



## "BOWLEGGED H" MAGAZINE

SPRING 2022 • HOUSTON LIVESTOCK SHOW AND RODEO™







"BOWLEGGED H" MAGAZINE

SPRING 2022

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ON THE COVER



RODEOHOUSTON® fans admire the nine-story mural in downtown Houston.



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AGRICULTURE  
EDUCATION  
ENTERTAINMENT  
WESTERN HERITAGE



from the  
CHAIRMAN  
OF THE BOARD

The 2022 Houston Livestock Show and Rodeo™ was a huge success, and one that we will all remember for years to come. Our volunteer family and our entire community was so ready and excited to get back together again to put on the first full Show in two years. The fact that 2022 marked our 90th anniversary heightened the attention and enthusiasm for making this historic year extra special. I believe that our founding members who established this great organization would be proud of how we celebrated this milestone year.

You probably felt the energy from

volunteers and fans alike as the grounds filled each day. We hosted, educated, challenged, fed and entertained more than 2.4 million guests during the 24 action-packed days. Rodeo fans were delighted to see the familiar sights and sounds that they look forward to every spring in Houston — Bar-B-Que Contest, Mutton Bustin', Calf Scramble, RODEOHOUSTON® competitions, livestock and horse shows, as well as favorite foods and carnival rides. It was great to see so many smiling faces.

In true Rodeo fashion, this year we went above and beyond by setting new records, such as a historic \$1 million steer auction purchase, adding new events to the competition, such as Women's Breakaway Roping and Super Scramble, as well as a fine dining experience, and new food and shopping vendors and carnival rides. Our diverse lineup of star entertainers filled NRG Stadium each night to wrap up a perfect day at the Rodeo for our visitors.

But this success does not come easily. It is the result of your hard work and dedication. Our 35,000 volunteers work long hours, often late into the night to put on an event of this magnitude. It is no easy task. To each of you, I want to take a moment to say thank you. I am grateful to lead this generous team of volunteers and want you to know how your efforts make it possible to carry on this time-honored tradition that means so much to us and our community. 🤠

Sincerely,

Brady F. Carruth

Brady Carruth



# 90 years to Now

BY SARAH WEBER LANGLOIS

**A** lot has changed for the Houston Livestock Show and Rodeo™ over the past 90 years, when the first Show was held in 1932. The same is true for its host city of Houston, which has flourished since that time as well. Ranked as the most populous city in Texas since the 1930s, Houston has grown to the fourth largest city in the U.S., with more than 2.3 million residents. Over the last 90 years, Houston's entrepreneurial spirit welcomed the Texas Medical Center in 1943, NASA's Manned Spacecraft Center in 1962, and more than 200 major energy firms in the 1970s. Today, Houston is home to more than 160,000 businesses.

## 1930s VS 2022



census.gov  
libraryguides.missouri.edu  
babel.hathitrust.org

Household income has changed drastically, with the average wage for common labor starting at \$0.43 per hour in the early 1930s and growing to a current average of \$28.55 per hour. Ninety years ago, engineers earned an annual median income of \$2,574, and elementary school teachers in large cities made an average of \$2,118.

Houstonians spend significantly more today than we did back then, as the cost of common goods has risen sharply.

Houstonians have enjoyed delicious food over the last 90 years, including still-operating Moeller's Bakery (1930), Pizzitola's BBQ (1934), Shipley's Donuts (1936), Brenner's Steakhouse and Lankford's Grocery & Market (1938), Molina's Cantina and Cleburne's Cafeteria (1941), Barbecue Inn (1946), El Patio (1964) and Brennan's (1967), while quenching their thirst at Houston's oldest bars, including West Alabama Ice House (1927), Leon's Lounge (1953) and La Carafe (1958).

The Bayou City embraced the everything-is-bigger-in-Texas attitude as it began to greet visitors to the world-famous Astrodome in 1965, originally named the Harris County Domed

