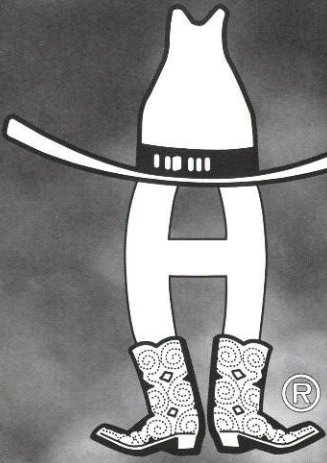


HOUSTON LIVESTOCK SHOW AND RODEO™

Fall 2004



MAGAZINE



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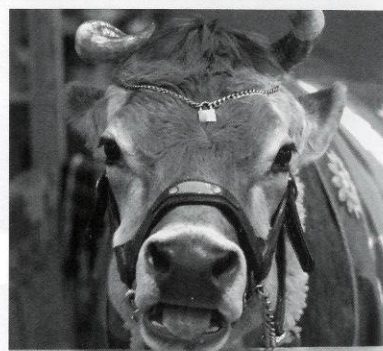
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The Cover

Dressed for the occasion, a young spectator views the competition from Action Seats at RODEOHOUSTON™.

Houston Livestock Show and Rodeo™

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A MESSAGE FROM THE CHAIRMAN OF THE BOARD

Our motto — benefiting youth and supporting education — it's a simple message that sometimes gets lost in the glitz and glamour of the Show.

This year, though, we've reached an unforgettable milestone. With the approval of the educational fund budget in August, the Houston Livestock Show and Rodeo™ has committed more than \$100 million to scholarships and education in Texas since 1957!

\$100 million — it's an incredible amount of money, but it truly represents something much bigger than dollars. This \$100 million has allowed thousands of Texas young people an opportunity to get a college education. Many could not have gone to college without our financial help.

It's concrete proof that our community fully supports our goals and enjoys the unique family entertainment that we provide.

And most important of all, this \$100 million is the payoff for the untold hours of hard work of thousands of Houston Livestock Show and Rodeo volunteers.

I was honored to represent all 16,000 Show volunteers when I helped present more than \$3 million in scholarships to Houston students in May, and another \$1.4 million in scholarships to Texas 4-H and FFA kids in June and July. I shook hands with a lot of high school seniors and their parents, and I know personally that these young people and their families are grateful to all of us at the Houston Livestock Show and Rodeo for our support.

I heard stories of young men and women overcoming hardships, and I met parents who were overcome with emotion trying to express their gratitude for this financial help.

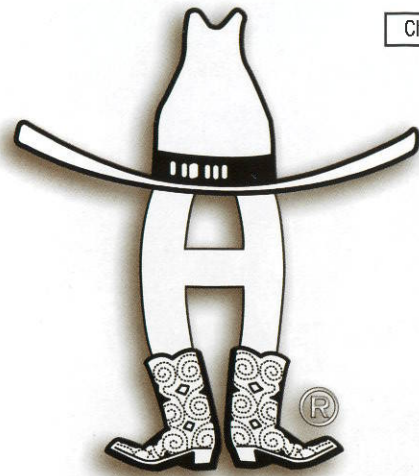
We work hard to put the Houston Livestock Show and Rodeo together every year, and we have a lot of fun doing it. However, we've got a return on investment that few can claim — we make a real difference in the lives of young Texans.

Knowing that we really are doing the right thing makes it easy to saddle up again and get going for the 2005 Show.

Best regards to all,

John O. Smith





MAKING SENSE OF RESTRUCTURING

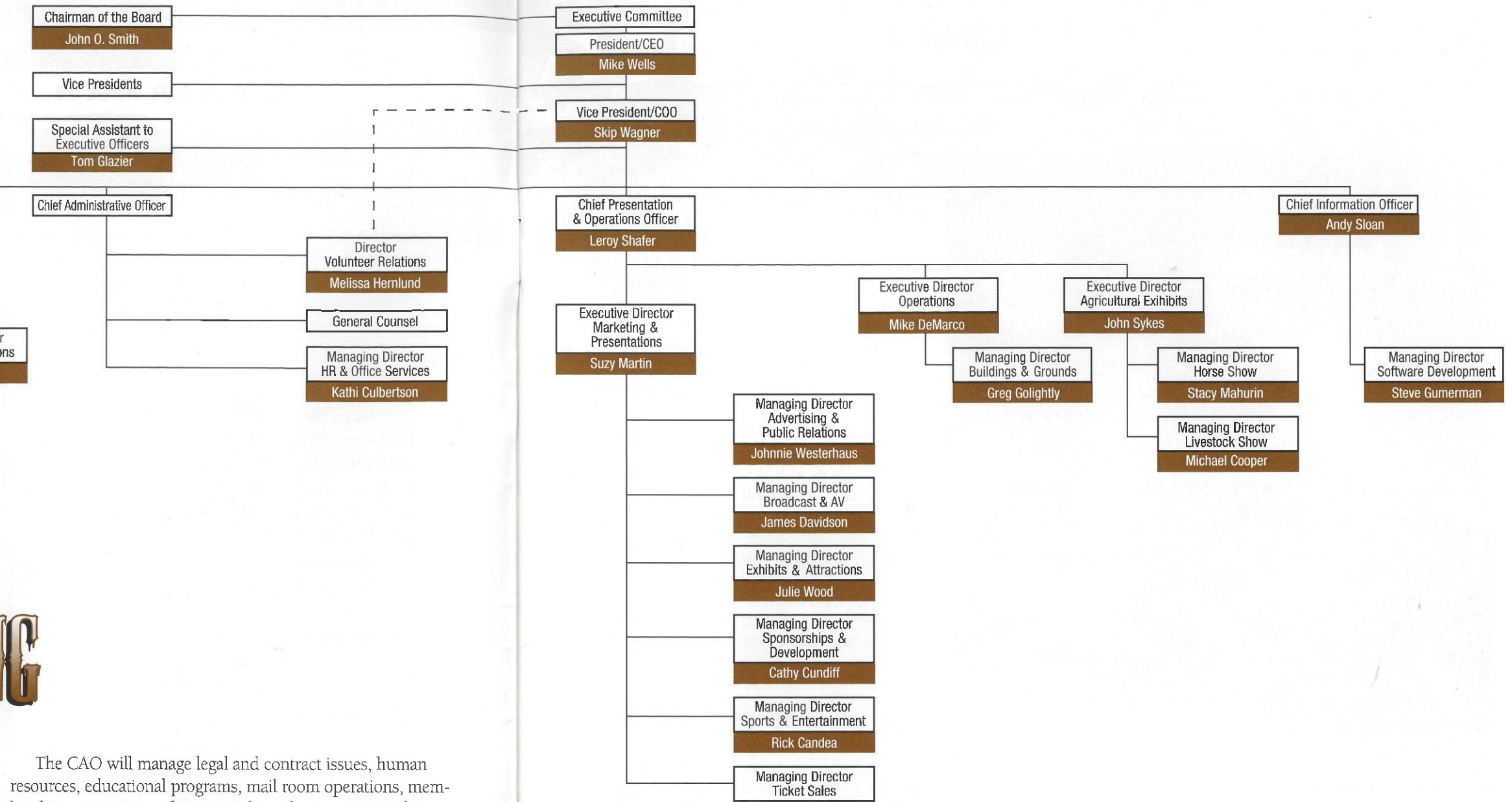
By P. Michael Wells

Part of the extraordinary 73-year success of the Houston Livestock Show and Rodeo™ has been the foresight of its leaders to change with the times and the needs of the organization, whether it's moving to new facilities or adding a new committee. With the future in mind, we have just significantly restructured the organization of our management and staff.

Our overall mission is simple — put the right people in the right positions with the right authority to produce the best possible results!

I will remain as President and Chief Executive Officer, with Skip Wagner as Vice President and Chief Operating Officer. Together, we will continue to provide the daily leadership required to produce the incredibly complex event that the Show has become.

To become consistent with the corporate world (and to replace the outdated "assistant general manager" titles), we'll have a Chief Administrative Officer, Chief Financial Officer, Chief Information Officer (Andy Sloan), Chief Presentation and Operations Officer (Leroy Shafer) and three executive directors (explained under the CPOO position).



The CAO will manage legal and contract issues, human resources, educational programs, mail room operations, memberships, committee relations, and purchasing. We've also created the position of Director of Volunteer Relations to more efficiently deal with volunteer issues in every aspect of the Show, including memberships.

The CFO will oversee the accounting operations, including accounts payable and receivable, cash room operations, budgets, investments, and business analysis.

The CIO will manage the Show's massive computer operations, including database management, LAN administration, software development and end user support.

Under the CPOO are three divisions headed by Executive Directors: Agricultural Exhibits (John Sykes); Marketing and Presentations (Suzy Martin); and Operations (Mike DeMarco). The executive directors and the chief officers will serve as the senior (executive management) team.

Each division will consist of departments, with Managing Directors at the helm.

The Agricultural Exhibits Division will work with junior

market shows and auctions, livestock and horse show operations (including sales), the wine auction and competition, agricultural mechanics and judging contests, junior commercial steers, and calf scramble operations.

The Marketing and Presentations Division will work with advertising, media relations, audio-visual facility operations, commercial exhibits, special attractions and children's activities, corporate development, the carnival, entertainers, rodeo operations, sponsorships, ticket sales, Web site upkeep and design, Go Texan activities, school art activities, publications, Western art, planned giving, the downtown parade, the World's Championship Bar-B-Que Contest, trademark and logo issues, and merchandise.

The Operations Division will manage buildings and grounds setup and upkeep, equipment acquisition, year-round maintenance, food and beverage operations, bus and trans-

portation operations, Corral Club operations, safety, security, ticket takers and gate personnel, cleaning, waste management, and meeting room schedules and setup.

The reorganization was done with the intent of providing the best possible service and support to our number one asset, our volunteers, as well as to our sponsors, donors, ticket buyers, exhibitors, contestants and supporters of all types. It is our hope that people are now better matched with their interests and skill sets; that similar types of projects fall under one group for more efficient use of resources; that barriers to communications are broken down to facilitate teamwork in every aspect of our organization; and that there will be the opportunity for increased input from committee volunteers.

Join us in making 2005 the best year yet for the Houston Livestock Show and Rodeo!

THE VOLUNTEER SPIRIT

By Gina Covell



Volunteers on the Go Texan Contests Committee tally all the scores as the contestants finish their competitions.

More than 16,000 volunteers have a reason for giving time to the Houston Livestock Show and Rodeo™. The reasons vary, but one sentiment that many volunteers seem to share is that it is worth the sacrifice to see students get a chance to attend college.

Chairman of the Board John O. Smith has given his time to the Show for the past 32 years. He began by serving on the Calf Scramble and Parade committees. Later, he volunteered on the Corral Club committees and, ultimately, served as general chairman. Smith also worked on the Commercial Exhibits and Health committees, all before being elected to the Show's board of directors, where he has served for the past 18 years.

"All my uncles and aunts are performers, ranchers or ag teachers," said Smith. "I worked on ranches and farms all of my youth. That is why I was interested in working with the Rodeo when I moved to Houston from Austin. My friends got me involved in the committees, and I have been there ever since. I received a scholarship and probably would not have finished my education had it not been for that fact. I will never

forget how important scholarships are in the lives of students."

