



"BOWLEGGED H" MAGAZINE

SUMMER 2020 • VOLUME XXVIII • NO. 2 • HOUSTON LIVESTOCK SHOW AND RODEO™





## CONTENTS

### 2 2020 SHOW

### 6 OUTGOING CHAIRMAN OF THE BOARD JIM WINNE

### 9 CHERISHED MOMENTS FROM LYNDA WINNE

### 10 OUTGOING PRESIDENT JOEL COWLEY

### 11 NEW PRESIDENT & CEO CHRIS BOLEMAN

### 12 OUTGOING VICE PRESIDENTS

### 15 THANK YOU, JUDGES

### 16 SOCIAL MEDIA AT THE SHOW

### 18 OUTGOING CHAIRS

## ON THE COVER



Junior show exhibitors at the 2020  
Houston Livestock Show and Rodeo™.



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AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



## from the OUTGOING CHAIRMAN OF THE BOARD

**T**he 2020 Houston Livestock Show and Rodeo™ was one that we will always remember, but when I look back on this challenging year, I will see it with tremendous gratitude for our 35,000 volunteers. Thank you for everything you do and for giving me the opportunity to serve as your chairman of the board for three incredible years.

It is hard to convey my true appreciation for everyone, especially for my wonderful wife, Lynda. I could not have served this great event without her unwavering support and I cannot thank her enough. The Rodeo has a special place in our hearts, and we look forward to what our future holds with this grand tradition and its dedicated volunteers.

In 2020, we faced an unprecedented challenge as we had to close 12 days early. Winding down an event the size of the Houston Livestock Show and Rodeo is a feat when everything goes according to plan, but when we had to close our

doors unexpectedly, every one of you rallied to make the impossible happen. Volunteers were here at all hours breaking down the 2020 Rodeo, and it was inspiring to see everyone come together during such an overwhelming time. You went above and beyond the call of duty, and I thank you from the bottom of my heart. Our volunteers and staff support each other, and it is the bond between us, that true human connection, that helps us to get through these difficult times.

These last three years have been a wild ride, from the introduction of the new stage and several superstar performances to a shocking early closure, but I am excited to see what the future holds for the Houston Livestock Show and Rodeo. We faced some of the toughest times in our history this year, but it is important that we try our best to move past this pain and focus on planning a tremendous 2021 Rodeo.

While it is bittersweet that this is my final year as chairman, I am thrilled to leave this great event in the capable hands of the Rodeo's new chairman of the board, Brady Carruth, and new president and CEO, Dr. Chris Boleman. These men share my passion for the Rodeo and its mission, and I hope everyone joins me in wishing them the best of luck as they take on their new roles. Lynda and I could not be happier for them and I am honored to provide any help and support I can. I would also like to say thank you to Joel Cowley for his commitment to the Rodeo, and I wish him well in his new endeavors.

When it comes to the Rodeo family, saying thank you just never seems like enough when our volunteers give so much more than their time to this event. Your sacrifices are changing lives. You are truly making an impact, and it has been my absolute honor to serve as your chairman of the board. Thank you for everything. 🤠

All my best,

Jim Winne



# 2020

## HOUSTON LIVESTOCK SHOW AND RODEO™

The early closure of the 2020 Houston Livestock Show and Rodeo™ was heartbreaking for so many and while it was a difficult decision, the health and safety of all involved was top of mind. The Rodeo has been a fabric of this community since 1932 and we are proud to continue our support of Texas youth and education. We are so grateful for the outpouring of support from the community and our Rodeo family in the months following the closure and we are excited to plan a great 2021 Houston Livestock Show and Rodeo.



**GRAND CHAMPION LAMB**  
Brynlee Hogg – Wolforth, Texas



**RESERVE GRAND  
CHAMPION LAMB**  
Kyndal Edwards – Littlefield, Texas



**GRAND CHAMPION GOAT**  
Chandler Kirkscey – Belton, Texas



**RESERVE GRAND  
CHAMPION GOAT**  
Courtney Thurman – Bryan, Texas



**GRAND CHAMPION SCHOOL ART**  
"Morning Pep Talk" - Anthony Vega



**RESERVE GRAND  
CHAMPION SCHOOL ART**  
"Roped In" - Amaris Shi



**GRAND CHAMPION WINE**  
Piper-Heidsieck Brut, Champagne, NV



**RESERVE GRAND  
CHAMPION WINE**  
Cavaliere d'Oro Bellezza Chianti  
Classico Gran Selezione DOCG, 2015





# LIVESTOCK AND HORSE SHOW EXHIBITORS

**O**ur exhibitors work year-round to prepare their projects to show each year. For the School Art and Lamb and Goat competitions that were held, exhibitors were paid their earned guaranteed premiums. The Rodeo also refunded all entry fees for livestock and horse show exhibitors who were unable to compete. Additionally, online auctions were held March 20 and 21, in place of the planned junior auctions, to support these junior exhibitors.