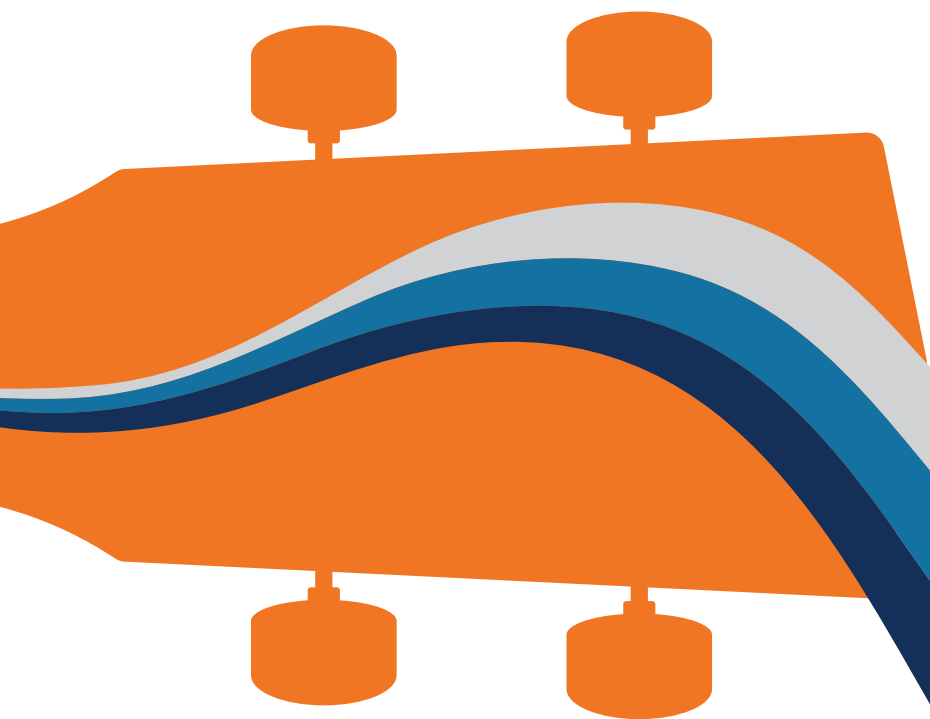
Stadium and later known as the Eighth Wonder of the World. Houston built The Galleria in 1970, George R. Brown Convention Center in 1987, and NRG Stadium in 2002. Our city experienced significant advancements in transportation over the last 90 years, including in 1940 when an all-bus transit system replaced a 60-year institution of streetcars, in 1969 when Houston Intercontinental Airport began operations, and in 2004 when the first 7.5-miles-long modern light rail line opened.

Reflective of the city, the Rodeo has also celebrated milestones during its 90-year history, growing to the world's largest event of its kind. In 1942, the Rodeo welcomed its first entertainer, Gene Autry, "the Singing Cowboy," and grew to host more than 21 major entertainers in 2022. The Rodeo awarded its first major educational scholarship of \$2,000 in 1957 and today, the Rodeo's scholarship program awards more than 800 scholarships every year. Since its beginning in 1932, the Rodeo has committed more than \$550 million to Texas youth and education.

What will the next 90 years bring for Houston and the Rodeo? Stay tuned! 🎸

# Rodeo OF THE YEAR

BY ANGELA SHAH



The Houston Livestock Show and Rodeo™ has long been considered a premier event for our city. But now, the Rodeo also has the official blue ribbon from the home of country music, Nashville, Tennessee.

In August 2021, the Show was nationally recognized as the ACM Fair/Rodeo of the Year during the 14th Annual Academy of Country Music Honors, held at the historic Ryman Auditorium in the Tennessee capital.

To qualify for the industry award, the nominated fair/rodeo must have a minimum of one country music artist as a headliner, have occurred during the eligibility period, be in good standing with all professional vendors, and help promote country ticket sales. Other awards given at the Academy of Country Music Awards ceremony included the Special Awards, Studio Recording Awards, Industry Awards, and Songwriter of the Year Award, along with many other country music accolades.

For Jason Kane, the Rodeo's director of entertainment and concert production, the award further cements the tie RODEOHOUSTON® has with country music — starting in 1942 with the first-ever star entertainer, the "Singing Cowboy" Gene Autry.

Over the decades, the musical performances have become a big draw for the Rodeo, and the roster of musical acts has expanded to include artists and bands in rock and roll, hip hop, pop and norteño music.

"Even though the Rodeo has featured different types of artists and different musical genres, our base and a large part of our lineup comes from Nashville and country music," Kane said. "To have recognition like this from such a prominent industry organization as ACM is meaningful for us because it keeps us in the mainstream entertainment discussion and an important venue showcase for country artists."



After the 2021 junior livestock and horse show were held as private events, due to the COVID-19 pandemic, the 2022 Rodeo roared back with more than 2.4 million attendees over 24 days. "The King of Country Music" George Strait closed the Rodeo in a concert-only performance, along with special guest Ashley McBryde.

"The Houston Livestock Show and Rodeo is deeply honored to receive this prestigious award from the Academy of Country Music," said Chris Boleman, president and CEO of the Rodeo. "After a couple of challenging years in our industry, this ACM nod is a testament to the resilience of our volunteers, staff, partners and artists, whose dedication and commitment to the Rodeo has never wavered."

The award's timing was especially significant, Boleman said, as it came in the lead up to the Rodeo reaching another historic milestone in 2022 — its 90th-anniversary celebration.

