



"BOWLEGGED H" MAGAZINE

SUMMER 2019 • VOLUME XXVII • NO. 2 • HOUSTON LIVESTOCK SHOW AND RODEO™



"BOWLEGGED H" MAGAZINE

SUMMER 2019 Volume XXVII • No. 2

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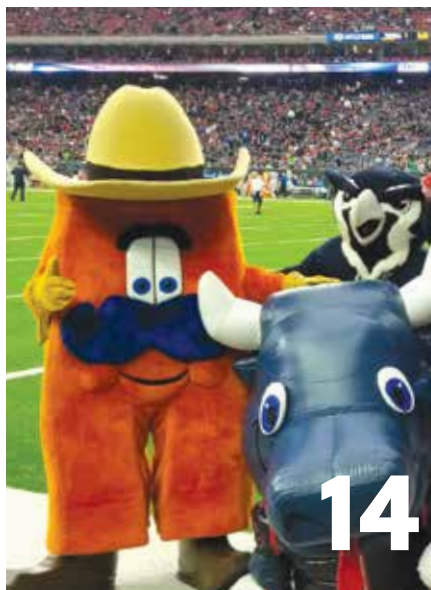
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ON THE COVER



More than 2.5 million rides were taken at the carnival in 2019!
Cover photo by Debbie Porter.



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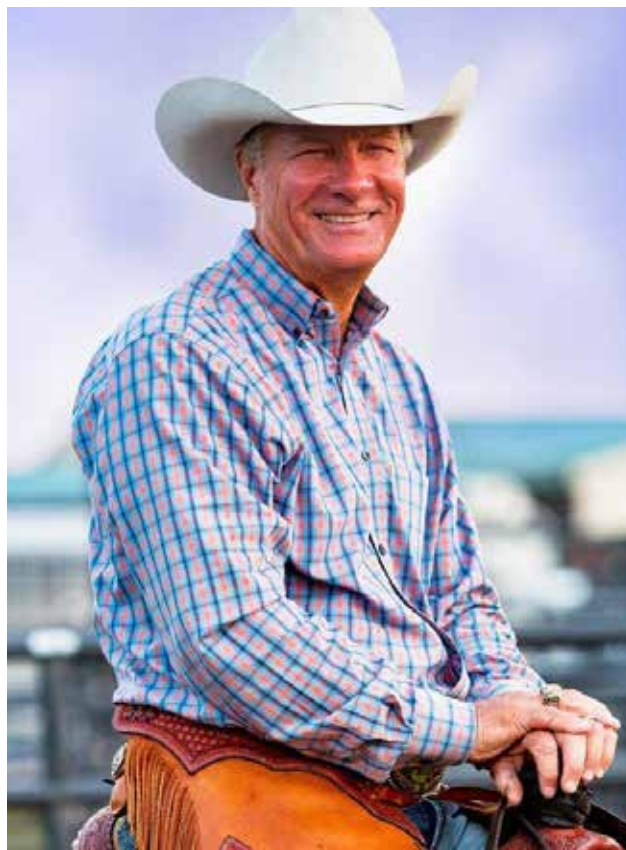
James M. "Jim" Windham

AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



From the CHAIRMAN OF THE BOARD

Summer is officially here and that can only mean one thing — another successful Houston Livestock Show and Rodeo™ is in the books. Before we begin planning for next year, it is important to highlight some of the successes from the 2019 Rodeo, starting with the more than 2.5 million visitors who attended. Despite the rainy and cold weather at the start of the Rodeo, attendance reached one of the largest numbers to date in 21 days.

Adding an extra day to the Rodeo presented its challenges. Working on a compressed timeline to transition from the World's Championship Bar-B-Que Contest to the Rodeo, and then again on the final night to turn the RODEOHOUSTON®

arena into a dirt-free concert performance was challenging, and I do not underestimate the extra effort from our staff and volunteers to ensure the Rodeo's success. Seeing everyone come together to complete this task says a lot about the Rodeo's can-do attitude, and I am grateful for your efforts.

All challenges aside, the 2019 Rodeo was one for the record books! With a paid attendance of 80,108, George Strait's 30th performance at the Rodeo broke the NRG Stadium record, a record he set during his last performance back in 2013.

It was also a record-breaking year for the junior auctions. For the first time in 16 years, the Grand Champion Junior Market Steer record was broken, selling for \$625,000 along with 11 additional Grand Champion and Reserve Grand Champion lots setting world or Rodeo records. In total, the 2019 junior auction sales generated more than \$17 million.

In this issue, we recognize our five outgoing vice presidents and 40 outgoing committee chairs. These individuals and their families dedicated countless hours of service to the Rodeo, and we will miss them. Please join me in thanking our volunteer leaders for their service when you see them around the Rodeo.

