



"BOWLEGGED H" MAGAZINE

WINTER 2022 • HOUSTON LIVESTOCK SHOW AND RODEO™



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ON THE COVER



Bullfighters always keep a close eye on our RODEOHOUSTON® athletes.



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AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE



from the

CHAIRMAN OF THE BOARD

"Welcome back" is a common phrase I am hearing in the many committee meetings and events that I have

attended lately. It feels very good to hear those words. Reconnecting and meeting each other again as a committee and as a community is energizing. It is especially significant, since many of you have been apart from your Rodeo friends and committees since March of 2020 and are finally seeing one another again.

With the start of the new year, 2022 feels like a new beginning and a very important year for so many reasons. We are gearing up for a full Rodeo, and fundraisers and planning meetings are in full swing. New dining options, new rides, even new competitions will soon be enjoyed by all our guests. And of course, we are celebrating our 90th anniversary, which is a huge milestone this year, of which we can all be tremendously proud.

Speaking of new beginnings, I recently attended the Rookie Boot Camp where our Speakers Committee did an outstanding job of bringing our mission to life "to promote agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community." Volunteers new to the Rodeo heard about the impacts that our scholarships make on young lives and how they touch other lives in the midst. The parents, younger siblings and friends of the scholarship recipients are impacted by your generosity. It is a touching experience to hear the passion from our volunteers as they share their perspectives on what the Rodeo means and why they volunteer. Of course, I have heard this many times, but each time it inspires me and grounds me as to why we are dedicated to the Rodeo and to the mission.

In keeping with our mission, I am so proud of our 2022 educational commitment of more than \$22 million to support Texas youth and statewide educational programs. Our commitment to these students is unwavering despite all the difficulties of the past two years. I am so grateful for the generosity of our volunteers and community partners who helped us exceed \$550 million in total educational commitment since 1932. Your efforts and contributions, no matter how large or small, make a big difference in the lives of those in our community.

In closing, as we all plunge into the busy, busy Rodeo season, I want to let each and every one of you know how much I appreciate the work you do and your undying dedication to the Rodeo. So, once again, welcome back, and I hope you enjoy what is sure to be the best Rodeo ever. 🤠

Sincerely,

Brady Carruth

The Beat Goes On

90 YEARS OF LEGENDARY MUSIC

BY SANDIE MARRINUCCI

When 68 high school students from across Texas performed as members of The Future Farmers Band at the inaugural Houston Fat Stock Show in 1932, they did not realize they were setting a precedent. From this humble beginning grew a concert phenomenon that continues to electrify Houston Livestock Show and Rodeo™ fans year after year.





The Fat Stock Show was held in the Sam Houston Coliseum in 1942 and “The Singing Cowboy” Gene Autry was the show’s first nationally-recognized entertainer. He was a superstar cowboy who also worked behind the scenes as a producer during the Fat Stock Show’s early years.

Entertainment became an even more important part of the rebranded Houston Livestock Show and Rodeo in 1966 when it moved into the Astrodome. Doc and Festus, as well as Ben and Hoss Cartwright from the popular television shows “Gunsmoke” and “Bonanza,” respectively, were the headliners that year, along with top 10 country music artist Jimmy Dean. Other music legends who performed in front of ever-increasing crowds in the ‘60s included Jim Nabors, Wayne Newton, Johnny Cash, Boots Randolph, Glen Campbell, and Charlie Pride who made 33 appearances at RODEOHOUSTON® over the years.

“The King of Rock & Roll” Elvis Presley launched the Rodeo into a new decade in 1970 when he brought his legendary charisma to the Astrodome. Presley, who was the opening act, entered the arena in a red Bronco convertible. He went on to perform before 300,000 enthusiastic fans during eight unforgettable performances in 1970 and 1974 that people still talk about today. It was a radical departure from the country and Western genre for RODEOHOUSTON, and it was a tremendous success.