Among finalists for the award was another Texas nominee, the San Antonio Stock Show & Rodeo. The Minnesota State Fair, the California Mid-State Fair and Cheyenne Frontier Days rounded out the remaining nominees. †





# NINE-STORY MURAL *Celebrates 90 Years*

BY SUSAN EMFINGER SCOTT

PHOTOS BY LISA NORWOOD

**T**he Houston Livestock Show and Rodeo's 90th anniversary celebrations included an eye-catching piece of art — a nine-story mural in downtown Houston. The painting represents the annual city-wide salute to Western heritage, which brings Houstonians together year after year.

"The goal was to have a visual representation of the Rodeo that would live year-round," said Lisa Gagnon, chief marketing officer of the Rodeo. "The Houston Fat Stock Show began about a mile from the mural, and we wanted to honor this historic anniversary and the longevity of the Rodeo, where it all began in downtown Houston."

With that in mind, Gagnon knew exactly who she wanted for the project — Houston native and self-taught multidisciplinary artist Mario E. Figueroa Jr., who is artistically known as GONZO247. With 30 years of what he calls "persistent practice," the award-winning artist is a pioneer in Houston's graffiti and street-art movement. The Rodeo has previously worked with GONZO247 on several different projects, including a colorful cube that is part of Show Pride, presented by Shell, the historical exhibit displayed in NRG Center throughout the run of the Rodeo. The cube showcases the Rodeo's four pillars: agriculture, education, entertainment and Western heritage. GONZO247 has also created large graphic pieces for some of RODEOHOUSTON's star entertainer lineup reveals.

"It was beyond an honor to be asked to do this work," GONZO247 said. "Knowing how much a part of Houston culture the Rodeo is, it was a high-mark moment for my career. It was also exciting to know we would be creating something that would be shared with the city."

GONZO247 had an existing relationship with the property representative at One Market Square Garage, who had communicated their interest in wanting to work with him on an art project. When the Rodeo came calling, the artist "connected the dots" to have the Rodeo mural painted on the side of the parking garage.

With the location secured, GONZO247 moved into the design phase. The mural was partly inspired by the artist's passion for classic Western suits made popular by top designer Nudie Cohn. "I love the whimsical interaction of organic shapes and iconic images in his suits," GONZO247 said. "I thought this lent itself well with the pairing of my organic style and then pulling inspiration from the Rodeo's mission statement. It was fun to create my version of a rodeo Western suit on a wall."

A very talented team of local artists helped GONZO247 paint the 101-foot-tall by 32-foot-wide mural. They worked when the team was available, when the wind and weather were cooperative, and always at the speed of safety.

The mural was completed in time to ring in the 2022 New Year, but more importantly, in time for Rodeo's 90th anniversary celebration. "I would not, and could not, have done this without the crew and their support," GONZO247 said. "Having a rotating group of good-spirited people with you while painting a mural of that size just made it that much more special."

The mural is located at One Market Square Garage, at the intersection of Prairie and Travis streets. It is expected to be up for many years, with the hope that everyone will go see it. You just might consider it one of the most "well-suited" art installations you've seen in this Rodeo town. 🤠





**\$60,500**

**BAREBACK RIDING**

**Jesse Pope**  
*Garnett, Kansas*

**\$57,500**

**SADDLE BRONC**

**Sage Newman**  
*Melstone, Montana*



**\$60,000**

**BARREL RACING**

**JORDON BRIGGS**  
*Tolar, Texas*

**\$57,000**

**STEER WRESTLING**

**Hunter Cure**  
*Holliday, Texas*



**\$53,750**

**BREAKAWAY ROPING**

**Erin Johnson**  
*Fowler, Colorado*

**\$109,000**

**TEAM ROPING**

**Clay Tryan**  
*Lipan, Texas*  
**Jake Long**  
*Morgan Mill, Texas*



**\$57,000**

**BULL RIDING**

**Stetson Wright**  
*Beaver, Utah*

**\$57,250**

**TIE-DOWN ROPING**

**JOHN DOUCH**  
*Huntsville, Texas*





# 2022 CHAMPION AUCTION DONORS

## JUNIOR MARKET BARROWS



### GRAND CHAMPION

**Exhibitor:** Kaden Cole Phillips  
**Hometown:** Bullard, Texas  
**Club/Chapter:** Smith County 4-H  
**Price:** \$250,000 (Rodeo record)  
**Donors:** Lisa M. Blackwood, Jackie and Jon Hodges – In Memory of Jon Hodges Jr., Dorothy and Darrel Pearson – Stronghold Companies, and Gregg Reyes – Reytec Construction

### RESERVE GRAND CHAMPION

**Exhibitor:** Reed Schacher  
**Hometown:** Dumas, Texas  
**Club/Chapter:** Dumas FFA  
**Price:** \$200,000 (Rodeo record)  
**Donors:** Cristina and Chris Box, Tristin and Joe Durham, Bridgette and John Grimes, and Amey French and Mark Ward