Many volunteers love meeting Show visitors from all over the world, seeing the animals and also the chance to mingle with both. "My love of horses drew me to this committee," said Claudia Reeves, second-year Horspitality Committee member. "I get to meet the people who bring in the horses, and I have so much fun. I just can't meet too many people, and I love reuniting with the ones that I know each year."

"We have fun on this committee," said Janet Lorenz, who has served on the Rabbit Committee for 12 years. "I really enjoy educating visitors on bunnies and about the rabbit industry. Giving inner-city kids the chance to get close to the animals is such a thrill. My love for the animals brought me here, and the animals and the people I meet keep me coming back."

Janice Smith, a Transportation Committee member, drives more than three hours from Mexia, Texas, for each shift that she volunteers. "It is for a good cause, and you get addicted to it. People who work on this committee are like family, and working is like coming to the family reunion. I can't imagine not doing this," she said.

Christy Ficker, a Corral Club - Special Services Committee volunteer for 14 years and current assistant club chairman, is a third-generation volunteer. Ficker also is a four-year Special Children's Committee member. Her father, Bert

C. Ficker, is a lifetime director, so volunteering started out as a family activity. "I believe in the cause of supporting education in Texas. My niece is autistic, and so, I had an interest in working on the Special Children's Committee. I work throughout the year on the Top Hands Horse Show. I don't know where I get the energy to do it, but this Show inspires me. I plan to keep up both committees for as long as I can," said Ficker.

Volunteers like John Pickul Jr. enjoy educating people about the Show's purpose and function. Pickul is a life member who has spent 14 years on the Speakers Committee, volunteering hundreds of hours annually. He also volunteers on the Horse Show Announcers Committee. "This is about the future of our state. There are so many negative comments about kids today. The Rodeo kids work hard and come back year after year, and it is tremendous to see it. They give today's children a good name. Telling people about the Show and playing music for them at my presentations is a lot of fun, and it keeps me young," said Pickul.

The Ladies' Go Texan Committee works with schools and FFA programs to educate students about the Show. "I love seeing kids from the city get so excited to have a hands-on experience with the animals," said Barbara Shear, 20-year Ladies' Go Texan Committee volunteer. "My husband joined the Calf Scramble Committee 20 years ago, and I decided that I wanted to be a volunteer, too. I knew that I loved being with the children, and I have truly enjoyed my years on this committee. It is very rewarding," Shear added.

A Breeders Greeters Committee rookie, Bill Stone, said, "Our committee does it because they see the kids and livestock coming into the Show.... This is their livelihood for a year. They put so much work into it, and it is so rewarding to see. This Show is a part of Texas heritage and Houston pride. It is a big part of the economy as well. I love being a part of it and what it stands for. There is nothing like seeing volunteers from all over sleeping in their trucks and camping out to volunteer — all for the kids."



A volunteer carefully backs up, avoiding exhibits and animals as he makes his delivery of feed in Reliant Center.



A horse committee volunteer discs the arena late at night.


For some committee members, volunteering started as a payback for scholarships their siblings received. "My sister received a \$10,000 scholarship that really helped her education. I figured if I could help someone else go to school, that would be rewarding," said Michelle Rosales Mancias, a volunteer on the Rodeo Merchandise and Go Tejano committees.

"My brother was in the 1972 calf scramble, received a Holstein calf and raised it for three years. He came back and showed it here. It is good to know that I am contributing to the scholarship fund," said Robert Schiro, a second-year Rodeo Merchandise Committee member and life member of the Show.

Zack Hicks just completed his first year as a driver on the Transportation Committee and has volunteered on the Calf Scramble Arena Committee for 15 years. "I love the direct interaction with kids in the calf scramble. If you are lucky, you get to see the participants come back the next year. It is a very rewarding and fun committee," he said.

The Show's volunteer group grows each year, and with its new venues at Reliant Park, a few new committees have been added to keep the Show running like a well-oiled machine. Currently, there are 91 committees.

One of the newer committees is the Gate Keepers Committee. Trey Aaron, a second-year volunteer, greets Show visitors and makes sure that everyone gets sent in the right direction. "Our committee has people from all walks of life — engineers, accountants, teachers and more. We get to direct traffic, from cattle to VIPs to Texans football players. It is a lot of fun, and morale is always high," he said.

Providing a great Show for patrons, exhibitors, contestants and future scholarship winners is what being a committee member is all about. The manpower and labor of love involved in making the Show the biggest and best in the world begin with volunteers and their reasons for giving. 



A horseshoe pitching team member awaits her location assignment to begin her competition.

From Moo to You

By Nan McCreary

Asking today's kids where milk comes from might produce responses such as "the grocery store," "a carton," "a bottle" or "a can." Some might even answer, "a cow." Sure, some are aware of the fact that milk comes from cows, but how many know exactly how that milk gets from Bossy to the grocery store? It is quite a journey.

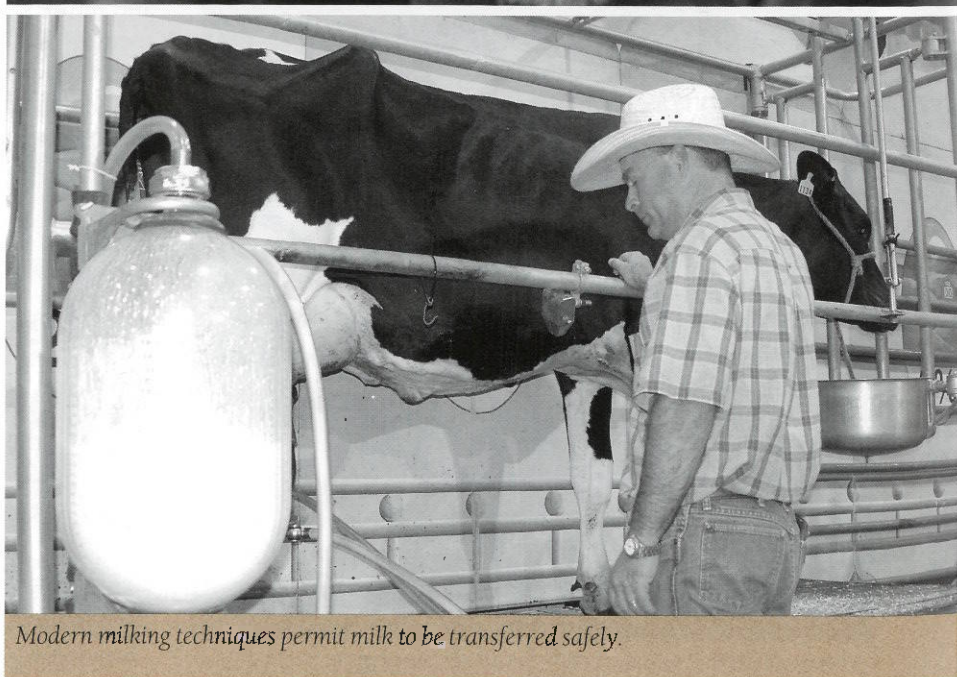
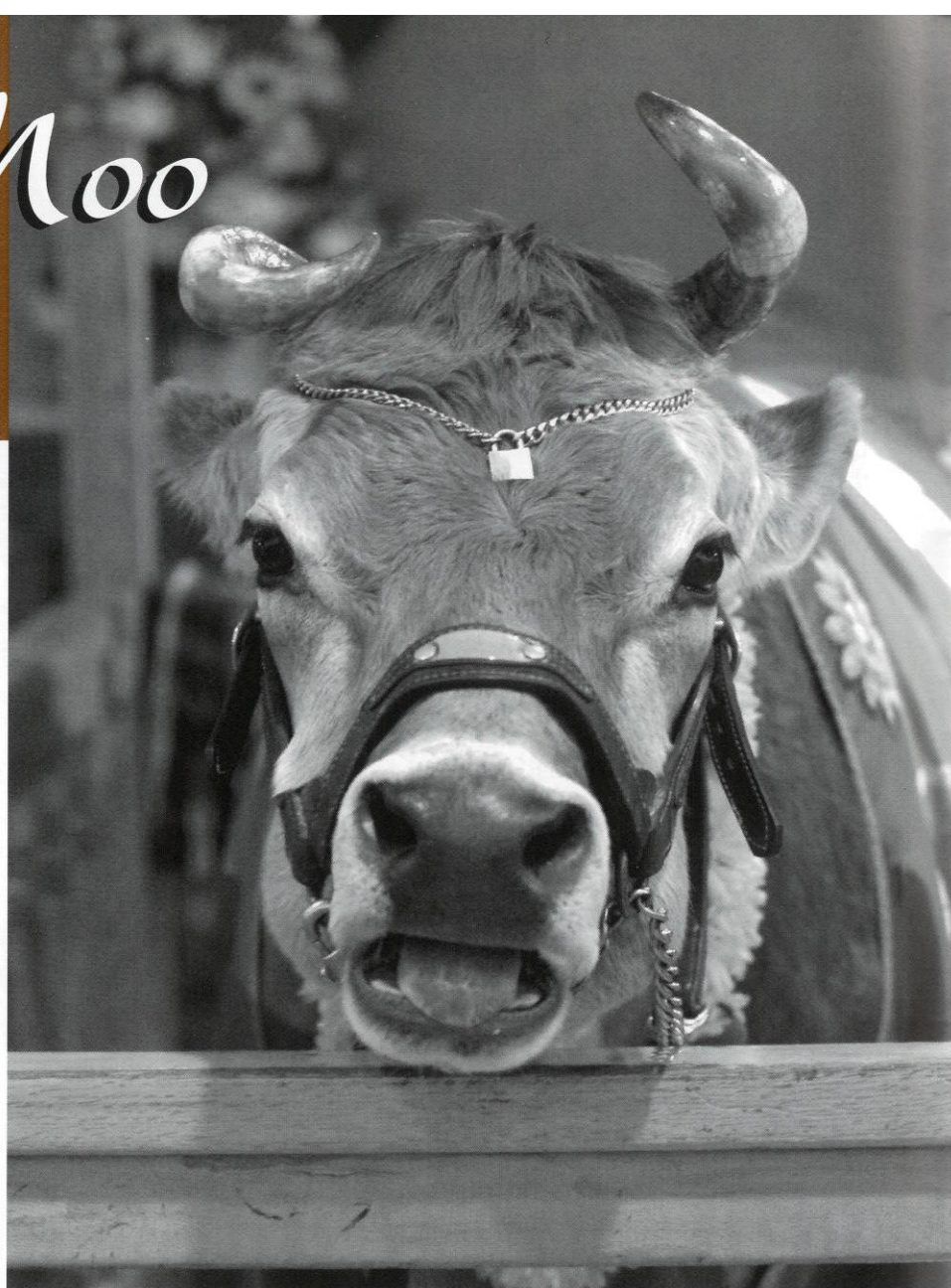
Milk has long been a popular, nutrient-dense beverage — rich in calcium, vitamin D, protein, potassium, vitamin A, vitamin B-12, riboflavin and phosphorous. Man's use of animals' milk can be traced back to 3000 B.C. Milk and dairy products are mentioned in the Bible and in early Hindu writings and hymns. Dairy cows first arrived in America in 1611, when they were brought from Europe to the Jamestown Colony.

