



# "BOWLEGGED H" MAGAZINE

ISSUE 3 2022 • HOUSTON LIVESTOCK SHOW AND RODEO™





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## ON THE COVER



With more than 300 shopping vendors, there is something for everyone!



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Thomas Hopkins

### Questions:

[magazine@rodeohouston.com](mailto:magazine@rodeohouston.com)

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## from the CHAIRMAN OF THE BOARD

As the summer ends and we head into the cooler months of the fall, our volunteer community is excited to plan for the 2023 Houston Livestock Show and Rodeo™. The summertime was productive as we elected new leadership and finalized the 2023 budgets, which positions us well for the busy season ahead.

This year, many new faces will be joining the leadership ranks as we welcome 33 new committee chairs and six new officers. Five Lifetime Vice Presidents were also appointed to serve a one-year term as officers in charge. In this issue, our new thought leaders are highlighted, and we hope you will take some time to read about them. They have committed to contribute their talents and time to the Show, and with new leaders come fresh ideas and out-of-the-box thinking. I look forward to working alongside these men and women to continuously improve and fine-tune our processes to take us to even higher levels of excellence.

I think we can all agree that 2022 was a year to remember as we celebrated our 90th anniversary with a world-class experience for our guests. Just as important to us is the experience of our 35,000-volunteer family, and we continuously strive to get better each year so you will continue to love being a volunteer. I want to thank each of you who completed the volunteer survey, as it helps us identify areas where we can focus resources and make improvements. This year, we heard from you that managing your work shifts has been a challenge, especially when you need to make a change to the time you work. We are working together with committee chairs and exploring a variety of options for improvements. On a positive note, 92% of volunteers reported that they feel valued and plan to return to their committee in 2023.

As you have seen in the recent press, we had the distinct pleasure of awarding more than \$14 million in scholarships this summer. This is the payback we receive each year for long days and hard work. To realize that we have contributed to the future of a young student is a true blessing. As you know, many of these young men and women who receive Rodeo scholarships would not be able to realize their educational goals without this type of assistance and this would not be possible without each one of you, our valued volunteers.

It will be hard to top the amazing experience we had in 2022, but I have faith that, if anyone can, it is the Rodeo family that I am proud to be part of. I cannot wait to see all of you back on the grounds again soon. Let's Rodeo! 🤠

Sincerely,

Brady Carruth



INCOMING CHAIRMAN OF THE BOARD-ELECT:

# Pat Mann Phillips

BY LYN STEWART  
PHOTO CREDIT LINDA EVANS





**T**wenty years ago, Pat Mann Phillips and her husband, Tim Phillips, went all-in on joining the Houston Livestock Show and Rodeo™ after co-sponsoring a tent at the World's Championship Bar-B-Que Contest. They enjoyed it so much, including new friendships, they became life members and started volunteering with the Directions & Assistance Committee.

Fast forward to now. As the incoming chairman of the board-elect, Phillips will soon be providing direction for the entire Rodeo. She seems like a perfect fit for the job.

Agriculture is in her blood — her parents were professional ranchers and farmers. “They owned and operated a full-service agricultural enterprise in Johnson County, which is where I grew up. I was involved in 4-H and showed cattle, pigs and horses. The Houston Livestock Show and Rodeo was the Super Bowl of livestock shows but I didn’t show there. I showed in local county fairs,” Phillips said.

When she and her husband moved to Houston and got involved in the Rodeo, it was like getting back to her roots. They were both drawn to the same type of service. “We have always enjoyed the kid-oriented committees — Tours, Special Children’s and Jr. Rodeo. It’s reenergizing to us,” Phillips said. “We joined to serve together because we both used to travel so much in our careers, and we wanted to do something together. It gets in your blood.”

When the Directions & Assistance Committee spun off a subcommittee into its own committee, Phillips was promoted to inaugural chair. “I got started on the Tours subcommittee, which included AGVENTURE, tours for schoolchildren and FFA kids,” she said.

Phillips also volunteered with the Corral Club – Suites Committee. She was elected to the board of directors in 2012 and served as a Rodeo vice president from 2016 to 2018, overseeing Magazine, Transportation, Special Children’s, Agriculture Education, Souvenir Program, and Communications & Special Services committees.

In 2018, Phillips was elected to the Executive Committee and was appointed chair of the Governance Committee, a position she still holds. “Governance is ‘FUN’ — fundamental for our success,” she would tell board members to emphasize its importance. She is also on the

advisory committee for the new Leadership Development Program, a pilot program created to help committee chairs grow as leaders for the Rodeo, as well as in their professional lives.