## JUNIOR MARKET BROILERS



### GRAND CHAMPION

**Exhibitor:** Kenna Schram  
**Hometown:** Sealy, Texas  
**Club/Chapter:** Sealy FFA  
**Price:** \$200,000  
**Donors:** Roger Camp, Becky and Kelly Joy, J Alan Kent Development – Julie and Alan Kent, and Gregory N. Miller

### RESERVE GRAND CHAMPION

**Exhibitor:** Jalee Baumann  
**Hometown:** Snook, Texas  
**Club/Chapter:** Snook FFA  
**Price:** \$145,000  
**Donors:** Judy and Tyson Kennedy and Nancy Kennedy; Debbie Adams and Ronald A. Logan; Kathleen and Tom Mach; and Shirley and Randy Meyer

## JUNIOR MARKET GOATS



### GRAND CHAMPION

**Exhibitor:** Hayden Schroeder  
**Hometown:** Zephyr, Texas  
**Club/Chapter:** Early FFA  
**Price:** \$210,000 (Rodeo Record)  
**Donors:** Roger Bethune, Mary and Ken Hucherson, Amy and Mark Melton, and Mary Lee and Alan Stigall

### RESERVE GRAND CHAMPION

**Exhibitor:** Sunny Cowley  
**Hometown:** Amarillo, Texas  
**Club/Chapter:** Randall County 4-H  
**Price:** \$190,000 (Rodeo Record)  
**Donors:** Tammy and Mitchell Barrier in memory of Becky Barrier; Michelle Iversen Jeffery; Pamela M. Logsdon, CPA; and KCEF Foundation – Cookie Michael

## JUNIOR MARKET LAMBS



### GRAND CHAMPION

**Exhibitor:** Hayden Schroeder  
**Hometown:** Zephyr, Texas  
**Club/Chapter:** Early FFA  
**Price:** \$300,000  
**Donors:** The Hildebrand Family, In honor of Dr. Tommy and Ruth Ann Hildebrand

### RESERVE GRAND CHAMPION

**Exhibitor:** Makenna Lain  
**Hometown:** Weatherford, Texas  
**Club/Chapter:** Parker County 4-H  
**Price:** \$185,000 (Rodeo Record)  
**Donors:** Tea and Bill Pinkley



# 2022 CHAMPION AUCTION DONORS

## JUNIOR MARKET STEERS



### GRAND CHAMPION

**Exhibitor:** Aven Horn  
**Hometown:** Anson, Texas  
**Club/Chapter:** Jones County 4-H  
**Price:** \$1,000,000 (Rodeo Record)  
**Donors:** Lisa and Chris Cunningham, Leslie and Gary Hazlewood, Barbara and Don Jordan, Laura and Steve McNear

### RESERVE GRAND CHAMPION

**Exhibitor:** Tristan Himes  
**Hometown:** Sterling City, Texas  
**Club/Chapter:** Sterling County 4-H  
**Price:** \$675,000 (Rodeo Record)  
**Donors:** Robert, Will and Catherine Clay; Andrea and Scott Fish; J Alan Kent Development – Julie and Alan Kent; and Sheri and Rob Walker

## RODEO UNCORKED!®



### GRAND CHAMPION

**Wine:** J. Lohr Vineyards Cuvee PAU Red, Paso Robles, 2017  
**Price:** \$250,000 (Rodeo Record)  
**Donors:** Andrea and Bruce Bryant, John M. Cotterell, J Alan Kent Development – Julie and Alan Kent, and Kristina and Paul Somerville



### RESERVE GRAND CHAMPION

**Wine:** Nice Winery Cabernet Franc, Paicines, 2018  
**Price:** \$200,000  
**Donors:** Amegy Bank of Texas, Lisa M. Blackwood, Fidelis New Energy, LLC, and Randa and Ray Gilliam

## JUNIOR MARKET TURKEYS



### GRAND CHAMPION

**Exhibitor:** Colson Mooney  
**Hometown:** Saint Hedwig, Texas  
**Club/Chapter:** Guadalupe County 4-H  
**Price:** \$195,000 (Rodeo Record)  
**Donors:** Sherry and Connard Barker, Bridgette and John Grimes, Bobby and Robert Shockley, and Sheri and Rob Walker



### RESERVE GRAND CHAMPION

**Exhibitor:** Reide Reininger  
**Hometown:** Saint Hedwig, Texas  
**Club/Chapter:** Guadalupe County 4-H  
**Price:** \$120,000  
**Donors:** Meredith and Patrick Chastang, Heather and Sean Congdon, Robin Young-Ellis and Joe Ellis, and Cheryl and Dr. Barry Heaton

## SCHOOL ART



### GRAND CHAMPION

**Art:** Colored drawing, "In His Hands"  
**Artist:** Gracin Nguyen  
**School District:** Pearland ISD  
**Price:** \$250,000 (Rodeo Record)  
**Donors:** Randa and Ray Gilliam, Mary and Ken Hucherson, J Alan Kent Development – Julie and Alan Kent, and Kristina and Paul Somerville