Since those early days, "nature's milk factory on four hooves" has provided basic sustenance for our growing population. Thanks to the cow, milk, cheese, butter, yogurt and ice cream are readily available for consumption.

While most mammals only produce enough milk to feed their young, dairy cows are an exception. They produce far more milk than their young calves can use. Cows usually have their first calf by 2 years of age. After calving, a cow is milked daily for 10 months. Then, she is given a break until the next calf is born. Most cows are milked over a period of seven years.

The average dairy cow produces 90 glasses of milk a day. To accomplish this, she eats 90 pounds of food and drinks 25 to 50 gallons of water daily.

The cow is a remarkable milk machine. Contrary to modern myth, a cow does not have four stomachs. Rather, it has one stomach with four compartments that extract the most out of difficult-to-digest foods like grass. A cow swallows its food half-chewed. That food goes into the first and second parts of the stomach, to be burped up later as cud — partially digested food. A cow might spend six to eight hours chewing this cud to break down the difficult-to-digest cellulose content. The cow then swal-



Modern milking techniques permit milk to be transferred safely.

lows it a second time. The well-chewed cud moves to the third and fourth parts of the stomach, where digestion actually occurs.

Cows are milked two to three times a day. A cow's udder can hold 12 to 23 quarts of milk. Before milking machines were patented in 1894, a dairy farmer could milk approximately six cows an hour by hand. Today, with modern milking equipment, a farmer can milk more than 100 cows per hour. As the milk is pumped out of the cow, it is carried through sanitized pipes to refrigerated storage tanks. To prevent contamination, the milk never is exposed to the air, nor is it ever touched by human hands.

Milk leaves the cow at the bovine's body temperature, 101.5 degrees Fahrenheit. When it reaches the storage tanks, it quickly is cooled to 45 degrees or lower. The milk is stored there until a tank truck comes — every one or two days — to pick up the milk and deliver it to the dairy processing plant. The tank trucks are refrigerated or insulated to keep the milk cold.

At the dairy, the milk is homogenized, pasteurized and usually fortified. Homogenization breaks up the butterfat particles so they are uniformly small and evenly distributed. This prevents cream from rising to the top. Pasteurization consists of heating milk rapidly and quickly cooling it to destroy harmful microorganisms that might enter the milk accidentally. Pasteurization does not affect the flavor or the nutritional value. Nearly all milk is fortified with vitamin D — and vitamin A for lowfat and skim milk — to make it more healthful.

Once the milk is processed for drinking, it is bottled into plastic, glass or paper cartons or containers and delivered to the grocery store. This entire procedure, from cow to shelf, takes about two days. At the store, milk is kept refrigerated at 40 degrees or lower. At this temperature, milk should last approximately seven days past the sell-by date on the container.

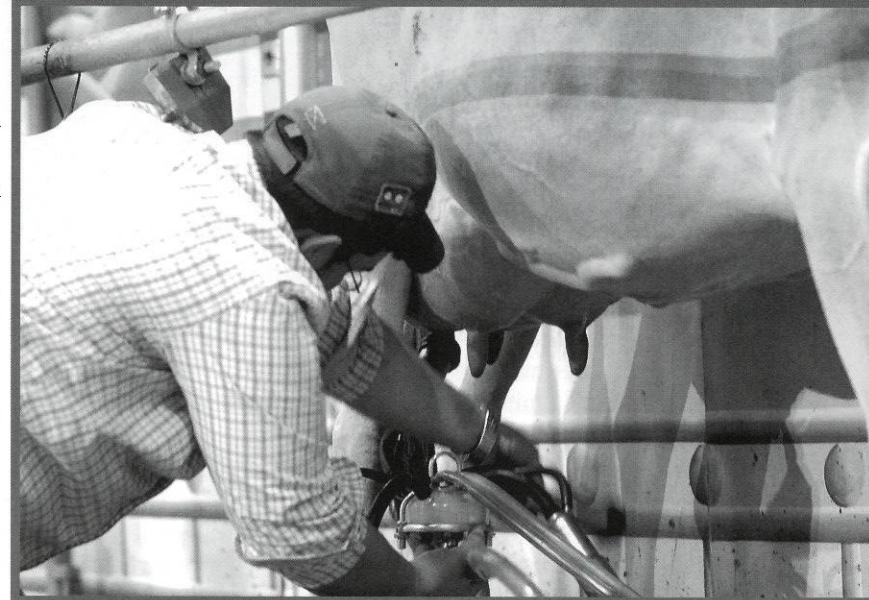
Milk also is used in other dairy products. Nationally, an estimated 61 percent of milk is used for nonfluid milk products — 43 percent is used for cheese, 8 percent for butter and 10 percent for soft products such as ice cream and cottage cheese. Bossy has to produce a lot of milk to satisfy our hunger for these victuals. It takes 12 pounds of milk to make a gallon of ice cream, 7.75 pounds of skim milk to make a pound of cottage cheese, 10 pounds of milk to make a pound of cheese and 21.2 pounds of milk to make a pound of butter.

In the United States today, there are an estimated 9 million milk cows, producing nearly 20 billion gallons of milk per year. Thanks to improvements in breeding and feeding, as well as advancements in processing, refrigeration, packaging and distribution, a wide range of dairy products is readily available to everyone. One hundred years ago, milk production per cow was estimated at 1,700 quarts annually; today, the average has jumped to more than 8,200 quarts.

The dairy industry continues to develop new technologies to boost production. Many farms today use computers to track production, feed rations, health records and breeding




Young spectators hug Miss Moo while visiting Destination: AGVENTURE.



Dan Kinnett, a 35-year dairyman, demonstrates an automatic milking machine.

information. Some farmers are experimenting with robotic milking systems, practically eliminating the human labor needed to milk a cow.

Visitors who want to learn more about milk production during the Houston Livestock Show and Rodeo™ can tour Destination: AGVENTURE, where milking demonstrations are held daily. Then, they can mosey over to the milking trailer, where exhibitors milk the animals they are showing in the dairy show.

Milk's journey "from moo to you" is indeed a remarkable one. Thanks to Bossy — along with a little help from modern technology — a near-perfect food nourishes the nation. 

Power Steering



By Ken Scott

For more than 100 years, steer wrestlers have been leaving the box, jumping the steer, and catching and downing the dogie. Steer Wrestling — the fastest event in rodeo — requires expert horsemanship, bursts of speed, unspoken teamwork, microsecond timing, physical toughness, mental strength and more than just a little courage.

Growing up in the late 1800s, Willie “Bill” Pickett, the first black cowboy inducted into the National Rodeo Cowboy Hall of Fame, unwittingly created an international sport. The legend recounts that the young cowboy saw a Texas Longhorn steer break from the herd and resist entering a corral. The exasperated



After successfully stopping the animal, a cowboy must wrestle it to the ground.

Pickett rode alongside the steer and slid off his horse and onto the steer's back. He grabbed its horns, and, as he turned them, bit down on the animal's upper lip, allowing him to throw the stunned steer to the ground. Today, steer wrestlers forgo lip biting for other takedown techniques.

Steer wrestling offers an alluring lifestyle. Jeff Corbello, of Iowa, La., began his rodeo career with a child's version of steer wrestling when he was just 8 or 9 years old. He strapped plastic horns on roping calves, chased them on foot and then wrestled them to their sides. “All I ever remember wanting to be was a steer wrestler,” Corbello said. Today, he is one of the best. In 2003, he finished in the top 10 in the Professional Rodeo Cowboys Association/ProRodeo World Standings.

Bryan Fields, born in Houston, was in high school when his dad sparked his interest in steer wrestling. Now, Fields travels more than 75,000 miles to compete in as many as 75 rodeos a year. In 2003, he finished 14th in the ProRodeo World Standings. He said his current goal is to beat the other 13 guys.

Steer wrestling involves two cowboys, two horses, one 500- to 700-pound steer and a timing device. The steer is released from the chute before the cowboy is allowed to leave the “box,” making the event more competitive. A breakaway rope, called a “barrier,” stretches across the front of the box, called the “scoreline.” As the steer crosses the scoreline, the barrier is released. A steer wrestler who leaves the box early receives a 10-second penalty.

The contestant begins his pursuit on the left side of the steer, and a “hazer” rides on the steer's right side in order to keep it running straight. As the contestant pulls even with the steer, he leans

at more than a 90-degree angle off his horse, which might be traveling as fast as 35 mph. He grasps the nearest horn with his left hand and places the far horn in the crook of his elbow. Dropping off the horse, the contestant digs his heels into the dirt and brings the steer to a halt. At the same time, the contestant pushes down on the left horn and pulls up on the right horn, causing the unbalanced steer to fall to the ground.

The entire process can take less than five seconds, assuming every movement, both those the contestant can control and those he cannot, flow flawlessly in perfect harmony. Naturally, many things can go wrong.

One mistake, called a “houlihan” or “hula flip,” occurs when a cowboy overrides a steer as he grabs its horns and knocks the animal down. The rules require the cowboy to allow the steer to stand again and then wrestle the steer to the ground legally.

Sometimes the steer lands on the opposite side of where the cowboy intends for it to fall. This is called a “dog fall” and means the 500-pound dogie must be picked up and rethrown. Cowboys also occasionally jump off the horse, miss the steer entirely and are run over by the dogie.

A key ingredient for a successful ride is working with a great hazer. It is even better for a cowboy to be able to work with the same hazer on a regular basis. “It makes your job a lot easier if you get the same look each time, and that makes a real difference,” Fields said.

Fields and Corbello, like most steer wrestlers, haze for other contestants. Corbello said, “It helps out another rider, and you get to see things from the other side. It makes you better.”

A good horse is critical to obtaining a winning time. Characteristics of a good horse are fast starts, strength, stamina and agility. The steer wrestling horse makes or breaks a cowboy's chance to win. That is why cowboys share exceptional horses during impor-



A successful turn in steer wrestling concludes with the steer flat on the arena floor.



Dropping from a horse at speeds as fast as 35 mph requires coordination as well as courage.

tant rodeos such as RODEOHOUSTON™.


When asked to identify the hardest thing to accomplish in steer wrestling, Fields said, “It's not any one thing. It has to all work right and fit together at almost exactly the same time.”

Corbello said, “It's all hard, but even the best cowboy can't get a good score if he draws a bad steer.” He added that some steers run hard and straight, while others run slow. Every steer is different. Some even run and stop.

Contestants make notes on the characteristics of each steer they see during the season. Steer stock is used only for one year, and although contestants rarely draw the same steer within that time, they closely watch the steers and how they perform for the other riders.

Steer wrestling sometimes is thought of as a big man's sport. However, Corbello pointed out that skill and timing are more important than size alone. Modern rodeo audiences forget that Bill Pickett only stood 5 feet 7 inches tall and weighed 145 pounds. “Sometimes a big guy can get away with making a few minor mistakes, but a small guy has to get everything right,” Corbello said.

While superstition among rodeo participants is not uncommon, Corbello and Fields both admit that steer wrestlers might be a little more superstitious than most. In addition to adhering to the better-known superstitious beliefs, like not placing a hat on a bed or avoiding wearing yellow to rodeos, they each have a few of their own. These cowboys often wear only particular shirts and frequently repeat certain behaviors or trivial rituals before a ride if it seemed to help them win in previous efforts. “We are superstitious about almost everything,” Fields said.