I know we are all looking forward to some much-needed rest and relaxation this summer and I hope you will take this time to enjoy your family and friends. 🤠

All my best,

Jim Winne

2019: A RECORD-BREAKING YEAR

KING OF COUNTRY MUSIC GEORGE STRAIT BREAKS NRG STADIUM RECORD

In his first appearance at the Houston Livestock Show and Rodeo™ since 2013, George Strait closed the Rodeo with a concert-only performance with special guests Lyle Lovett and Robert Earl Keen. With a paid attendance of 80,108, Strait broke his own NRG Stadium record, a record he set in 2013 during his last appearance at the Rodeo. The concert-only performance held Sunday, March 17, marked Strait's 30th performance in his 22 years at the Rodeo.



TOTAL ATTENDANCE:

2,506,263

WORLD'S CHAMPIONSHIP
BAR-B-QUE CONTEST ATTENDANCE:

215,685

PAID RODEO/CONCERT ATTENDANCE:

1,337,725



THREE ENTERTAINERS LANDED IN THE TOP 25 PAID
RODEO/CONCERT ATTENDANCE RECORDS:

75,586

#1

LOS TIGRES DEL NORTE

Sunday, March 10, 2019

Go Tejano Day

75,580

#2

CARDI B

Friday, March 1, 2019

Black Heritage Day

75,122

#16

KANE BROWN

Saturday, March 9, 2019

"By offering a diverse musical lineup, great rodeo action, a number of agricultural and educational exhibits, and a wide variety of food and fun, the 2019 Houston Livestock Show and Rodeo drew more than 2.5 million visitors to take part in our community celebration of Western heritage," said Joel Cowley, Houston Livestock Show and Rodeo president and CEO. "Thanks to our more than 34,000 dedicated volunteers, we were able to successfully host Houston's favorite tradition in support of our \$27.1 million commitment to youth and education."

**OUR CITY.
OUR RODEO.
OUR TRADITION.**

CARNIVAL & FOOD

More than **2.5 million** rides were taken at the carnival.

The Rodeo debuted the Titan, the tallest portable thrill ride in the U.S., weighing in at more than **200,000** pounds. More than **25,000** riders reached **17** stories high and speeds of more than **60** miles per hour.

More than **600,000** prizes were won at the games. The most popular prizes were basketballs, plush llamas and toy alpacas.

Approximately **700,000** riders enjoyed the view of the Rodeo grounds from the La Grande XL.

Approximately **376,000** Oreos were battered, fried and dusted with powdered sugar.

THE JUNCTION

More than **100,000** little farmers visited Fun on the Farm, presented by TDECU.

More than **18,000** people rode camels.



JUNIOR AUCTIONS:
\$17,445,112



BARROW
\$3,750,760



LAMB & GOAT
\$2,994,208



POULTRY
\$2,355,638



SCHOOL ART
\$2,093,951



STEER
\$6,250,555

Eleven junior auction Grand Champion and Reserve Grand Champion lots set world or Rodeo records.



AGVENTURE

presented by Occidental Petroleum

- 61,000 people participated in a scheduled school tour or field trip
- 950 chicks hatched in the Poultry Exhibit
- 53 piglets, 25 lambs and 20 calves were born in the Birthing Center

The 2019 Grand Champion Steer sold for **\$625,000** — setting a new world record for the first time in more than 16 years!

\$776,646
Junior Commercial Steer Sale

\$2,191,490
Champion Wine Auction

\$400,535
Ranching & Wildlife Auction

\$843,750
Calf Scramble Certificate Premiums
375 certificates, each worth **\$2,250**

\$100,000
Calf Scramble Exhibitor Premiums/Awards

\$34,474
Livestock and Horse Show Entries



Photo by Lisa Norwood



Photo by Lisa Norwood

OUR MISSION IS AGRICULTURE

Highlighting Agriculture at the Rodeo

BY BRITTANY ROGERS

Just as Texas is one of the largest states, it also has one of the largest agricultural industries. Leading the nation in sheer number of farms and ranches, Texas operates a \$100 billion industry that covers nearly 130 million acres. As such, the agriculture industry has a sizeable impact not only on the Texas economy but also the Houston Livestock Show and Rodeo™.

The primary mission of the Rodeo is to promote agriculture by hosting an annual family-friendly experience that educates and entertains the public. The Rodeo's mission is carried out throughout the year by volunteers on committees such as the Agriculture Education Committee, which is responsible for promoting agriculture in schools and facilitating the educational exhibits in NRG Center. "On top of curating some of the Rodeo's educational exhibits every year, the committee heads into the community and educates school-age children on Texas agriculture in more than 100 schools every year," said Rene Humphrey, Agriculture Education committee chair.