All Calf Scramble exhibitors planning to exhibit their Scramble Steer or Heifer at the 2020 Rodeo received their \$500 bonus, even though they were unable to participate. For students who were not able to scramble because of the cancellation, a drawing was held for these Calf Scramble certificates.

Individuals who are interested in donating to these junior exhibitors can do so on the website at [rodeohouston.com/donate](https://rodeohouston.com/donate).





# EDUCATIONAL COMMITMENT

**S**ince 1932, the Houston Livestock Show and Rodeo™ has committed more than \$500 million to Texas youth and education. In the fall of 2019, the Rodeo committed to award \$14.2 million in scholarships, \$3.7 million in educational program grants and \$662,000 in graduate assistantships in 2020, and the Rodeo will honor these commitments. Individuals who would like to support the Rodeo's educational programs may do so at [rodeohouston.com/donate](https://rodeohouston.com/donate).



**\$14.2 MILLION**

IN SCHOLARSHIPS

**\$3.7 MILLION**

IN EDUCATIONAL  
PROGRAM GRANTS

**\$662,000**

IN GRADUATE  
ASSISTANTSHIPS







## TICKET BUYERS

Season ticket holders and individual ticket buyers, who bought from the Rodeo and its ticketing provider AXS, could either receive a refund for their purchased tickets for the March 11 – 22 performances or donate those funds back to the Rodeo. Season ticket holders also had the option to rollover their balance to the 2021 Houston Livestock Show and Rodeo.

Carnival ticket buyers could receive a refund for their purchased tickets or could roll over their unused tickets to 2021. Buyers who chose to roll over their unused ticket to 2021 were provided an additional 20% of their balance in ride and game tickets.



## COMMERCIAL & RETAIL EXHIBITORS

Commercial and retail exhibitors received refunds for the days of Rodeo that did not happen. We know that many commercial exhibitors rely on the Rodeo for their livelihood, and there was an overwhelming amount of interest in supporting Rodeo vendors after the cancellation. Anyone who would like to continue to support these exhibitors can find a list of their websites and social media pages at [rodeohouston.com/2020vendors](https://rodeohouston.com/2020vendors).

# THANK YOU TO ALL WHO DONATED!



## OUR TOP VOLUNTEER SAYS

# PREWELL

## NOT GOODBYE

BY GIGI WARK

**O**ver the past three years, the Houston Livestock Show and Rodeo™ made some incredible changes and dealt with one of the biggest challenges in its history. Chairman of the Board Jim Winne reflected on his tenure, “I feel lucky,” he said. “Although many of these things were in motion already, my first year as chairman of the board started with Garth Brooks opening and closing the entertainment lineup on a brand-new state-of-the-art stage, with 75,000-plus in attendance. Then my second year, we brought back George Strait, along with

Robert Earl Keen and Lyle Lovett, in an all-Texans concert that shattered George’s previous NRG Stadium attendance record to the tune of 80,000-plus. Sadly, my third and final year was cut short due to the City order to close the Rodeo early because of the COVID-19 virus, but in the best interest of public health. I truly experienced the best and the worst possible scenarios.”

Jim Winne was appointed to the Rodeo’s board of directors in 2004 and served as vice president from 2006 to 2008. In 2014, he was elected to serve on the Executive Committee. When the committee elected Jim to the role of chairman of the board,





he did not take the decision lightly. "I wanted to make sure my wife, Lynda, and I were fully prepared to dedicate ourselves, and the time and effort necessary, to not only do a good job, but to help lead in the continued success of the Rodeo," Winne said. He knew that it would take both their efforts to make it work since they are a team.

Winne, who served as CEO for several oil and gas companies, believed the business experience he obtained during his 30-year career equipped him with a unique skillset he brought to the table as chairman. "The difference is I would be leading a workforce of volunteers, and not paid employees," he said.