When asked about becoming the first female chairman of the board for the Houston Livestock Show and Rodeo, Phillips is thankful. “The best thing about advancement in the Rodeo is meritocracy, and my hat’s off to the wisdom of the people who instituted the succession plan model of the three-year service in each role until they progressed to the next level. The structure really allows us to provide opportunities for our new leaders,” she said. “We all recognize that diversity makes us stronger and more impactful in our community. I am very grateful of the foresight of the executive team for opening that door to future leaders.”

Phillips also knows she did not get here alone. “We all stand on the shoulders of those who came before us in their service and love for the Rodeo.”

Phillips graduated from Texas Tech University with a BBA in Petroleum Land Management and a BBA in Finance. For more than 30 years, she has enjoyed a successful career in the energy industry and currently serves as the executive director of Energy Services for Revenade, a global management consulting firm.

Agriculture is still a passion for her and her husband. They spend as much time as possible at their Trinity Spirit Ranch in Waller County, where they keep their horses. They also still own and operate the family ranches in Johnson and Cooke counties. “It is a labor of love. We really enjoy the outdoors and agriculture, and maintaining that connection,” Phillips said.

There are so many important facets to the Houston Livestock Show and Rodeo, and Phillips encourages everyone to find their place. “To me, it is all about the volunteers. We could not do it without them. We have 110 committees, 35,000 volunteers, generous donors and sponsors, and an amazing professional staff to round out the team. There is truly something of interest for everyone. What I’ve learned is the more involved you become with the Rodeo, the more you realize the depth and reach of the impact of the lives we touch,” she said. “We are a big, beautiful force for good. We want to build a better future for generations to come. One of the most valuable things you can give is the gift of education.”



# THE Next 90

YEARS



BY MARY BETH MOSLEY



Brooklyn Vulgamore



Jace Vernon



Laresa Allison, Kenyatta Sterling and Phillip



Lila Vela





Madelynn Davis, CJ Davis and Kaydin Howard



Ronald Brown



Ryan Pfluger and sisters



Torrin Payne with sister

In the nine decades since the first Houston Fat Stock Show and Livestock Exposition was held in 1932, so much has changed — both for the world and for the Houston Livestock Show and Rodeo. Barring some major medical miracles, not all the 2.4 million people who attended this year's events will be around to celebrate the Rodeo's 180th anniversary. However, this year's younger guests might still be able to witness the changes that will come to the Rodeo 90 years from now.

We asked some of them what they think the 2112 Houston Livestock Show and Rodeo will have to offer, from the entertainment to the events and exhibits. Most of the young prognosticators were positive, like Ronald Brown, 13, who said, "It's going to be 10 times better."

Torrin Payne, 9, from Houston, imagined that agriculture was in for a major change. "Instead of wheels on the tractors, the tractors are going to have levitation devices. I'm not even sure if people are going to use tractors!" he said.

The carnival was a favorite source of inspiration. Brooklyn Vulgamore, 7, is ready for it to blast off. "I think it will be different. I think there are going to be a lot more rides and games. I think lots of things will be spacey — they'll kind of go up in the sky," she said. That idea was shared by C.J. Davis, 7, who was enjoying the exhibits in AGVENTURE, presented by Oxy, with Madelynn Davis and Kaydin Howard. "The rides will be like taking a spaceship. In the future they will have more fun," C.J. said.

As she looked ahead to 2112, first-time attendee, Lila Vela, 10, worried that the rides would be scarier and said, "I'll still need my older sisters to go with me."

Food and fashion were on the minds of friends Kenyatta Sterling, 14, and Laresa Allison, 15. Kenyatta's thoughts of the future were about the flavors. "The food will be different. There will be more different types of food, from all different cultures," she said. Laresa was more interested in the looks she would see in 2112. "New trends, new outfits, everyone's style will change," Laresa said. "Although some of the old styles may be back again."

Ryan Pfluger, 6, has a perfect night planned when the Rodeo celebrates the next 90 years. He said, "If I were 96, I would drive a van to the Rodeo. Maybe come see Cody Johnson." (By the way, Cody Johnson would be 124 for that RODEOHOUSTON® performance.)