Each new Rodeo season has featured exciting, big-name performers. Johnny Cash, B.J. Thomas, and Glen Campbell performed in 1971 and were followed by Jim Nabors, Roger Miller, Glen Campbell, Sonny & Cher, Rick Nelson, The Jackson 5, Merle Haggard, Helen Reddy, Kenny Rogers, Dolly Parton, Oak Ridge Boys, Loretta Lynn, and others throughout the 70s and early 80s.

Fan-favorite George Strait made his first appearance at the Rodeo in 1983 when he stepped in to replace headliner Eddie Rabbitt, who had fallen ill. That performance was just a taste of what was to come. Strait went on to headline numerous performances at RODEOHOUSTON, including his record-breaking performance on closing night in the Astrodome on March 3, 2002, and opening night in Reliant Stadium, now known as NRG Stadium. His March 17, 2019, concert-only performance, with special guests Lyle Lovett and Robert Earl Keen, broke the record for any event held in NRG Stadium with 80,108 fans in attendance.

Booking popular, high-caliber performers is not an easy task, yet the Rodeo’s entertainment team consistently delivers great performers year after year. In addition to country music, concerts feature performers in categories including rock, jazz, Latin, rap, norteño, pop, and R&B.

Selena, “The Queen of Tejano,” made three RODEOHOUSTON appearances, including her last concert at the Astrodome in 1995.

In 2019, Cardi B set the Rodeo’s concert attendance record with an audience of 75,580 fans. Los Tigres Del Norte broke this attendance record nine days later with 75,586 fans.

Concerts have become as much a part of the experience at the Houston Livestock Show and Rodeo as cowboys and horses, and if the past is any indication of what’s to come, you can bet that some great musical talent will be waiting in the wings to thrill and entertain you at every Houston Livestock Show and Rodeo. 🤠



WHAT'S NEW IN 2022



90TH ANNIVERSARY



90TH ANNIVERSARY

Downtown Mural

#Since1932 Photo Opportunity

Commemorative Tickets

ATTRACTIONS & ACTIVITIES

NEW FOOD VENDORS

The Ranch Saloon + Steakhouse

AMERICAN

- Big Hot's – The Junction
- Darlin's Fried Chicken – Rodeo Plaza
- Southern Fried Saloon by Gourmet Royale – Circle Drive
- Red Barn Biscuits – NRG Center Lobby
- Swain's Concessions – NRG Arena
- Trill Burgers – Rodeo Plaza

BEVERAGES

- The Teahouse Tapioca and Tea – NRG Center Lobby

Mexican

- Tad's Bodacious Burritos – NRG Center Lobby (new second location)

SEAFOOD

- Cajun Cowboy – Rodeo Plaza
- Joe's Crab Shack – Rodeo Plaza

SWEETS

- Fredericksburg Mini Donuts – Lobby (new second location)

NEW FOOD ITEMS

Among the highlights:

- Deep Fried Jambalaya Roll
- Pickle Pizza
- Southern Fried Chicken Alfredo Ball
- Island Slaw

NEW SHOPPING

AGRICULTURAL PRODUCTS

American Steel Carports
Cool a Zone
Legacy Steel Buildings

ART

Jim Koehn Watercolor

CHILDREN'S ITEMS

Tiny Herd

CLOTHING & SHOES

Dale Brisby's Rodeo Time
Diverscity
Jackie B's
Lane Frost Brand
L.M. Easterling Boots

Tecovas
Vagabond Boot

FURNITURE

Bison Creek Interiors

HEALTH/BEAUTY

Encore Ginalli
October Soap

HOME, GIFT & GARDEN

Great Texas Candle Co.
Illusions
Spencer Custom Wood
Vunkology

JEWELRY

Gary G Designs
Grace & Wood

Leather Goods
Double J Saddlery

SPECIALTIES

Sound Art

SPECIALTY FOODS

Boerne Brand Hot Sauce
Munch-oes
Sour Tails
Tea in Texas

TACK & ANIMAL SUPPLIES

Ferguson Tack

WESTERN SPECIALTIES

Rhinestones n Rodeo
Texas Trash and Treasures

NEW CARNIVAL MIDWAY FOODS

Among the highlights:

