

HOUSTON LIVESTOCK SHOW AND RODEO™

February 2001 - Vol. IX, No.1



# MAGAZINE



# CONTENTS

## A Message From the President 1

## Features

No Clowning Around .....	2
A Different Kind of Carnival .....	4
More to the Ride Than the Trail .....	6
Wear Your Pride on Your Sleeve! .....	8
2001 Entertainers .....	9
2001 Attractions and Events .....	10
Location Guide .....	12
Building the Future .....	13
Mind Over Matter .....	14
No Place to Hide .....	16

## Committee Spotlights

Directions and Assistance .....	18
Livestock .....	19

## Show News and Updates

Third-Year Committee Chairmen Profiles ...	20
Rodeo Round-Up .....	21
Calendar of Events .....	Back Cover



page 4



page 6



page 14



### The Cover

Barrelman Donnie Landis enjoys a quiet moment shortly before the start of the bull riding event.

## Houston Livestock Show and Rodeo™

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# A MESSAGE FROM THE PRESIDENT

The 2001 Houston Livestock Show and Rodeo™ is here! There is so much new and different about this year's Show that the excitement is almost overwhelming. The new footprint (although temporary); the new scholarships; the new carnival rides; the new Park and Ride locations; the new "Hospitality Plus" ambassadors; the new names for all the venues; and, of course, the new, exciting and diverse lineup of star entertainers all contribute to the widespread enthusiasm.

We anticipate that this year will be the biggest and best ever. Contained in this issue of *H* Magazine is a four-page pull-out section that you can carry with you during the Show. There is a map, a star entertainer lineup and a schedule of events and locations that cover the entire three-week run of the Show.



With longtime and major supporter of the Show Reliant Energy acquiring the naming rights to the new stadium and exposition center, our existing venues also were renamed the Reliant Astrodome, Reliant Hall and Reliant Arena. The entire complex is now named Reliant Park. We look forward to the completion of construction of Reliant Stadium and Reliant Center and sharing our good fortune with the people of Houston.

Our hope is that with our significantly expanded Rodeo METRO Express program, including its numerous additional locations, coupled with our "Hospitality Plus" volunteer ambassadors and our ever-present and always-helpful Directions and Assistance, Breeders Greeters and Hospitality committee members, we will be able to help everyone get where they need to be as quickly and smoothly as possible. This extra effort will benefit not only the general public, vendors, exhibitors, patrons and contestants, it also will assist many of our fellow committee volunteers and Show members who are not familiar with our new layout.

I continue to be impressed by the number of volunteers from other committees who have come forward and are willing to assist the Rodeo Express Committee by working shifts to help cover all the additional assignments necessary to get our patrons and our members to and from the Show.

The "Hospitality Plus" program also has garnered a large number of volunteers who realize that this year will take extra effort by all of us to have a successful Show. Remember that this is **OUR** Show and that it takes all of us to make it the great success that it is.

It is up to all of us to pull together to make the 2001 Houston Livestock Show and Rodeo one that will go down in history as continuing the traditions of hard work and fellowship that result in new records and more scholarships for the youth of Texas.

Let's Rodeo!

P. Michael Wells  
President

# NO CLOWNING AROUND

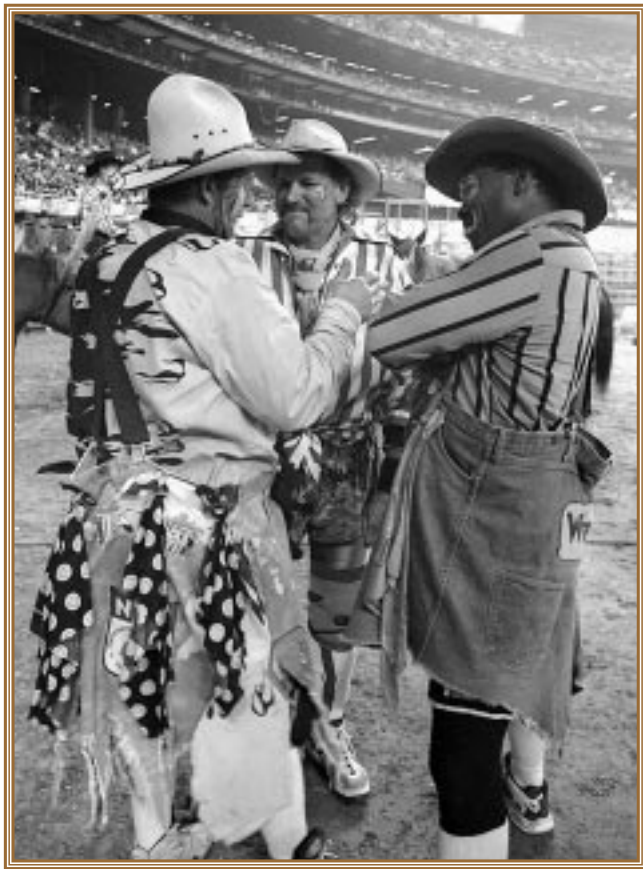
By Susan D. Emfinger

Seeing his tattered clothing and face paint, you'd expect only amusement from a rodeo clown, but once you see him at work in the arena, you realize what a vital role the rodeo clown plays. Let a bull rider get tossed to the ground, and this consummate rodeo daredevil will spring into action, shielding the athlete from the animal so that the cowboy can leave the arena unharmed and under his own power. If the rodeo clown manages that, then he not only has the satisfaction of knowing he's done his job, he also earns the total admiration of the cowboy and the rodeo fans.

Who is this man dressed in funny clothes, whiteface and bravado? An athlete in his own right, the rodeo clown risks life and limb to protect bull riders in dangerous situations. His antics also can improve the bull rider's score. For example, in distracting the bull, a clown can cause the animal to spin, making the cowboy's ride more difficult and point-productive.

Rodeo clowns commonly work in two-person teams comprised of a bullfighter and a barrelman. A bullfighter is similar to a matador, but he survives on agility and wits alone. RODEOHOUSTON™ uses two bullfighters because of the size of the arena. A barrelman also is a bullfighter but works a large, protective barrel into his ballet with the bull.

Bullfighter Rick Chatman and barrelman Luke "Leon" Coffee worked 2000 RODEOHOUSTON as rodeo clowns, along with Miles Hare and Donnie Landis. Chatman and Coffee each have a different story about how they became involved in such an unusual profession, but they are both extremely proud of their jobs.



*A trio of crowd favorites, bullfighters Rick Chatman, Miles Hare and Leon Coffee, huddle during a break in the action on the Reliant Astrodome floor.*



*Whether saving a cowboy or enhancing his ride, bullfighter Miles Hare definitely deserves credit as an athlete in his own right.*

"I was 16 or 17 and flunking history," said Chatman, who earned the nickname "Bumblebee" because of the yellow and black colors he always wears in the arena. "My teacher was the sponsor of our high school rodeo club. I thought I could score myself a better grade if I joined." Chatman's only prior exposure to rodeo was at the livestock show in his native Fort Worth, Texas. "I tried bareback and saddle bronc riding, but it never really stuck."

Coffee, from Blanco, Texas, is hands down a clown's clown. He lives a life where his wonderful sense of humor and contagious smile spill over for all to enjoy. Before he got into the business, Coffee rode bulls, but he had to make a career change. "If they paid five places, I placed sixth," he laughed. "Unfortunately, I became addicted. I had to beat that bull, so I started fighting bulls while I was in the Army. Now, I can beat them and get paid." He joined the Professional Rodeo Cowboys Association in 1973 and was named that organization's Clown of the Year in 1983. Coffee and his trademark green hat are very popular on the circuit.

As with all rodeo performers, the clown's life consists of long hours, a sore body and lengthy absences from family. What keeps these men in the sport? According to Chatman, "It's all about the small margin of error, that small cushion zone that allows us to help someone — like a fireman or policeman, except that we take it to the next level, since we have the audience watching." Chatman also offers spectators a closer view of the action with the helmet camera he wears during RODEOHOUSTON performances.

"We get the recognition right away from the cowboys and the audience, unlike that firefighter or policeman, who has to wait for the news to receive his due," Chatman said. "It's something in your blood. I have been bullfighting for years now, and I can't imagine not being in the arena. Bullfighting involves a lot of smiles on faces, a lot of saved cowboys and a lot of bulls that buck well.

"We have a job that is varied in that we do everything from enhance the ride to protect the cowboy," Chatman observed. "It's having a job that's obviously fun to come to every day." The 2000 Show was Chatman's 14th, and he said that he considers Houston the premier rodeo in the country. "Everything is magnified: the people, the arena. It is the one rodeo we look forward to working, and the cowboys and cowgirls look forward to participating."

Coffee agreed. "The Houston Show is just the one we all want to work," he said. He expressed a goal to perform in the new Reliant Stadium. "It's just a goal I've set, and I hope I can make it," he said.