Jace Vernon, from Waller, Texas, worried that future competitors might be at a disadvantage. "My favorite event is bull riding," Jace said. "Hopefully for the cowboys in the future, the bulls won't be faster." Even the fact that he would be 101 wouldn't keep him away. "I might be here in a wheelchair, but I'll still be coming," he said. 🐾





### CLASSIC FAIR FOOD

HARLON'S ALL MEAT  
STUFFED POTATO



### BEST FOOD-ON-A-STICK

BERRY RACER  
CARAMEL APPLE



### BEST FRIED FOOD

DEEP FRIED  
JAMBALAYA ROLL

# 2022 GOLD BUCKLE FOODIE AWARDS

BY CRYSTAL MCKEON



### BEST NEW FLAVOR

BACON MAC & CHEESE  
EGG ROLL



### MOST CREATIVE FOOD

THE BONFIRE  
FUNNEL CAKE



### BEST DESSERT

FRIED RED  
VELVET CUPCAKE

**W**hat does it mean to be a foodie? Are you willing to try new and interesting dishes, have a sophisticated palate that can identify the most intricate ingredients, or do you just enjoy good food? Whether you are a foodie or not, food lovers will appreciate the talent, effort and creativity of the Gold Buckle Foodie Award winners at the Houston Livestock Show and Rodeo™.

These awards showcase delicious and creative food with a Rodeo twist. Commercial Exhibits Committee Chairman Brooks Bradford loves how the chefs outdo themselves every year. “We want to show that it is not just funnel cakes and corn dogs, even though we do have the best funnel cakes and corn dogs. We love to showcase the large variety of foods,” Bradford said.

The Gold Buckle Foodie Awards celebrated its 12th anniversary in 2022 and completely revamped the competition. In previous years, locations varied, categories changed and all judging was held at one time. But, the competition needed to be as fluid as the water features in nearby Carruth Plaza, moving to follow the trends and needs of the public and vendors. The opening of The Ranch Saloon + Steakhouse, a Rodeo-season, exclusive fine dining restaurant near NRG Astrodome, added class, elegance and sophistication to the ambiance of the event. Teresa Trinh, vice chair of special projects on the Commercial Exhibits Committee, thought it really elevated the awards. “This year, the event was held at The Ranch Saloon + Steakhouse, which really wowed the judges and raised the caliber,” Trinh said.

To increase visibility and excitement for the competition, event organizers fully embraced both social media and local food media outside of the usual channels. In the four weeks leading up to the main tasting competition, two categories were featured each week, and the public voted online to decide which ones would advance to in-person judging.

A total of 52 entries were narrowed down to 18 finalists, and RODEOHOUSTON® social media followers voted on their favorite pictures of the food entries. The three finalists in each of the six categories received blue, white and red ribbons, and first place in each category won a gold buckle plaque. The gold buckle plaques for Best Fried Food, Best Food-on-a-Stick, Classic Fair Food, Most Creative Food, Best New Flavor and Best Dessert can either be displayed at the winner’s booth or the buckle can be removed and proudly worn while serving their award-winning dishes.

The tasting competition featured high-profile judges selected from the Houston food scene and further increased the promotion of the competition. Invitations for judges were extended to influential local and national chefs, television and radio personalities, while Instagram bloggers and social media influencers further publicized the beautiful and creative dishes with tweets, posts, shout-outs and videos.

One of the main entry requirements was that the dishes must be available on the vendor’s regular menu and to the public. So next year, if you find yourself drooling over any of the appetizing entries on social media, make your vote known. Then, sample the winners during the 2023 Rodeo and taste-test for yourself.” 🍴



# The Rodeo is for

BY SARAH TUCKER

**T**he crowd cheers for Mutton Bustin' kids; teenagers scream on carnival rides with flashing lights; cattle bellow, horses whinny and pigs squeal in their pens — these are just a few of the exciting sounds of the Houston Livestock Show and Rodeo™.

But for some adults and children, these sights and sounds can be overwhelming and ruin what should be an exciting, fun-filled trip. Some families choose not to attend at all because it can be too difficult to navigate or hard to include caregivers. This is where the Rodeo's Special Children's Committee steps in to help make the Rodeo enjoyable for all.

For guests who may be overwhelmed by the noise and general hubbub, the Rodeo provides quiet rooms throughout the grounds that have low lighting and no music. Families and individuals can use the rooms as needed.

"The Rodeo is an incredibly fun place to go and, if it's not accessible, you have a whole community of people who aren't able to attend," Special Children's Committee Chair Stacy Anderson said.

"One mom had never attempted to come to the carnival before, but they were able to go this year [because of the quiet rooms]," Anderson said.

In 2020, the Rodeo began hosting a Sensory Friendly Day to provide an accommodating and positive experience for all guests with sensory sensitivities or challenges. This year, the Special Children's Committee assisted with the event and gave away more than 500 backpacks filled with

sensory-friendly toys donated by Rodeo sponsors. Anderson hopes to give away even more in the future.

In addition to support for guests with sensory sensitivities, the committee assists guests with mobility issues as well. Committee members meet guests on Kirby and take them straight to their seats, removing any potential challenges with crowds or navigating the massive grounds. "The Rodeo can be a very overwhelming place, and we take some of that anxiety out for them and make it feel smaller," Anderson said.