Steer wrestling continues to captivate audiences everywhere, but some observers might wonder why someone would jump off a speeding horse on to the back of a racing steer. For Fields, that is an easy question to answer. “Once you catch and throw a steer down, that's what you'll want to do,” he said. 

GROW TEXAN

By Melissa Kaplan

Texas encompasses more than 267,000 square miles. Its terrain varies from majestic mountains to sea-level swamplands and includes plenty of desert, grassland and beautiful hill country. Not surprisingly, agriculture is among the state's largest sources of income, and Texas is one of the major suppliers of agricultural products in the United States. What might come as a surprise, however, is the incredible array of products that come from Texas.

Livestock and Ranches

To many, Texas agriculture is synonymous with livestock. Drivers on any of Texas' many miles of highways cannot help but notice the long stretches of land on which hundreds of thousands of cattle and other livestock graze. Texas markets 7 billion pounds of beef per year —

about one-sixth of the national total. Texas milk cows produce more than 500 million pounds of milk per month. Texas livestock also includes goats, sheep, hogs, chickens, turkeys, bison, emus and ostriches. From the most minuscule bird to the largest bull, Texas has quality livestock.

Major Crops

The nation's second-largest state actually leads all states in total number of farms and ranches. Texas' primary crops are corn, cotton, feed grains, rice and wheat, but a wide variety of other types of fruits, vegetables and plants are grown here as well. The Panhandle accounts for approximately 70 percent of the state's corn yield, as well as roughly half the sorghum and more than half of the wheat. The

Panhandle is the primary source of cotton, but there are many other growers in the Gulf Coast and north-central parts of the state. The rich soil and temperate climate of the Rio Grande Valley make that region a year-round source of several types of delicious fruits and vegetables.

Texas Agriculture Facts

Texas certainly plays a large role when it comes to bumper crops like cotton and wheat, but Texans also have learned to diversify the types of goods they produce. Here are some interesting — and often eye-opening — facts about agriculture in the Lone Star State.

- In 2003, Texas beekeepers harvested 9.38 million pounds of honey, valued at more than \$13 million. Texas currently ranks seventh in the nation in honey production.



A volunteer explains the steps involved in the production of mohair wool.

- Texas is the world's second-leading producer of mohair. The hair of Texas angora goats is made into the popular fabric worn by fashion aficionados worldwide.
- El Paso's pecan orchards produce 20 percent of the state's annual yield of Texas native pecans. More than just delicious, pecans are packed with vitamin B-6, calcium and iron, and many physicians recommend the tasty nut to patients with stiff joints.
- Texas is one of the nation's top 10 growers of poinsettia plants. In addition to the traditional red variety frequently displayed during the winter holidays, Texas growers also produce pink, white and variegated varieties year round.
- Commercial cut flowers are a blooming Texas business. State growers cultivate more than 77 types of commercial flowers, including gerbera daisies, sunflowers, alstroemeria and delphinium.
- More than one-quarter of the country's 1.5 million emus call Texas home. Contrary to what many might think, emu meat does not taste at all like chicken. It is actually a red meat that is low in fat and cholesterol.
- Mudbugs, crawdads, crayfish — however they are known, crawfish are a popular Texas treat. So popular, in fact,

Grow Texan continued on page 12

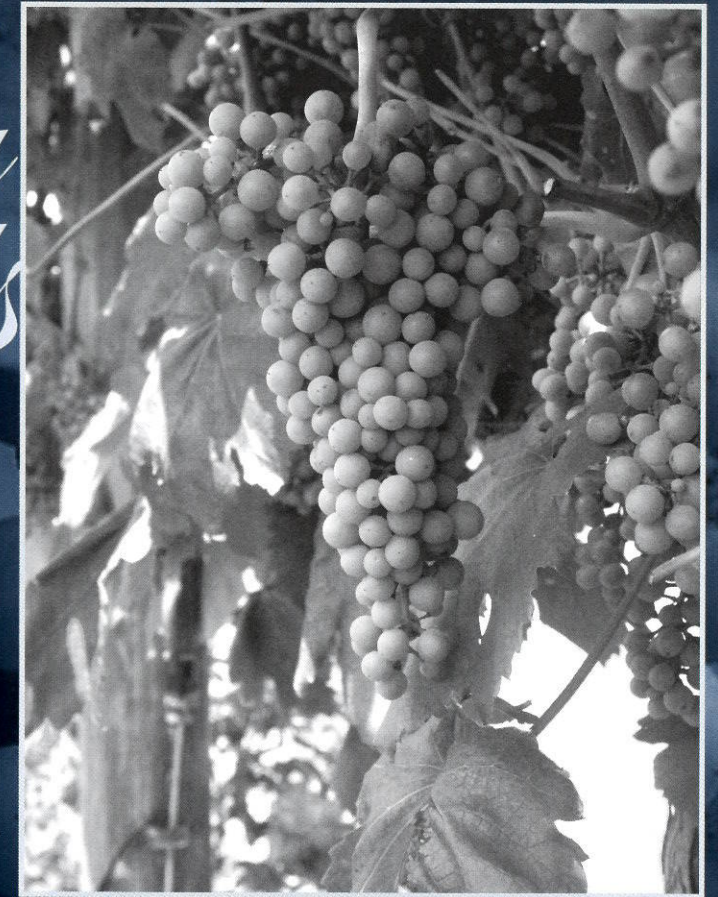
Texas Stomping Grounds

By Terri L. Moran

Texans take pride in their state, and while they will admit they are not always first, they strive to be the biggest and the best! When it comes to wine, Texans were the first, at least in North America. That is a headline some Californians might find hard to swallow.

Texas had the first vineyard in the New World — planted some 100 years prior to the introduction of wine grapes to California. According to the Texas State Historical Association, Franciscan monks cultivated the first vineyard in their Ysleta mission on the Rio Grande River near El Paso, Texas, in the 1680s.

In the 1880s, European immigrants planted vineyards across southern and central Texas with cuttings brought from their homelands. By 1900, Texas had more than 25 wineries, but what seemed to be a thriving industry almost was wiped out by Prohibition. Vintners were ordered to destroy all of their existing wine-producing grape vines. Though some of the wineries reopened after Prohibition's repeal, only one of those, the third-generation, family-operated Val Verde Winery in Del Rio, Texas, has survived. This Texas historical landmark remains open to visitors today.



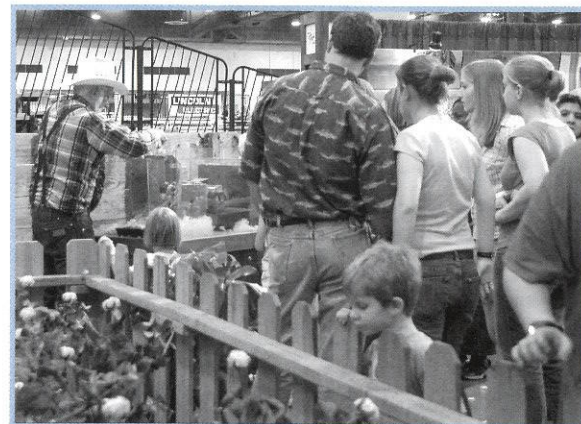
The growth of the Texas wine grape industry significantly impacts the Texas economy. The industry's 2002 activities generated an estimated total economic impact of \$103 million within the state. Today, Texas is the fifth largest producer of wine in the United States — having more than 50 of the 3,000 wineries nationwide.

In 2004, the Houston Livestock Show and Rodeo™ moved to capitalize on the emergence of Texas wines in the vast global ocean of viticulture by creating the Houston Livestock Show and Rodeo International Wine Competition. Texas wines that received award-winning recognition at the Show's inaugural competition, held Dec. 8-9, 2003, were: Messina Hof Winery of Bryan, Haak Vineyards & Winery of Santa Fe, Becker Vineyards of Stonewall, Fall Creek Vineyards of Austin, Cap*Rock Winery of Lubbock, Pleasant Hill Winery of Brenham, Bell Mountain Vineyards of Fredericksburg, Peregrine Hill/Lordier Estates of Fort Stockton and the Pheasant Ridge and Llano Estacado Wineries of Lubbock.

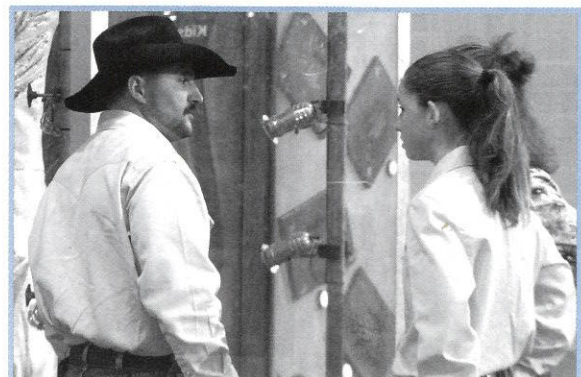
According to Bear Dalton, Wine Competition and Auction Committee senior vice chairman, Texas wines need more support in order for Texas to become a contender in the international market. Dalton explained Texas has the climate, the soil and, most importantly, the experts. He believes with a little more exposure and a little more time, the respect will come. After all, Texas has doubled its number of wineries in the last 20 years. It takes a minimum of eight years to cultivate a proper vine that consistently will produce the appropriate quality and quantity of wine grapes a vintner requires.

There are seven federally approved viticultural areas within Texas: Bell Mountain (5 square miles in northeast Gillespie County, 15 miles north of Fredericksburg); Fredericksburg (110 square miles, 80 miles west of Austin); the Texas Hill Country in Central Texas (15,000 square miles); Escondido Valley (50 square miles along Interstate 10 in Pecos County in far

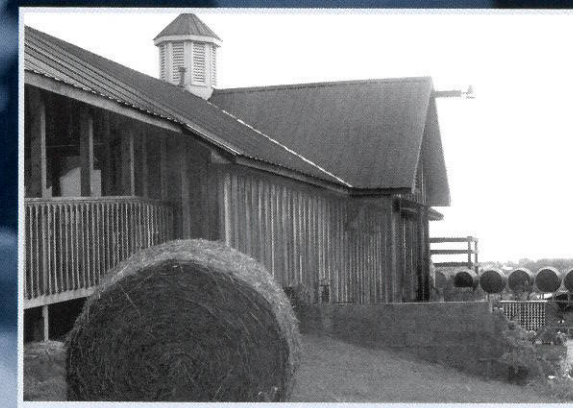
Texas Stomping Grounds continued on page 12



The display of cotton attracted large crowds daily.



Agricultural students learn about the different meat cuts and sections of a market steer.



Wine barrels and hay bales alike decorate the Pleasant Hill Winery in Brenham, Texas.



Texas Stomping Grounds continued



The vast state of Texas provides ideal climate and conditions ideal for growing all of the common grape varieties.

West Texas); Texas High Plains (12,000 square miles covering much of the central and western Texas Panhandle); Texas Davis Mountains (southwest of the Escondido Valley Viticultural Area); and Mesilla Valley (far western portion of the Texas border north and west of El Paso, including a portion of New Mexico). The Texas Hill Country is, in fact, the largest wine appellation in the country, encompassing 22 counties.