One of Winne's goals has been to get to know his volunteer workforce and show his appreciation for their selfless efforts. He attended many committee events and did more than just make an appearance. He stayed to meet the volunteers, visit with them and celebrate their accomplishments, shaking as many hands as possible and personally thanking each volunteer. Winne enjoyed doing research for his speeches and became known for his relevant fun facts. He always enjoyed adding in a thought-provoking quote for his audience. His mantra was to always speak from the heart and to just be yourself when on stage. He showed his personality and his knowledge of the committee. Winne's thoughts came from his heart, throwing in facts and figures, and maybe a little something funny or an appropriate quote.

"First and most importantly, I learned that the volunteers really love what they do, and they truly believe 'it is for the kids.' You can feel a sense of pride in the tasks accomplished by each volunteer. I already knew, but came to appreciate, that it takes every single volunteer, with numerous hours of hard work, dedication and leadership, to put on a show like RODEOHOUSTON®. We are all part of a community, and we know we are making a difference for the kids and building a community we are proud to be a part of," he said.

To Winne, one of the biggest and most gratifying jobs as chairman has been meeting the scholarship recipients, each one with a story of challenge, accomplishment and plans for a bright future. Many of the recipients are the first in their family to graduate from high school or the first to go to college. "Every story is incredible and heartwarming," he said.





Reflecting on his term in office, Winne said, "Being chairman of the board is a full-time job — there is no offseason. Before you finish one year, you are already planning for the next. It's like that for a lot of our volunteers in leadership positions. You have a schedule, you're geared up, you know what you must do and what you want to do. Then you just focus on getting the job done." Winne's life experiences, passion for the Rodeo and most importantly, his belief in the strength and dedication of the volunteers, have led to many noteworthy achievements. Following are some Rodeo accomplishments during Winne's tenure:

- Introduced the "Spirit of the Volunteer," where volunteers from various committees were honored in the Grand Entry, interviewed on the floor of NRG Stadium during the Rodeo and recognized on signage throughout the grounds.
- Introduced the new RODEOHOUSTON revolving high-tech stage.
- Grown the volunteer workforce to 35,000 people.
- Had an attendance of 2.5 million fans during the 2019 Rodeo, even with some of the rainiest and coldest weather the event has ever experienced.
- Created a partnership with the Professional Rodeo Cowboys Association that designated RODEOHOUSTON once again as an official PRCA rodeo and an official PRCA NFR money event, with earnings from the RODEOHOUSTON Super Series counting toward qualification for the NFR and the PRCA World Standings.
- Debuted the H-Calf program as an educational program for current and potential beef producers.



- Reached a record bid of \$625,000 in the 2019 Junior Market Steer Auction, along with 11 of the other Junior Auction Grand and Reserve Grand Champions breaking purchase records.
- Conducted two surveys — one to understand the volunteer experience as a whole and another to gain specific committee feedback. These surveys were designed to improve volunteer benefits, parking and working environment. As a result of the surveys, an executive-level staff position was created to focus on the volunteer workforce.
- Added new exhibits on the Rodeo grounds, including Extreme Dogs, the parakeet exhibit in AGVENTURE, presented by Occidental Petroleum, Rodeo Rally, Balloon Art, Born to Buck® and the Farming Simulator.
- Presented some of the Rodeo's most diverse concert lineups, including country, hip hop, rock, pop, KPOP and EDM performers.



As Winne looks to the future, he first plans to recharge with some downtime at their bay house in Seadrift, Texas. Then he plans to refocus his efforts on a working ranch in Victoria County, where he is a partner that runs approximately 350 head of cattle. As for the Rodeo, we have not seen the last of the Winnes. Jim will continue to serve on the Executive Committee, and he and Lynda will stay involved in the Rodeo as volunteers and auction buyers. If he is needed by the incoming chairman of the board, Brady Carruth, Winne is eager to help.