The Special Children's Committee also provides a variety of programs that make the Rodeo accessible for special needs guests. Before the Rodeo begins, the committee hosts the Top Hands Horse Show, a competition for riders of all ages and skill levels from therapeutic riding facilities across Texas. The Rodeo pays for everything, including meals, so participants do not have to worry about costs to attend.

The committee also hosts the Lil' Rustlers Rodeo — a three-day competition for special needs children — and provides free day-tours and concert tickets for special needs schools and adult day groups. More than 1,000 guests attend each night and sit in special reserved seating in NRG Stadium.

"I think it's so important for the community to have these opportunities," Anderson said. "They want to get out and be part of the bigger community. They want to participate like everyone else. These programs let them feel wanted, needed and comfortable." †



# Everyone









# Commercial Exhibitors

BY MARINA OLSON

PHOTO CREDIT LISA NORWOOD

**A**fter the cancellation of the Houston Livestock Show and Rodeo™ in 2021 and a shortened season in 2020, many people were overjoyed to return to their favorite annual event in 2022. This was especially true for the commercial exhibitors who fill NRG Center with all their goods for sale. For some, working these shows is their only source of income.

"Vendors were thrilled to be back in Houston. In the year that we spent apart, some vendors started brick-and-mortar stores, some took their business online, and some shut down completely. Those who have prevailed were delighted to return to the Rodeo," Commercial Exhibits Committee Chair Brooks Bradford said. "We had 35 new commercial exhibit vendors, in addition to 12 new restaurants." The turnover, he said, has been good

for the Rodeo and the attendees since there were some fresh new products this year. The committee's goal is to ensure there is a variety of products available — ideally a mix of new and interesting items combined with many old favorites.

Some vendors focused on other aspects of their small business during their year off. "A lot of the major shows were canceled. We stayed home and built up our online business. We also worked some other, smaller shows in Texas and in other states," Black Market Boots vendor Tammy Black said.

Vendor Barbara Gaither, with Lyndon Gaither Art, said that her husband, who is the artist who makes all the art for their booth, stayed home and painted during the pandemic. "He produced more work than ever before and made a lot of great pieces. We were so excited to be back. Everyone is so happy to be in person together again,"

Gaither said.

Kristine Majeske with Puppet Pandemonium took the opportunity to spend more time with her family because of the unexpected break in her schedule. She also focused on making her booth bigger and better for the 2022 Rodeo, in addition to designing and building a new product that made her busier than ever during Show time.

These commercial exhibitors are nothing if not resilient. They had varied ways of filling their time until the Rodeo returned in 2022, but everyone agreed they were thrilled to be back and together again. "Overall, the commercial exhibit vendors missed the camaraderie that they've built up over the preceding years with other vendor friends," Bradford said. "This is a great community of people who are happy to be back and working in Houston. †



# Kids Take Over

## AT THE WORLD'S CHAMPIONSHIP BAR-B-QUE CONTEST

BY REBECCA MCGOVNEY-INGRAM

**T**exas youth took center stage at the 2022 World's Championship Bar-B-Que Contest as part of the Jr. Cook-Off Contest. A crowd of family and friends, as well as members of the World's Championship Bar-B-Que and Jr. Rodeo committees, cheered as the young cooks from across the state wielded their tools and seasonings to grill their rib-eyes to perfection.

According to Tammy Broadway, vice chair for the Jr. Cook-Off Contest, a kids' barbecue competition has been in the making for a few years now.

"We've seen kids competing in other barbecue competitions across the state and even on TV, and we thought adding one was in line with the Rodeo's goals of being family-friendly and supporting the youth of Texas," she said.

The Jr. Cook-Off Contest, which is in its second year, was held in the Garden Area of the World's Championship Bar-B-Que Contest grounds directly in front of Champions Row. Contestants from ages 8 to 14 were nominated and sponsored by a team competing in the World's Championship Bar-B-Que Contest.

After turning in their steaks for judging, the kids were treated to an educational demonstration on brisket, and a question-and-answer session on the Garden Stage with Curt Harbors, a member of the 2020 Overall Grand Champion team. The demonstration was followed by an awards ceremony, where family and friends packed the area in front of the stage, and Rodeo leadership assembled on stage to celebrate the kids.

R.J. Fife, 14, who was sponsored by Asleep at the Grill, won first place in the 2022 Jr. Cook-Off Contest.

"I was shocked when they called my name. I

couldn't believe that I won," R.J. said. "When I saw my family jumping and cheering, I realized I really did win, and I was so happy."

The competition marked his second year participating in the Jr. Cook-Off Contest, and R.J. said he spent a lot of time honing his cooking skills with members of the team.