More than 50 percent of the known grape species in the world call Texas home. Texas produces wine from all of the common grape varieties, such as chardonnay, sauvignon blanc, cabernet sauvignon, merlot and sangiovese. Texas vintners constantly plant and graft different vinifera, or wine-producing

grapes, to discover exactly what will produce the highest quality wine from Texas soil. Texas Tech University, Texas A&M University, The University of Texas at Austin and the Texas Department of Agriculture all have dedicated departments of scientists and professionals working diligently to win the global vinifera race.

Texans have a wine hero in their legacy — Thomas Volney Munson, a horticulturalist, who at the turn of the last century catalogued grapes all across Texas and who was recognized internationally for his work to improve the different varieties of American grapes. His studies led to the introduction of more than 300 grape varieties.

Munson also played a role in saving the French wine industry, for which he was awarded the French Legion of Honor Chevalier du Mérite Agricole by the French government in 1888. France was ravaged by a plant fungus and subsequently suffered losses of nearly 80 percent of its vines. Munson exported to France a hybrid rootstock that was grafted to the remaining damaged vines, fortifying and saving the slowly recovering vineyards.

Texans traditionally are loyal to their state and its products, something for which the Texas wine industry is crying out. October is Texas Wine Month, filled with special events in and around the wineries. For more details on Texas wines, shipping programs, wine tours, wine tastings, and even bed and breakfast accommodations near the wineries, visit www.gotexanwine.org or www.winesocietyoftexas.org. By visiting the wineries, educating the public and sharing Texas wines, Texans can help Texas wineries to continue to mature and refine their products. 

Grow Texan continued

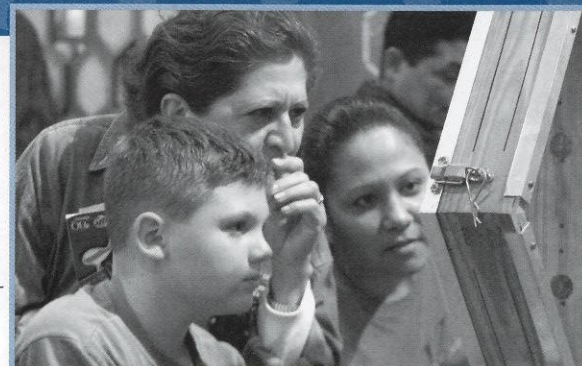
that Texas grows about 30 different species of the lobster relative. Other types of Texas aquaculture include shrimp, catfish, trout, shad and bass, among others.

- Texas' 800,000 sheep were responsible for producing 5.6 million pounds of wool in 2003.
- Texas farmers raise more than 45 commercial fruits and vegetables, including world-famous 1015 onions, Texas Ruby Red grapefruits, peaches, strawberries, blueberries and watermelons. More unusual crops thriving in Texas are mushrooms, Christmas trees and a variety of herbs.

Everyday Agriculture

Times, technologies and climates change, but reliance on agriculture to sustain every aspect of our lives — from the food we eat to the clothing we wear — does not. Texas farmers and ranchers remain ever-cognizant of the natural and

man-made factors that affect their businesses. The Texas Department of Agriculture works to keep farmers and ranchers aware of the policies that influence their industry and also offers programs and resources to help Texas producers succeed. The TDA's remarkably successful GO TEXAN® campaign promotes all Texas agriculture and encourages the 22 million consumers in Texas to look for locally produced items in their supermarkets. Each year, Texas' agricultural producers work hard to bring consumers the very best in meat, dairy products, fruits, vegetables and plants. Look for the GO TEXAN logo in the local supermarket, and help keep Texas' agricultural future as bright as its famed yellow rose. 



Show visitors learn about honey production at Destination: AGVENTURE.



A committeeman examines an array of medal-winning wines.

Scholarship Student Profiles

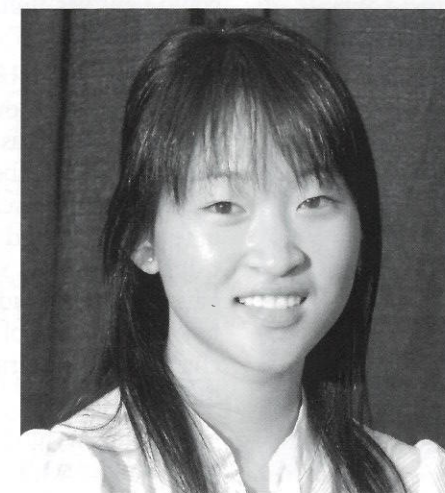
by Susan Williams

Lauren Thornton 2004 Opportunity Scholarship



Lauren Thornton, with countless goals and aspirations, had to learn "to perform something akin to a master-juggling act from a three-ring circus." Yet, master them she did, earning a \$10,000 Opportunity Scholarship to study veterinary medicine. "This is one of the greatest things that has ever happened to me," said Thornton. "This has really helped my need for money for this fall when I attend Texas A&M University." She learned about the scholarship from her mother, a school counselor in Alief Independent School District. After applying, Thornton was ecstatic when she learned she was a recipient. Her accomplishments include holding leadership positions in music, both singing and playing the French horn, athletics, academics and participation in vital community programs such as the Peer Assistance Leadership program.

Hannah Ye 2004 School Art Scholarship




Hannah Ye, a graduate of Clear Brook High School, is daring, audacious, ambitious and perseverant. Overcoming a serious burn accident as a child, Ye never let any obstacles stand in her way of achieving her aspirations. Earning a \$10,000 School Art Scholarship, she is a three-time gold medal winner in the School Art Program. She not only will pursue her artistic talents at The University of Texas at Austin, she also will double major in pre-dentistry. Following her college graduation, Ye hopes to take her dentistry skills to Third World countries where she can treat those who need it most. "I have survived the flames of fire, and I will survive the challenges that college will present," said Ye.

Hiawatha LaRay Johnson, Jr. 2004 Opportunity Scholarship



Hiawatha LaRay Johnson, Jr., a \$10,000 Opportunity Scholarship recipient, views his choice of careers, that of teaching high school students, as a fulfilling and lifelong experience. "The sole purpose for my college education," said Johnson, "[at Southern Baptist University] is to prepare students to embark upon lifelong experiences and to prepare to become a productive citizen in society." An honors student from Worthing Senior High School, he has exhibited extraordinary leadership skills according to his teachers, principals and those with whom he worked in his community activities. As the son of an educator and a minister, Johnson "has observed firsthand, the art of being a good manager and that sharing with others should be an important part of life."

Watch for scholarship recipients to be spotlighted in each issue of  Magazine as students currently attending Texas colleges and universities on direct Show scholarships are profiled.

Meet the Show's New Vice Presidents

By Lawrence S Levy



LOUIS BART

As a native Houstonian, Louis Bart grew up attending the Houston Fat Stock Show with his family. In 1980, during a meeting with his customer, friend and mentor, E.A. "Bud" Olson, he was encouraged to join the Houston Livestock Show and Rodeo™. He liked what he heard and immediately joined the Show as a life member, and began volunteering on the Calf Scramble Committee.

Bart joined the International Committee in 1987 and the Parade Committee in 1992, rising to leadership positions on each. In 1988, he was elected to the Show's board of directors, and in 1991, he was appointed co-chairman of the Poultry Auction Committee.

Learning of his nomination as a Show vice president, Bart's reaction was, "Wow, a dream come true!" In reflection, he said, "I have served in just about every other capacity [at the Show] ... and felt that I still had something more to offer." Bart will serve as officer in charge of the Ladies' Season Box, Membership, School Art and Swine Auction committees. Looking to his first term, Bart said, "My goal is to keep it fun and growing, recruiting new people with the right talent and skills. By doing this, we will carry on the Show's goal of benefiting youth – supporting education."

The Bart family is a Show family of life members. His wife, Kay, has been a member of the Swine Auction Committee for 20 years and served as its vice chairman. She also is active on the International Committee. Their son, Ken, serves on the Calf Scramble Arena, International and Poultry Auction committees. Daughters Diane Bart and Brenda Abshire serve on the Parade and School Art committees, respectively.

In addition to his Show involvement, he is president of the Houston Farm & Ranch Club. Bart is division president of All Seasons Brokerage Company.



BILL BLUDWORTH

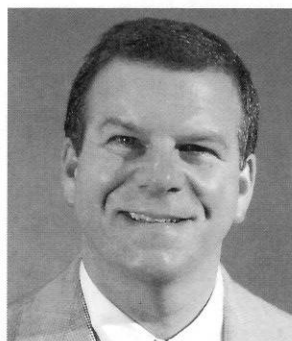
It is not often that one hears of an attorney who admits to being at a loss for words, but that is what happened to Bill Bludworth when Show President P. Michael Wells called to advise him that he would be nominated as a vice president at the Show's 2004 board of directors' meeting. "My initial reaction," said

Bludworth, "was one of surprise and being very humbled. I asked him if I had to think about it over the weekend, or could I say 'yes' immediately? After a quick call to Lori, I gave an immediate 'yes.'"

Encouraged to become a member of the Show by his good friend and now Show Lifetime Vice President Butch Robinson, Bludworth joined as an annual member in 1988, and he became a life member the next year. Beginning in 1990, he served on the Souvenir Program Committee, holding positions of team captain and vice chairman. In 1996, he joined the Cutting Horse and Steer Auction committees. Applying his language skills, Bludworth joined the Magazine Committee, holding positions of reporter, editorial board member, vice chairman and chairman. He was elected to the Show's board of directors in 1997.

Starting his term as a vice president, he said "living up to the examples set by the officers who have preceded me and making my committees and the Show as good as they can be" will be a guide to his style of leadership. He will serve as officer in charge of the Carnival Ticket Sales, Communications – Editorial, Judging Contest, School Art Auction and Souvenir Program committees.

Bludworth's wife, Lori, also is a Show life member and is active on the Ladies' Season Box Committee and has served on the Souvenir Program Committee. Bludworth has two sons who are life members: Hunter serves on the Parade Committee, while Whitney has served on the Corral Club-Chute Club Committee. Bill is owner of the law firm Bludworth & Associates, P.C.



TILMAN J. FERTITTA

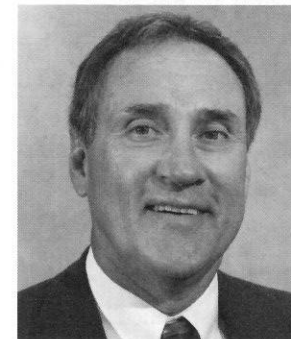
Texas native Tilman Fertitta said that he is ready, without any reservations, to serve as a Show vice president. Although always attending the Houston Fat Stock Show with his parents, it was the encouragement of his friends, Lifetime Vice President Ed McMahon and Executive Committee member Louis M. Pearce Jr., which prompted him to join as a life member in 1983. Fertitta has volunteered on the Sky Box Sales and Poultry Auction committees, serving as a vice chairman on each. He is a past chairman and active member of the Corporate Development Committee and has been a Show director since 1985.

Fertitta said that the Show "is something that has been a big part of my life for many years. I am glad that I continue to

be more involved in it. I am also glad that I was finally able to serve as a vice president. It is something that I wanted to do for years and was thrilled when President Mike Wells and Chairman John O. Smith were willing to work with me to accomplish this." He will serve as officer in charge of Corporate Development, Western Art, and Wine Competition and Auction committees.