- Bacon Wrapped Pork Belly on a Stick
- Donut Chicken Sandwich.
- Crunchy Flamin' Hot Pickles
- Hot Cheetos Float Drink
- Teriyaki Chicken Pineapple Bowl
- Watermelon Dole Whip Taco

New Carnival Rides

- Atlantis Funhouse
- Dragon Family Coaster
- Liberty Wheel
- Moonraker
- Winky the Whale

Fan Zone Photo Opportunity in NRG Stadium

- Ticket required for stadium entry

ALSO NEW IN 2022

Rodeo Read Along
Cashless Payment Options
Photo Opportunity in NRG Center
Miller Time Bar
The Jim Beam Backyard
Coca-Cola Icehouse

CONTESTS

Gold Buckle Foodie Awards, Reinvented

Super Scramble

World's Championship Bar-B-Que Contest

Open Contest Competition

Women's Breakaway Roping

Junior Invitational Breakaway and

Tie-Down Roping Event



WATERMELON DOLE WHIP TACO



Humanitarian BBQ Team

RETURNS TO COMPETE IN HOUSTON

BY REBECCA MCGOVNEY-INGRAM

The return of the World's Championship Bar-B-Que Contest, presented by Cotton Holdings, leading up to the 2022 Houston Livestock Show and Rodeo™, is expected to bring back a special competitor: the Operation BBQ Relief Cook Team.

The members of this cook-off team are all volunteers with the nonprofit organization Operation BBQ Relief. This group was created when competitive pitmasters from across the country joined forces to feed the victims and first responders of the EF5 tornado that

devastated Joplin, Missouri, in May 2011. That year, volunteers served more than 120,000 meals for 13 days. A movement was born.

Although the cooks with Operation BBQ Relief are all competitive cooks, either on their own or as part of a team, the organization's competition team did not form until the group came to Houston in the aftermath of Hurricane Harvey in August 2017. The Rodeo soon invited them to compete at the World's Championship Bar-B-Que Contest.

"It really was a 'right time, right place' sort of thing," Daniel said. "Houston is a bucket-list

item for many competitors. It's one of the big four competitions in the barbecue world."

The CEO of Operation BBQ Relief then gave Daniel the green light to create a cook team by drafting volunteers from within the organization.

"I had the luxury of picking from some of the best competitors in the country; good hearted and like-minded people who have volunteered their time helping our group help others" Daniel said.

The city of Houston then gave Operation BBQ Relief's Cook Team their booth spot for the 2018 competition as a thank you for the work the group did after Hurricane Harvey; the team was a finalist in the ribs category at that year's competition.

"Nothing compares to Saturday afternoon after you've gotten up bright and early to get your big meats on, you turned your entries in and everybody is just sitting out front enjoying each other's fellowship and talking about what an experience it was, and here comes your ambassador walking down the aisle with a great big ole banner that says, 'Finals' on it," Daniel said.

The Operation BBQ Relief Cook Team came back to compete in 2019 when they won Overall Grand Champion.

"When they announced our name for Grand Champion when I was up on stage I couldn't move. It was surreal," Daniel said. "Once I got the trophy in my hands and walked off the stage to our team, just to see the excitement in their eyes was so special."

This win earned them a spot in Champions Corner for the 2020 competition where the team won Reserve Grand Champion. According to Daniel, the team's banners and trophies from their Overall Grand Champion and Reserve Grand Champion wins are on display in their warehouse in Memphis, Tennessee, for everyone to see.

"Houston really is an event like no other. When you sit and think about the history of the big competitions, the 'who's who' of the barbecue world is there, absolute legends and we're here with them," Daniel said. "But the No. 1 thing I want to do at any competition is to tell the Operation BBQ Relief story and share its mission." 🍖

COOK TEAM MEMBERS

- Dewayne Daniel..... Chief Cook (manager)OBR Member since 2013
- Mark Lambert..... Rib CookOBR Member since 2011
Cooks on a Backwoods Brand cooker
- Joey Smith..... Brisket Cook.....OBR Member since 2015
Cooks on a One-Man Pit
- Scott Guy..... Chicken Cook.....OBR Member since 2012
Cooks on a Red Box Smoker
- Patty DunnDutch Oven Cook OBR Member since 2017