Taking a stroll through AGVENTURE, presented by Occidental Petroleum, visitors of all ages met Houston-area beekeepers, studied up on rainwater harvesting and, if they were lucky, witnessed a baby calf being born in the Birthing Center. "AGVENTURE is an educational experience for all ages – not just kids," Humphrey said. With the addition of a new exhibit in 2019, the Rodeo highlighted sustainable agriculture practices for inner-city and rural visitors to enjoy.

New to AGVENTURE this year, the Aquaponics Exhibit displayed a new way of growing vegetables without the need for soil. Aquaponics, a relatively new trend to traditional farming, is the process of growing plants in a water tank with artificial lights and fish to create a nutritious and symbiotic environment for both plants and fish to flourish. The exhibit drew a crowd as children and adults listened closely to the volunteers explaining the intricacies of this sustainable system.

Brenda Koch, owner of VegOut! Farms who facilitated the exhibit, is a big proponent of aquaponics. "It is a completely sustainable, earth-friendly, environmentally safe and nutritious way to grow your own food simply in your own backyard, without spending a lot of money, feeding you and your family in a safe and long-term manner," Koch said.

In addition to aquaponics, visitors had a chance to learn about beekeeping, a sustainable venture important to the state of Texas. Although the Bee Exhibit is not new, many visitors to the Rodeo may not realize that beekeeping is important part of sustainable agriculture.

Beekeeper Gregory Donovan began beekeeping with his daughter Sophia after she expressed interest. "Bees help out all of the environment in nature by pollinating the farmers' crops, trees in the forests and other plants by assisting them in becoming fruitful and causing them to bear seeds, in turn creating new growth, which then assists in stopping erosion and improving water quality, food and cover for native wildlife," Donovan said. While bees may be small, their impact on Texas agriculture is immeasurable as they pollinate the clovers and hay which feed livestock. "Bees help the entire food chain of Texas," he said. Agriculture is certainly evident in Texas and will continue to be present at the Rodeo next year. 🐝



Rodeo visitor exploring the new Aquaponics display.

2019 RODEOHOUSTON® SUPER SERIES CHAMPIONS



\$54,250

TIE-DOWN ROPING

Michael Otero

Weatherford, Texas



\$56,250

BAREBACK RIDING

Kaycee Feild

Genola, Utah

Five-time RODEOHOUSTON
champion: 2012, '14-16, '19



\$111,500

TEAM ROPING

Ty Blasingame

Casper, Wyoming

Kyle Lockett

Visalia, California



\$58,000

SADDLE BRONC RIDING

Jesse Wright

Milford, Utah

RODEOHOUSTON committed \$2.17 million to its contestants in 2019.

\$57,000

STEER WRESTLING

Josh Garner

Live Oak, California



\$56,000

BARREL RACING

Nellie Miller

Cottonwood, California

Two-time RODEOHOUSTON
champion: 2018-19



\$58,500

BULL RIDING

Trevor Kastner

Roff, Oklahoma



**RODEOHOUSTON Super
Shootout®: North America's
Champions, presented by
Crown Royal®**

Each event champion walked away
with **\$25,000** and members of
the winning team took home an
additional **\$12,500**.

BAREBACK RIDING • Richie Champion, Team Calgary Stampede

STEER WRESTLING • Justin Shaffer, Team Days of '47 Cowboy Games & Rodeo

SADDLE BRONC RIDING • Ryder Wright, Team Calgary Stampede

BARREL RACING • Nellie Miller, Team RODEOHOUSTON

BULL RIDING • Trey Benton, Team San Angelo Stock Show & Rodeo

TEAM AWARD • Calgary Stampede

COMMUNITY INVOLVEMENT SERIES:

Yellowstone Academy

BY BRITTANY ROGERS

Photos courtesy of Yellowstone Academy

Nestled in Houston's historic Third Ward lies Yellowstone Academy, a nonprofit, faith-based school for pre-kindergarten to fourth grade students facing educational challenges. One of two schools within the Yellowstone educational system — which also includes Yellowstone College Prep, a charter school that opened in fall 2018 — Yellowstone Academy began with just 64 students, operating out of a local church.





When the school opened its doors to the community in 2002, the need for a school like Yellowstone was great, and the school grew by adding a grade level every year until eighth grade. Soon, the school outgrew the church grounds. When the opportunity presented itself for the Yellowstone founders to purchase the historic Douglass Elementary School building, Yellowstone Academy settled into its new home with room to expand.

In 2013, Yellowstone Academy received its first educational grant from the Houston Livestock Show and Rodeo™. Since then, Yellowstone Academy has received funding from the Rodeo every year for the past six years, allowing the school's mission of academic excellence and spiritual growth to flourish by offering a unique and holistic approach to caring for their students.

"Many of the kids who come to Yellowstone

are several grade levels behind by the time they get to us," said Thomas Parker, director of grants and communication at Yellowstone Academy. "Therefore, we have to work really hard to get them onto grade level and then push them even further, if possible."