As he bids farewell to his time as chairman of the board, Winne would like to say "thank you" to the 35,000 volunteers and staff who work tirelessly to make this event happen every year. "I am deeply grateful for everyone's dedication and commitment to the Houston Livestock Show and Rodeo." 🤠





## CHERISHED MOMENTS FROM LYNDA WINNE,

# The first Lady OF THE RODEO

BY GIGI WARK

### WHAT CAME TO MIND WHEN JIM BECAME CHAIRMAN OF THE BOARD?

"So many times, Jim and I would just sit together and reflect on the magnitude of Jim's appointment, and how life events brought us to this stage. After all, if not for Rodeo, Jim and I would never have met! We definitely believe divine intervention was responsible for our marriage and that God had been preparing us for this experience long before we knew about it."

### WHAT WAS THE MOST MEMORABLE RODEO EVENT?

Jim Winne has said, "2002 -- the year I met my wife is the most memorable Rodeo for me." The 2002 Rodeo is very special to Lynda, too, for the same reason. She also joined the Calf Scramble Committee that year and was Top Sales for five years. She said after that, she became Jim's "official tag along."

As first lady of the Rodeo, Lynda shared in many of the responsibilities and attended numerous events with the chairman of the board. One of the most exciting is the buckle presentation to the entertainers. Lynda got to meet Alicia Keys, Willie Nelson and Blake Shelton, who was one of her favorite country singers, during her first year. In her second year, due to scheduling conflicts for her husband and Joel Cowley, she got to make the presentation to Keith Urban with Tammy Cowley. As the time approached, her nerves set in, but she really wanted to do it so she mustered up her courage, had a nice talk with Urban and was even surprised when he thanked the ladies for being asked back, and expressed his gratitude and support for the volunteers. Her heart went from nerves to singing!

### HOW DID YOU SEE YOUR ROLE AS FIRST LADY?

"It was a big decision about whether to be called first lady -- I was a little nervous about using the term. I questioned whether it would alienate me from the volunteers, was it out of touch? The last thing I wanted was to seem out of touch or vain. Jim and I always thought of ourselves as volunteers just like all the volunteers of the Rodeo," Lynda said. After a lengthy discussion with Jim, she accepted the title of first lady of the Rodeo as it expressed the huge honor and responsibility to the volunteers that goes along with the position. There is no manual or job description for the first lady, so Lynda created opportunities and served as the role evolved over time. She helped establish the first official Baylor University night, and she served on the Silver Spur Committee, utilizing her skills as event planner helping Jack Lyons, former chairman of board, see his vision of transforming the event.

### HOW DID YOU HANDLE THE DEMANDS OF THE ROLE?

"I have said it before, but I believe we all continue to be involved in Rodeo because we get more out of it than we give. What a great thing to experience! So, I think Jim and I went into this knowing that everything we got to do was an honor and a privilege. Even though the demands were great, we were constantly finding inspiration from others -- scholarship recipients, their family, rookies, veteran volunteers and even people who were not a part of the Rodeo, and still expressed their excitement in attending," she said. They worked as a team accentuating each other's strengths -- leaning on each other. They both firmly held to the same belief of God first, then family, job, and then Rodeo.

### ANY FINAL THOUGHTS?

Gratitude and love to all! As Lynda sat down to write her reflections of the past three years, tears rolled down her face as she found herself trying to express her gratitude to the volunteers, staff, board of directors for their work and dedication, and to the Executive Committee for believing in her husband and electing him as chairman of the board. "Thank you for the absolute heartfelt support, friendship and love we received daily. You all inspired us to give back and do the very best job we could. Sharing this experience with Jim has been one heck of a ride and my heart is full. My cup runneth over! I am so proud of my husband and my hope is that many people experienced or knew of his complete commitment and love for all the volunteers of the Houston Livestock Show and Rodeo™." 🌟





## JOEL COWLEY

OUTGOING PRESIDENT & CEO

**I** am incredibly thankful to the Houston Livestock Show and Rodeo™ Executive Committee for the opportunity to serve this organization for the past 15 years, including seven years as president and CEO.

I will always be a supporter of the Houston Livestock Show and Rodeo and its mission of promoting agriculture and supporting education. And, I can think of no one better to lead the Rodeo into the future than Chris Boleman.

Thank you to our volunteers, staff, sponsors, buyers and the Houston community for your support of the Rodeo. These dedicated individuals have reached truly incredible milestones, and with the continued support of the community, I am confident that the best is yet to come.”

*Thank you, Joel!*





# CHRIS BOLEMAN

NEW PRESIDENT & CEO

**D**r. Chris Boleman was named the new president and CEO of the Houston Livestock Show and Rodeo™ in May 2020. Dr. Boleman will lead a team of 130-plus full-time staff and 35,000 volunteers who work year-round to host the world's largest livestock show and rodeo.