Goals are something Coffee knows a little about. He has been the bullfighter or barrelman at the National Finals five times in three decades. "My goal is four," said Coffee. "God hasn't taken away all my ability yet."

So when does a clown call it quits? "I will not wear out another pair of cleats," said Coffee. "I would like to stay around two more years." Coffee has tried to step down several times but couldn't, because he would miss the excitement. "I'm just an adrenaline junkie. It's in my blood."

Retirement will come for Chatman when he no longer performs at his desired level. "You don't retire from rodeo," he said. "Rodeo retires you."

Look beneath a rodeo clown's greasepaint and outlandish costumes, and you will discover a man fiercely dedicated to protecting cowboys and making spectators laugh. He is an athlete in every sense who has the uncanny ability to control his fear while performing the two-step with a partner capable of turning a mistake into a long hospital stay.

And bull riders are thankful for this. Reaching that fence or open gate unharmed makes it possible for them to hit the road for the next rodeo — all in one piece. And that's the number one goal for every competitor in the rough and tumble sport of rodeo.

Some of the best clowns in the sport have worked at RODEOHOUSTON in the past.

They include:

**Bobby Clark**

**Gene Clark**

**Quail Dobbs**

**Jasbo Fulkerson**

**D.J. Gaudin - "Kajun Kidd"**

**Jack Knapp**

**Buck LeGrand**

**George Mills**

**Wilbur Plaughter**



*The Kajun Kidd shows his skill tantalizing a bull in the Sam Houston Coliseum.*



# A DIFFERENT

By Tara Telage Wilson

Since the early days of the Houston Livestock Show and Rodeo™, the carnival midway has been a highlight for Show visitors. While we all treasure the kids, the rodeo events and the animals, it just wouldn't be the same without the midway!

In 1990, Show management went on a national tour of fairs and shows to see which was the best in the country at offering a carnival attraction. Mike DeMarco, Operations Department Manager, was involved in the search. "We really wanted to upgrade the image, the presentation and the operation of the carnival as a part of the Show," DeMarco explained. "We literally went from coast to coast to see what was out there. Ray Cammack Shows was the clear leader in terms of the way the company is run and in how they present their attraction." So the negotiations began, and, in 1993, the Ray Cammack Shows carnival became associated with the Show.

According to Ray Cammack Shows, the match was a good one. Tony Fiori, marketing director of Ray Cammack Shows, explained, "We really believe that the Houston Livestock Show and Rodeo is one of the best run shows of its kind in the U.S. From the very beginning, we have been overwhelmed by the community support in and around Houston for this event. We are really proud to be associated with the Show."

Many people might not realize what big business the carnival industry has become. There are now countless companies presenting carnivals across the country, but the operation and philosophy of Ray Cammack Shows make the company stand out from the crowd. Having begun with one bumper car ride in 1956, Ray Cammack Shows has grown into one of the most respected operations in the carnival industry and recently was ranked the number one "midway entertainment company" in the United States by Amusement Business Magazine.

A family enterprise, Ray Cammack Shows prides itself on providing high quality family entertainment. You might say they are "the Waltons" of the amusement industry — a large family, supportive of one another, the product of a legacy that flourishes from generation to generation. At the helm of this dynasty are Charlene and Guy Leavitt, who, along with their family, travel with the company from event to event.

As Ray Cammack Shows moves from place to place, the com-



*No kid's toy, the bigger-than-life "Yo-Yo" ride turns the tables on the humans at the other end of the string.*

pany moves more than rides. Many Cammack employees travel with their families. In total, the carnival travels with more than 400 people, and hires another 300 to 400 people locally to put on the carnival. Ray Cammack Shows employees' children are able to attend both the Ray Cammack Show's Child Enrichment Center and its own Sunday school while on the road with the show. "It really is a family atmosphere," said Fiori. "We want to create a community environment for employees, so, along with rides, we transport a full-time day care, a beauty salon, an employee store, a laundry facility and much more that really makes this a moving city for our employees and families."

According to Fiori, this family atmosphere translates into a different kind of midway. He attributes the success of Ray Cammack Shows to the visionary leadership and high expectations that come directly from Charlene and Guy Leavitt. Fiori said, "They have set very high standards with regard to our employees and to the show that we put on." For example, all employees must undergo routine drug testing and adhere to a strict dress code. The Leavitts and their management staff also focus a great deal on offering extras that might not be expected, such as adequate seating and shade, wider midways and high-capacity rides to cut down on lines. They also strive to create a fun, family-friendly environment. Ray Cammack Shows developed its own midway beautification program, introduced in 1985, that has become the model for the entire amusement industry.

# KIND OF CARNIVAL

In 2001, the midway welcomes its “grandest” newcomer ever. “La Grande Wheel” will make its North American debut at the 2001 Show. It is the largest transitional wheel in North America, standing 15 stories tall and carrying 216 passengers at a time. Its 30,000 lights make it visible for miles beyond the midway. Fiori noted, “This is the most exciting addition to our midway, and we can’t imagine introducing this amazing attraction anywhere other than in Houston. We are very excited about this year’s Show.” This year, the carnival will be located on the Fannin side of the Reliant Astrodome, in front of the E5 and E6 parking areas, and will occupy nearly 300,000 square feet.

While the midway provides fun for its visitors, it also provides a great deal to the Show and to Houston. According to DeMarco, the carnival brings in more than \$1 million to the Show each year, with more than \$700,000 derived from the pre-sale of tickets through the Carnival Ticket Sales Committee. The midway also has a significant impact on Houston with a large number of local employees who are hired to help run the rides and games each year. Additionally, the 400 to 500 Ray Cammack Shows full-time employees live in Houston for the month of the Show, further contributing to the local economy.

*Imported from Europe, the 15-story “La Grande Wheel” will offer an unbeatable view of the Houston skyline during its North American debut.*



DeMarco noted, “The carnival midway is a very important part of our visitors’ experience and a key element to the success of our Show. We consider this partnership with Ray Cammack Shows to be one of the best decisions we’ve made in our continual efforts to present the best show in the country.”

## CARNIVAL FACTS:

- **APPROXIMATELY 150 TRAILERS AND 75 TRUCKS ARE NEEDED TO TRANSPORT RAY CAMMACK SHOWS CARNIVAL. MORE THAN 90 TRAVEL TRAILERS AND BUNKHOUSES TRAVEL ALONG WITH THE CARNIVAL.**
- **SPECTACULAR RIDES ARE ASSEMBLED AND DISMANTLED WITH THE ASSISTANCE OF NINE FORKLIFTS AND CRANES.**
- **MORE THAN 20 ELECTRICAL JUNCTION BOXES ARE USED IN CONJUNCTION WITH NINE GENERATORS TO SUPPLY THE POWER NECESSARY TO LIGHT UP THE MIDWAY.**
- **MORE THAN TWO MILES OF ELECTRICAL CABLE AND 5,000 FEET OF WATER HOSE ARE REQUIRED TO PUT ON THE CARNIVAL.**
- **APPROXIMATELY 10,000 POUNDS OF SUGAR, 4,000 POUNDS OF POPCORN KERNELS, 37,500 APPLES AND 75 CASES OF CARAMEL DIP ARE USED ON THE MIDWAY DURING THE RUN OF THE SHOW.**
- **IN ADDITION, 45,000 CORN DOGS AND 30,000 BAGS OF COTTON CANDY ARE CONSUMED DURING THE SHOW.**

# More to the Ride Than the Trail



By Gina R. Steere

**H**ave you ever wondered what it would be like to participate in a trail ride to Houston for the Houston Livestock Show and Rodeo™? Fifteen trail ride groups do it each year, commencing their rides throughout Texas and Louisiana and converging at Houston's Memorial Park. While February does not consistently offer the best weather or riding conditions, the riders make it look easy, and they seem to have a great time. But it takes many volunteers and much time and effort to make every trail ride safe and fun for all who participate.

Each trail ride has its own unique history and characteristics. The Salt Grass Trail Ride is the oldest trail ride associated with the Show, having been in existence for 50 years. Traveling farthest is the Los Vaqueros/Rio Grande Trail Ride. Its members take to the trail in Hidalgo, Texas, on the Texas/Mexico border, and cover 386 miles over a two-week period. The Old Spanish Trail Ride is the only one that originates out of state — it commences in Logansport, La.

The trail rides are required by the Show to be organized as separate Texas corporations. They each must apply to the Show for the opportunity to participate in the downtown parade. If accepted, the application becomes a contract between the Show and the trail ride corporation. The connection between the Show and the trail rides is their participation in the parade. Otherwise they are separate operating entities. Each trail ride has members who pay dues to provide financial support.

People join trail rides for many reasons. Some enjoy the fellowship among riders, for some it's a family tradition, while others ride horses as a hobby.