### RESERVE GRAND CHAMPION

**Art:** Painting, "Partners in Time"  
**Artist:** Mia Huckman  
**School District:** Lamar CISD  
**Price:** \$265,000 (Rodeo Record)  
**Donors:** Cheryl and Gary Deitcher, Andrea and Scott Fish, Christina DiMaria and Alan J. Schwartz, and Sheri and Rob Walker





THOMAS BAKER

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

BY SANDIE MARRINUCCI



ROBERT CLAY

Agricultural Mechanics, Steer Auction, Industrial Craft Competition, Communications & Special Services, Commercial Exhibits, Rodeo Merchandise

BY SANDIE MARRINUCCI



ED DECORA

Swine Auction, Armed Forces Appreciation, Judging Contest, Information Services

BY SANDIE MARRINUCCI



JOHN GIANNUKOS

Gatekeepers, Mutton Bustin', Corporate Development, Lamb & Goat

BY SANDIE MARRINUCCI

**What was your favorite part of being a vice president?**  
Being exposed to parts of the Houston Livestock Show and Rodeo™ I had not experienced before.

**What did you learn about the Rodeo that you didn't know before?**  
I learned that this is an intricate and very large organization.

**What is your most cherished memory and proudest accomplishment from your term as vice president?**  
We orchestrated the first-ever Calf Scramble Super Scramble. Winners from each of the first 19 performances were brought back on the 20th night to compete against each other. The grand champion received an additional \$10,000.

**What advice would you give volunteers who would like to rise in the ranks?**  
Do more than what is required of you.

**How has the Rodeo changed in the three years you were a vice president?**  
We did not have a Rodeo in 2021 due to the pandemic. The Calf Scramble was successfully held offsite at a Katy ISD facility, and it was open to the public. As a result, there were Calf Scramble winners who were able to show their animals during the 2022 Rodeo.

**What are your thoughts about the organization and what it does for the community, education and the youth of Texas?**  
I'm proud that the Houston Livestock Show and Rodeo has committed more than \$550 million to help fund the college dreams of the youth of Texas over the years. In 2019, the Rodeo also produced an economic impact of \$227 million for the City of Houston and the surrounding area. That is huge!

**Tell us something we don't know about you.**  
I do not live in Houston. I live two hours away but still come into town for every Rodeo.

**How does your family support the mission of the Rodeo?**  
My wife Donna supports me completely with the Rodeo. I have two children, a son who is a doctor and a daughter who works in Indiana.

**What is next for you?**  
I am going to take a deep breath and relax! Then I plan to be an active supporter of the Calf Scramble and the Rodeo. 🍷

**What was your favorite part of being a vice president?**  
Learning about each of my committees and working with such great volunteers.

**What did you learn about yourself during your tenure?**  
I learned to interact with many people who all had important input.

**What is your most cherished memory from your term as vice president?**  
Becoming great friends with my VP class — they are all truly committed to the Houston Livestock Show and Rodeo™ and are very good people.

**What was your proudest accomplishment or moment?**  
Being able to bring fine dining to the Rodeo and breaking the \$8 million mark at the Steer Auction.

**What advice would you give volunteers who would like to rise in the ranks?**  
Focus on being a good leader, be involved and make sure you have several mentors who can help you navigate the Rodeo system.

**What are your thoughts about the organization and what it does for the community, education and the youth of Texas?**  
What the Rodeo does for the youth of Texas is impossible to measure. There are so many people who would not be in college if not for Rodeo. How can you measure that? Also, what we do for the City of Houston and Harris County seems to go unnoticed. In dollar terms alone, we bring an economic impact of \$227 million to the region, in addition to the civic pride of being host to the Houston Livestock Show and Rodeo.

**Tell us something we don't know about you.**  
I hold the Texas state record for bench press (for my age and weight).

**How does your family support the mission of the Rodeo?**  
I have two children, Will (24) and Catherine (26), who are both on the Breeders Greeters Committee.

**What is next for you?**  
I plan to join the Steer Auction Committee and continue to buy Grand Champion Steers! 🍷

**What was your favorite part of being a vice president?**  
Visiting colleges and meeting with scholarship recipients. They are so appreciative of their scholarships and have worked so hard to get to where they are.

**What did you learn about the rodeo committees that you didn't know before?**  
Witnessing how dedicated our amazing volunteers are to the tasks they're assigned despite obstacles.

**What did you learn about yourself during your tenure?**  
I have a renewed confidence that what we do really matters to the kids and the community.

**What is your most cherished memory and proudest accomplishment from your term as vice president?**  
Being on the rooftop and getting to know the Green Berets as they practiced repelling into the stadium during the National Anthem on Armed Forces Appreciation Day. I will always remember that moment.