"FRONT OF THE HOUSE" MEMBERS

- | | | |
|--|---------------|------------------|
| Will Cleaver –
<i>Co-Founder of OBR</i> | Leigh Carnell | William Tischina |
| Laura Cleaver | Paul Carnell | Caroline Guy |
| | Johnny Dunn | |



90 Years

OF RODEO FASHION

BY MARINA OLSON

People-watching is a fun pastime at the Houston Livestock Show and Rodeo™, mainly because of all the fashion on display as many attendees don their very best Western attire. Some spend months searching for the perfect outfits, and Rodeo contestants, their spouses and season ticket holders tend to be among the best dressed. “Department stores back in the 1950s carried everything that people would wear to the Rodeo. They would have a section for high-end Western wear with jeans and boots and sports coats for men,” Western Heritage Committee Chair Bob Nelson said. As years passed, this fashion statement became more specialized and could be purchased at specific stores that only carried Western wear. “You’ll see that each woman who seriously attends the Rodeo has specific places she frequents to purchase her outfits. They all are dressed to the nines,” Nelson said.

Fashion trends in rodeo, like in mainstream culture, are cyclical. Outfits popular in the ‘70s and ‘80s are making a comeback, complete with bell bottoms, stripes, cheetah print, hoop earrings and bright colors. Skirts, both long and short, are also being worn more with boots these days, as women want to show off their expensive and fashionable footwear.

But, there are a few staples that never seem to go out of style. No matter what year you attend the Rodeo, you’ll be hard-pressed to look around and not see a slew of cowboy hats. The type of material used to make the hat, or the styling of the brim may differ, but the hats remain a constant. “In recent years, hats are going beyond the normal black, gray and brown, with greens and blues coming into the mix for men and virtually every color of the rainbow for women,” Nelson said. The same goes for cowboy boots. There are hundreds of different iterations of this stylish footwear that change from year to year depending on what is most popular, but you’ll always find them at the Rodeo.

Denim jeans are a definite staple for the cowboys of the rodeo and many of the cowgirls as well. In a nod to the fashion of the ‘80s, colored denim jeans are coming back in style for the women, but a simple regular-wash blue jean never seems to be out of style for the men. Belts are the same way — you’ll typically see more bling on the women’s than the men’s, but you rarely see someone without a belt at the Rodeo, whether today or 60 years ago.



With the Houston Livestock Show and Rodeo celebrating its 90th anniversary in 2022, there is no doubt those attending events will be among the best dressed of the spring. “With no Rodeo in 2021, and 2022 being the 90th anniversary of this event, it’s time to knock fashion out of the park,” Nelson said. †