In his previous role as the Rodeo's chief mission officer, Dr. Boleman managed all activities related to the mission of the Rodeo, including the livestock shows, horse shows, auctions, educational exhibits, sponsorships and educational programs. He first joined the Houston Livestock Show and Rodeo in 2017 as the executive director of Agricultural Competitions and Exhibits.

"I am very grateful to Joel Cowley, who not only has been a tremendous leader of the Houston Livestock Show and Rodeo but is also a trusted friend and mentor. I appreciate the confidence that the Rodeo Executive Committee has in me to lead such an impactful organization."

Boleman holds a bachelor's, master's, and doctorate degree from Texas A&M University, and has received leadership education certificates from Harvard University and The University of Texas. He has also authored more than 100 research and educational manuscripts. †



# OUTGOING VICE PRESIDENTS



## ROGER CAMP

*Auctions Assistance, Jr. Rodeo, Poultry Auction, Speakers*

BY LYN STEWART



## JW DAUBERT III

*Wine Competition, Wine Events, Wine Garden, Wine Sales, Winery Relations*

BY LYN STEWART

### What was your favorite part of being a vice president?

Having the opportunity to work with, get to know and build relationships with the officers, chairmen and volunteers. Also, interacting with so many of the young men and women that earn a Rodeo scholarship. This is one thing I wish all the volunteers had the chance to experience. Our recipients are hardworking, grateful, respectful and just truly appreciative.

### What did you learn about the Rodeo or committees that you did not know before?

The sheer magnitude and all it takes to make the Rodeo happen, year round! Seeing, firsthand, how many people across all 108 committees give so much of their time, talent and resources to ensure the success of their committee and the Rodeo.

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

Impossible to single out just one of the many great memories! Celebrating with the committees as we broke auction records, swine in 2018 and poultry in 2019. Listening to an eight year old tell me what she learned from raising her barrow and how it will help her going forward. Spending time in the boardroom with good friends after a long day. Riding in my last parade through downtown Houston, and just seeing good friends day in and day out, working toward the same goal and the same mission.

### What was your proudest accomplishment or moment?

Earning the respect of my committee chairs and the volunteers that served on my committees. I tried to help improve every committee I worked with and leave them better.

### What advice would you give volunteers who would like to rise up in the ranks?

I think it's like most things. First, show up, then give more than what is expected. Committee leaders look for volunteers they can rely on and hand the baton. Let them know you are interested.

### What is next for you?

The Rodeo is my second family, so I'm certainly not going anywhere. I love the Rodeo's mission, what it does for our community and of course, helping the kids. I will keep showing up, keep looking for ways to help and hopefully, still add a bit of value. 🤠

### What was your favorite part of being a vice president?

Being exposed to all of the moving parts, including many areas of the Rodeo I never even knew existed.

### What did you learn about the Rodeo or committees that you did not know before?

The extent to which virtually all committees are constantly evolving.

### What did you learn about yourself during your tenure?

I initially felt a little overwhelmed — kind of like trying to take a drink of water from a fire hose. As a volunteer, regardless of level of responsibility or area of service, you can only hope to leave things in a better place than when you started.

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

The number of volunteers that have come to me indicating how excited they are to volunteer and asking if a friend of theirs could apply to join the volunteer family.

### What was your proudest accomplishment or moment?

For the 2020 Rodeo, the Wine Auction was the only auction able to be held on site. The excitement of the volunteers who participated, the feedback after the auction from the buyers, the officers who were present and the senior Rodeo staff was a validation of the three-year journey to get there.

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

We coordinated a management study, reviewed the recommendations and began implementing those changes. We have been part of the effort to support the rebranding of the Rodeo and the reworking of the guest experience. We also saw the creation of the crisis communication system that is vital in importance.

The heart of the volunteer is so evident and more important than ever before. It is this spirit that is critical to the success of the Rodeo's mission.

