smith, RODEOHOUSTON color commentator. Marlie continued the interview by telling the crowd that she would like to be a spy when she grows up because she wants to "fight for the world and fight off the bad guys."

Little did the audience know, this future spy already has some battle experience — she is a cancer survivor.

During her mother Nathalie's 34th week of pregnancy, an ultrasound revealed Marlie had a golf ball-size mass in her brain. An MRI was performed in San Antonio and the results were sent to leading pediatric cancer hospitals. The next day, the family received a phone call from Texas Children's Hospital's Dr. Murali Chintagumpala informing them that their unborn baby could be helped.

With that amazing news, the family moved to Houston where Marlie, just 4 days old, underwent seven hours of surgery to resect a stage III glioneuronal brain tumor, a malignant and very aggressive form of cancer. She suffered a stroke immediately afterwards and underwent two years

of chemotherapy. Since her diagnosis, Marlie has been monitored closely, and this year, she was moved to Long-Term Survivor Care. Remarkably, she has no significant side effects or developmental differences caused by her condition or treatment.

"Marlie was not only cute, but her story is an amazing one as a cancer survivor," said Rainey Janke, Mutton Bustin' Committee Chair. "It was great to have a winner like Marlie the first night of the Rodeo."

Mutton Bustin' first appeared at RODEOHOUSTON in 2008 and was overseen by the Calf Scramble Committee. The Rodeo quickly realized it needed a dedicated committee to run the event, so a task force was assembled in 2009. The Mutton Bustin' Committee became official in 2010 and is currently 447 members strong. It has two teams running sheep, one inside NRG Stadium and one in The Junction, a kid-focused area on the NRG Park grounds with rides, games and fun exhibits.

To compete, children must be between 5 and 6 years old and not weigh more than 55 pounds; therefore, Marlie is unable to take part in Mutton Bustin' in 2019. These days, she is focusing her time on karate and gymnastics classes, which she views as essential skills for her future career. If the way Marlie championed her mutton bustin' performance and dominated cancer are indications of her spy skills, there is no limit to what she will achieve.

INTRODUCING

AN EDUCATIONAL PROGRAM FOCUSED ON BEEF CATTLE PRODUCTION

BY SARAH TUCKER Photos Courtesy of the H Calf Program

n the last weekend in October, two dozen people loaded into buses at NRG Center bound for the Scarmardo Cattle Co. to participate in the fourth and final H Calf program event for 2018. H Calf is the Rodeo's newest educational program for current and potential beef producers. "The H Calf Program is a fantastic educational opportunity for our Houston Livestock Show and RodeoTM members to learn about agriculture and the beef cattle industry, aligning perfectly with our mission of promoting agriculture," said Chris Boleman, the Rodeo's executive director of agricultural competitions and exhibits.











"The primary goal [of this new program] is to help participants make better decisions for their herd," said Jason Cook, H Calf program co-director. Participants who own cattle are encouraged to earn the Beef Quality Assurance certification, which promotes better cattle handling.

"I see this huge need to educate people to be better cattle producers," said Berry Summerour, co-director of the H Calf program and member of the Rodeo's board of directors. "They [the participants] are thirsting for knowledge."

A key part of the program is education via handson field trips. During the course of five months, more than 150 people traveled to Hungerford, Gonzales and Caldwell, Texas, to learn about breeding, genetics, nutrition, vaccinations and good animal health. "People with experience came up to us and said they've learned so much [on the field trips]," Summerour said.

While H Calf debuted in the summer of 2018, the idea was 15 years in the making, deriving from Cook's experience at a feed store, where he witnessed firsthand the needs of smallscale producers. "I learned of the need for a program like this by working at the feed store; I listened to their stories," Cook said. "It's why these field trips are so important until they [participants] see it, they don't understand."

Summerour, a fifth-generation cattleman, could not agree more. He said he sees more and more people who inherit or marry into ranching families and take on these responsibilities with little or zero knowledge of what to do. Summerour also thinks the program will be good for those who grew up raising cattle but have been out of school for a while. "Education shouldn't stop after you're a teenager," Summerour said. "This program is designed specifically so [cattle producers] can have access to experts and go out and see it in action."