**What advice would you give volunteers who would like to rise in the ranks?**  
Learn as much as you can about your committee and be a proactive participant by doing as many different jobs as you can on that committee.

**What are your thoughts about the organization and what it does for the community, education and the youth of Texas?**  
I have met our scholarship recipients, and they have helped me to understand that all our hard work and commitment to the Rodeo makes an incredible difference in their lives.

**Tell us something we don't know about you.**  
Most people don't know that I was born in Cheyenne, Wyoming.

**How does your family support the mission of the Rodeo?**  
My wife is on the International Committee and has been a great supporter of my work for 15 years. My son is on a World's Championship Bar-B-Que cook team, and my daughter just turned 16.

**What is next for you?**  
I get to play golf again! I look forward to returning in 2023 to help new leaders if needed. It would be an honor to help in any way I can. 🍷

**What was your favorite part of being a vice president?**  
Working closely with the Houston Livestock Show and Rodeo™ leadership and staff, including Jim Winne, Brady Carruth, Joel Cowley and Chris Boleman.

**What did you learn about yourself during your tenure?**  
How to let my leaders make decisions for themselves.

**What is your most cherished memory from your term as vice president?**  
Riding into NRG Stadium for the Grand Entry on our first night back after the COVID closure and realizing the world was back to normal!

**What advice would you give volunteers who would like to rise in the ranks?**  
Lead by example. Meet as many people as possible and be friendly. Have a diverse Rodeo resume. Join a working committee and a fundraising committee to learn how the Rodeo works from both angles.

**What are your thoughts about the organization and what it does for the community, education and the youth of Texas?**  
Many people know what the Rodeo has done for them and their families. Sending the first member of a family to college because they were awarded a scholarship from the Houston Livestock Show and Rodeo is one example. Twenty-five percent of those scholarship recipients were the first member of their family to graduate high school. What an accomplishment for our community and the youth and future of Texas!

**Tell us something we don't know about you.**  
I show cutting horses and aspire to win a class at the Rodeo to get my champion buckle.

**How does your family support the mission of the Rodeo?**  
I am so proud of my wife Lesli's support of my time at the Rodeo. My children, Caroline and Nicholas, have been Jr. Rodeo Committee members, and my youngest daughter, Georgia, will soon follow. My mother is a volunteer on the International Committee.

**What is next for you?**  
For the next few months, I am going to focus on my businesses and family. As the 2023 Rodeo draws near, I'll be ready to participate as a volunteer, exhibitor and buyer. 🍷





JOHN GLITHERO

Horse Show, Horse Show Equipment, Horspitality, Ranch Rodeo, Team Penning, Ranch Sorting

BY SUSAN EMFINGER SCOTT



E. R. BUTCH GUERRERO

Facility Servicers, Go Tejano, Recycling, Souvenir Program, Transportation (2019-2021)

Facility Services, Go Tejano, Recycling, Rodeo Express, Transportation (2021-2022)

BY SUSAN EMFINGER SCOTT



BILL HANNA

Trail Ride, Parade, Grand Entry, Black Heritage, Special Children's, Asset Distribution

BY SUSAN EMFINGER SCOTT



EMMETT O. STORY JR.

Area Go Texan, Llama and Alpaca, Membership, Rabbit, and Lamb & Goat Auction

BY SUSAN EMFINGER SCOTT

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

What a resilient group of people who comprise our Rodeo family! With the challenges and uncertainty we faced the last few years with the COVID-19 pandemic, the committees held together, adapted and moved forward. We are always succeeding no matter what we encounter.

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

I learned where some of the back doors are and how to get around the Rodeo grounds more efficiently. Seriously, I discovered the more involved one becomes, the more one understands the impact our Rodeo has on Texas youth and the communities we serve.

What is the one thing you must experience/enjoy every year at the Show?

I consider myself an old-school guy; therefore, I enjoy the rodeo itself. I look forward to actually sitting down and watching all the RODEOHOUSTON® events.

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

Incredible.

What advice would you give to the next group of incoming officers?

My advice would be for any new officer to pick an idea or process for each of their committees to improve upon so that when their term is up, they will leave these committees in even better shape than when they found them. It is a real challenge because all those serving in these roles before us have done an amazing job.

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

Enjoy your time as a volunteer. Build friendships and support the mission, and when you have an opportunity in a leadership role, make the best of it and fulfill your commitment.

What is next for you?

I look forward to catching up with my four granddaughters. 🍷

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

I learned there are many moving parts — full-time staff, volunteer committees and seasonal help — and the time and effort it requires from them all to ensure success.

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

During COVID-19, the Rodeo changed the way it conducted business. In addition to working from home, both staff and committees held meetings, auctions, socials and even galas virtually. Despite this, the Rodeo was still able to award scholarships in 2020 and 2021.