"I had been practicing a lot for this competition, and I just kept trying to remember what everyone on Asleep at the Grill taught me," he said. "When I won the competition, it made all the practicing worth it, and I felt like I won not just for myself but for everyone who helped me."

Winners received a champion's belt buckle, a "Bowlegged H" trophy and a winner's banner to hang at their sponsor's cook tent.

Third-year World's Championship Bar-B-Que Committee Chair and Rodeo Director David Stone said he is excited to see the event find its footing.

"It took me several years of pushing as a division chairman and a committee chairman to make it happen, and I see it continuing to grow each year," Stone said. "Watching our young girls and boys using their cooking skills at this level was truly impressive."

According to Broadway, the competition was a team effort — from researching other kids' barbecue contests around the state, to creating scoring sheets and selecting judges, to education on fire and food safety, as well as set-up and tear down.

"We wanted to make sure this event met and exceeded the expectations previously set by the people who created the World's Championship Bar-B-Que Contest," Broadway said. "Adding the Jr. Cook-Off Contest adds to the overall experience of the World's Championship Bar-B-Que Contest." †

# 2022 Jr. Cook-Off Contest Winners



**1st  
Place**

**R.J. FIFE**

sponsored by  
Asleep at the Grill



**2nd  
Place**

**RAELYN BARKER**

sponsored by  
Circle DA Cookers



**3rd  
Place**

**VINCE MARTINEZ**

sponsored by  
Houston Metro Go Texan







# Chris Boleman

## Honored as Most Admired CEO

BY LYN STEWART

**H**ouston Livestock Show and Rodeo™ President and CEO Chris Boleman has held the top job for just two years, but he has already made quite an impression. The Houston Business Journal named him as one of 45 most admired CEOs for their fifth-annual Most Admired CEO Awards.

Taking over the reins of the Rodeo happened during a crisis, as Boleman was promoted two months after the Rodeo was shut down because of the COVID-19 pandemic. Looking back, he said tough times help you grow as a leader.

"When it's going great, it's pretty good to be the CEO. It's in times of crisis that you really build relationships, and you must trust one another. For me, it's about knowing the knowledge is around the room, not in front of the room," Boleman said. "It also helps you celebrate when the good times are happening and pausing to take a deep breath to take it all in."

"Our volunteers were always ready to do what needed to be done and they were so supportive during the time of uncertainty." Adding to that, Boleman learned the importance of this event to the community. "In addition to the volunteers, this is an event for the entire community. This is everyone's event. All of us appreciate the Show even more because we saw what it's like when it's not here," he said.

When asked about being named a most admired CEO, Boleman gave credit to his organization. "These types of honors are great. But to me, they are more of a testament to the whole. It's great to be the CEO and be recognized. But what is even better, it's a reflection of the Houston Livestock

Show and Rodeo and how it's thought of within the community," he said.

The Aggie alum also credits the unique collaborative leadership model that the Rodeo follows. "It's like no other place that I've seen or heard of. You have a volunteer side and a staff business side, and we have to have each other and work as one team to do it. I try to see all the different perspectives, it's important to look at all the angles and how it impacts people. For instance, how does it impact a committee, how does it impact the Show itself, and what is the domino effect?" he said.

As for the future, Boleman said his No. 1 goal is to continue to meet the Rodeo's annual educational commitment to the youth of Texas. The fact that the organization was able to meet that commitment the year of the shutdown and the following year when the Rodeo was canceled is a testament to its dedication of its primary mission.

It is also important to build on your success. "We can't just do the same thing every year. We have to make the appropriate tweaks and changes in an effort to provide the best experiences for our guests, exhibitors and volunteers. A part of that is utilizing the resources of our people that's 35,000 strong," he said.

Boleman grew up attending the Houston Livestock Show and Rodeo, so the annual event is very special to him. He showed as a 4-H member, and his father and grandfather worked as superintendents. He spent a lot of time at the Rodeo and formed many fond memories. "It's a place my wife, Randi, and I want to give back to for a long time," he said. †





**INCOMING**

*Vice  
Presidents*

# INCOMING VICE PRESIDENTS



## WENDY LEWIS ARMSTRONG

- Black Heritage
- Communications & Special Services
- Membership
- Special Children's
- Trailblazer

BY SUSAN EMFINGER SCOTT



## GINGER BROWN

- Agriculture Education
- Carnival Ticket Sales
- Grounds Ticket
- Magazine
- Midway Ticket
- Rodeo Run

BY LYN STEWART

**G**rowing up, Wendy Lewis Armstrong was no stranger to the Houston Livestock Show and Rodeo™. The Houston native attended RODEOHOUSTON® concerts and could be found many days and nights at the carnival. She comes from a family of Rodeo volunteers, but it wasn't until the sudden death of her father in 2007 that Armstrong recognized how special this organization and its people were.