While the H Calf program is just getting started, Cook and Summerour have big plans for its success. They are already coordinating field trips and speakers for next year, building an online resource library, and are hopeful the program will graduate from taskforce to committee soon. They also hope that in four- or five-years' time they can have their own H Calf certification and a sale so participants can showcase what they have learned and give people an opportunity to sell their cattle. "We're just scratching the surface," Cook said. "There's so much we can do with this program."



Become an H Calf member today to participate in the 2019 educational programs!

To join, email hcalf@rodeohouston.com or call 832.667.1195.



JUDGING FROM HEART

BY SARAH WEBER LANGLOIS

ach year, more than 3,000 students apply for a Houston Livestock Show and Rodeo™ scholarship. In 2018, the Rodeo awarded 800-plus scholarships, valued at more than \$14 million, to deserving Texas students. The task of facilitating the scholarship selection process falls on the Rodeo's Scholarship Administration Committee. The selection process allows volunteers to directly participate in this integral part of the Rodeo's mission.

"Judging scholarships will really touch your heart," said Tricia Koch, a founding member of the Rodeo's Scholarship Administration Committee, and current chair of the committee. "The scholarships given by the Rodeo are the culmination of the hard work of all of our 34,000 volunteers. We change lives across Texas with these scholarships."

The Scholarship Administration Committee, one of the Rodeo's newest committees, assists with the scholarship application process, from verifying each applicant's quantitative data, such as transcripts and SAT and ACT scores, to assisting during scholarship judging.

According to Koch, each application is reviewed three separate times by three individual judges, resulting in approximately 9,000 scholarship application reviews. Judges read applicants' essays, review students' activities, which include school activities, community service and work obligations, and assign a numerical score for each application.

"[The Rodeo] incorporated a review of a student's work activities because we recognized that not every student is able to be involved in school or community activities," Koch said. "A lot of students who are applying for scholarships must work to help their families, and we wanted to take that hard work into consideration in the judging process."

Yolanda Silva, a 1994 scholarship recipient and current Rodeo volunteer who has served as a scholarship judge, agreed. "You read these applicants' stories, and they pour their hearts out," Silva said. "Some of them have experienced so

much in their young lives, but no matter what life has given them, they are like bull riders. This is life — they get thrown off, yet they get back on and keep striving."

Koch and Silva said they have witnessed firsthand how scholarship judges are impacted by the process. "Being part of the scholarship selection process is a source of great pride," Koch said. "I've never had a judge who doesn't want to come back to judge. Giving scholarships to deserving recipients is life-changing for all involved."

Similarly, Silva was so touched during the judging process that she cried. "It took me back to when I applied," she said. "I wanted the judges to take a chance on me. I promised that they would receive a return on their investment multiplied by 100. These kids are just starting their journeys, and for many of them, receiving a Rodeo scholarship will help lighten their burdens."

Rodeo volunteers who are active committeemen or lifetime committeemen are eligible to serve as scholarship judges. Interested volunteers can apply on the Rodeo's website by logging into the membership portal and selecting "Scholarship Judging" under the Committee Volunteer Request tab.

According to Silva, who credits her Rodeo scholarship as the reason she started and finished college, judging scholarship applications is a lot of responsibility. "Any volunteer wanting to give back should sign up to be a scholarship judge," Silva said. "It is an amazing experience that you can't put a price on."



THE NUMBER 13

BY ASHLEY PLAEGER



RODEOHOUSTON®



uring 20 days of competition, more than 1.34 million RODEOHOUSTON® fans take their seats in NRG Stadium as the smell of popcorn and Texas brisket fills the air to watch more than 325 rodeo contestants compete for \$2.17 million.

RODEOHOUSTON is comprised of two competitions. The initial event, the RODEOHOUSTON Super Series®, is a 19-day tournament-style competition and consists of seven traditional rodeo events, including tie-down roping, bareback riding, team roping, saddle bronc riding, steer wrestling, barrel racing and bull riding. Each event crowns a champion and the winner is awarded \$50,000, plus previous round winnings, a custom saddle and belt buckle. The second competition, the RODEOHOUSTON Super Shootout®: North America's Champions, presented by Crown Royal, features a \$250,000 purse. Widely recognized as one of the richest one-day rodeo competitions in the nation, the Super Shootout features champions hailing from renowned rodeos throughout North America. These athletes compete as individuals and as part of a team in five traditional rodeo events: bareback riding, barrel racing, bull riding, saddle bronc riding and steer wrestling.