Fertitta said, "These are great committees. I think that we have great chairmen. With the great leadership in the past and the previous vice presidents, I think we can take these committees to the next level. Hopefully, my experience in corporate Houston ... will influence new heights for these committees and for the Show."

Fertitta is chairman and CEO of Landry's Restaurants, Inc. His wife, Paige, is also a Show life and has served on the Special Children's Committee for 17 years. They have four young children, Michael, Patrick, Blayne and Blake.



CHARLES W. MELTON

"Charlie" W. Melton had just graduated from The University of Texas in 1968, when a friend recruited him to join the Houston Livestock Show and Rodeo as a life member. They then worked together as part of a "life member crew," selling memberships. "I was tickled. It was enjoyable, and we were so successful that our names

were put up on the scoreboard of the Astrodome," he said. His volunteering did not stop there. Melton has served on the Lamb Committee, as well as the Range Bull and Heifer Committee. He joined the Quarter Horse Committee in 1988 and served on it for 12 years, becoming its chairman in 1996. He then was appointed General Horse Show chairman, from 1999 to 2004. Melton was elected to the Show's board of directors in 1995.

Receiving the news of his nomination as a Show vice president, Melton said, "I experienced a sense of total excitement — knowing that I would have the time to commit to the Show, but hoping that I perform as well as those officers under which I had worked in the past." All 14 Horse Show-related committees, plus the Livery Team Committee, will be under Melton's direction as officer in charge. After 36 years as a Show volunteer, 16 associated with Horse Show committees, he said "I want to make the horse show bigger and better — for the audience, the fans and especially the participants."

He has three children. His son, Mark, and his daughter-in-

law, Amy, both are life members of the Show, respectively serving on the Lamb and Goat Committee as vice chairman and the World's Championship Bar-B-Que Committee. His other children are Matt, who is a preacher, and Margaret, a junior attending Vanderbilt University. Melton is owner of the commercial electrical contracting firm, Melton Electric.



DAVID B. SMITH

Like many native Houstonians, David B. Smith attended the then-Houston Fat Stock Show at the Sam Houston Coliseum when he was almost too young to remember. Many years later, the young Houston fireman was asked by Freeman Dunn to join the newly formed Safety Committee to help maintain safe conditions at the

rapidly growing Houston Livestock Show and Rodeo. Smith worked seven years on the Safety Committee, and he was an active member on the Breeders Greeters Committee for 12 years. For the past 17 years, he has served on the World's Championship Bar-B-Que Committee. Smith also was one of the original members of the Directions and Assistance Committee and served as a captain, vice chairman and chairman. He was elected to the board of directors in 1999. Smith will serve as officer in charge of the Directions and Assistance, Gate Keepers, Rabbit Show, Special Children's and World's Championship Bar-B-Que committees.

Pausing to consider his term as an officer in charge, Smith said, "My challenge is to help make the Show better every year and to find good people within the committees for the Show's future leadership. In my 25 years with the Show, I am still amazed and impressed at the dedication of our volunteers. Clearly, this is what separates our Show from all others."

In 1988, after 20 years of service, Smith retired from the Houston Fire Department. He and his wife, Donna Rae, own DBS Services, a commercial and residential construction firm, and CopyRunner Support Services, which supports the legal industry. Both Donna Rae and his son, David Jr., are life members of the Show.

Smith is excited about the opportunity to serve the Show as a vice president. He said, "The Show has such a huge impact economically and socially on our community as it achieves its goal of supporting youth and education. But the reward it gives its volunteers, in friendships, makes it all worthwhile, and for this, Donna Rae and I will always be grateful."



Lifetime Vice President Bill Bailey congratulates an excited Show scholarship winner.

Scholarships THE KEY TO SUCCESS

By Amy Mackay

four semesters. The student must reside in the participating Area Go Texan county or attend an accredited public high school within the geographic boundary of the Area Go Texan county.

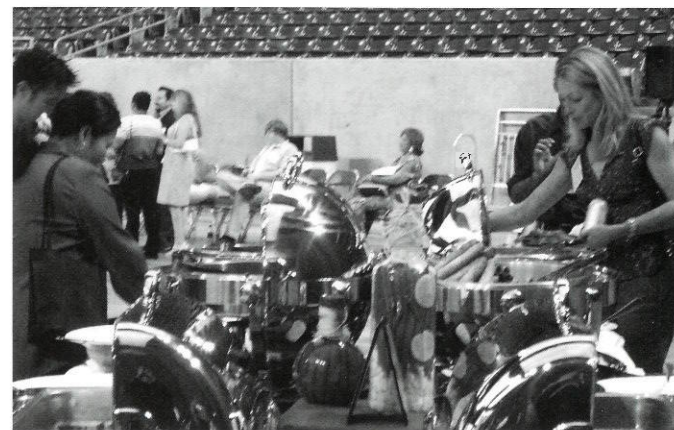
TEXAS FFA, 4-H, AND FCCLA SCHOLARSHIPS

These four-year, \$10,000 scholarships provide financial assistance to student members of Texas FFA, 4-H, and Family, Career and Community Leaders of America (formerly FHA/HERO). A total of \$1.5 million in financial aid is awarded each year to 70 4-H members, 70 FFA members and 10 FCCLA members. To be eligible, students must be members in good standing of their respective organizations and must apply for the scholarship in the senior year of high school. Students may apply for only one of these scholarships — either FFA, 4-H or FCCLA — and may obtain applications through their respective organizations.

Scholarships are awarded based on the applicant's involvement in 4-H, FFA or FCCLA, academics, and financial need. Selected applicants are interviewed in person, and representatives of the Texas 4-H Foundation and the Texas Education Agency determine the recipients. The awards are presented in early June at the Texas 4-H Roundup, in mid-July at the Texas FFA Convention, and in late April or early May at the Texas FCCLA Convention.

METROPOLITAN SCHOLARSHIPS

The Show's Metropolitan Scholarship program provides financial assistance to Houston metropolitan-area students who have demonstrated academic potential, leadership and financial need. One four-year, \$10,000 scholarship is awarded to an outstanding student in each public high school in specified public school districts within each of the eight Houston metropolitan counties — Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery and Waller. Additional scholarships are awarded based on the number of participating public high schools within each district. The Show presented 194 Metropolitan scholarships for the 2004-2005 school year — a \$1.94 mil-



While celebrating its 25th anniversary in 1957, the Houston Fat Stock Show presented its first educational scholarship, launching what would become a landmark educational program that provides tremendous support to the youth of Texas. In the fall of 2003, a total of 1,854 students were enrolled at 94 Texas colleges and universities on direct Show scholarships. In 2004, the Show committed more than \$6.7 million in scholarship money. When the budget is approved in August 2004, the Houston Livestock Show and Rodeo™ will reach the milestone of having committed more than \$100 million to fund educational programs.

The Show currently offers more than 10 types of scholarship awards. In addition to scholarship-specific eligibility requirements, most require candidates to demonstrate academic achievement, citizenship/leadership or financial need. Recipients generally must graduate from high school during the school year in which the scholarship application is made and must enroll in a Texas college or university, where they are permitted to use the funds to pursue any field of study. Scholarship recipients also must be Texas residents and U.S. citizens.

AREA GO TEXAN SCHOLARSHIPS

The Show's Area Go Texan program annually awards a one-year, \$2,500 Show scholarship to an eligible student from each of the 60 Area Go Texan counties. For counties that perform well in the program, the award can be upgraded to a two-year, \$5,000 scholarship. For the top-performing county in each of the 10 Area Go Texan districts and for five additional high-performing counties throughout the state, Area Go Texan scholarships are increased to four-year, \$10,000 awards.

An applicant must have been a member in good standing of either Texas 4-H or Texas FFA for a minimum of two years or

lion commitment — making this the Show's largest scholarship program.

Students in the Houston area may obtain applications from high school counselors in the fall. Each participating public high school screens its own applicants and chooses six candidates to represent the school. These applications are forwarded to the Show for evaluation by an independent scholarship selection committee comprised of members of the Rotary Club of Houston.

An applicant must be a graduating senior or qualified mid-term graduate of an accredited public senior high school in a participating Houston-area school district.

OPPORTUNITY SCHOLARSHIPS

The Opportunity Scholarship program was created in 1998 to provide financial assistance to Houston-area students who have proven academic ability, meet the criteria of increased financial need, and have impacting socioeconomic factors as defined by program eligibility requirements. This program was designed specifically to offer college scholarships to students who would be unable to attend college without financial assistance and who are unlikely candidates for other four-year Show scholarships. The Show's annual commitment to this program is \$1 million.

An applicant must be a graduating senior of an accredited public high school in a participating Houston-area public school district, be ranked in the top half of his/her graduating class, and meet grade and test-score criteria. Students must show financial need as demonstrated in response to the application's requirements, and not have received more than \$10,000 in other scholarship awards.

Each year, 100 Opportunity Scholarships are presented — 44 to students from the Houston Independent School District and the remaining 56 to students in Harris and its seven contiguous counties. Applications are distributed by the Show to school district administrative offices, participating public high schools and directly to students by request, beginning in the fall of each year. The application deadline is usually early April of the year in which the award is made.

SCHOOL ART SCHOLARSHIPS

This program provides financial assistance in the form of 15 four-year, \$10,000 scholarships, which are presented to deserving students from public high schools participating in the Show's School Art Program. Candidates are evaluated based on academics, leadership and financial need.



At the 2004 Scholarship Reception held at Reliant Stadium, the Show awarded 309 scholarships to Texas high school seniors.

Applicants must have received Gold Medal, Best of Show, Special Merit or Gold Star Finalist recognition in the School Art competition representing his/her school and must meet academic and test score minimums as set forth in the application. An independent scholarship selection committee evaluates applications, and awards are announced in early May.

Applications for School Art Scholarships are distributed to art teachers when the Houston Livestock Show and Rodeo School Art Committee judges the school district's art show. The application deadline is April 1 of the year in which the scholarship is to be awarded.


OTHER EDUCATIONAL OPPORTUNITIES

The Show's Doctor of Veterinary Medicine scholarships provide financial aid to eight senior students enrolled in the Texas A&M University College of Veterinary Medicine who have demonstrated financial need and meet the selection criteria.

The Show also awards 29 assistantships to graduate students pursuing master's degrees at state universities. Also awarded are two doctoral fellowships at Texas A&M University, one doctoral fellowship at Texas Tech University, two junior college transfer scholarships for students with agricultural majors and four scholarships for students enrolled in the ranch management program at Texas Christian University.

Some students become Houston Livestock Show and Rodeo scholars each year through the scholarship endowment program. Established in 1978 with a \$300,000 commitment, the program has grown to an endowment exceeding \$8.4 million and has made possible more than 13,500 scholarship awards. More than 20 Texas colleges and universities have Houston Livestock Show and Rodeo Endowed Scholarship funds, which typically are made on a semester basis by each institution. The Show also has a dedicated scholarship endowment program that allows individuals and corporations to set up dedicated endowment funds with the Show for \$10,000 or more.

THE BOTTOM LINE

From School Art to Metropolitan Scholarships, staying true to the mission — benefiting youth and supporting education — the Show's various scholarship programs are providing a diverse group of Texas students financial assistance in their pursuit of higher education. With the unwavering support of Show patrons, staff and volunteers, the scholarship programs will continue to grow and make an even bigger impact on the future of Texas. 