"The love, support and compassion shown by members of the Black Heritage Committee toward my father and our family was incredible," Armstrong said. "It was at this time that I realized the beautiful familial nature of this organization, and I immediately asked to take my dad's spot on the committee roster."

In 2008, Armstrong did indeed join the Black Heritage Committee. She advanced through leadership roles and was named chair 10 years later. She has also been involved with the Corporate Development and Speakers committees and was elected to the Rodeo's board of directors in 2020.

As a vice president, Armstrong will serve as officer in charge of the Black Heritage, Communications & Special Services, Membership, Special Children's and Trailblazer committees. "The Rodeo is truly a massive operation," Armstrong said. "I hope to learn more about the inner workings and to contribute in a meaningful way that upholds our legacy."

She devotes her time, talents and support to the Rodeo because of her belief in the mission and what the organization has to offer. "The people, what we do, how we work, the impact on my hometown, what we instill in the future — scholarships, educational opportunities and culture — it really is everything," she said.

Armstrong earned a Bachelor of Business Administration in Accounting from Hampton University and is a certified public accountant for the state of Texas. She has been employed with Noble Drilling for nine years and currently serves as chief audit executive, director of internal audit. She is also involved with several Houston-area organizations, including the Junior League of Houston and Girls Scouts of America. Armstrong and her husband, Vince, live in Houston. 🐾

**B**orn and raised in Harris County, it is no surprise that Ginger Brown calls the Houston Livestock Show and Rodeo™ her home away from home. Volunteering her first year as a charter member of the Carnival Ticket Sales Committee in 1994, she added Ranch Rodeo Committee in 2015 and Trailblazer Committee in 2019. Brown has earned numerous top brass awards and maintained leadership roles for nearly three decades. As CTSC chair from 2017-2019, she led the committee in achieving record-breaking sales over \$25 million.

Brown was elected to the Show's Board of Directors in 2019 and named a Trailblazer honoree in 2020. As an incoming vice president, Brown will oversee the Carnival Ticket Sales, Agriculture Education, Magazine, Rodeo Run, Midway Ticket and Grounds Ticket committees. "I am honored and excited to have the opportunity to work with and learn more about each of these fantastic committees," Brown said. With her years of experience as a devoted volunteer, she said, "the impact of our mission on agriculture and education in the great state of Texas is phenomenal. What our organization and its volunteers stand for makes incredible differences in the lives of so many students and each other."

Brown uses her contagious energy to dig in and get her hands dirty -- always with a smile. "My goal is to leave a place or a circumstance better than when I arrived," Brown said.

Brown is a graduate of Texas A&M with a BBA in Finance and has over 30 years of experience in energy commerce. Brown's work family for the last 18 years is at Cheniere Energy, where she is director of gas scheduling, managing a team responsible for scheduling over 7 billion cubic feet of natural gas daily to the company's liquefied natural gas facilities.

Her pride and joy, and leading priority is her son Gunnar, a collegiate-level baseball player, and her true source of inspiration. Aside from family, work, and Rodeo, Brown enjoys spending time with her companion, Romeo Saenz, doing anything and everything outdoors -- sports, gardening, water activities, traveling and spending time with her pets, including her new rescue horse, Jethro. 🐾



# INCOMING VICE PRESIDENTS



## JOHN A. GRIMES

- Armed Forces Appreciation
- Corporate Development
- Ranching & Wildlife
- Swine Auction

BY ASHLEY PLAEGER



## ROBERT HODGE

- Agricultural Mechanics
- Area Go Texan
- Industrial Craft Competition
- Rabbit

BY AMY TANNER

**J**ohn A. Grimes began his volunteer efforts with the Houston Livestock Show and Rodeo™ in 2002 when he joined the Swine Auction Committee. It only took one year for him to become a life member, and he credits his friend and manager, Mike McKinney, for introducing him to volunteer opportunities within the Rodeo.

In 2013, Grimes was appointed to serve as vice chair of the Swine Auction Committee, and in 2017, he became chair. He also participated on the Ranching & Wildlife and Agricultural Mechanics committees. Impressed with his inherent leadership ability, the Rodeo asked Grimes to serve on the board of directors in 2018.

During Rodeo season, you'll find Grimes sampling barbecue from one of the many vendors; walking the grounds with his wife, Bridgette, or on the midway with his nine grandchildren. When asked about his fondest Rodeo memory, Grimes answers, "The first time I was invited to participate in scholarship application judging. This experience truly inspired me to want to do more to help the youth of Texas with their educational and financial needs. I learned why there were tissue boxes on the judging tables!"