In 2019, the Super Series will take place Monday, Feb. 25 – Friday, March 8 and Sunday, March 10 – Saturday, March 16, and the Super Shootout will be held Saturday, March 9.

1.34 MILLION FANS

325
ATHLETES

20DAYS OF COMPETITION

\$2.17
MILLION PURSE

2 COMPETITIONS

RODEOHOUSTON SUPER SERIES®

RODEOHOUSTON SUPER SHOOTOUT:
NORTH AMERICA'S CHAMPIONS,
PRESENTED BY CROWN ROYAL



HOUSTON LIVESTOCK SHOW AND RODEO™

2019 RODEOHOUSTON STARENTERTAINER LIII E L

FEB. 25 - MARCH 17, 2019 • NRG STADIUM

rodeohouston.com

Gold Badge not valid for entry to the George Strait concert-only performance on Sunday, March 17.







THURSDAY



PRINCE ROYCE

BROOKS & DUNN Armed Forces Appreciation Day presented by BHP

LUKE BRYAN

CARDIB Black Heritage Day sponsored by Kroger



TURNPIKE TROUBADOURS



PANIC! AT THE DISCO



OLD DOMINION First Responders Day presented by BP



CAMILA CABELLO



LUKE COMBS







ZEDD



KANE BROWN



LOS TIGRES DEL NORTE Go Tejano Day



ZAC BROWN BAND



KINGS OF LEON



SANTANA



CHRIS STAPLETON



CODY JOHNSON



BRAD PAISLEY





GEORGE STRAIT with special guests LYLE LOVETT & ROBERT EARL KEEN

HOUSTON LIVESTOCK SHOW AND RODEO™

THE HIDEOUT

The Hideout is open Feb. 26 - March 17, from 6 p.m. to midnight. Weekday performers begin at 10:15 p.m. • Weekend performers begin at 8:30 p.m. Free admission with NRG Park admission or RODEOHOUSTON® ticket (21 and up)



Tuesday, Feb. 26 **JOSH GRIDER**



Wednesday, Feb. 27 **MARKET JUNCTION**



Thursday, Feb. 28 **JON STORK**



Friday, March 1 CHRIS ARDOIN & **NUSTEP ZYDEKO**



Saturday, March 2 **SMALL TOWN HABIT**



Sunday, March 3 DJ



Monday, March 4 **DALTON DOMINO**



Tuesday, March 5 **BRI BAGWELL**



Wednesday, March 6 **KIMBERLY DUNN**



Thursday, March 7 **BLAKE TORREY**



Friday, March 8 **AARON EINHOUSE**



Saturday, March 9 **CHRIS COLSTON**



Sunday, March 10 **CONJUNTO SENZZIBLE**



Monday, March 11 **AUSTIN MEADE**



Tuesday, March 12 **NO DRY COUNTY**



Wednesday, March 13 **KODY WEST**



Thursday, March 14 **TEXAS RENEGADE**



Friday, March 15 **BRAYDON ZINK**



Saturday, March 16 **READ SOUTHALL**



Sunday, March 17 DJ

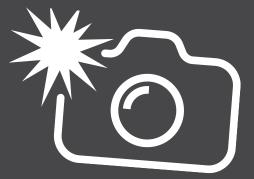
IT'S RODEO TIME, Y'ALL!

Download the free RODEOHOUSTON® Mobile app, powered by T-MOBILE, to prepare for your next **Rodeo visit!**

- View the 2019 Entertainer Lineup and Daily Schedule
- Gain Access to Interactive Maps and Up-to-Date Parking Information
- Check out the 2019 Shopping and Dining Vendors
- Download new Rodeojis



Stop by the Social Station located in Hall D of NRG Center for your chance to be featured in the Rodeo's mosaic photo! So long traditional photobooth — in 2019, the Social Station will feature an interactive mosaic wall in which visitors can stop by, take a photo and place it on the wall. Over time, each individual photo will come together to reveal a complete Rodeo-themed mosaic! While there, enter to win concert tickets, Rodeo swag and more!