Currently serving 350 students, Yellowstone Academy is small but mighty. More than 92% of Yellowstone Academy alumni move on to graduate from high school, with 80% pursuing a college education. Much of the school's success can be attributed to the individualized attention given to students as they work toward the appropriate grade level academics. Additionally, the school offers a faith-based curriculum with daily Bible study and instruction. However, perhaps the most unique way Yellowstone Academy impacts students' lives is by providing resources to remove barriers that can affect student performance, including food assistance, bus transportation, health screenings and uniforms, which are all covered by the school if needed.

Parent engagement is another secret to Yellowstone Academy's success. In addition to paying a portion of their child's tuition, parents are required to be part of the interview process to gain admission for their child and are encouraged to be involved with various school events, including parent/child workshops, field trips, game nights and activities such as "Donuts with Dad," Parker said. †

2019 CHAMPION AUCTION BUYERS

JUNIOR MARKET BARROWS



GRAND CHAMPION

Exhibitor: Karley Willenborg, 14

Hometown: Waco, Texas

Club/Chapter: McLennon County 4-H

Price: \$245,000 (world record)

Buyers: Jackie and Jon Hodges, Gary Lawrence – Aura Engineering LLC, Stronghold Companies, and Shannon and Joe Underwood



RESERVE GRAND CHAMPION

Exhibitor: Sydney Crowder, 15

Hometown: Bullard, Texas

Club/Chapter: Bullard FFA

Price: \$195,000 (world record)

Buyers: R.L. Walker Transport, Scott Walker, and Sheri and Rob Walker

JUNIOR MARKET BROILERS



GRAND CHAMPION

Exhibitor: Logan Grimm, 18

Hometown: Tomball, Texas

Club/Chapter: Tomball FFA

Price: \$220,000 (world record)

Buyers: Kristina and Paul Somerville



RESERVE GRAND CHAMPION

Exhibitor: Abigail Harmon, 16

Hometown: Conroe, Texas

Club/Chapter: Montgomery County 4-H

Price: \$165,000 (world record)

Buyers: Jeff Aronoff, Budweiser, Victoria and Parker Johnson, and Gregory Miller

JUNIOR MARKET GOATS



GRAND CHAMPION

Exhibitor: Turner Matkin, 13

Hometown: Boerne, Texas

Club/Chapter: Kendall County 4-H

Price: \$183,000 (world record)

Buyers: Mary and Ken Hucherson, Anne and Chris Richardson, Kristina and Paul Somerville, and Pam and Archie Thompson



RESERVE GRAND CHAMPION

Exhibitor: Cody Sells, 16

Hometown: Thrall, Texas

Club/Chapter: Williamson County 4-H

Price: \$100,000

Buyers: John Cangelosi, Lauren and Chris Lewis, Amy and Mark Melton, and April and Scott Townsend

JUNIOR MARKET LAMBS



GRAND CHAMPION

Exhibitor: Jaylin Smith, 17

Hometown: Eastland, Texas

Club/Chapter: Eastland FFA

Price: \$325,000 (world record)

Buyers: Mindy and Jeff Hildebrand, and the Hildebrand Family in memory of Dr. Tommy and Ruth Ann Hildebrand



RESERVE GRAND CHAMPION

Exhibitor: Madellyne Adams, 16

Hometown: Brownwood, Texas

Club/Chapter: Brown County 4-H

Price: \$120,000

Buyers: Tammy, Peyton and Mitchell Barrier; Michelle Iverson Jeffery; KCEF Foundation – Cookie Michael; and Pamela M. Logsdon, CPA

2019 CHAMPION AUCTION BUYERS

JUNIOR MARKET STEERS



GRAND CHAMPION

Exhibitor: Lillyan Digby, 18
Hometown: Hermleigh, Texas
Club/Chapter: Scurry County 4-H
Price: \$625,000 (world record)
Buyers: J Alan Kent Development – Julie and Alan Kent, McCarthy Building Companies, Schaefer Ranchwear/Emily and Robert Clay, and Kristina and Paul Somerville



RESERVE GRAND CHAMPION

Exhibitor: Ethan Drager, 15
Hometown: Bridgeport, Texas
Club/Chapter: Wise County 4-H
Price: \$367,000 (world record)
Buyers: Champagne Cowgirls

JUNIOR MARKET TURKEYS



GRAND CHAMPION

Exhibitor: Blake Koether, 14
Hometown: Sinton, Texas
Club/Chapter: Sinton FFA
Price: \$190,000 (world record)
Buyers: Wade Gibson, Scott Walker, and Sheri and Rob Walker, and R.L. Walker Transport