International Committee

By Gina Steere

The Houston Livestock Show and Rodeo™ hosts almost 2 million visitors each year. Many are local, but the Show also draws visitors from around the world, thanks in large part to the efforts of the International Committee.

The International Committee was launched in 1949 for the purpose of creating a great international event that could generate profit and goodwill by promoting international relations. Since then, the Show has developed a significant international following, with many of the visitors returning on an annual basis. In 2004, more than 1,700 guests from 52 countries visited the Show. Attendees include farmers, businessmen and ministers of agriculture, many of whom come to purchase livestock, veterinary pharmaceuticals, tractors and other agricultural items. The majority of international visitors come from Mexico, and Central and South America, but some travel from as far away as Egypt and the Philippines.

The International Committee boasts more than 560 volunteers, organized into 32 subcommittees. Its wide-ranging responsibilities include hosting a hospitality room, arranging transportation and accommodations, furnishing interpreters, facilitating business transactions, conducting tours, traveling to and disseminating information in foreign countries, and hosting special events.

"To accommodate our visitors, we have interpreters that speak all the major languages," said John Ellis, a Show vice president and officer in charge of the International Committee. "The committee has members fluent in most languages but also enlists help from outside interpreters that come from local language schools or are active in consular functions," he added.

The International Committee hosts International Days, an event designed to welcome foreign guests and inform them about Show activities, and operates the International Hospitality Room, where international visitors can relax, make contacts and conduct business. Before the foreign visitors arrive, the committee arranges accommodations and organizes volunteers to help them get around town. "The International Committee provides transportation for our foreign visitors to and from the airports, the Show and their hotels. We're ready to help them get to and from any destination at any time during their visit with us," said David Boothe, chairman of the International Committee.

The International Livestock Congress provides a three-day venue for agricultural leaders, scientists and producers to exchange information about current agricultural technology. The Texas International Agri-Summit at the George Ranch Historical Park in Fort Bend County is devoted to varied agricultural topics and hands-on demonstrations of the latest veterinary procedures.

The International Trading Post helps visitors acquire information from and conduct business with local livestock breeders. To further assist in other areas of agribusiness, the committee developed the International Business Center and Trade Show, a room equipped with computers, Internet access and private areas to negotiate business deals.

Committee volunteers also promote the Show abroad throughout the year. In 2003, the committee hosted exchange students from Greece, who learned about agricultural techniques and technologies used in the United States. During the summer of 2004, several 4-H students traveled to the American Farm School in Greece, accompanied by more than 30 committee members who traveled at their own expense as sponsors.

Year after year, the International Committee continues to build on the Show's international reputation. Its volunteers extend Texas hospitality and forge friendships that transcend all language barriers.

Transportation Committee

By Paul Pausky

Visitors to the Houston Livestock Show and Rodeo™ expect to see horses, cows and livestock of all shapes and sizes, but they might not expect to see a fleet of golf carts transporting people from one venue to another throughout Reliant Park. Such door-to-door service might be perceived as a perk for VIPs, but in reality it is an orchestrated transportation system designed to rush Show officers, special guests and crews from one facility to another to support events or manage time-critical activities.

Livestock competitions, meetings and auctions are scheduled tightly each day to maximize the use of facilities during the Show. This places incredible time-management demands on Show officers and directors. Golf carts have proven to be an effective and safe method for moving key people through meandering crowds to those events where they are needed, when they are needed.

The key to success is not the cart, though success depends on choreography of the carts. Each cart must be utilized in a coordinated effort to assure that all riders are moved promptly, every time. Carts assigned to the members of the Executive Committee are even fueled and parked at designated spaces.

In 1991, Show Vice President Tom A. Glazier recognized the need to manage the operation and movement of these carts. The Transportation Committee was formed that year and originally was named the VIP Transportation Committee. Larry Joslin, the committee's first chairman, was tasked with synchronizing 29 committee members, 18 golf carts and a few trucks to shuttle VIPs to ensure on-time arrival at meetings and events. Timing was everything, and the committee adopted the rally cry, "Yes sir, right away!"

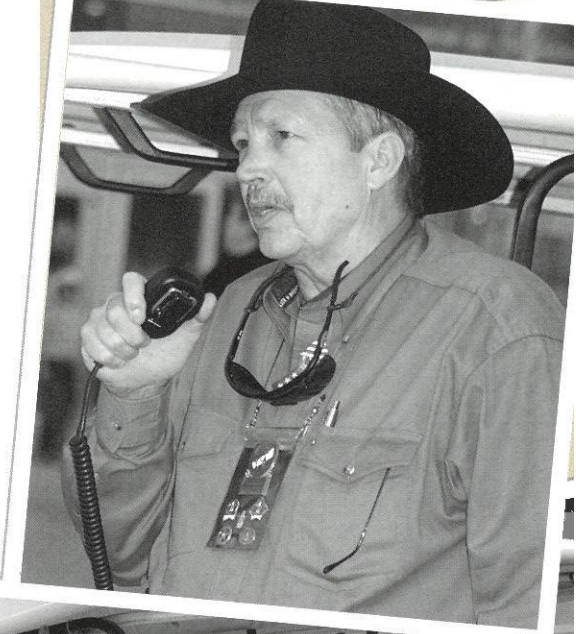
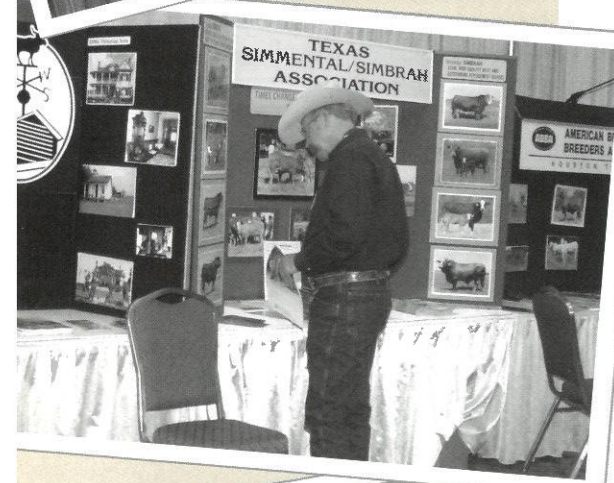
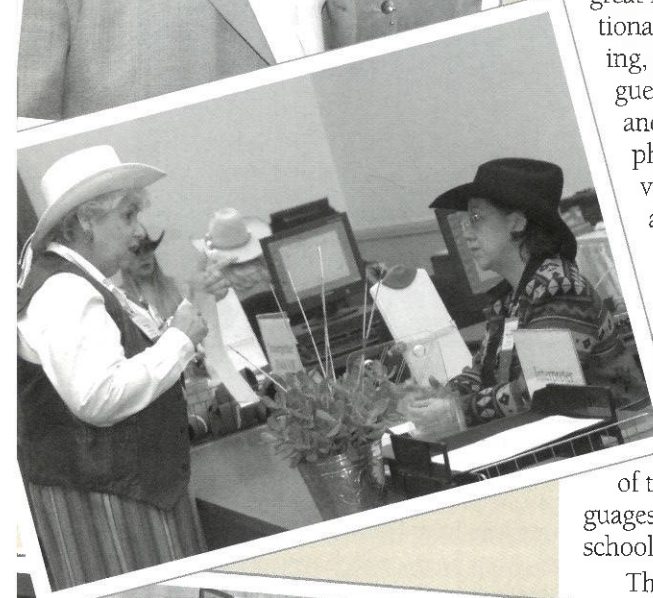
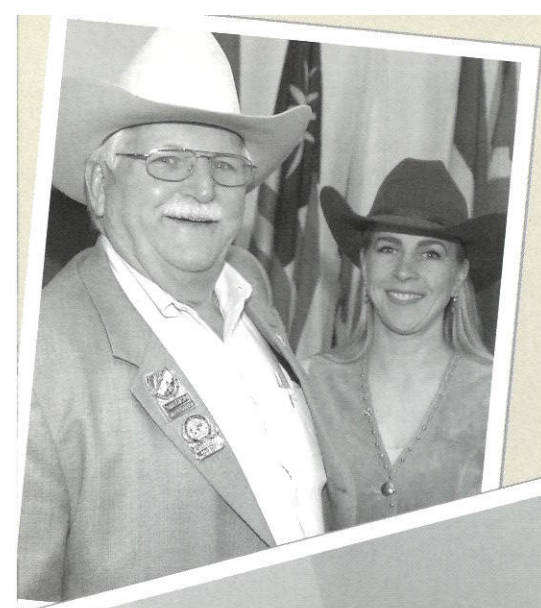
The Transportation Committee has grown to 142 members organized into five teams. Workdays are split by two teams starting at 9 a.m. and ending at midnight, with each team responsible for working five shifts, rain or shine. The fleet has grown to include 50 lighted golf carts, including six carts that carry up to eight passengers and one cart designed to carry wheelchair passengers, as well as 125 Ford courtesy vehicles assigned to committees or officials to support off-site transportation.

"It takes real teamwork to cover all of the needs, especially during peak periods where we might transport 60 to 80 people to the grand entry, or when we are supporting auctions or other special events," said Committee Chairman Karen Martin. "We moved over 23,000 people this year, and one busy Saturday this year, one rookie member assisted 329 riders between 9 a.m. and 3:30 p.m.," she added.

The committee has evolved to meet changing needs. "We implemented a card system to track movement and scheduling of carts to help us work more efficiently by staging carts at strategic locations to anticipate loads and needs," explained officer in charge and Show Vice President Chris Richardson. "Feedback, so far, indicates the plan appears to be working well."

Committee members might find themselves literally rubbing elbows with international dignitaries, congressional members, governors, presidential staff members, as well as former President George H.W. Bush and Barbara Bush. Drivers apparently enjoy the teamwork. Prior to the 2004 Show, six members were recognized as lifetime committeemen, while 45 others received 10-year pins.

This dedicated army of drivers had a new responsibility in 2004 — providing "Guest Assistance" carts to transport visitors who unexpectedly find themselves in need of assistance. Team members acknowledge excitement regarding this opportunity to help out guests and know that it makes a difference helping patrons feel welcome and appreciated. It is one more opportunity to demonstrate that "Yes sir, right away!" spirit.



Third-Year Committee Chairmen PROFILES

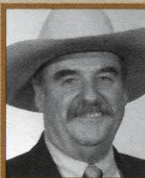
By Marshall Smith III

Karen Bridges – Western Art



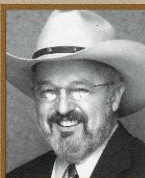
Karen Bridges appreciated the Houston Livestock Show and Rodeo™ involvement of her father, J.F. "Pat" Corley, so much that she decided to join as a life member in 1977. Karen has volunteered on the Western Art Committee since 1992 and is a member of the International and Wine Auction and Competition committees. She is a past winner of the Ladies' Season Box Committee's Trail Blazer Award. Karen's two children, Patrick Corley and Michele Bridges-Pahl, are members of the Wine Auction and Competition and International committees, respectively. Karen loves to travel and spend time with her children.