Many hours of planning go into each trail ride. Each organization has a group that orchestrates the activities for each day on the trail, including the miles the group will cover and breaks it will take. The personnel include cooks, trail bosses, wagon bosses, scouts and secretaries, just to name a few.

No ride of this magnitude could be a success without rules and regulations for all riders to observe. The Houston Livestock Show and Rodeo Trail Ride Committee, along with the Parade Committee, establish the rules and coordinate the activities. These rules and regulations are in place to ensure safe and smooth rides for the participants as well as their animals.

All riders must observe the highest standards of conduct during the trail ride. Western attire is mandatory during the ride, and that means no baseball caps or tennis shoes. Membership buttons must be clearly displayed and worn at all times to identify the participants. Trail riders must ensure that their animals are rested, fed and watered in a proper manner and at designated intervals.

Health certificates are required for all animals on the trail rides. The Texas Department of Health often visits each trail ride group and checks horses, donkeys and mules during their journeys to Memorial Park. Animals without proper health certificates are not allowed to participate. The Trail Ride Committee, as well as the Department of Health, do not want to jeopardize the health of an animal or other animals riding along with it. Some trail rides make it the responsibility of each wagon boss, the appointed leader of a wagon, who is accompanied by a varying number of riders to help support the wagon, to ensure that all riders accompanying the wagon have proper papers for their animals.



Trail riders rely on the hospitality of landowners along their routes to provide places to camp during the ride to Memorial Park. Camping, however, presents its own set of complications. According to James Francies Jr., trail boss of the Prairie View Trail Ride, “Horses, when tied for long periods in one spot, tend to dig. They leave huge holes from their digging. We, as riders, are responsible for covering those holes before we leave any property. It is our responsibility to leave all campsites the way we found them,” he said. In order to protect landowners’ property, trail ride members coordinate their plans with the landowners and follow procedures designed to minimize property damage. For example, when a trail ride stops to set up camp along its route, all animals must be tied in designated areas and cannot be tied to landowners’ fences.

Each trail ride is responsible for its own enforcement of the rules and regulations. When necessary, leaders contact police escorts to help riders negotiate busy city streets and intersections. Many trail rides choose several riders as “scouts” to help keep the ride together. “Scouts are designated riders that go in front, behind and all around that individual trail [ride] to keep them moving in an orderly fashion and help enforce the trail rules and regulations,” said Norman Hubbard, chairman of the Trail Ride Committee.

Many families ride together on the trail. Children help with daily chores and gain insight into what life was like on the trail in times past. Trail rides can last from several days to two weeks. In order to participate in a ride, school-age children must obtain permission from their parents as well as their schools. These children must keep up with all schoolwork during the ride. Some schools ask the children to write essays about their journey as part of their homework assignments. Many children join the Salt Grass Trail Ride every year. Carolyn Faulk, a lifetime vice president of the Show and former officer

in charge of the Trail Ride Committee as well as member of the Magnificent 7 Wagon of the Salt Grass Trail Ride, said, “Children provide a legacy for the Salt Grass Trail. The day will come when many of us will no longer be able to ride. Our children will go in our place and keep the Salt Grass Trail alive for future generations.”

“Many of the riders will allow their children to join them on the weekends or before the parade to avoid missing too much school — especially those trails that last more than just a few days,” said Hubbard.

The Prairie View Trail Ride does something extra on its way to Memorial Park. Its riders take time each day on the trail to stop and visit schoolchildren. The entire group rides onto the campus of each school that requests a visit. As a result of its efforts, children along the route are able to see the trail ride come to life right in their own schoolyards. They can converse with “real” cowboys, see the wagons and equipment, pet the horses and ask questions.

“Stopping at schools started about 10 years ago to provide motivation and a new purpose for our riders,” said Francies. He said that his riders gain as much enjoyment out of visiting the children as the children do meeting them.

The day before the downtown rodeo parade, Memorial Park closes to the general public, and passes are handed out to all riders and vehicles to allow them entry into the park for that last night at camp. Each trail ride provides “spotters,” who ride out early to the park to find their designated camp areas and ensure that their areas have enough space to accommodate their riders. Water trucks arrive ahead of the riders and fill water troughs for the animals. The next day is reserved for the parade and marks the end of the trail rides.

Carrying on in the tradition of the Old West, trail riders make modern-day history of their own and add a unique aspect to the rich heritage of the Show. No doubt about it, when the trail rides hit Memorial Park, everyone in the Houston Metro area knows it’s time to get ready for the Houston Livestock Show and Rodeo.

*In addition to being just plain fun, trail rides offer children a unique opportunity to learn about Western heritage and to gain insights that will help make sure that trail rides continue for generations to come.*



# Wear Your Pride on Your Sleeve!

*Rodeo fashions never looked so good! Thanks to upgraded trademark licensing procedures and a wider variety of vendors, RODEOHOUSTON™ and Houston Livestock Show™ fans can display their love for the Show year-round!*

**W**hen the updated logo policy was introduced last fall, new and veteran vendors began designing great looking fashions and novelty items with both committee volunteers and the general public in mind. High on the list of priorities was increasing the type of items available so that fans could enjoy their purchases year-round. Upgrading the quality and styles of clothing products also was at the top of the list.

What's in store for the fashionable Show-goer this year? Jackets in a variety of weights and fabrics to handle the ever-changing Texas weather; more tailored styles of shirts in denim and heavy cotton; high quality T-shirts with special designs for men and women; fine and fashion jewelry to fit every budget; the newest trends in caps; Polo-style shirts in a variety of styles and designs; and an exciting line of children's wear for all the little cowpokes.

The new line of merchandise also features fun new products such as stuffed bean-bag animals and pins spotlighting the AGVENTURE animal characters (Miss Moo, AGVENTURE Pig, Coach Bovine, Mr. Bronc, Professor Goatius, Pilot Baa-Baa, Lil Peep and Miss Chick-a-Dee); denim tote bags; embossed leather products, such as checkbook covers and key fobs; pennants; coffee mugs and glassware; drink coasters; and decorative flags.

Also in the works are specialty items celebrating the World's Championship Bar-B-Que Contest and other unique aspects of the Show.

As promised in the last issue of *H Magazine*, Show volunteers and attendees won't have to hunt for those special items, either, with the advent of six Texas Style Mercantile stores, conveniently located throughout Reliant Hall and Reliant Arena.

From the simply fun to the purely practical, there will be something for all Houston Livestock Show and Rodeo™ fans!



# 2001 RODEOHOUSTON™

## ★★★★★ *Entertainer Lineup* ★★★★★

*Twenty days of nonstop RODEOHOUSTON action is highlighted by some of the entertainment industry's biggest names and brightest stars.*

- Tuesday, Feb. 13, 7 p.m. ★★★★★★ Clay Walker*
- Wednesday, Feb. 14, 7 p.m. ★★★★★★ Alan Jackson*
- Thursday, Feb. 15, 7 p.m. ★★★★★★ Hank Williams Jr.*
- Friday, Feb. 16, 7 p.m. ★★★★★★ Diana Ross*
- Saturday, Feb. 17, 4 p.m. ★★★★★★ Alabama*
- Sunday, Feb. 18, 3:35 p.m. ★★★★★★ Destiny's Child*
- Monday, Feb. 19, 7 p.m. ★★★★★★ Lyle Lovett and Robert Earl Keen*
- Tuesday, Feb. 20, 7 p.m. ★★★★★★ Neal McCoy and Rascal Flatts*
- Wednesday, Feb. 21, 7 p.m. ★★★★★★ 98 Degrees*
- Thursday, Feb. 22, 7 p.m. ★★★★★★ Lonestar and Brad Paisley*
- Friday, Feb. 23, 7 p.m. (Black Heritage Day) ★★★★★★ Patti LaBelle and Gladys Knight*
- Saturday, Feb. 24, 4 p.m. ★★★★★★ Kenny Chesney and Phil Vassar*
- Sunday, Feb. 25, 3:35 p.m. (Go Tejano Day) ★★★★★★ Intocable and Control*
- Monday, Feb. 26, 7 p.m. ★★★★★★ Brooks & Dunn*
- Tuesday, Feb. 27, 7 p.m. ★★★★★★ Duran Duran*
- Wednesday, Feb. 28, 7 p.m. ★★★★★★ Jo Dee Messina*
- Thursday, March 1, 7 p.m. ★★★★★★ Def Leppard*
- Friday, March 2, 7 p.m. ★★★★★★ Martina McBride and Lee Ann Womack*
- Saturday, March 3, 4 p.m. ★★★★★★ Barry Manilow*
- Sunday, March 4, 3:35 p.m. ★★★★★★ LeAnn Rimes and Billy Gilman*

# 2001

## ATTRACTIONS & EVENTS

### AGVENTURE PLAZA

East Wing of Reliant Hall and east parking lot of Reliant Park

#### AGVENTURE ARENA

Located in Rodeo Experience

#### Super Scientific Circus

Feb. 13 - Feb. 19, 12:30 and 6 p.m. daily

#### Gentlemen Jugglers

Feb. 20 - Feb. 26, 12:30 and 6 p.m. daily

#### Steve Trash Illusion Show

Feb. 27 - March 4, 12:30 and 6 p.m. daily

#### Mad Science

Saturdays and Sundays, 3:30 p.m.