HOUSTON LIVESTOCK SHOW AND RODEO™



Feb. 28 - March 20, 2022 at NRG PARK • rodeohouston.com

2022 RODEOHOUSTON® STAR ENTERTAINER LINEUP



Monday, Feb. 28

CODY JOHNSON

Tuesday, March 1

KEITH URBAN

Wednesday, March 2

TIM MCGRAW

Armed Forces
Appreciation Day
presented by BHP

Thursday, March 3

for KING & COUNTRY

Friday, March 4

RICKY MARTIN

Saturday, March 5

JON PARDI

Sunday, March 6

**LOS TUCANES
DE TIJUANA**

Go Tejano Day
presented by Fiesta

Monday, March 7

LUKE BRYAN

First Responders Day
presented by BP

Tuesday, March 8

MAREN MORRIS

Wednesday, March 9

KANE BROWN

Thursday, March 10

JOURNEY

Friday, March 11

**BUN B'S H-TOWN
TAKEOVER**

Black Heritage Day
presented by Kroger

Saturday, March 12

PARKER MCCOLLUM

RODEOHOUSTON
Super Shootout®
presented by Crown Royal

Sunday, March 13

DIERKS BENTLEY

Monday, March 14

SAM HUNT

Tuesday, March 15

GWEN STEFANI

Wednesday, March 16

KHALID

Thursday, March 17

CHRIS STAPLETON

Friday, March 18

MARSHMELLO

Saturday, March 19

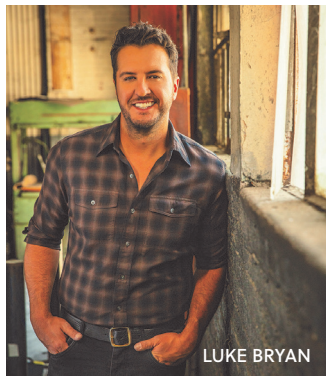
BRAD PAISLEY

Sunday, March 20

GEORGE STRAIT
with special guest
ASHLEY MCBRYDE



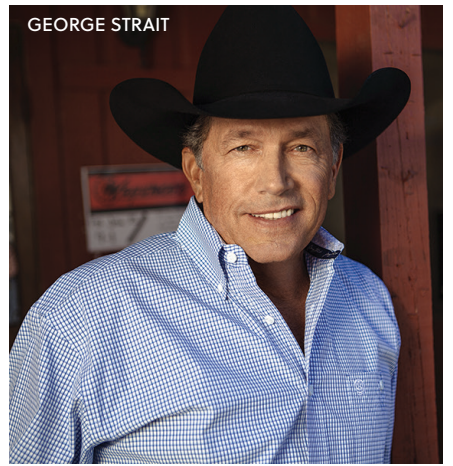
RICKY MARTIN



LUKE BRYAN



JOURNEY



GEORGE STRAIT



LOS TUCANES DE TIJUANA



MARSHMELLO



KEITH URBAN



TIM MCGRAW



JON PARDI



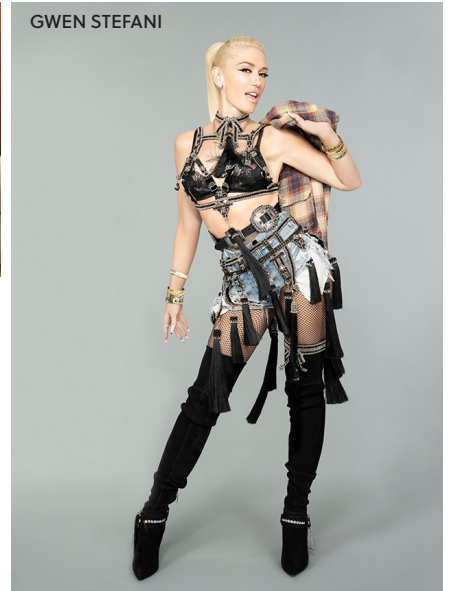
SAM HUNT



MAREN MORRIS



KHALID



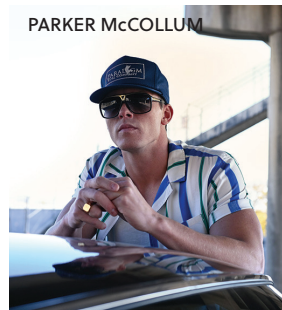
GWEN STEFANI



BUN B



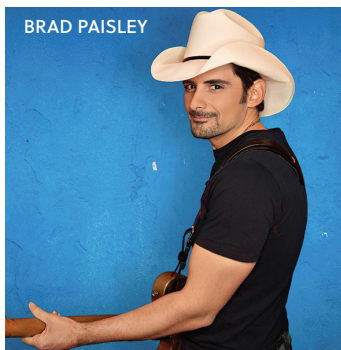
KANE BROWN



PARKER MCCOLLUM



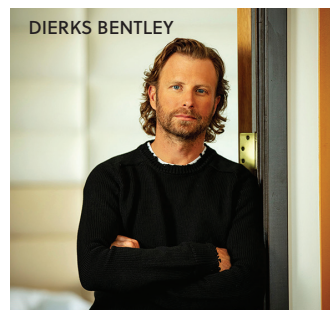
CHRIS STAPLETON



BRAD PAISLEY



for KING & COUNTRY



DIERKS BENTLEY



CODY JOHNSON



HOUSTON LIVESTOCK SHOW AND
RODEOTM

THE HIDEOUT

presented by 

Located in the white tent on the west side of NRG Arena

March 1 – 19, 2022 • rodeo-houston.com



the HOUSTON
TRADITION
SINCE 1932



The Hideout is open March 1 – 19, from 6 p.m. to midnight.