### What advice would you give volunteers who would like to rise in the ranks?

Be visible and be interested in the smallest detail of the committee. Before asking or answering anything, consider how it will be received from the rookie's perspective at their first meeting. But most of all, COMMUNICATE your interest. 🤠





## DR. TERENCE H. FONTAINE

*Armed Forces Appreciation, Black Heritage, Directions & Assistance, International, Rodeo Express*

BY KATE GUNN PAGEL

### What was your favorite part of being a vice president?

My favorite part of being a vice president was attending events around the state where we had the opportunity to visit with our scholarship recipients and sometimes their families. The stories of how the Houston Livestock Show and Rodeo™ impacted their lives never gets old. If anything, it makes you want to work harder to see another student have the opportunity to succeed.

### What did you learn about the Rodeo or committees that you did not know before?

I learned too many things to even list. I would just say that it was a graduate level class in all things Rodeo.

### What did you learn about yourself during your tenure?

As a result of my experience as a vice president, I enhanced my skill set to multi-task. I also enriched the balance of family, professional commitments and community service.

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

The Downtown Rodeo Parade was my most cherished memory. Being on horseback waving at the families gathered along Houston's downtown streets will never get old. I look forward to participating in this tradition as a Lifetime Vice President. Also, having the opportunity to meet and work alongside the many committee volunteers are memories I will cherish for a lifetime.

### What was your proudest accomplishment or moment?

My proudest moment, besides being asked to be a part of this unique cadre of officers and friends, was to be selected as the officer in charge of the Armed Forces Committee after my first year of serving as a vice president. As a proud former Marine, it was an honor to serve with the dedicated members of this committee.

### What advice would you give volunteers who would like to rise up in the ranks?

Get more involved with the Rodeo. Work hard and keep your head down. People will notice you if you're truly dedicated and putting in the work. Finally, financially invest in causes in which you believe.

### What is next for you?

Let's RODEO! 🤠



## KELLY LARKIN, M.D.

*Health, RODEOHOUSTON Sports Medicine, Safety & Medical, School Art Auction*

BY KATE GUNN PAGEL

### What was your favorite part of being a vice president?

It was amazing to see so many aspects of the Rodeo that were new to me. I also really enjoyed meeting the current scholarship recipients. To hear how the Houston Livestock Show and Rodeo™ impacted their lives is awe-inspiring and validates the hard work done year-round by our volunteers.

### What did you learn about yourself during your tenure?

My passion for the Rodeo and its mission has grown. I know that I will always be part of Rodeo and I will give back in different and unexpected ways. My 360-degree view of the Rodeo allows me to be able to move forward as a Lifetime Vice President with a much wider scope of involvement than I had prior to being an officer.

### What was your proudest accomplishment or moment?

For the first time, the Health, Safety & Medical and Sports Medicine committees started working together. The chairs were introduced to each other and this was only the beginning of coordination among these committees. Having these specialized groups share their supply chains and work together will benefit the Rodeo, the volunteers, the cowboys and youth exhibitors in years to come.

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

We came in with Hurricane Harvey and went out with Coronavirus! The agility that the Rodeo has demonstrated in the face of these unforeseen events shows ways to function when dealing with challenging and unexpected circumstances.

### What is next for you?

Next for me is to go back to being a committee member. I plan to remain involved in the health-focused committees to continue their development as a comprehensive medical team. I also look forward to going back to working with the Houston General Go Texan Committee. 🤠

*Since this interview, Kelly has been elected to the Rodeo's Executive Committee. Look for more about Kelly and her new role in the fall magazine!*



# OUTGOING VICE PRESIDENTS



## MIKE MOSS

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

BY ASHLEY PLAEGER



## TAYLOR WHITAKER

Equipment Acquisition, Events & Functions, Houston Metro Go Texan, Rodeo Operations

BY ASHLEY PLAEGER

### What was your favorite part of being a vice president of the Rodeo?

My favorite part of being a vice president has been the opportunity to visit the students who have received scholarships. It is rewarding to hear the stories of their lives and how the Rodeo made a difference. I volunteered for many years knowing it was for a good cause, but when you actually meet some of these students, you really know you have made a difference in a young person's life.

### What was your proudest accomplishment or moment?

I have always been a supporter of the Corral Club. Seeing it continue to grow and add to the success of the Rodeo makes me very proud. Having the Corral Club sales numbers reported on the day we had to shutter the Rodeo added to that.

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

The VP Class of Vision saw many changes. Specifically, the reorganization of the upper management and the addition of the chiefs, which supervise specific operations of the Rodeo. Although this was a major change for a lot of the committees, it had little effect on the Corral Club and its operations.