#### Rodeo Education Presentations

with cowboy autograph sessions

Weekdays, 10:30 a.m.

#### Rodeo Game Show

with cowboy autograph sessions

Weekdays, 4:30 p.m.

Saturdays, 10:30 a.m. and 1:30 p.m.

Sundays, 1:30 p.m.

without cowboy autograph sessions

Saturdays, 4:30 p.m. • Sundays, 4:30 p.m.

#### Stick Horse Rodeo

Weekdays, 11:30 a.m. and 5:30 p.m.

Saturdays, 11:30 a.m., 2:30 and 5:30 p.m.

Sundays, 2:30 and 5:30 p.m.

#### DESTINATION: AGVENTURE

9 a.m. - 9 p.m. daily

#### Spinning and Weaving Demonstrations

Monday - Friday, 10 a.m. - 2 p.m.

Saturday & Sunday,

10 a.m. - 5 p.m.

#### AGVENTURE Tours

Feb. 14 - March 2

Monday through Friday, 9 a.m. - 4 p.m.

begins at Destination: AGVENTURE

#### PETTING ZOOS

9:30 a.m. - 9 p.m. daily

#### PIG RACES

Sunday - Thursday, 10 & 11 a.m., noon & 1, 2, 4, 5 & 6 p.m.

Friday - Saturday, 10 & 11 a.m., noon & 2, 4, 5, 6 & 7 p.m.

#### PONY RIDES

9 a.m. - 9 p.m. daily

#### RODEO EXPERIENCE

Live shows daily

9 a.m. - 9 p.m., including mechanical bull & roping demonstrations

#### THE HIDEOUT

Monday - Saturday: all ages before 9 p.m.;

21 and up after 9 p.m.

Sunday: all ages before 8 p.m.; 21 and up after 8 p.m.

#### Talent Contest

Monday - Saturday, 7 p.m.

(no contest on Monday, Feb. 26)

Sundays, 6 p.m. (no contest on Sunday, Feb. 25)

Finals on Saturday, March 3, 6:30 p.m.

#### Talent Show Championship Showcase

Sunday, March 4, 6 p.m.

#### Daily Entertainment

Monday - Friday, 5:30 and 8 p.m.

Saturday, 2:30 and 8 p.m. • Sunday, 2:30 and 7 p.m.

#### Tim Gabrielson - "The Magic Man"

Feb. 13-22

#### Travis Fox - "The Prince of Sleep"

Feb. 23 - March 4

#### The Hideout Headliners

9:30 p.m. daily except Sunday; 8:30 p.m. on Sunday

A complete list of The Hideout Headliners can be found on page 17.

### AUCTIONS & SALES

All sales and auctions are held in the Sales Pavilion located in Reliant Arena except as noted.

Beefmaster	.....Fri., Feb. 23, 1:30 & 4 p.m.
Braunvieh	.....Tues., Feb. 20, 7 p.m.
Charolais	.....Thurs., Feb. 22, 5 p.m.
Commercial Female (Houston Farm & Ranch Club)	...Sun., Feb. 18, noon
International Braford	.....Wed., Feb. 21, 6 p.m.
International Brahman	.....Sun., Feb. 18, 8 p.m.
Junior Commercial Steers	.....Tues., Feb. 27, 5 p.m.
Junior Market Barrows	.....Wed., Feb. 28, noon
Junior Market Lambs	.....Fri., March 2, noon
Junior Market Poultry	.....Thurs., March 1, noon
Junior Market Steers	.....Sat., March 3, noon
Limousin	.....Sat., Feb. 17: 5:30 p.m.
Premier Horse Sale	.....Sat., Feb. 24, 5 p.m.
Registered Range Bull (Houston Farm & Ranch Club)	..Wed., Feb. 21, noon.
Santa Gertrudis	.....Sat., Feb. 24, 10 a.m.
School Art	.....Sun., March 4, noon
Texas Longhorn	.....Fri., Feb. 16, 5 p.m.

### CARNIVAL

Reliant Park east parking lot

Monday - Thursday, Feb. 13 - March 1, 4 p.m. - midnight, except Feb. 19

Monday, Feb. 19, noon - midnight

Fridays, Feb. 16 & 23 and March 2, 4 p.m. - 1 a.m.

Saturdays, Feb. 17 & 24 and March 3, 10 a.m. - 1 a.m.

Sundays, Feb. 18 & 25, 10 a.m. - midnight

Final Sunday, March 4, 10 a.m. - 10 p.m.

#### AGVENTURE CARNIVAL

10 a.m. - carnival close daily

### COWBOY CHURCH

10 a.m.

Feb. 18 & 25, Arena Rooms 1 & 2 • March 4, Sales Pavilion

### DOUBLE E PLAZA

Arena/Hall Drive

#### FOOD & EXHIBIT BOOTHS

Sunday - Thursday, 10:30 a.m. - 9 p.m.

Friday - Saturday, 10 a.m. - 11 p.m.

### LIVE ENTERTAINMENT

Monday - Thursday, 11 a.m. - 1 p.m. & 3 p.m. - 7:30 p.m.

Friday - Saturday, 10:30 a.m. - 8 p.m.

Sunday, 11 a.m. - 7:30 p.m.

### PETTING ZOO

9:30 a.m. - 9 p.m. daily

## GO TEXAN WEEKEND

### GO TEXAN CONTESTS

#### Dominoes, Horseshoe Pitching & Washer Pitching Contests

Saturday, Feb. 10, 9 a.m., Reliant Arena

#### Team Penning Contest

Sunday, Feb. 11, 10 a.m., Reliant Arena

#### Quilt & Photography Contest Winners Display

Feb. 13 - March 4, Western Heritage Gallery

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

Reliant Astrodome Parking Lot

Thursday, Feb. 8, 5 p.m. - midnight

Friday, Feb. 9, noon - midnight

Saturday, Feb. 10, 9 a.m. - midnight

### CONOCO RODEO RUN

Saturday, Feb. 10, 9:45 a.m.