Grimes's passion for the Houston Livestock Show and Rodeo and its mission is evident. "It is not only giving back to communities throughout the state, but also, I love the fact that we have a vested interest in educating the youth of Texas, which I believe fundamentally is an investment in sustainability for the state of Texas."

Grimes has worked in the oil, gas and chemical industries for the past 37 years. He currently serves LBC Tank Terminals as the group chief operating officer on their executive leadership team. His volunteer efforts do not stop with the Rodeo. Grimes also gives back through his local Children's Craniofacial Association chapter. He helped create the American Craniofacial Association, a 501(c) (3) organization that provides financial support for children born with facial differences requiring medical assistance or equipment. Grimes is an alumnus of San Jacinto College. He and his wife reside in Conroe, Texas, where they enjoy spending time with their five children and soon-to-be 10 grandchildren. 🐾

**F**or more than four decades, the Houston Livestock Show and Rodeo™ has been integral to Robert Hodge's life. It started when he attended his first World's Championship Bar-B-Que Contest in 1981 and then continued his service in nine different leadership positions on five committees. He was elected to the Rodeo's board of directors in 2009.

Loyalty must course through Hodge's veins because he is not only committed to the Rodeo, but also to Houston and his career in oil and gas. Hodge married fellow Houston native Janice, and they raised their two sons, daughter and now five grandkids here. He started his career at Brown and Root, attended Rice University, and is currently Global Projects Upstream Portfolio Lead at ExxonMobil.

Robert's first Rodeo position was with the Corral Club in 1985, followed by the Cutting Horse, School Art Auction, Events & Functions, and Area Go Texan committees. He's held positions from captain to vice chair and chair. As with many hardcore Rodeo enthusiasts, committee service is a family affair. His two sons showed Beefmaster heifers in FFA in high school. Janice is a life member and has also served on multiple committees. Their oldest son, Chad, is vice chair on the Western Art Committee.

One of Hodge's favorite Rodeo memories was in 1983. He and Janice had concert tickets to see Eddie Rabbitt, but they arrived to find Rabbitt ill, and his performance canceled. Instead, "a San Marcos band, Ace in the Hole, took the stage, starring none other than George Strait, making his debut at the Houston Livestock Show and Rodeo," Hodge said.

With so much Rodeo experience under his belt, Hodge has enjoyed promoting education, raising money for scholarships, and the friendships he's created along the way. As one of the Rodeo's new vice presidents, Hodge will serve as the officer in charge of Area Go Texan, Rabbits, Agricultural Mechanics and Industrial Craft Competition committees. Regarding his new position, he said, "I look forward to interacting with the 35,000 volunteers, communicating the Rodeo's mission to the community, and inspiring and motivating committeemen and leadership." 🐾



## RICK JONES

- Calf Scramble Arena
- Calf Scramble Donors
- Calf Scramble Greeters
- Rodeo Contestant Services

BY SUSAN EMFINGER SCOTT

**R**ick Jones was first introduced to the Houston Livestock Show and Rodeo™ as a high school student from Bonham, Texas, when he had the opportunity to show his Angus heifer through his FFA chapter. Little did he know that this “thrilling experience” was just the start of his involvement with the Rodeo.

In 1992, shortly after Jones moved from Dallas to Katy, Texas, he became a Calf Scramble donor with the Rodeo. In 2003, after years of seeing firsthand the lives changed of students who caught calves, he joined the Calf Scramble Donor Committee. Jones worked his way up, serving in successive leadership roles, including as committee chair from 2015 to 2017. Throughout the years, Jones has also volunteered with the Ranching & Wildlife, H-Calf and Judging Contest committees, and was elected to the board of directors in 2018.

As a Rodeo vice president, Jones will serve as officer in charge of the Calf Scramble Arena, Calf Scramble Donors, Calf Scramble Greeters, and Rodeo Contestant Services committees. “I am honored to work with and learn more about these fine committees, especially Rodeo Contestant Services,” Jones said. “It’s been said that many contestants describe the ‘rock star treatment’ they receive while competing here — that no other rodeo takes care of them like RODEOHOUSTON® and this committee. We want to continue to provide a safe and welcoming environment to all our contestants and their guests.”

Passion for the Rodeo runs throughout the Jones family, as they are all life members. Jones’ wife of 44 years, Jane, served on the School Art Committee; and daughters, Abby Jones and Allison Weaver, are both members of Calf Scramble committees. Jones has high hopes that his four grandchildren will follow in his family’s footsteps and join the organization that holds a special place in their hearts.