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

There were many, but the ones that I value the most are the times meeting scholarship recipients at the many different colleges and universities.

How do you describe a Rodeo volunteer?

Rodeo volunteers come from all walks of life. They are special people who believe in the mission and willingly give their time and resources to ensure that we have a successful event.

What advice would you give to the next group of incoming officers?

Being a vice president is a special volunteer position. Not only is it an honor to be appointed, but it gives you the opportunity to see and participate in many functions and events during the Rodeo year. Embrace the time, as it is a once-in-a-lifetime experience.

What do you do in your free time?

I like to work on small projects around my home. Nancy and I spend weekends at our lake house on Toledo Bend with family and friends and take short vacations in Mexico.

What is next for you?

I will continue to assist the Rodeo to make it successful, including supporting the committees that I oversaw, and attending Metro and Area Go Texan events. 🍷

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

When Rodeo leadership says, “Today is the day we need you,” you are honored, you step up and fulfill the commitment. And, I could not have lived up to this appointment without my wife, Debbie.

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

I am grateful for the opportunity to assist all the committees that I oversaw and form new relationships and friendships along the way. I am very proud to have represented these amazing volunteers these past four years.

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

A significant concern was how not having a Rodeo would impact the ability to continue funding our scholarship program. Our leadership team was determined to make that happen and worked hard to ensure Texas youth were supported.

What did you learn about your committees while you were their vice president?

Becoming a vice president of the Rodeo results in one being asked to support and assist two types of committees, some you are knowledgeable of and some where you have no prior history. The ones you have a history with there is no big learning curve. The committees you have no history with, you start from ground zero. You meet the chairman, establish relationships with the leadership team and volunteers and then learn how the committee functions and supports the Rodeo. My primary goal was to support the volunteers and committees in any way I could.

What is next for you?

I will do what I have done in the past — volunteer. You will find me welcoming guests of the Special Children’s Committee and driving fire trucks for the Grand Entry Committee. I plan to support our Rodeo in the same way all our volunteers do. 🍷

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

At this level, I learned much more of the inner workings and how the Rodeo operates. It is a well-oiled machine. Our dedicated volunteers and top-notch staff are the reason we are and have remained the world’s largest livestock show and rodeo.

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

Although there were many, having my son and two grandsons ride with me in the Grand Entry is at the top of my list. That was a very special time for me and one I’ll never forget.

What was your proudest accomplishment as an officer in charge?

Helping my committees remain focused, committed and connected during the pandemic..

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

Fantastic!

How do you describe a Rodeo volunteer?

The Houston Livestock Show and Rodeo is a volunteer organization and could not do what it does without its amazing volunteers. These 35,000 folks are the heart and soul of the Rodeo.

What advice would you give to the next group of incoming officers?

Do not micromanage your committees.

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

Attend all the functions that you can, work hard, be responsible and inform your chairman of your wishes to advance. Leadership is open to anyone.

What do you do in your free time?

Fishing, hunting and traveling.

What is next for you?

I plan to enjoy my family, friends and spend more time at our home on Lake Limestone. I also look forward to staying involved with the organization I consider family. 🍷





CHRIS UNDERBRINK

Breeder Greeters, Livestock, Junior Commercial Steer, Feed Store, and Veterinarian

BY JENNIFER PRESLEY



DUNCAN UNDERWOOD

Houston General Go Texan, Ranch and Wildlife, All Breeds Livestock, and World's Championship Bar-B-Que

BY JENNIFER PRESLEY



TONYA YURGENSEN-JACKS

Agriculture Education, Carnival Ticket Sales, Magazine, Rodeo Run, Ticket Services and Trailblazer

BY JENNIFER PRESLEY

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

My favorite part are the relationships made during my tenure. The group that I went through with has become so tight, and that includes all our spouses and significant others. Also, you get to see a side of the Rodeo that most of the volunteers do not. You get to meet the scholarship winners and see that you have made a real difference in a young person's life.

What was your proudest accomplishment or moment?

My first year as a vice president was the year that we had to shut down due to COVID-19. The day that the announcement was made, we were moving 2,300 heifers into NRG Center. We worked all day and well into the next getting everyone moved out. It was impressive to see the Breeder Greeters and Livestock committees come together to ensure everyone made it out okay. That day went from being the worst ever that I had experienced at the Rodeo to being the coolest day ever experienced. It was wild, but we made the best of it.

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

I learned how different each committee was run. Each committee has their own way of doing things. We tweaked some processes, borrowed a few ideas, and shared many with the other committees.

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

Don't be scared to lead. If you think something is right, stand behind it. When you get the chance to lead, then lead by example.

What is next for you?