### PARADE

Saturday, Feb. 10, 10 a.m., downtown Houston

## HORSE, DONKEY & MULE SHOWS

*Events are held in Reliant Arena except where noted.*

Appaloosa\* . . . . . Sat., March 3 - Sun., March 4

Arabian & Half Arabian\* . . . . . Thurs., March 1 - Fri., March 2

Cutting Horse . . . . . Tues., Feb. 13 - Sun., Feb. 18

Donkey & Mule . . . . . Fri., March 2 - Sun., March 4

NCHA World Finals . . . . . Thurs., Feb. 15 - Sun., Feb. 18

Paint . . . . . Wed., Feb. 28 - Fri., March 2

Palomino . . . . . Mon., Feb. 26 - Tues., Feb. 27

Quarter Horse . . . . . Mon., Feb. 19 - Sat., Feb. 24

Top Hands Horse Show . . . . . Sat., Feb. 10

\*Great Southwest Equestrian Center

## JUNIOR LIVESTOCK SHOWS

*Junior livestock events are held in Reliant Hall or Reliant Arena.*

Agricultural Mechanics Projects . . . . Fri., March 2 - Sat., March 3

Breeding Beef Heifers . . . . . Fri., Feb. 23 - Sun., Feb. 25

Breeding Beef Scramble Heifers . . . . . Fri., Feb. 23

Breeding Rabbits . . . . . Wed., Feb. 14 - Thurs., Feb. 15

Cavies . . . . . Sat., Feb. 17

Dairy Cattle . . . . . Sat., March 3

4-H & FFA Dairy Judging Contest . . . . . Sat., March 3

4-H & FFA Livestock Judging Contest . . . . . Tues., Feb. 27

4-H & FFA Meat Judging Contest . . . . . Sun., Feb. 25

Gilts . . . . . Fri., Feb. 23

Intercollegiate Meat Judging Contest . . . . . Sat., Feb. 24

Intercollegiate Range and Pasture Plant I.D. Contest . Sat., March 3

Intercollegiate Wool and Mohair Judging Contest . Mon., Feb. 26

Junior Horse Judging Contest . . . . . Tues., Feb. 20

Jr. & Sr. Intercollegiate Livestock Judging Contest . Mon., Feb. 26

Market Barrows . . . . . Mon., Feb. 26 - Tues., Feb. 27

Market Goats . . . . . Sun., Feb. 25

Market Lambs . . . . . Thurs., March 1

Market Poultry . . . . . Wed., Feb. 28

Market Steers . . . . . Wed., Feb. 28 - Fri., March 2

Range & Pasture Plant I.D. Contest . . . . . Sat., March 3

Sheep . . . . . Tues., Feb. 20 - Wed., Feb. 21

State FFA Tractor Technician Contest . . . . . Mon., Feb. 26

Wildlife Habitat Evaluation Contest . . . . . Sat., March 3

## LIL' RUSTLERS RODEO

Feb. 28 and March 1 • 5:45 p.m., Reliant Astrodome

## OPEN LIVESTOCK SHOWS

*Open livestock events are held in Reliant Hall or Reliant Arena.*

Beef Cattle . . . . . Wed., Feb. 14 - Thurs., Feb. 22

Boer Goats . . . . . Sun., March 4

Breeding Poultry . . . . . Tues., Feb. 20 - Wed., Feb. 21

Breeding Rabbits . . . . . Sat., Feb. 17 - Sun., Feb. 18

Cavies . . . . . Sat., Feb. 17 - Sun., Feb. 18

Dairy Cattle . . . . . Sun., March 4

Dairy Goats . . . . . Sat., March 3

Llamas . . . . . Thurs., Feb. 15 - Sat., Feb. 17

Sheep Dog Trials . . . . . Fri., Feb. 16 - Sun., Feb. 18

Sheep . . . . . Tues., Feb. 20 - Wed., Feb. 21

Wool to Wardrobe . . . . . Tues., Feb. 20

## RODEO

Feb. 13 - March 4

Monday - Friday, 7 p.m. • Saturday, 4 p.m. • Sunday, 3:35 p.m.

## SCHOOL ART

Display: Feb. 13 - March 4, Western Heritage Gallery

Awards: Saturday, Feb. 17., 11 a.m. - 1 p.m., Sales Pavilion

Auction: Sunday, March 4, noon, Sales Pavilion

## SHOPPING & EATS

Sunday - Thursday, 10:30 a.m. - 9 p.m.

Friday - Saturday, 10 a.m. - 11 p.m.

## SPECIAL EVENTS

### BLACK HERITAGE DAY

Friday, Feb. 23

### FIESTA CHARRA

Sunday, Feb. 25 • Reliant Arena

### GO TEJANO DAY

Sunday, Feb. 25

### INTERNATIONAL DAYS

Feb. 14 - 24

### INTERNATIONAL LIVESTOCK CONGRESS

Wednesday - Friday, Feb. 21 - 23, Wyndham Warkwick Hotel

## SHUTTLE BUS SERVICE SCHEDULE

### World's Championship Bar-B-Que Special

Thursday, Feb. 8, 5 p.m. - midnight (all lots)

Friday, Feb. 9, 5 p.m. - midnight (Reed Road HLS&R Lot

and Enron Field Lots will begin service starting at noon;

all other lots will begin service at 5 p.m.)

Saturday, Feb. 10, 9 a.m. - midnight (all lots)

### Daily Shuttle Service beginning Tuesday, Feb. 13

Weeknights, 5 p.m. - midnight (Reed Road HLS&R Lot

will run continuous shuttle service from 5 a.m. - 2 a.m. daily.)

Enron Field shuttle service begins Wednesday, Feb. 14,

and runs from 11 a.m. - midnight on weeknights.

Weekends, 9 a.m. - midnight

### Shuttle Lot Locations:

Aramco Services Company at 9009 West Loop S.

Delmar Stadium

Enron Field B & C Lots

METRO Eastex Park and Ride

METRO Fuqua Park and Ride

METRO Monroe Park and Ride

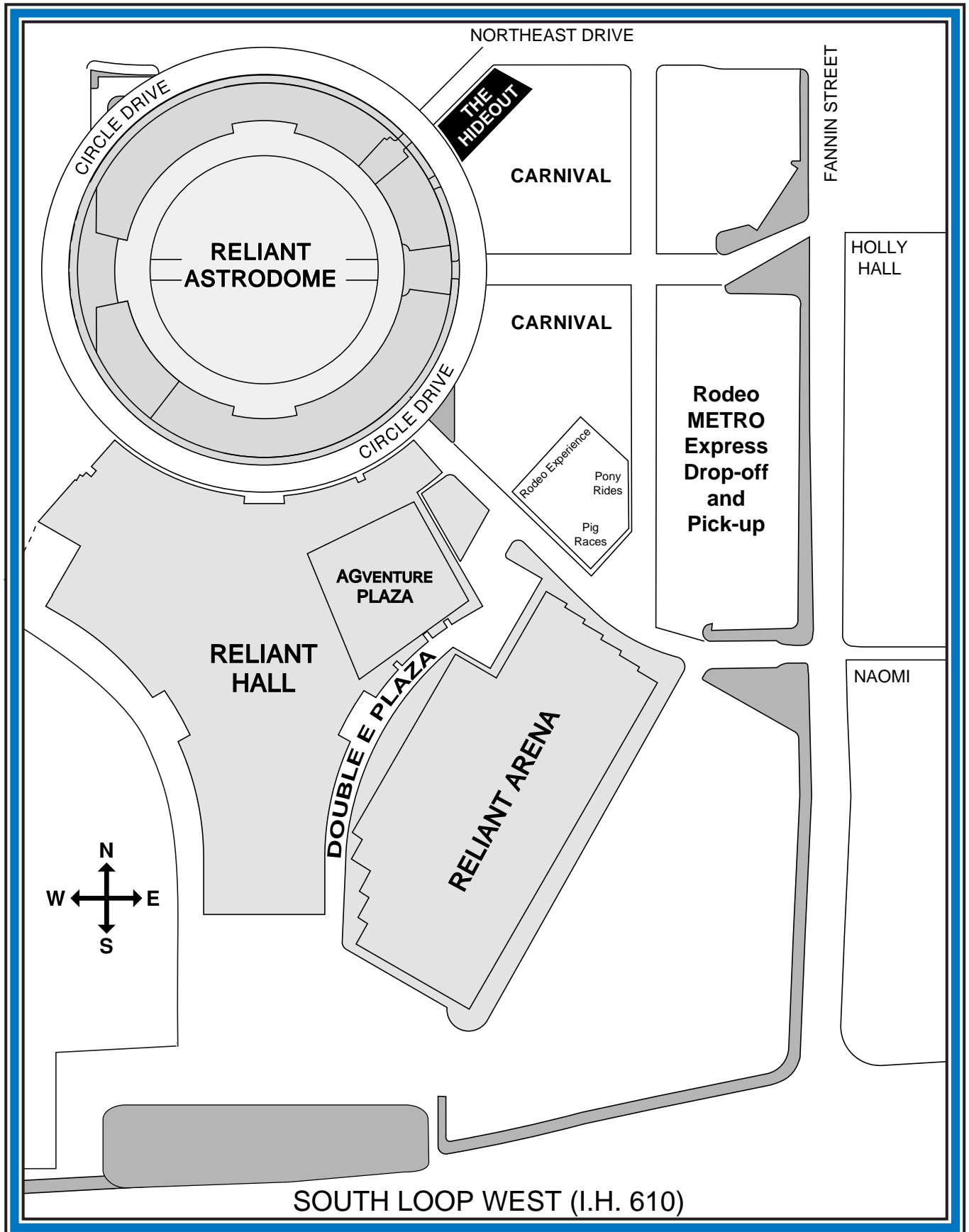
METRO North Shepherd Park and Ride

METRO West Loop Park and Ride

Reed Road HLS&R Park and Ride

Westwood Technology Center

# Location Guide



# Building the Future

Longtime Houston Livestock Show and Rodeo™ sponsor, Reliant Energy, took its association with the Show to a new level on October 26, 2000, with the announcement that it acquired naming rights for the Astrodome complex.

“Anyone that has been to the Houston Livestock Show and Rodeo has seen the impact of Reliant Energy’s contributions to the Show,” said Show President P. Michael Wells. “We are happy that this relationship will continue with Reliant Energy’s presence year-round.”

Formerly known as the Astrodome complex, the new Reliant Park has been home to the Houston Livestock Show and Rodeo since 1966. Reliant Park includes Reliant

Hall and Reliant Arena, homes of the Houston Livestock Show™ and horse show; Reliant Astrodome, home of RODEOHOUSTON™; and the to-be-completed Reliant Center and Reliant Stadium. Beginning in 2003, RODEOHOUSTON will be held in Reliant Stadium, and the Houston Livestock Show will move into Reliant Center.

For current photos of the construction of Reliant Stadium and Reliant Center, please visit the Show’s Web site at [www.rodeohouston.com/dailynews.cfm](http://www.rodeohouston.com/dailynews.cfm). These photos are updated every 15 minutes.

When completed, the new facilities will provide new growth opportunities for the Houston Livestock Show and Rodeo and a greater source of funds for scholarships and educational programs.