The Hideout will be closed Feb. 28, opening day.

Weekday performers at 10:15 p.m. • Weekend performers at 8:30 p.m.

Free admission with NRG Park admission or RODEOHOUSTON® ticket (21 and up)



1

GRANT GILBERT



2

JON STORK

Armed Forces Appreciation Day
presented by BHP



3

**SURPRISE ALUMNI
PERFORMANCE**



4

JUNIOR GORDON



5

CHAD COOKE BAND



6

**GRUPO REBELEON &
GRUPO PREDILECTO**

Go Tejano Day
presented by Fiesta



7

CARSON JEFFREY

First Responders Day
presented by BP



8

KYLIE FREY



9

BIG JOE WALKER



10

SUN VALLEY STATION



11

**LEON CHAVIS & THE
ZYDECO FLAMES**

Black Heritage Day
presented by Kroger



12

BRAYDON ZINK

RODEOHOUSTON Super Shootout®
presented by Crown Royal



13

HAYDEN HADDOCK



14

CALEB YOUNG BAND



15

GRAYCIE YORK



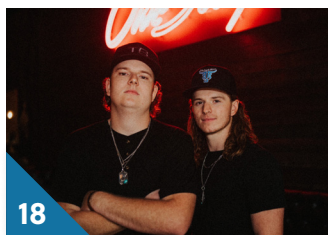
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CHRIS COLSTON



17

SMALL TOWN HABIT



18

HUSER BROTHER BAND



19

BUBBA WESTLY



20

'ONE BIG FAMILY REUNION'

STORIES FROM BEHIND THE BAR

BY JENNIFER PRESLEY

Every beer, whiskey or milk punch served to an attendee of the Houston Livestock Show and Rodeo™ is made possible by a team of talented bartenders working together to ensure that glasses remain full and spirits high.

The Rodeo's current bartending crew includes a few who have served for decades, experiencing the good, the bad, and the ugly of what many consider to be "one big family reunion." The bartenders are parttime Rodeo staff who are paid by the Houston Livestock Show and Rodeo for their many hours of service.

In his more than 25 years of working the Rodeo as a bartender, John Belcher has poured and served thousands of drinks for countless attendees. "It's a fun job," Belcher said. "I enjoy getting to interact with the customers."

He credits his sister for his start at the Rodeo. "She worked the margarita machines and kept encouraging me to come out and give it a try. So, I did," Belcher said, adding that he started as a waiter in the Stockman's Club for two years before he moved to the Main Club to tend bar for the Rodeo. He currently is the head bartender for the Rodeo's auctions and receptions.

Sandy Hayes also started her bartending career at the Rodeo. For her, it was in 2002, the last year the event was held in the Astrodome. The supervisors would move

her between the north and south sides to open cans of beer. "It was more intimate," she said. "You could walk around and see from the other side. It was a long walk, but you could actually see everybody."

Hayes can now be found tending bar in the Lifetime Vice President's Room in NRG Center.

Dwayne Smith, bartending supervisor for auctions and receptions, took his first whirl as a waiter on the auction floor in 2007 and saw first-hand what he believes makes the Rodeo experience so special. "I was nervous about holding the tray, but Larry Bruno showed me how to do it. After filling his tray full of drinks, Bruno went to the top section and then dropped the whole tray on all the people," Smith said. Bruno returned to work after changing into a clean shirt. "Watching how the people responded, even though he wasted all those drinks on them, they still loved him. They gave him a \$100 tip and told him to bring the next tray of drinks," he said. "That was so amazing to me."