RESERVE GRAND CHAMPION

Exhibitor: Ty Pargmann, 16
Hometown: Atkins, Texas
Club/Chapter: Wilson County 4-H
Price: \$177,000 (world record)
Buyers: Debbie Adams and Ron Logan, Nancy Kennedy and Judy and Tyson Kennedy, Mach Industrial Group, and Shirley and Randy Meyer

RODEO UNCORKED!®



GRAND CHAMPION

Wine: Graham Beck Brut Rosé, Robertson NV

Price: \$150,000

Buyers: Randa and Ray Gilliam, Kristina and Paul Somerville, Jennifer and Joe Van Matre, and Sheridan and John Eddie Williams



RESERVE GRAND CHAMPION

Wine: Bodegas Muriel Reserva, Rioja DOCa, 2013

Price: \$120,000

Buyers: Andrea and Bruce Bryant, Kathy and Gene Clark, Melinda and Pete Ruman, and The Wine Cru

SCHOOL ART



GRAND CHAMPION

Art: Colored drawing, "After the Storm Comes a Calm"

Artist: Hector Maldonado, 18

Hometown: Pasadena, Texas

School District: Pasadena ISD

Price: \$240,000 (Rodeo record)

Buyers: Mary and Ken Hucherson, Kristina and Paul Somerville, Jennifer and Joe Van Matre, and Lynda and Jim Winne



RESERVE GRAND CHAMPION

Art: Painting, "Wouldn't Change a Thing"

Artist: Melissa Sosa, 17

Hometown: Pasadena, Texas

School District: Pasadena ISD

Price: \$180,000

Buyers: Terry and Dr. Joe Agris, Sharon and George Buschardt, Cheryl and Gary Deitcher, and Rene and Taylor Whitaker

Howdy joins local Houston sports mascots for the 2018 Houston Texans Mascot Bowl at NRG Stadium



WHAT HAPPENS AFTER THE

RODEO

BY MARINA OLSON

Photos courtesy of Nina Jackson

When volunteers, members and donors who are heavily involved with the Houston Livestock Show and Rodeo™ think about NRG Park, they most likely think about the event that happens in March of each year — the Rodeo and all its accompanying events. The volunteers might also think about the many meetings they attend each year at NRG Center, in addition to the time that they spend getting ready for the Rodeo. What most people do not pause to think about is all the work that goes into making sure the facility is ready for the Rodeo and especially what happens after it is all over. There are thousands of people who work at NRG Park, and while for them the Rodeo is not “just another event,” there is an urgency of moving on to the next event once the world’s largest livestock show and rodeo is completed for the year.



NRG Park is home to the Offshore Technology Conference in late April/early May each year.



Exhibits line roads outside NRG Center for the Offshore Technology Conference.



In November each year, hundreds of shopping vendors gather in NRG Center for the Nutcracker Market.

Nina Jackson is the regional director of marketing and public relations for SMG NRG Park and she works throughout the year to ensure that there is always an event in place at the large facility. There are many rooms to fill and she ensures that event planners for any sizeable events slated to come to Houston know about the capabilities that this event space has to offer. Still, she says few events compare to the scope, scale and excitement of the Rodeo.

“Rodeo is like no other event in this country, or maybe even in the world,” Jackson said. She enjoys her job, which she has held for several years and estimates that 175 employees work full-time at NRG Park. In addition, more than 5.5 million people attend events at NRG Park every year, with the Rodeo bringing in more than 2.5 million of those visitors each year.