*Photos by David Glodt*



You're in the chute atop a feisty bucking bronc or a raging, 2,000-pound bull. You're rarin' to go, and so is the animal. On the other side of the barrier is a 1.86-acre arena surrounded by stands packed with a crowd of 60,000 people, and all of them are looking at you. You've waited for days, weeks, maybe years for this moment.

For you, your paycheck is on the line.

And, so is your life.

# MIND OVER MATTER

By Nan McCreary



Few of us will ever experience this scenario, but many of us may wonder how a cowboy or cowgirl maintains a competitive edge during the heady moments of big rodeo events like these at RODEOHOUSTON™.

“Mental attitude is critical,” said Sharon Camarillo, color commentator for RODEOHOUSTON and four-time National Finals Rodeo qualifier in barrel racing. “You can’t win without a proper mind-set.” Camarillo should know. Retired after 25 years of competitive riding, she now teaches motivational skills and sports psychology to today’s rodeo athletes. And what does it take to acquire this mind-set that Camarillo says is so critical? “Positive thinking,” she said. “A rodeo is a mental contest. To win, you have to put mind over matter.”

Clint Corey, a five-time NFR qualifier in bareback bronc riding and 1991 World Champion, strongly agreed. “You have to think positively,” he said. “Competing is more mental than physical.” According to Corey and Camarillo, there are plenty of mental challenges along the road to rodeo fame and fortune. For one thing, professional rodeo athletes may compete in 100 or more rodeos a year. That’s a lot of time on the road, so it’s always a challenge to stay rested. “You have to tell yourself you aren’t tired, even if you are,” said Corey.

Then, there’s the fear. A bucking bronc or a one-ton bull can intimidate the best cowboy. However, the most difficult animals produce the highest scores. “If I see a horse throw nine out of 10 riders, then I tell myself, ‘I can win this one,’” said Corey, who prefers to approach a formidable animal as a challenge, rather than something to fear. “Fear can go either way,” he explained. “If you give in to it, you beat yourself.”

And, what about the pressure of competing at RODEOHOUSTON, which is ranked as the world’s largest indoor and richest regular-season rodeo? The competition is tough, the arena is huge, and the crowds are enormous. An inexperienced competitor could easily become overwhelmed by all of these distractions, according to Camarillo. “To succeed, you must have good mental control. You have to close out the crowds and the animals, and you have to focus.”

Finally, there’s the money factor. In a big rodeo like RODEOHOUSTON, a lot of money is at stake. In any rodeo, if you don’t perform, you don’t get paid. And often, you only get one chance to perform per rodeo. “Your performance is your paycheck,” noted Camarillo. “That compounds the pressure.”

The real key to success, according to Corey, who’s been riding broncs since he was a child, is to practice your skills so much that they become automatic. Camarillo agreed. Whether your event requires riding, roping, wrestling or a combination of skills, you don’t have time to stop and think about your actions during the rodeo. You have to master your performance beforehand, and then duplicate that performance in the arena. “The goal is to practice each skill until you become efficient, so regardless of the situation you’re in, you respond properly,” said Camarillo.

*Having completed his physical conditioning before the performance, Darrell Cholach of Cochrane, Alberta, Canada, spends time alone in a quiet place mentally preparing himself for his ride.*



*The need for a proper mind-set and the pressure of earning his next paycheck lead to some serious thinkin' for this competitive cowboy.*

In some situations, responding properly can be a matter of life and death. "If you're riding a bull and the bull goes left and you go right, you're dead," said Camarillo. "It's a deadly game. Your moves have to be automatic."

You also have to be prepared for the unexpected. In all rodeos, ground conditions may vary, and animals may behave unpredictably. What do you do, for example, if you're trying to rope a calf and the animal suddenly lays down? And what do you do if you come out of the chute in a barrel race and discover that the ground beneath your horse is wet and slippery? When valuable seconds count, your response is critical. In barrel racing, winning times are in the 16- to 17-second range. In steer wrestling, a winning cowboy might wrestle his steer to the ground in only three to five seconds. "You have to be efficient," stated Camarillo. "One wrong step can cost a fraction of a second, which often separates winners from losers."

Both Camarillo and Corey are strong proponents of visualizing an event to ensure its success. "I visualize every ride I make as perfectly as I can, down to every detail," said Corey.

Camarillo recalled that when she was competing, she would carefully go over her ride the night before the event. "I believe the mind assimilates while we're resting, so I'd visualize smooth, perfect runs before I went to sleep. I would anticipate potential problems, and I'd prepare myself to react."

So, what goes through a competitor's mind during the actual event? Corey tries to relax and keep his mind clear. "If you're tense, you will make mistakes," he said.

Camarillo agreed. "If you tighten up, you take away your chance." Camarillo recommends controlled breathing as a pre-ride strategy. "You have to let your adrenaline work for you," she said. "It's like having one foot on the gas pedal and the other on the brake. You have to pump yourself up so your senses are sharp and your rhythm is snappy, but you also have to keep yourself under control so that your moves are automatic."

Corey and Camarillo said that, after an event, it's important to go over your ride and assess your performance. "Every ride is a report card," Camarillo explained. "If you take time to re-ride it, along with its strengths and its weaknesses, you can repair any mistakes before the next performance."

And what if you lose? You get over it. "If I make a mistake, I figure out what I did wrong; then I let it go," said Corey. "There'll always be another chance."

When it comes down to rodeo business, both Corey and Camarillo believe that attitude can make the difference between winners and losers. "It takes a special breed of person to be a rodeo cowboy or cowgirl," said Corey. "Many people have talent, but they can't handle the pressure. You have to be trained mentally, and this can take a lot of years."

Camarillo said that she encourages competitors to maintain a positive outlook, both in and out of the arena. "I say to them, 'you have trained yourself, and you've worked hard on hundreds of skills. Now go out and have fun and let it happen.'"

Ultimately, that's what rodeo is all about.

# No Place to Hide

By Wendy Lester-Kyle

**W**hat began in 1997 as a hospitality effort for the Houston Livestock Show and Rodeo™ has grown into one of the most popular attractions each night during the Show. Long lines form early, and by 9 p.m., the place is near capacity. However, RODEOHOUSTON™ fans do not seem to mind the wait, because they know that once they're inside the big white tent, the party is just beginning. Live music, a large dance floor and a fun place to mingle make The Hideout a place where everyone wants to be.

Since its inception, The Hideout has evolved from an extension of the Auctions and Receptions Committee into an independent committee of the Corral Club. The inaugural chairman of the Hideout Committee, Gary Ellis, spent three years growing, organizing and developing the committee.

"We have had a great deal of support from the Corral Club and officers of the Show," Ellis said. "We did it the way the Show wanted us to do it. Even at the beginning, when we were not an official committee, we received good direction, and we've made a lot of adjustments to get where we are today."

During its first year, The Hideout experienced growing pains, and several key decisions were made regarding the formation of the newest entertainment facility on the Show's grounds. "In the end, the decisions we made were good for the Show, and we stood behind them," said Ellis.

"In 1998, The Hideout really exploded onto the scene. We had a working arena inside the tent. Not only did we have first-rate nighttime entertainment, we had horse shows during the day and a children's entertainment theater. It was so much more than a nightclub."

The following year, the decision was made to create a new committee within the Corral Club structure in order to accommodate the increasing demands of the patrons of The Hideout. Operations Department Manager Mike DeMarco gives Ellis full credit for the solid development of the committee. "Gary is the guy I went to when we decided that The Hideout needed its own committee. He was the first choice to take the lead to develop the facility. Gary put together management and personnel, and he developed the committee as he saw fit," DeMarco said.

That same year, TNN filmed "Prime Time Live" from The Hideout, and suddenly, big-name stars wanted to perform on

its stage. Performers such as Rhett Akins, David Kersh, Montgomery Gentry and Ricky Van Shelton appeared at The Hideout, and crowds continued to fill the white tent each night of the Show. "Prime Time Live" was cancelled, but not before establishing The Hideout with a new national presence and giving the committee a great sense of pride and accomplishment.

"We were a brand new committee, and we had covered a lot of ground, but we were filling a niche for the Show," Ellis said. "People wanted a place to meet, hear great live music, dance and enjoy a fun atmosphere without leaving the grounds. Unlike the other Corral Clubs, The Hideout is open to the public, and they appreciate what we offer every night."

DeMarco agreed. "We provided a unique gathering place for



*Lauren Landin entertained the crowd with her rendition of one of the Dixie Chicks' popular hits, "Let 'Er Rip," singing her way to teen-division winner in the talent contest.*



*Dancing to the tune “When the Wrong One Loves You Right,” Josh Zuniga and Alina Wilson rose to the occasion in The Hideout’s talent competition and won the open division.*

people to go without having to leave the vicinity. Since it became an independent committee, it runs on its own energy, and the Hideout Committee is extremely proud of what it has built,” he said.