I will remain on the Breeder Greeters and Grand Entry committees and will continue to support the Rodeo in whatever role that I am asked. My wife, Jan, and I are empty nesters now that the youngest of our three girls is on her way to college in the fall. We are going to spend a bunch of time in Costa Rica and at our ranch near Beeville. 🌵

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

My favorite part was working with other committees and getting to know what they do. I came up through the World's Championship Bar-B-Que Committee and it was the only committee that I had ever served on. Being a vice president, I got to see firsthand all the work we do year-round and how that work benefits scholarship recipients. It was an eye-opener for me on how important it is as a volunteer to do what we do.

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

The attitude has changed in a good way. After the pandemic, everybody was so happy and so excited to be back. It was motivating to come back for 2022; it almost felt like a fresh start for the entire Rodeo.

What was your proudest accomplishment or moment?

It is more of a "we" accomplishment in that the vice presidents, the chairmen, the upper-level management of all the committees, and the staff worked together as a team to get through the COVID-19 pandemic. The pandemic was something that no one with the Rodeo had ever experienced. If you're going to throw a pandemic at us, then we might as well make lemonade out of it. It was a lot of work, and I was happy to be a part of all of it.

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

If you want to become a vice president, then you have got to be a leader. You must know how to listen and instead of complaining, work with others to make positive changes and be there for other volunteers.

What did you learn about yourself during your time as vice president?

I had to learn how to be more organized with my time. You must figure out how you are going to do it all. I have always been organized, but I had to take it up a notch. 🌵

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

I enjoyed learning about the full scope of the more than 100 committees and how each one contributes to the overall mission. The Rodeo is an amazing "machine" that requires every single group to make it happen. Another would be the friendships I made with people that I would not have crossed paths with if I hadn't had the opportunity to be a part of the organization. Lastly, my officer class will always be a part of my life and for that, I am truly grateful.

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

The biggest changes were brought about because of COVID. Everything was re-evaluated, with good changes coming out of a horrible time. Committees and the overall organization became more efficient and better able to meet the changing needs of the world. One example is the first-ever virtual Rodeo Run. Another is the Trailblazer Committee pulling off a virtual honoree reception, making recognition possible for five honorees during a time when in-person events at a large venue were impossible.

What are your proudest accomplishments?

I'm proud of how several committees expanded their missions to better meet the mission of the Rodeo. The Ladies' Go Texan Committee, for example, transitioned to be the Agriculture Education Committee focused on taking agriculture and Western heritage into the classroom. Trailblazer Committee launched a Western-themed writing contest that allows students from anywhere in Texas to compete, which expands the Rodeo's educational mission. Another would be the Carnival Ticket Sales Committee reaching more than \$102 million in sales since the committee's inception. They overcame such adversity with COVID, but they did not give up!

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

Show up. Be there with your time and heart. Be willing to work hard and do whatever needs to be done to make the Rodeo a success. Too often, individuals wait to be asked or noticed, but especially on larger committees, let leadership know you have an interest in advancing. 🌵

THANK YOU, OUTGOING VICE PRESIDENTS





# 2022

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## OUTGOING COMMITTEE CHAIRS



**Mickey Bell**  
Ranch Sorting



**Randi Boleman**  
Communications &  
Special Serives



**Tim Brinkmeyer**  
Jr. Rodeo Committee



**Russell Butler**  
Ranch Rodeo



**Mary Chamberlain**  
Directions & Assistance



**Jay Crocker**  
Ticket Services



**Brian Dodson**  
Corral Club II



**John Robert Gupton**  
Corral Club - At Large



**Stan Horton**  
Speakers



**Michelle Iversen Jeffery**  
Lamb & Goat Auction



**Delana Jones**  
Corral Club - Chute Club



**Ken Jones**  
Corral Club - Suites West



**Kandyce Kolhmaier**  
Rodeo Run



**Troy Lee**  
Corral Club - Club Level West



**Allen Lyons**  
Mutton Bustin'



**Shelly Mattingly-Arnold**  
Special Attractions



**Janis Morton**  
Ranch Horse



**Charlie Odum**  
Cutting Horse



**Kate Gunn Pagel**  
Magazine



**Robert Pike**  
Equipment Acquisition



**Michael Sachs**  
Calf Scramble Arena



**Rose Samaniego**  
Graphics & Signage



**Brett Sarver**  
International



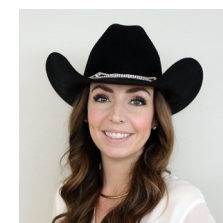
**Karin Singley**  
Wine Events



**Will Steeples**  
Corral Club - Main Club



**David Stone**  
World's Championship  
Bar-B-Que



**Vanessa Stroberg**  
Rodeo Merchandise



**Berry Summerour**  
H Calf



**Kenneth Tann**  
Houston Metro Go Texan



**Andy Thomas**  
Medical and Safety



**Niki Watson**  
Corral Club - Club Level East



**Lance Welch**  
Parade

*Thanks for everything you do for the  
Houston Livestock Show and Rodeo!*





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