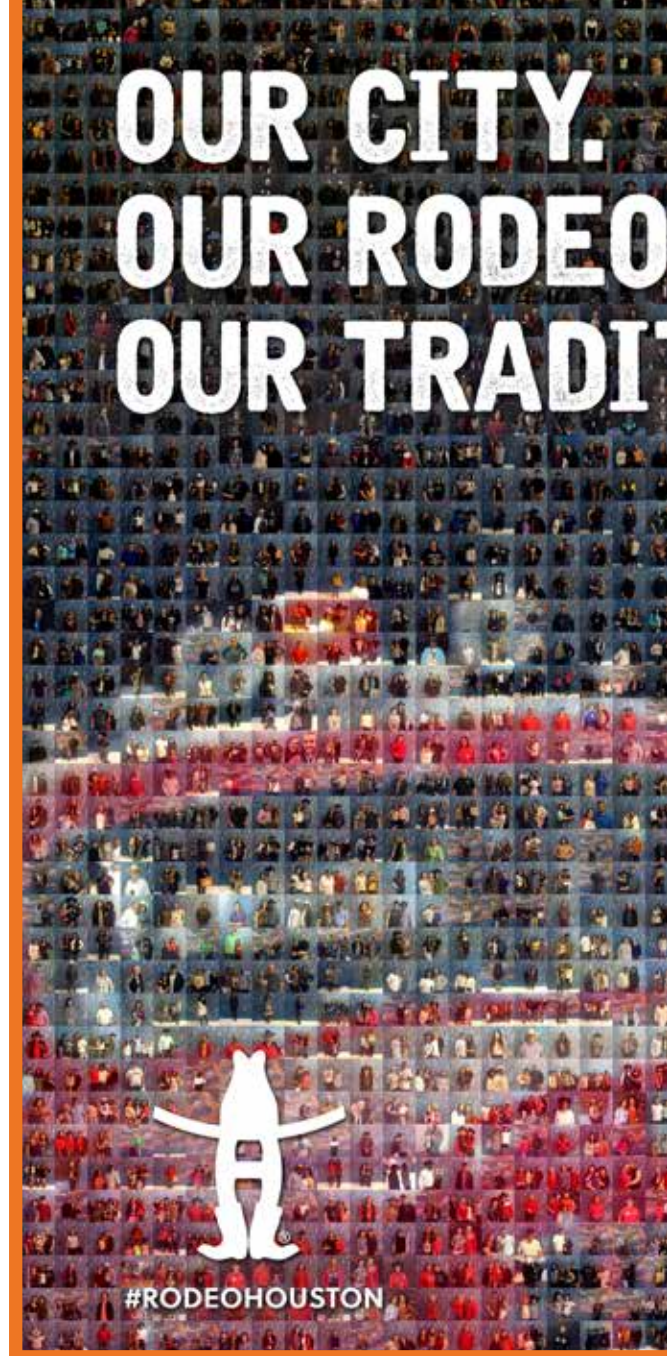
Not many hours after the last cowboy has hit the dirt in the NRG Stadium arena and the final song sung by the closing RODEOHOUSTON® entertainer, truckloads of dirt (6,050 tons, or 550 truckloads to be exact) are removed from the arena floor! NRG Stadium is used for a myriad of other things throughout the year, including concerts, monster truck rallies, and of course, the Houston Texans® football games, so different floorings or turf are used depending on the event’s requirements.

NRG Center, which houses food booths, livestock areas, and the hundreds of commercial exhibitors and vendors who sell food and merchandise, from turkey legs to trucks, during the Rodeo, must be cleared out completely. “When you walk into this massive exhibit hall for the first time after the Rodeo is over, it looks very different, but is not empty for long,” Jackson said. “There are a few other large events that take up all of NRG Center, including the Offshore Technology Conference and the Nutcracker Market.”

The Houston Livestock Show and Rodeo and surrounding events will come and go in a manner of a few short weeks, but NRG Park has something going all year long according to Mark Miller, the general manager of NRG Park. “We consider NRG Park to be the premier sports, convention, tradeshow, consumer show and entertainment complex in the world,” he said. “It takes a committed, experienced, and dedicated staff to get the job done, and that’s what we have here at NRG Park.”

With another successful Rodeo in the books, be sure to come out and see some of the other great events that are hosted by the NRG Park facility staff throughout the year. †

BY THE NUMBERS: SOCIAL MEDIA



78
MILLION

POST IMPRESSIONS
ACROSS FACEBOOK, TWITTER
AND INSTAGRAM



5.9
MILLION

VIDEO VIEWS ON FACEBOOK
AND TWITTER



1.4
MILLION

FOLLOWERS ON FACEBOOK,
TWITTER AND INSTAGRAM



ATION.

In 2019, the Houston Livestock Show and Rodeo™ Social Station featured a live, interactive photo mosaic wall. Throughout the Rodeo, visitors stopped by to take a photo and each individual photo taken came together to reveal this complete, rodeo-themed mosaic!

1.18
MILLION

IMPRESSIONS ON SNAPCHAT



344,915

TOTAL USES OF RODEO RELATED
HASHTAGS ON TWITTER



3,200

PHOTOS ON THE MOSAIC WALL

DATA REPORTED FROM JAN. 1 – MARCH 31, 2019.

OUTGOING VICE PRESIDENTS



MIKE CURLEY

Cutting Horse, Donkey and Mule, Horse Show, Horse Show Chuckwagon, Horse Show Equipment, Horspitality, Paint Horse, Quarter Horse, Ranch Rodeo, Team Penning & Ranch Sorting, World Shows, Youth Horse Show

BY GIGI WARK



JEFF HAYES

All Breeds, Breeders Greeters, Junior Commercial Steer Feeding and Management Contest, Livestock

BY KATIE LYONS

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

I learned that there is more to the Rodeo than meets the eye. Until you are intimately involved, it is hard to understand the tremendous amount of parts in motion all year long for a successful event. It takes a team of dedicated staff and hard-working, dedicated volunteers to host the world's largest livestock show and rodeo.

What did you learn about your committees while you were their officer in charge?