As for the talent attracted to The Hideout, the lineup varies each season but remains impressive, and it gives local entertainers the opportunity to shine. Bill Hart and the Cardiac Cowboys have performed there three times, and Hart credits The Hideout with providing an excellent venue for rising stars. “We have a large Houston following, and the core of our following are Rodeo people. Every time we have taken the stage at The Hideout, we feel like we have come home. It’s one of the highlights of our year,” Hart said.

Overall, the main attractions of The Hideout are the convenience and carefree atmosphere that the club provides. The large dance floor and a variety of live entertainment invite a steady stream of Rodeo fans night after night during the Show.

Reckless Kelly’s debut at The Hideout in 2000 was a success. “Every band looks forward to playing for an audience that is having a great time and are into the performance,” band manager Cody Braun said. “The Hideout is the place to be in Houston, and we were very excited to be included. We perform what we call ‘hick rock,’ and the Rodeo audience really responds to our music. People never stop dancing, and everyone obviously has a great time.”

The excitement and fantastic atmosphere attract a loyal crowd night after night. “People who come out to the Rodeo

expect to have a great time, and if they can see an exciting rodeo and then a great entertainer, they will probably be back for more,” Ellis said. “However, we have gone a step further and provided an establishment where the party can continue in a safe environment. The Hideout has taken on a life of its own. It’s the most popular nightclub in Houston for two-and-a-half weeks.”

The 2001 Houston Livestock Show and Rodeo will definitely be challenging for the Hideout Committee, but its members are anticipating another record-breaking year. The Hideout will move to the east side of Reliant Astrodome, which is closer to the shuttle services, but the committee and staff are not planning on increasing the size of the club, despite its growing popularity.

“If The Hideout got any bigger, it would lose something important — the personal atmosphere,” DeMarco explained. “We are at an optimal size right now. The Hideout is such an interesting phenomenon, and we do not expect any negative impacts from the changes that are occurring this season.”

If you’re looking for the hottest night spot during the Show, just follow the crowd to The Hideout.

## 2001 Hideout Headliners

Feb. 13	.....	Andy Griggs
Feb. 14	.....	Trick Pony
Feb. 15	.....	Clay Davidson
Feb. 16	.....	Marcia Ball
Feb. 17	.....	Trent Summar & The New Row Mob
Feb. 18	.....	Craig Carter
Feb. 19	.....	Clay Blaker with Jim Lauderdale
Feb. 20	.....	Two Tons of Steel
Feb. 21	.....	Clint Daniels
Feb. 22	.....	Joe Kory & Roughstock
Feb. 23	.....	Yvonne Washington & The Mix
Feb. 24	.....	Chalee Tennison
Feb. 25	.....	Grupo Vida
Feb. 26	.....	Glenda Lynn
Feb. 27	.....	Chris Cagle
Feb. 28	.....	Cowjazz
March 1	.....	Victor Sanz
March 2	.....	Carl Manchaca
March 3	.....	Tropi Crew
March 4	.....	Tracy Byrd



# Directions and Assistance

By Wendy Lester-Kyle



*Directions and Assistance Committee member Paul Pausky assists several young Show-goers in navigating Destination: AGVENTURE.*

If it is lost, they will find it. Need directions? Just ask, and they will show you the way. Hospitality and organization define the Directions and Assistance Committee. In 2000, the committee retrieved many lost articles and returned 140 items to their owners. In addition, they assisted 167 children who seemingly had “lost” parents. “We are the experts with lost children, and we run an efficient lost and found. If you discover you are missing something, we are the ones you want to find,” said officer in charge Ed Schulz.

Besides assisting spectators and visitors with information and directions, committee members conduct tours of the Show grounds for groups and individuals throughout the duration of the Houston Livestock Show and Rodeo™. “Anyone can call the staff coordinator to arrange a group tour. We have a tour division that is trained to give visitors to the Rodeo a look at what makes our Rodeo special and educational,” Schulz said.

Since its inception in 1991, the Directions and Assistance Committee has grown from 57 members to more than 375. The committee was created when an outside audit determined that certain modifications would enhance the Show’s operations. One of the recommendations included the formation of a committee dedicated to assisting patrons in locating attractions and events. During its first year, the committee accounted for 1,200 work hours. Since then, the committee members have taken on additional responsibilities, including hosting AGVENTURE tours and staffing information booths throughout the Show grounds.

The committee is divided into 11 teams responsible for such tasks as distributing visitor guides and conducting special tours. “We interact with almost every other committee.

We are dedicated to not only assisting patrons, but also helping our committee partners each year with their obligations. Teamwork is a huge part of our commitment to the Show,” Schulz said.

With literally so much ground to cover, preparation is crucial. “Our members go through a lot of training before the Show starts. Our members know that being well informed is a big part of having a successful Directions and Assistance Committee,” first-year Chairman Curtis Brenner said.

During the 2001 Show, the Directions and Assistance Committee will be a key component to a successful event in the midst of all of the changes occurring on the Show grounds. With a strong emphasis on hospitality, Directions and Assistance will have a highly visible role. “Our focus on hospitality will be more important than ever,” Schulz explained.

Former Chairman David Smith agreed. “We have to be 100 percent people-oriented. We act as the official hosts of the Show. We want all of the patrons to know how much we appreciate them coming out to support our Rodeo, despite all of the obstacles with construction and transportation.”

As local Rodeo fans and visitors to the Show soon realize, if they want to see and experience the Houston Livestock Show and Rodeo, they will need expert direction. To some, it may seem overwhelming. As long as the Directions and Assistance Committee continues its invaluable efforts, the sprawling grounds will be easier to navigate. If you find yourself lost in the shuffle, relax — they’ll find you.



# Livestock

By Larry Levy



*One of the Livestock Committee's most visible duties is helping Show exhibitors travel to and from the main arena in the safest manner possible by using brightly colored yard sticks to separate the public from the livestock.*

Ask four different volunteers on the Houston Livestock Show and Rodeo™ Livestock Committee what that committee does, and there is the chance that each will offer a different answer. Working both in public view and behind the scenes, this large committee of more than 450 volunteer members is divided into four groups, each with its own set of responsibilities: Arena, Good Herdsman, Judges Reception and Junior Breeding Beef Heifer Support.

Most visible are members of the Arena group, identified by their “orange sticks” and commitment to the smooth and safe operation of controlling animal and spectator traffic throughout Reliant Hall. When animals mix with people unaccustomed to those animals, the results can be unpredictable. Arena group members strive to prevent mishaps between the two.

Also, by holding the “orange sticks,” Arena group members are seen as being with the Show, and people naturally come up and ask for directions. With this in mind, Kelly Rowland, Livestock Committee co-chairman, said, “With the new construction over the next two years, our committee of 467 [members] will be committed to the new Hospitality Plus program of the Show. If you have a problem, need directions – just look for those ‘orange sticks.’ We are ready and willing to assist in any way possible.”

Readily recognized by clipboards in hand, Good Herdsman group members work in teams to inspect and grade every stall, animal and exhibitor participating in the livestock shows. These teams evaluate all “herdsmen” as to: the care provided to and condition of their animals, personal appearance, adherence to Show rules, cooperation with others and sportsmanship. The evaluations are tallied to determine winners of Good Herdsman Awards. Although members of this group score the herdsman, it is a desire to work with the exhibitors and to see them meet the standards of the awards that is so satisfying.

Livestock Committee Co-chairman Harold Lostak said, “Good Herdsman members work and raise funds to increase

the Junior Herdsman premium money awards. We see these additional funds as an enticement for clean stalls and walkways during the junior show, with the funds going directly to the 4-H or FFA chapter for their use.”

In a process that begins even before any livestock are unloaded, the Judges Reception group is responsible for out-of-town judges who come to the Houston Livestock Show™ to judge livestock and sort out the top animals. Committee members in this group are liaisons between the Show and those judges. Their duties include arranging to meet judges upon arrival at area airports, obtaining all their prepared Show credentials, meeting their local transportation needs and returning them to the airport. With a sense of pride, Rowland added that this Show is the only one that provides an airport pickup and delivery of judges.

Behind the scenes, the Junior Breeding Beef Heifer Support group aids the Show's Agricultural Exhibits and Competition Department to better serve the exhibitors of the Junior Breeding Heifer Show. Throughout the year, its members raise funds that are added to Junior Breeding Heifer Show award premiums. Together with the Agricultural Exhibits and Competition Department, this group determines the manner in which such funds are distributed. As an ongoing function, it also provides recommendations to the Show for new ideas to enhance the Junior Breeding Heifer Show and the means to implement those ideas.

Summing up how the Livestock Committee serves the Show, officer in charge Charles “Butch” Robinson, said, “To me, the Livestock Committee is the definition of ‘Hospitality Plus’ to our livestock exhibitors, judges, visitors and guests. They do a wonderful job of coordinating the livestock show and making people feel at home – a great committee!”