COMMUNITY INVOLVEMENT **SERIES: To Educate All Children — TEACH**

BY ERIKA SANCHEZ Photos Courtesy of TEACH

Education is more than just classroom instruction, particularly when the environment establishes a meaningful connection between a teacher and a student. Teachers experience first-hand the challenges that students endure throughout their school years, including the educational barriers that some students face, including poverty, the lack of a safe school environment and parental involvement, which are all critical factors in a student's academic success. Therefore, the guidance teachers can provide students is invaluable.

With teachers in mind, Susan Sarofim and Mary Yenik founded To Educate All Children — TEACH, formerly known as Knowledge Arts Foundation, in 2005. TEACH is a nonprofit organization dedicated to providing teachers intensive, hands-on training in classroom management skills that help form a safe and calm classroom environment, which promotes extensive learning time and reduces disruptions within the classrooms.

"The more we can do to create a safe place for students, the more they can learn and the more we can impact the trajectory of their life," said Nory Angel, executive director and CEO of TEACH. "Education is the key to everything."

The organization helps more than 1,000 teachers and 17,500 students in 27 schools across the Houston Independent School District. The program's rigorous curriculum offers a distinct method in improving learning time within the classroom. "It is a two-part model,"Angel said. "Part one is that we provide classroom training on our classroom management skills for the teachers. The second part is that we follow the teachers in the classroom and coach in real time so that we can teach them how to use the skills inside the classroom."

The 2019 educational grant from the Houston Livestock Show and Rodeo™ will enable TEACH to continue to provide teachers with intensive training and coaching opportunities throughout the school year. According to Angel, receiving an educational grant from the Houston Livestock Show and Rodeo for the past four years has facilitated TEACH to expand services into new schools at HISD, where there is currently a waiting list of schools requesting approval for the program.

In addition, the positive impact TEACH has had within the schools has been tremendous. "One method we use to measure our impact is suspension rates," Angel said. "Schools that we work with have had a reduction of suspension rates of 40 to 80 percent. What that means is that kids spend more time in the classroom learning and the teachers spend more time teaching instead of dealing with behavioral issues."

According to Angel, relationship building is key to the program's success. "We build relationships with the students and we maintain the dignity of the students and of the leaders on these campuses, and it shifts how students and faculty interact," she said. The positive correlation has proved a cultural shift that TEACH has been able to accomplish through their services.

"At the end of the day, the student, as the adage says, doesn't care what you know, unless they know that you care. That is the premise of our work," Angel said. *****







rom buses and trams to trains and shuttles, Houston Livestock Show and Rodeo™ visitors have several options to navigate to and from NRG Park. Two committees make sure everything runs smoothly: Transportation and Rodeo Express.

These two committees work together during Rodeo to ensure visitors have an enjoyable travel experience. The Transportation Committee shuttles visitors around the grounds, and to and from onsite parking lots, using trams and golf carts while the Rodeo Express Committee manages off-site transportations, including Park & Rides and METRORail routes.

Curtis Morgan, chair of the Rodeo Express Committee, advised Rodeogoers to consider all transportation options before trying an on-site parking lot. "A lot of people think that you always have to wait in a long line for a bus," Morgan said. "Most of the time, we can get you on a train or on a bus within 30 minutes. Most days it's straight on the bus, and it's a whole lot faster than trying to find parking [on the grounds]."

If you are parking in a lot on the grounds, make sure you use the tram, said Garry Pigg, chair of the Transportation Committee. "One challenge we face each year is directing people to use our tent locations," Pigg said. "We get many requests where patrons try to flag us down to stop and it is unsafe to do so. Our volunteers are trained to operate with safety in mind.

TIPS



FOR NAVIGATING THE RODEO GROUNDS



Committee members can park for free at any of the three Rodeo Express lots. However, it is best to try the Reed Road lot first, as there is a designated line for volunteers that is usually shorter than the public line.



Download the free RODEOHOUSTON® mobile app for Apple and Android users for real time maps and parking information.



Utilize the trams. They are the safest and fastest way for volunteers to get from the on-site volunteer parking lot to any spot on the grounds.



The Transportation Committee has 80 golf carts that are used to transport Rodeo guests. However, not every golf cart is there to offer you a ride. Only carts with a "Transportation" placard are available to offer rides to guests and volunteers.