### What advice would you give volunteers who would like to rise in the ranks?

For any volunteer who aspires to advance within a committee, he/she needs to first let the captain, vice chair or chair of the committee know. They might also want to submit a resume containing professional and Rodeo experience to further their chances. It is wise to be aware of any rules the committee might have concerning tenure tied into advancement due to knowledge needed to be able to run the committee successfully.

### What is next for you?

I am currently a director for the Rodeo. I serve on the Grand Entry, Lifetime Vice Presidents and Corral Club committees, as well as the Lifetime Review Committee. I will continue to support the Corral Club through their external events so I can help the committee grow. 🤠

### What was your favorite part of being a vice president of the Rodeo?

My favorite part has been the opportunity to interact with the various committees and its volunteers.

### What did you learn about the Rodeo or committees that you did not know before?

I learned that the volunteers reflect what Texas is about, they are compassionate, giving and caring. There is a quote by Winston Churchill that comes to mind when I consider this question: "You make a living by what you get. You make a life by what you give."

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

"I cherish the relationships that I have built. I am confident that the friendships will last a lifetime."

### What was your proudest accomplishment or moment?

It was a pleasure to support so many diverse committees. I enjoyed learning how they each contribute to the Houston Livestock Show and Rodeo™.

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

The dynamics have changed within the organizational structure. These changes will help Rodeo leadership to provide future growth and better communication.

### What advice would you give volunteers who would like to rise in the ranks?

Never pass on opportunities to learn about the Rodeo and how each committee adds value to make the Rodeo complete. Each volunteer contributes to the overall success year after year.

### What is next for you?

I will continue to support the Rodeo in whatever capacity that I am asked. 🤠



# THANK YOU, JUDGES!

**T**his year, the Houston Livestock Show and Rodeo™ received more than 11,000 scholarship applications from students across Texas, the highest number yet! More than 600 incredible volunteers, scholarship alumni and Rodeo staff helped judge this year's applications.

The time and effort put forth in judging our applications will truly change the lives of these Texas students. Thank you to each and every one of our judges for your continued support of Texas youth and education.



Are you interested in judging scholarship applications? Starting this fall, add your name to the waitlist via the membership portal at [rodeohouston.com](http://rodeohouston.com)!





What's New in RODEOHOUSTON®

# SOCIAL MEDIA?

## RODEOHOUSTON Live!

- Watch these live videos about the Rodeo's involvement in the Houston community and the Rodeo's four pillars: agriculture, education, entertainment and Western heritage.
- Watch them all at the RODEOHOUSTON Facebook page

## Agriculture at Home Activity Books

- Kid-friendly games, puzzles, coloring pages & more
- Check them out on the RODEOHOUSTON Facebook page or at [rodeohouston.com](http://rodeohouston.com)

## Scholar Spotlight

- Meet the beneficiaries of your Houston Livestock Show and Rodeo™ support each month.



# JOIN THE FUN!



### FACEBOOK

[Facebook.com/RODEOHOUSTON](https://www.facebook.com/RODEOHOUSTON)



### TWITTER

Twitter: @RODEOHOUSTON  
@RODEOHOUSTONesp (Spanish)



### INSTAGRAM

Instagram: @RODEOHOUSTON  
@RODEOHOUSTONesp (Spanish)



### TIK TOK

Tik Tok: @rodeohouston

# BIGGEST HITS OF 2020

BY MARY BETH MOSLEY

There were several big moments on social media this year, but these three are at the top of the list, according to Houston Livestock Show and Rodeo Social Media and Communications Coordinator Emily Reaux.

## 1 NCT 127 Performance & K-pop Fans take over RODEOHOUSTON

"We had a spike on our social media platforms as well as on rodeohouston.com from NCT 127 fans around the world who wanted to see photos from the performance. There were also NCT 127 fans who showed up on the grounds hours before the concert for a huge dance party. It was so cool to watch hundreds of young adults and teens having fun dancing to these K-pop songs."

## 2 Selena Quintanilla's induction into the RODEOHOUSTON Star Trail of Fame. Selena is the ninth member of the Star Trail of Fame and the only Latina in the elite group.