Smith said the Rodeo's biggest change is its growth and its more structured organization. "It feels more like family and not like work," he said. "We come in and have a big family reunion for 21 days. I never in a million years thought I'd be at a place this long. It's constantly changing and is always for the best." 🍷



WORLD'S CHAMPIONSHIP BAR-B-QUE CONTEST IS INSPIRING COOK-OFF TEAMS WITH A NEW CATEGORY

BY CRYSTAL MCKEON

The World's Championship Bar-B-Que Contest will kick off 2022 with an exciting new Open Contest category. It is aptly named because, unlike the traditional competition categories, the Open Contest category allows chefs to let their imaginations run wild in determining what dish they will make. The only requirement in this flexible category is that you cannot serve a dessert. Eager cook-off teams approached the World's Championship Bar-B-Que Committee about adding this new

Open Contest category, and this year, it will unleash a flood gate of creativity.

The World's Championship Bar-B-Que Contest, now in its 48th year, offers categories including chicken, ribs and brisket. These categories are no frills, free of decorations and garnishes — the delectable piece of meat prepared by the chef or team is what is presented to judges. There are first, second and third place winners within each meat category, awarded on the Saturday of the competition. The team earning the highest


total score in the judging of all three of these categories is awarded the Grand Champion and second place is named the Reserve Grand Champion.

The infrastructure was already in place to add this new Open Contest category. Judges are already onsite and happy to sample more delicious food alongside the Dutch Oven entries. All competitions are required to use the Rodeo provided dishes for presentation. The biggest addition, workwise, was that more paperwork was needed for processing entries. It is expected that having these pieces already in place will lead to a smooth, cost-effective and easy transition for adding the new category.

The Dutch Oven category was added in 2010. Dutch Oven is more flexible because this category allows garnishes, decorations and anything to make the dish look pretty. The only make-or-break rule is all entries must be cooked in a covered cast iron skillet over the fire. The majority of the Dutch Oven entries are desserts.

The Open Contest category leans more towards the free-wheeling presentation style of the Dutch Oven but takes it a step further by placing no rules on how the entries must be prepared. The competition and grills will heat up Friday, when for the first time, the Open Contest category will be featured alongside the Dutch Oven category.

The World's Championship Bar-B-Que Committee Chair David Stone expects that even though the Open Contest category is optional for teams to compete, they will have full participation from the cook-off teams. "We typically have about 170+ entries for the Dutch Oven and have had 100% positive feedback regarding the Open Contest category, and expect most, if not all, of the 253 teams to participate," Stone said. The Dutch Oven and the Open Contest categories do not count toward the Grand Champion but the top three teams in these competing categories receive trophies and bragging rights.

If you are lucky enough to get your hands on tent tickets, make sure you sample all their entries because this year many may feature something completely different than their standard Rodeo fare. 





Fine Dining Restaurant AT THE RODEO

BY NATALIE HARMS

PHOTOS COURTESY OF BERG HOSPITALITY GROUP

For the first time ever, the Houston Livestock Show and Rodeo™ will have a sit-down restaurant on the grounds. The Ranch Saloon + Steakhouse will make its debut this year, a concept from Berg Hospitality Group, featuring highlights from B&B Butchers & Restaurant, The Annie Café & Bar and B.B. Lemon.



The fine dining restaurant will be located in NRG Park on the southwest corner of the Astrodome, with the Champion Wine Garden as its next-door neighbor, and will be open during the entire run of the Rodeo.

It is the first time the Rodeo is offering visitors a sit-down dining experience, and The Ranch will feature two types of distinct “experiences” as options for different atmospheres: The Saloon will offer a casual, first-come, first-served experience — with a large bar and nightly live music entertainment and seating capacity for 140 guests, including 56 seats at the main bar. Guests can also pass the time sipping cocktails, beer or wine on a covered outdoor dining patio called the Porch, which has a 100-guest seating capacity and seating available in the bar for 15 people as well.

The alternative experience is The Steakhouse concept, which accepts reservations and will have seating capacity for as many as 240 guests.

“This is a place where I’d want to go and hang out, grab a great meal and listen to some live music before or after the main concert,” said Benjamin Berg, founder of Berg Hospitality Group.