There are five different tram routes: red, yellow, orange, blue and pink. Most routes correspond to the color of the on-site parking lot where guests are picked up, except for the pink tram route. This route picks up from the 610 Lot.





The 610 Lot typically fills up the fastest, especially during the World's Championship Bar-B-Que Contest. In 2019, the Rodeo will increase the number of parking spots in this lot to 5,000, up from 3,000 spots last year. The OST Lot is usually the last to reach capacity.



There are four Park & Ride locations that are \$4 or \$6.50 per person to ride, depending on the route.



During the Rodeo, Gold Badge volunteers can take the METRO bus or rail for free.



Rideshare apps have designated pick-up and drop-off points that should always be used.



Before you head to the Rodeo grounds, check out all the transportation options available to you at rodeohouston.com/Visit-the-Rodeo/Visitors-Guide.







HOUSTON LIVESTOCK SHOW AND RODEO™

MERCHANDISE

Show your Houston Livestock Show and Rodeo pride, and load up on official merchandise from the world's largest livestock show and rodeo!

Onsite booths in NRG Center: Hall E lobby at booth 97,

Hall B adjacent to AGVENTURE and Hall D at booth 1078

Buy online now at rodeohouston.com.



DON'T MISS

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



ANNUAL JACKET:

Stay warm and sport the annual jacket complete with the 2019 Gold Badge design and iconic "Bowlegged H" logo! Available in both men's and ladies' styles.



ANNUAL VEST:

Looking for something a bit lighter than a jacket? The annual vest is a great transition piece to add to your wardrobe. Available in both men's and ladies' styles.



ANNUAL BUCKLE:

Look no further than the annual buckle for the perfect accessory to complete your Western outfit.



ANNUAL PIN:

The annual pin is a great gift for the biggest Rodeo fan in your family!

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Check out AmazonSmile and learn how you can support the Houston Livestock Show and Rodeo™with every online purchase!

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HOUSTON LIVESTOCK SHOW AND RODEO™

2019 RODEO UNCORKED!®

INTERNATIONAL WINE COMPETITION



GRAND CHAMPION BEST OF SHOW Graham Beck Brut Rosé Robertson, NV



CHAMPION BEST OF SHOW Muriel Reserva Rioja DOCa, 2013

RESERVE GRAND



TOP TEXAS WINE McPherson Cellars White Blend, Texas, 2017



TOP TEXAS WINERY
Haak Vineyards & Winery,
Santa Fe, Texas

CHAMPION WINE GARDEN

Visit the Champion Wine Garden during the 2019 Houston Livestock Show and Rodeo, Feb. 25 – March 17, to enjoy award-winning wines. Stop by the Champion Wine Garden Thursday, Feb. 28, for Texas Wine Celebration Day.

DOUBLE-GOLD AND GOLD MEDAL WINNERS FROM TEXAS

4R Ranch Vineyards & Winery

Becker Vineyards

Bending Branch Winery

Bernhardt Winery

Bingham Family Vineyards

Brennan Vineyards

Carter Creek Family Winery

Dry Comal Creek Winery & Vineyards

Duchman Family Winery

Fall Creek Vineyards

Flat Creek Estate Winery & Winery

Haak Vineyards & Winery

Hye Meadow Winery

Kiepersol Vineyards & Winery

Kuhlman Cellars

Lewis Wines

Llano Estacado Winery

Los Pinos Ranch Vineyards

Lost Draw Cellars

McPherson Cellars Winery

Mendelbaum Cellars

Messina Hof Winery

Naca Valley Vineyard

Narrow Path Winery and Vineyard

Old Man Scary Cellars

Pedernales Cellars

Perissos Vineyards and Winery

Rancho Loma Vineyards

Singing Water Vineyards

Texas Hills Vineyard

Texas Legato Winery

The Austin Winery

The Infinite Monkey Theorem Winery

The Triple D Winery

Vine 2 Wine Vineyard & Winery

Whitley Vineyards

Wines of Dotson Cervantes

Yes We Can Wine

Visit rodeohouston.com/wine for a complete list of 2019 winners.



Leader. Patriot. Houstonian. Friend.

Our friend, President George H.W. Bush, was a proud American and Houstonian. It was an honor to host him at the Houston Livestock Show and Rodeo™ for many years, and he will be missed.







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