Michael Mark Butler – Horse Show Announcers



Michael Mark Butler has been a member of the Show since 1972 and became a life member in 1973. He has volunteered for several committees, including Parade and Commercial Exhibits, and he remains on the Speakers Committee. Michael Mark's wife, Eva, is a volunteer on the Grand Entry Committee as a wagon driver. They have three children, Michael Mark II, Kristina and Genevieve, who is a member of the Speakers Committee. Mike is an avid supporter of the junior auctions. He is the owner of Textranjero, Texas & Foreign Properties/Services.

Tom C. Davis – Steer Auction



Tom C. Davis was born in West Texas on a cattle ranch. In 1989, he joined the Show as a life member. He said that being a member of the Steer Auction Committee for 15 years made him feel at home. Tom also is a member of the Wine Auction and Competition Committee and the Silver Spur Club, which recognizes champion buyers at the Show. His brother, Bob, also is a member of the Steer Auction Committee. Tom has two children, Thomas and Elizabeth. He and his brother own Davis Brothers Construction Company. His hobbies are hunting, fishing and snow skiing.

James C. "Jim" Epps III – Horse Show - Quarter Horse



In 1970, James C. "Jim" Epps III followed his family's footsteps when he joined the Show as a life member. His father, James C. Epps Jr., and his mother, Suzanne, were both Show vice presidents. Jim served for 15 years on the Ticket Committee and received his 15-year pin on the Breeders Greeters Committee. He and his wife, Linda, have two sons, Kevin and Ryan, who both volunteer on the Breeders Greeters Committee. Jim works in production equipment sales for Waukesha-Pearce Industries, Inc. His hobbies are hunting, fishing and riding horses.

Janis L. Morton – Llama



In 1992, Janis L. Morton joined the Show as a life member. She first started volunteering with the Souvenir Program Committee and worked her way up to sales team captain. Janis then joined the Llama Committee and served in various positions before being appointed chairman. Her husband, John, is a newly elected director of the Show. They have two sons, Eric and Lee. She is co-owner and president of Stone Castle Industries, Inc. and a director of the Fort Bend County Fair. She raises Quarter Horses, and her hobbies are hunting and fishing.

Tony Spears – Area Go Texan



In 1988, Tony Spears became a life member and began volunteering for the Show. He first joined the Area Go Texan Committee and worked in various positions before being appointed chairman. Tony also has been a volunteer on the All Breeds Livestock Sales Committee since 2000. He and his wife, Stacy, have four children, Kelsey, Dany, Amberly and Garrett. Tony and Stacy own and operate the S Bar S Ranch in Texas and Colorado. When he is not volunteering at the Show, he likes to ride the range on his favorite horse.

Pam Springer – School Art Auction

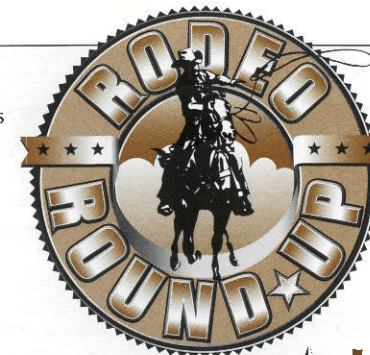


Pam Springer joined the Show in 1987 as a life member. She has served on the International Committee since 1988 and served on the School Art Committee for 6 years. She became the first chairman of the newly formed School Art Auction committee in 2002. Her husband, Jerrol, is a director of the Show and serves on the International and School Art Auction committees. They are major supporters of the junior auctions. Pam is involved in real estate and investments and is a partner in Instex Insurance. She enjoys spending time with her daughters, Laurie Tucker and Dana Springer, and her four grandchildren. She likes to travel, but her great love is their ranch near Boerne, Texas.

Sally Mahan Woody – School Art



Sally Mahan Woody began volunteering for the Show as an annual member in 1974, and she later became a life member. Sally has been a member of the School Art Committee for 12 years and the World's Championship Bar-B-Que Committee for 28 years. Her husband, Jim, volunteers on the Judging Contest and Membership committees. They have four children, Greg Mahan, twins Kurt and Kyle Woody, and daughter Kelli. Sally is employed by Baylor College of Medicine as an assistant director. She enjoys spending time with her grandchildren and cooking.

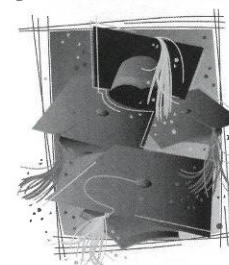


★ New Board Members

The Houston Livestock Show and Rodeo™ met on June 1, 2004, for the annual meeting. The membership elected 16 new directors to the Show's board of directors: **Becky Barrier, Chad J. Clay, Chuck Davis, Gary W. Glover, William D. "Bill" Hanna, Jeff A. Lewis, Gregory N. "Greg" Miller, Dorothy M. "Dot" Mitchell, John R. Morton, Gerald "Lynn" Nunez, Michael K. O'Kelley, Joe E. "Joey" Pedigo, Lon J. Randazzo, Robert S. Steele, Jim Van Hoozer and James A. Winnie III.** In addition, three directors were elevated to the status of lifetime director for their dedicated service to the Show. The new lifetime directors are **Sam Bain, J. Pleas Doyle and C.C. Smitherman.**

★ Scholarships Awarded

On May 26, 2004, the Houston Livestock Show and Rodeo presented more than \$3 million to deserving Houston-area high school seniors. The Show recognized 309 recipients who received four-year, \$10,000 scholarships through one of three scholarship programs — Metropolitan, Opportunity or School Art.



Seventy Texas 4-H'ers received scholarships from the Show on June 8, 2004, during the Texas 4-H Roundup in College Station, Texas. The 4-H scholarship program is one of the Show's oldest, and the Show presented these individuals with four-year, \$10,000 scholarships.

During the 2004 Texas FFA Convention in Fort Worth, Texas, the Show awarded 70 Texas FFA members with four-year, \$10,000 scholarships. The \$700,000 presentation was made on July 15, 2004.

★ New Faces

The Show staff has been joined by two new full-time employees in the Advertising and Public Relations Department. **Clint Saunders** is the new Manager of Information and Publications, and **Lisa Albert** is the new Go Texan Coordinator.

★ New Rodeo Merchandise

New Rodeo merchandise is available. Collectible items for 2004, such as lapel pins and the annual belt buckle, as well as new caps, shirts and more are available online at the Rodeo Merchandise Online Store. Please visit www.rodeohouston.com/Store/ to view these items.

You can also find Rodeo merchandise year-round at the Go Texan Store at the South end of Reliant Stadium (access from Westridge Street) and in Terminal E at William P. Hobby Airport.

★ Livestock Show Schedule Changes

Changes have been made to the Show's livestock show schedule in order to better serve exhibitors as well as the public.

The junior breeding and market shows and the agricultural mechanics and tractor technicians contests will be scheduled across the entire three-week run of the Houston Livestock Show™, instead of being concentrated in the final two weeks. Open cattle and other commercial shows have been rescheduled from previous years, as well.



The rescheduling will allow more equitable use of parking and livestock exhibit space by the various types of exhibitors, as well as ensuring that a variety of livestock is on the grounds during the entire show for the public to experience. The new schedule also will allow the Show to bring the sifts for the junior market turkey, junior market broilers and junior market lambs back to Reliant Park.

For a complete livestock show schedule, please visit our Web site listed below.

★ GALLOP

Start now to include the Houston Livestock Show and Rodeo in your year-end gifting plans. Planned giving to the Show is a wonderful way to benefit youth and support education in Texas now and in the future. For more information on planned giving to the Houston Livestock Show and Rodeo, contact **Beth Woehler** at 713.561.9331.

★ Season Tickets

It is almost time to start thinking about purchasing your season tickets. The Ticket Office will begin selling season tickets in mid-September. A set of two season tickets ranges from \$640 to \$3,080. To purchase your tickets, be sure to call the Ticket Office in mid-September at 832.667.1080. For more information, call the Ticket Office, or visit our Web site listed below.

★ Aggie Intern Update

Former marketing intern for the Show, **Tanya Harvey**, was named Miss Rodeo Texas on June 25 in San Antonio. Tanya is a senior agricultural journalism major at Texas A&M University. She will compete for the title of Miss Rodeo America on Dec. 4 in Las Vegas, Nev.

www.rodeohouston.com • www.hlsr.com

CALENDAR OF EVENTS

AUGUST

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER

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26	27	28	29	30		

OCTOBER

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

NOVEMBER

S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

AUGUST

- 7 Paint Horse Show Committee – Dinner, Dance and Auction – Reliant Center, Houston
- 13-14 Brazoria/Southwest Metro Go Texan – Barbecue Cook-off, Washer & Horseshoe Pitching Contests – Maclane Park, Lake Jackson
- 14 Quarter Horse Show Committee – Dinner, Dance and Auction – Hornberger Center, Houston
- 20 New Caney/Splendora Metro Go Texan – Golf Tournament – Kingwood Country Club, Kingwood
- 20 Chambers County Metro Go Texan – Alligator Open Golf Tournament – Eagle Pointe Golf Club, Mont Belvieu
- 21 Aldine/Spring/Klein Metro Go Texan – Rock & Bowl Rodeo – AMF Diamond Bowl Lanes, Houston
- 21 Waller County Metro Go Texan – Turkey Shoot & Archery Contest – The Hill Bar & Grill, Waller

SEPTEMBER

- 6 Show offices closed – Labor Day Holiday
- 8 Alvin/Pearland Metro Go Texan – Car Show & Bowling Tournament – Pearland Bowling Center, Pearland
- 11 Lamar/Needville Metro Go Texan – Golf Tournament – River Pointe Golf Club, Richmond
- 16 Brazoria/Southwest Metro Go Texan – Fishing Rodeo – Captain Elliot's Party Boats, Freeport
- 18 Channelview/Sheldon Metro Go Texan – Casino Party & Dance – Riverside Inn Marina, Channelview
- 18 Spring Branch/Memorial Metro Go Texan – Pool Shoot Out – Cornbreads Billiards, Houston
- 24 La Porte Metro Go Texan – Annual Golf Tournament – Battlefield Golf Course, Deer Park
- 24-25 Aldine/Spring/Klein Metro Go Texan – Barbecue & Chili Cook-off – Papa's Ice House, Spring
- 25 Arabian/Half-Arabian Horse Show Committee – Dinner, Dance and Auction – Reliant Center, Houston

OCTOBER

- 2 Junior Horse Show Committee – VIP Cutting Horse Competition – Charles Lamarr Ranch, Brenham
- 9 Palomino Horse Show Committee – Dinner, Dance and Auction – Bill Mraz Dance Hall, Houston
- 9 Channelview/Sheldon Metro Go Texan – Sweethearts of the Rodeo Children's Beauty Pageant – Channelview Annex, Channelview
- 15-17 Channelview/Sheldon Metro Go Texan – Barbecue Cook-off & Auction – Northshore Rotary Pavilion, Houston
- 22-23 La Porte Metro Go Texan – Barbecue Sale – Gerland's Food Fair, La Porte
- 30 Lamar/Needville Metro Go Texan – Turkey Shoot – Cottonwood Arena, Rosenberg

NOVEMBER

- 25-26 Show offices closed – Thanksgiving Holiday

Visit the Web site at www.rodeohouston.com/calendar to view more information on these events.



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