Berg, who describes himself as “a long-time Rodeo fan,” is a member of the Rodeo’s Steer Auction Committee. Inspired by the TV series *Yellowstone* and his dream of retiring on a ranch somewhere in Wyoming or Montana, Berg brings Western flair into the design of the restaurant — think wood and leather accents — that will reside in a nearly 16,000-square-foot space constructed from a high-end, climate-controlled tent.

The Ranch will have two private dining room options for parties with as many as 35 guests, as well as the option to reserve both for a larger party, if available.

“We are excited to work with the Rodeo on this new concept and engage with Rodeo attendees,” Berg said. “The Ranch will have a little something for everyone.”

Operating hours for The Ranch Saloon + Steakhouse will be as follows: Monday through Thursday, 4 to 11 p.m.; Friday, 4 p.m. to midnight; Saturday, 11 a.m. to midnight; and Sunday, 11 a.m. to 11 p.m. with a brunch buffet served on Saturday and Sunday, 11 a.m. to 3 p.m. Reservations can be made at theranchatrodeo.com 🍴



WELCOMING THE NEWEST *Scholarship Alumni Leader*

BY BRITTANY ROGERS

PHOTOS COURTESY OF YUSELMY GARZA

Formed originally as a task force in 2017, the Scholarship Alumni Association has appointed its newest chair, Yuselmy Garza. Growing up outside of Houston in Galena Park, Garza is a longtime attendee and volunteer with the Houston Livestock Show and Rodeo™. After receiving the Metropolitan Scholarship and Achievement Scholarship, Garza proudly attended the University of Houston – Clear Lake as a first-generation college student. She could not be more gracious about the opportunities the scholarship afforded her, allowing her to attend school full-time and focus on her education. “Even working through college, the scholarship made it a lot easier, and it took the burden off my family and I. That is something really special to me and is one of the reasons I continue to volunteer at the Rodeo,” Garza said.

Garza has been volunteering with the Rodeo for seven years on the Gatekeepers Committee.

She was an assistant captain for three years and currently serves as a captain. “As a gatekeeper, you get to greet everyone and be that face of the Rodeo as people enter. It is definitely something I love and plan to continue doing because I enjoy seeing everyone come through the gates,” Garza said. Since the scholarships were such a big part of her education, she has also enjoyed volunteering with the Scholarship Administration Committee for the past four years.

As she takes the reins this year, Garza has committed to further develop the relationship between scholarship alumni and the Rodeo. The Alumni Association Council is committed to growing their membership by reaching out to the 20,000 scholarship recipients, to date. The association affords unique professional development and networking opportunities among its members and encourages giving back through other committees as well. During the Fall Social



in 2015, Garza recalled seeing the first ever Rodeo scholarship recipient, Ben Dickerson, speak. “It was amazing to see how far the scholarship program has progressed — loosening its requirement for an agricultural career and increasing the individual award amounts — and still all recipients remain incredibly grateful for the opportunity,” Garza said.

A recently formed mentorship subcommittee keeps alumni members connected to recipients currently in school. Garza was a mentor for an upcoming graduate interested in healthcare as well. “I was able to help her with interviewing and built a relationship with her that was impactful. The program allows scholars to meaningfully connect with someone in their field,” Garza said. The mentorship subcommittee is just one of many within the Alumni Association that includes professional development, recruitment, social events, administration and marketing. “It helps us have the proper tools to keep pushing ourselves

forward and continue to find those 20,000 former scholarship recipients,” Garza said.

The association remains extremely diverse, from teachers and nurses to winemakers and attorneys. They routinely serve on various committees, including Go Tejano, Information Services, Area Go Texan and Scholarship Administration committees, to name a few.

Education still remains top of mind for Garza, as she recently graduated with her MBA from the University of Houston Downtown in December 2021. Garza works in Healthcare Operations at Memorial Hermann and continues to mentor recent scholarship recipients like herself through the Alumni Association. She remains committed to putting the Scholarship Alumni Association on the map and looks to grow participation in the group, while helping others navigate their careers in college and beyond. †



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