There is an abundance of talent on these committees. I watched our volunteers come together with inspiring new ideas and creatively think out of the box to help the Horse Show achieve more than it has before. It is always inspiring to witness how generously the committee members share their valuable time and resources.

What did you learn about the Show that you did not know before?

I learned that I could not do this by myself — it takes a village! This experience has humbled me and made me realize that you can accomplish a great deal when you have support from your peers, staff and your committee volunteers.

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

I will always cherish my time as an officer in charge and my experiences throughout the years will be filed in my awesome memory folder! If I had to pick one, I would say the experience of attending the FFA and 4-H scholarship awards banquets at Texas Tech University and Texas A&M University, respectively. Meeting Texas students, and visiting with them about their achievements and future goals was so inspiring.

What is next for you?

I have been a Rodeo volunteer for 27 years and I plan to stay involved. I hope to be of value to the organization wherever they may need me and I am happy to serve and give back to this organization that makes such an impact in the community. When you get Rodeo in your blood, it is hard to get it out!

What did you learn about yourself during your tenure that you may not have known before?

I learned how to be patient, compassionate and a leader within a group of leaders. The role of a vice president is to support the committee chair while at the same time being a conduit of information between the Houston Livestock Show and Rodeo™ staff and volunteers. In doing so, I learned how to be a good listener and how to think more strategically as to the impact one decision may have on others involved in the other Rodeo departments.

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

The friendships and relationships I have made over the last three years, along with the experiences my family has had alongside many, have been the most rewarding for me. As a family, we experienced so many exciting events, and I take great pride in the exposure my two daughters, Katherine and Samantha, have seen to the charitable mission of the Rodeo and the positive impact the event has on the city of Houston and the state of Texas.

What was your proudest accomplishment as an officer in charge?

Given the chance to build more exposure for the Junior Commercial Steer Feeding and Management Contest Committee was a real pride point for me. The campaign helped us capture new buying groups and guest panelists during the annual cattle sale and interview process. It was a great way to 'pay it forward' for the next generation of volunteers.

What is next for you?

The focus will continue to be on my family and my career as a Managing Director at NewQuest Properties. I also want to thank my wife Emily. Because of her time and sacrifice helping manage our busy schedules and the needs of our daughters, I was able to do my part as a committee member. This is a true family event, and I could not have done this job without their love and support! I have a lot of passion for the Houston Livestock Show and Rodeo.

How would you describe the Rodeo and its mission in one word?

Impactful.



ALAN KENT

Communications & Special Services, School Art, Steer Auction, Western Art, World's Championship Bar-B-Que

BY KATIE LYONS

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

Across the 107 committees involved in the Rodeo, almost all are working on an 11-month schedule, behind the scenes, to make Rodeo successful. With many of our volunteers on multiple committees, that's a full time job in itself. Just amazing to think about the wonderful work completed by our dedicated volunteers!

What did you learn about yourself during your tenure that you may not have known before?

I truly enjoy the details of each project and constantly being challenged. I also learned how much joy it brings to my heart that my love for the show and its missions are matched in infinite form by the 34,000 volunteers.

With the daunting schedule and demands of being an officer in charge, what kept you motivated and going strong?

Staying on course for the committee chairs, committees, show members and the youth who depend on our services is what motivates me. Our committees rely on their Officers and we are blessed to be in a position to offer guidance.

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

Meeting the grateful scholarship recipients and youth participating in our show and seeing the smiles on their faces will forever be embedded in my heart.

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

The forms of communication are ever changing and with it, new innovative media that permits our ability to increase awareness of the show. The possibilities to further the Show's missions are limitless.

What is next for you?

I am looking forward to spending time with my wife, kids and grandkids this summer and continuing my 41st year of volunteering for the Houston Livestock Show and Rodeo! For the 2020 season I will continue to serve on School Art, World's Championship Bar-B-Que Contest, Steer Auction Committee and will be a rookie on the International Committee. Rodeo holds a special place in my heart. I look forward to supporting the organization I consider family for many years to come.

How would you describe the Rodeo and its mission in one word?

Devoted.



OUTGOING VICE PRESIDENTS



ARCHIE THOMPSON

Agricultural Mechanics, Corporate Development, Graphics & Signage, Lamb & Goat Auction, Tours

BY GIGI WARK



WENDY VANDEVENTER

Gatekeepers, Horticulture, Houston General Go Texan, Mutton Bustin' and Trailblazer

BY KATIE LYONS

What did you learn about your committees while you were officer in charge?

Before becoming a Houston Livestock Show and Rodeo™ officer in charge, my entire volunteer experience was focused on fundraising committees: Lamb & Goat Auction and Corporate Development. When I was elected to serve as an officer in charge, I picked up these two committees as well as two pure service committees (Tours and Graphics & Signage) as well as the rather unique Agricultural Mechanics Committee which has both fundraising and service characteristics. What I failed to fully appreciate beforehand was the absolute passion that all volunteers have for the overall mission of the Rodeo and how this passion drives their everyday efforts. I believe that this passion is the underlying common denominator of the volunteer force.