He lives in Cypress and has worked in the marine business for 44 years, where he is a consultant with manufacturers in sales and dealer development. In his free time, Jones enjoys spending time with his family, traveling with his wife, and quiet weekends at their Lake Conroe home. 🐾



## JAMES MORA

- Facility Services
- Llama and Alpaca
- Recycling
- Rodeo Express
- Transportation

BY SUSAN EMFINGER SCOTT

**I**f James Mora had a favorite number these days, it might be 23. After volunteering with the Houston Livestock Show and Rodeo™ for 23 years, Mora was recently elected as a 2023 vice president.

As an officer in charge, Mora will oversee the Facility Services, Llama and Alpaca, Recycling, Rodeo Express and Transportation committees. “It is a tremendous honor to represent the Rodeo in this capacity,” Mora said. “I look forward to supporting the chairs and all the volunteers, sharing my experiences, and providing guidance and ideas that can help improve upon the success of the Rodeo.”

Mora began his Rodeo career in 2000 when he became a life member and joined the Transportation Committee. Over the years, he has held several successful roles of increasing responsibility with the committee and was named its chair in 2015. Mora has also served on the Rodeo Express, Rodeo Contestant Services, Jr. Rodeo and Go Tejano committees. His years of dedication and strong leadership made his election to the board of directors in 2017 an easy one.

Born in Oakland, California, Mora lived in El Paso and Abilene, Texas, before putting down roots in Houston in 1986. He currently works as director of facility services/maintenance and custodial operations for Spring Branch Independent School District and raises beef cattle on his ranch in San Jacinto County.

Mora has been married for 35 years to his wife, Barbara, who was a member of the Transportation and Asset Distribution committees. Together, they have a daughter, Alyson, and three teenage grandchildren — Braden, Addison and Lillie. Mora enjoys spending quiet time on his ranch tinkering with small projects, taking weekend trips with Barbara, and spending quality time with his grandkids when they can fit him into their busy schedules.

“I have met so many new people during my 23-year run as a volunteer,” Mora said. “I consider them all friends because of the unique organization we are all passionate about.” 🐾





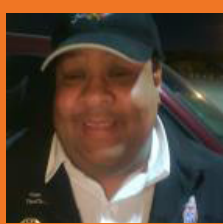
# INCOMING COMMITTEE CHAIRS



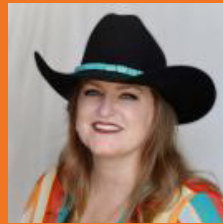
**Dustin Causey**  
Cutting Horse



**Jeff Crown**  
Corral Club - Chute Club



**Sean Figaro**  
Midway Ticket Committee



**Sharon Garrett**  
Directions & Assistance



**John Hantak**  
Parade



**Michael Hollis**  
Corral Club -  
Suites West



**Vince Howard**  
Calf Scramble Arena



**Teresa Jordan**  
Jr. Rodeo Committee



**Jennifer Lowery**  
Speakers



**Brett Massoni**  
Special Attractions



**Michael McMillen**  
Rodeo Merchandise



**Brad Miller**  
Mutton Bustin'



**Marcus Palermo**  
Ranch Horse



**Randy Pauly**  
International



**Donna Prihoda**  
Ranch Sorting



**Joshua Reeves**  
Graphics & Signage



**Fran Rich**  
Houston Metro Go Texan



**Michael Robinson**  
Corral Club -  
Level East



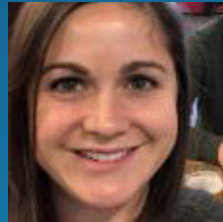
**Ronald Ruffeno**  
Ranch Rodeo



**Mike Sarubbi**  
Wine Events



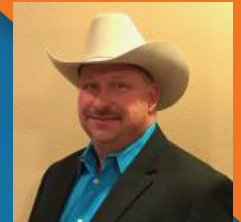
**Lisa Schutzenhofer**  
World's Championship  
Bar-B-Que



**Lorelei Scott**  
Communications &  
Special Services



**Lyn Stewart**  
Magazine



**Emmett Story III**  
Medical and Safety



**Danette Bagley Thierry**  
Corral Club Division II



**Karen Thomas**  
Grounds Ticket Committee



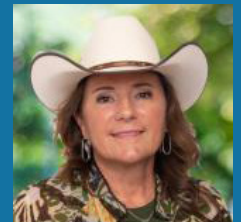
**Tracy Troup**  
Lamb & Goat Auction



**Miller Vaughan**  
Equipment Acquisition



**Michael Weade**  
Corral Club - At Large



**Shelli Weiss**  
Corral Club - Main Club



**Wendell York**  
Rodeo Run





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