## 3 Mom-to-be Maren Morris performed at RODEOHOUSTON while nine months pregnant.



## Social Hot Spot

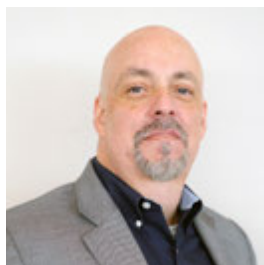
The Social Spur was designed as an interactive social media experience for Rodeo fans. The new space included music, TVs, photo opportunities and engaging activations for visitors. Guests could also charge their phones, refill their water bottles and relax in the seating areas.

RODEOHOUSTON wants to hear from you — all year round.

Send your stories and photos to [socials@rodeohouston.com](mailto:socials@rodeohouston.com).



# OUTGOING COM



**Jeff Alexander**  
Llama & Alpaca



**Sally Allen**  
Membership



**Wendy Lewis Armstrong**  
Black Heritage



**Connard Barker**  
Steer Auction



**May Bentley**  
Western Art



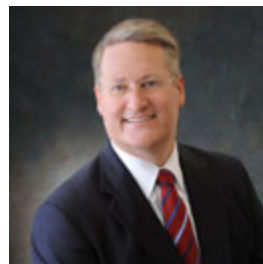
**Heather Boyce**  
School Art



**Aaron Butler**  
Corral Club –  
Committeemen's Club



**Walter Campbell**  
Area Go Texan



**John Clarke**  
Calf Scramble Donors



**Brian Dodson**  
Corral Club – Division I



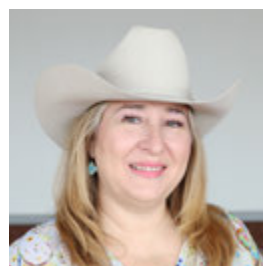
**Jonathan Dutton**  
Corral Club –  
Auctions & Receptions



**Christopher Ennis**  
Corral Club – General



**Mitzi Fleissner**  
Corral Club – Ticket Sales



**Annie Flores**  
Armed Forces Appreciation



**Kim Folger**  
Paint Horse



**Juan Garcia**  
Go Tejano



**Tami Grimm**  
Quarter Horse



**Franklin Hart**  
Donkey & Mule

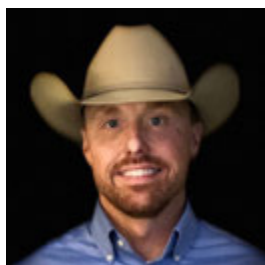


**Rick Hillman**  
Corral Club – Stockman's Club



**Christopher Jackson**  
Junior Commercial Steer  
Feeding & Management

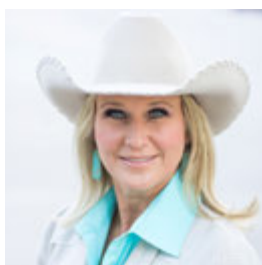
# COMMITTEE CHAIRS



**Carson Joachim**  
Commercial Exhibits



**DeLon Laqua**  
Corral Clyb – Sky Suites



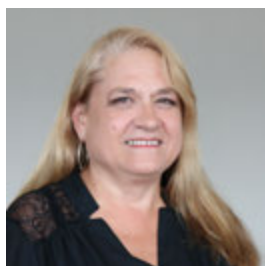
**Michelle Lilie**  
School Art Auction



**Russell Machann**  
Area Go Texan



**Martha McDaniel**  
Corral Club – Hideout



**Jewel Mitchell**  
Information Services



**Nancy Motley**  
Tours



**Garry Pigg**  
Transportation



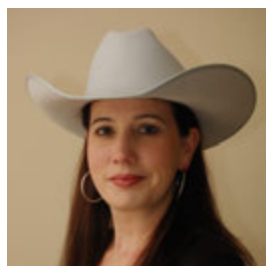
**Keith Powell**  
Souvenir Program



**J. Macdonald  
"Mac" Ruffeno**  
Horse Show Chuckwagon



**Jamie Spring**  
Ranching & Wildlife



**Jennifer Summerour**  
Trailblazer



**Justin Tankersly**  
Gatekeepers



**Jody Teykl**  
Livestock



**Kelly Traylor**  
Trail Ride



**John Vachala**  
Judging Contest



**John Waddill**  
Feed Store



**Daniel Welch, DVM**  
Veterinarian



**Kenny Willis**  
Rabbit



**William "Bill" Yates**  
Lifetime Vide Presidents



# Thank You

SEE Y'ALL NEXT YEAR! MARCH 2 – 21, 2021





*in, Houston!*







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