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

I really cannot say that there was just one cherished moment but rather a collection of moments when I and my fellow officers were able to represent our committees and the Rodeo at various events and trips we took to meet our scholarship recipients across the state. Other cherished memories surround the camaraderie of the officer corps and the unselfish mutual respect that we have for each other.

How has the Rodeo changed in the three years you served as a vice president?

I believe that the Rodeo is entering a new development phase to be brought about by embracing new technologies, by taking a more proactive stance in vocational education and by seeking counsel from the ongoing third-party assessment of its organizational structure and the roles and responsibilities of its volunteers and staff. Hopefully there will be a new dawn awakening with new challenges for future Rodeo leaders.

What is next for you?

Put me in coach, I'm ready to play! There are two areas of continued interest besides becoming a lifetime vice president. First, I'd like to stay involved with the Rodeo's vocational education endeavors to help find a path forward that makes sense to our donors and the various industry factions that could help better define the needs as well as who could become financial supporters of these endeavors. Second, and to the extent possible, I'd like to be involved with the implementation of any final decisions to improve the Rodeo's organizational structure, processes and efficiencies that may be on the horizon.

What did you learn about your committees while you were officer in charge?

Every day was a learning experience. It was great to learn about the history of each committee, especially those I was not very familiar with beforehand. The volunteers on each committee are just as passionate and committed on one committee as they are on another committee. Being a volunteer with the Houston Livestock Show and Rodeo™ creates a common bond regardless of background, age or socioeconomic status.

What did you learn about yourself during your tenure that you may not have known before?

I learned that I have a passion for people, and I was able to help people in ways that I could not have imagined. Being a vice president offered me the opportunity to learn about what resources we have with the Rodeo and within the volunteer corps.

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

Way too many to pick just one! Getting to know and spend time with the other vice presidents not only during the Rodeo but throughout the year is something I will forever cherish. Each of us was put into this unique situation and to come together as a team to represent the Rodeo was a huge honor for me. I also had the pleasure of working with the very professional and talented members of staff and I hope to maintain those relationships and friendships going forward.

What was your proudest accomplishment as an officer in charge?

I am proud that I was able to make everyone feel welcome and have a sense of belonging. I think everyone wants to be a part of something bigger than themselves. Many people have generations of volunteers in their families. However, some people have just become involved or have just moved to the Houston area or have recently retired and are looking for some place to spend their time. To me, the Rodeo is bigger than the mission and the scholarships. It is a community and a place to belong.

What is next for you?

I would like to stay as involved with the Rodeo as possible. It has been such a big part of my life for more than 20 years, and I am looking forward to seeing what the next 20 years bring!



Elizabeth Becker
Youth Horse Show



Denise Blonder
Health



Scott Brast
Breeder's Greeters



Charles "Chuck" Brock Jr.
Rodeo Operations



Ginger Brown
Carnival Ticket Sales



George Buschardt Jr.
Horse Show – General



Victor Castaneda
Corral Club – Division III



David Craig
Corral Club III –
Club Level West



Carl "Bo" Dawson
Legal Advisory



Brian Doyle
Corral Club I –
Beverage Services



John Giannukos
Corporate Development



John Grimes
Swine Auction



Reed Hablinski
Corral Club III –
The Cantina



Darrell Hackfeld
Calf Scramble Greeters

OUTGOING COMMITTEE CHAIRS



Jennifer Hirsch
Horse Show – General



Renee Humphrey
Agriculture Education
Committee



Rainey Janke
Mutton Bustin'



Brian Jenkins
Recycling



Ross Jones
Agricultural Mechanics



Shelley Thompson Kemp
Sheep & Goat



Cindy Gunn Kettler
Special Children's



Tricia Koch
Scholarship
Administration



Justin Kurz
Houston General
Go Texan



Louis A. Macey
Wine Competition



John McAleer
Wine Garden



Christopher Miller
Lamb & Goat Auction



Curtis Morgan
Rodeo Express



Gracie Pavlicek
Horticulture



Jason Pedigo
Go Texan Contests



Paul Purdy
Horse Show Equipment



Robert Strickland
Facility Services



D. Scott Sullivan
Parade



Laurie Tarver
Auctions Assistance



Michael Tisdell
Corral Club I –
Equipment



Doug Turner
Corral Club III –
Suites East



Steffen van Keppel
Asset Distribution



Patrick Walker
Grand Entry



Dusty Wilson
Corral Club III –
Chairman's Club



Randy "Blake" Wise
Hospitality



Dennis Wolford
Corral Club III –
Directors Club



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