# Third-Year Committee Chairmen

P R O F I L E S

By Marshall R. Smith III

*Every volunteer who wears the gold badge contributes to the overall success of the Houston Livestock Show and Rodeo™. Of the nearly 13,000 volunteers, a distinguished group of individuals holds the position of committee chairman. This continuing series features those leaders who are serving their third and final year as chairmen of their respective committees.*

## John V. "Buzz" Abshier Jr. – Corral Club - Division I



Buzz Abshier Jr., a life member since 1983, joined the show in 1974, and the Corral Club in 1980. He is a member of the Show's board of directors, as well as a member of "High Bidders" junior auction buying group. Buzz also serves on the School Art Committee. His wife, Loy, is on the School Art and Palomino committees.

Buzz is in the construction business and the president of Abshier Construction Company, Inc.

## Douglas Dinsmore – Breeding Poultry



Raising poultry for 25 years in addition to being a former Chairman of the Brazoria County Fair Poultry Committee made Doug Dinsmore uniquely qualified to be a member of the Breeding Poultry Committee. He worked "unofficially" with this committee before joining the Show and the committee in 1985. He has been a

life member since joining. He is a marine construction superintendent for Orion Midgulf Company.

## O L Harris – Grand Entry



O L Harris failed to catch a calf at the calf scramble in the Sam Houston Coliseum in February 1953, but he did catch the fever to join the Show in 1977. He became a life member in 1986. O L has worked in the Grand Entry for 15 years. He is now a lifetime vice president after serving as a Show vice president from 1983-85.

His wife Verna, son David, and daughter Susan are all life members. He is retired from Dozan, Inc.

## Robert Hodge – Corral Club-Press Club



Robert Hodge joined the Show as a life member in 1983 and has been a committee member since 1984. He served on the Corral Club as assistant club chairman for two years and a captain on the committee for three years prior to his current position. He is employed by Halliburton Company as chief estimator.

## Bruce Simmons – Safety Committee



Bruce Simmons, a member of the Houston Fire Department for 19 years as an engine operator, has been a member of the Show since 1985, and a life member since 1986. His hobbies include hunting, saltwater bay fishing and camping. He is a member of the Safety Committee Buyers Association, and his wife,

Darlene, has been a member of the Show's Special Children's Committee since 1987.

## Jim Van Hoozer – Horspitality



In 1977, Jim Van Hoozer joined the Show and is a life member. He says he has always had a love of the Show "since attending at the Sam Houston Coliseum." Jim is a season ticket holder, horse show donor and swine buyer. He has a daughter and son-in-law currently serving on Show committees as well. Jim is an insurance

agent for State Farm Insurance, and his hobbies include water-skiing, hunting and golf.

## ★ Sundays Will Never Be the Same

RODEOHOUSTON™ will break new ground in 2001, presenting the only live rodeo series of the year. During the 2001 RODEOHOUSTON, viewers can see live performances every Sunday featuring world champion rodeo athletes as they compete for three-quarters of a million dollars in the world's only regular-season invitational rodeo.

The "Sundays Will Never Be the Same" series includes:

### Sunday, Feb. 18

RODEOHOUSTON Live - 4 p.m. CST - \$6.95

### Sunday, Feb. 25

RODEOHOUSTON Live - 4 p.m. CST - \$6.95

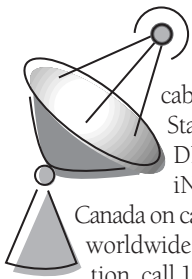
### Sunday, March 4

RODEOHOUSTON Championship Finals Live -  
4 p.m. CST - \$9.95

Three-Sunday package - \$19.95

The live performances will be available on cable television pay-per-view throughout the United States, satellite networks including DIRECTV and DISH Network, and cable pay-per-view through iNDemand. RODEOHOUSTON also is available in

Canada on cable and satellite, in South America on satellite and worldwide on Armed Forces Television. For more information, call 1-888-RODEOTX.



## ★ Ride the Bus to the Rodeo

For 15 years, the Houston Livestock Show and Rodeo™ has been providing the Rodeo METRO Express as a convenient and efficient way to get to and from the Reliant Park. But due to the construction of both Reliant Stadium and Reliant Center, the shuttle service will be the only way for the public and off-duty volunteers to reach Reliant Park during the 2001 Show. There will be no on-site public parking at Reliant Park, but the round-trip transportation is free from 10 convenient satellite locations.

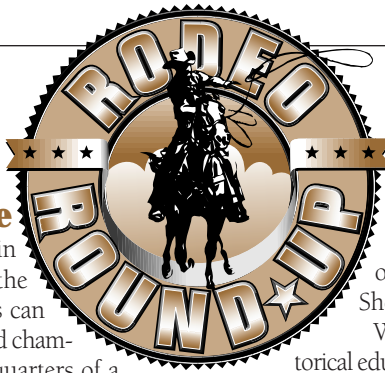
Rodeo METRO Express locations for the 2001 Show include: Aramco Services Company at 9009 West Loop S., Delmar Stadium, Enron Field B & C Lots, METRO Eastex Park and Ride, METRO Fuqua Park and Ride, METRO Monroe Park and Ride, METRO North Shepherd Park and Ride, METRO West Loop Park and Ride, Reed Road HLS&R Park and Ride and Westwood Technology Center. The Reed Road HLS&R Park and Ride will have extended hours to accommodate Show volunteers. A complete schedule of shuttle operation hours can be found on page 11, and a map of shuttle locations can be found at:

<[www.rodeohouston.com/rodeoexpressmap.cfm](http://www.rodeohouston.com/rodeoexpressmap.cfm)>.

## ★ Making a Difference

Last fall, Houston Livestock Show and Rodeo™ officials approved contributions of \$8.38 million for scholarships and educational programs for 2000-2001. The number of four-year, \$10,000 Metropolitan scholarships was increased to 185 in order to allocate scholarships to two new participating high schools. The Metropolitan, Opportunity and School Art scholarships combine for a total of \$3 million to be presented to Houston-area students in May 2001 at the Houston Livestock Show and Rodeo Scholarship Banquet.

The Show continues its commitment to agriculture with 140 four-year, \$10,000 scholarships, 70 each to Texas 4-H and Texas FFA students. Each of the 60 Area Go Texan counties is guaranteed a one-year, \$2,500 scholarship for an eligible student representing



the respective county, with upgrades to two-year, \$5,000, or four-year, \$10,000, scholarships, based on the county's participation and performance in Show events.

With the 2000-2001 contribution, the Show's historical educational commitment has grown to more than \$77 million since 1957. Beginning with a single, annual scholarship, the Show's annual educational endeavors now include 465 four-year scholarships, 67 one- and two-year scholarships, 32 graduate assistantships, agricultural research funding for 10 Texas universities, the Rodeo Institute for Teacher Excellence™, and support for numerous other educational programs.

## ★ School Art Auction Cap Increased

Students participating in the School Art Auction on Sunday, March 4, will be taking home a little extra money this year with an increase in all School Art Auction caps. With the changes, the auction cap for the Grand Champion Work of Art has been increased to \$15,000 and the Reserve Champion Work of Art to \$7,500. The auction cap does not affect how much a buyer may bid, but money above the cap is placed in the Houston Livestock Show and Rodeo Educational Fund.

## ★ Take That Ticket Back

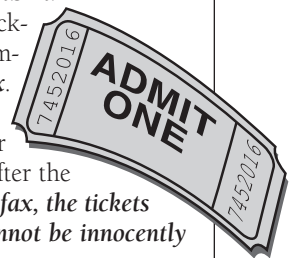
Remember that unused Rodeo tickets can be returned as a charitable contribution for those unable to use their tickets. There are three ways to turn back tickets:

**Turn back tickets in person** at the Show ticket office and receive a charitable donation receipt. **Turn back tickets by phone.** Call 713.791.9000, ext. 523. Show operators will ask a series of questions, including the name on the ticket, the seat location and a unique ticket order number found on the ticket. **Turn back tickets by fax.** Fax a copy of the tickets to 713.794.9539.

Receipts for tickets turned back by phone or fax will be mailed to the original purchaser after the Show. **When turning back tickets by phone or fax, the tickets must be secured to ensure that the tickets cannot be innocently used.**

## ★ More New Faces and New Places

The Houston Livestock Show and Rodeo staff continues to grow with the addition of new employees and with some familiar faces moving to new departments. The Operations Department has five new faces with **Shiela Guillory** as mail center assistant, **Candace Higgins** as facility and services coordinator, **Robbye Rankin** as front desk assistant, **Paige Samford** as administrative assistant and **Pamela Smallwood** as ticket coordinator. A former seasonal employee, **Bridget Ford** has joined the Information Systems Department full-time as data entry operator. **Kandice Rachal** is the new administrative assistant for auctions and sales in the Agricultural Exhibits and Competition Department. In the General Manager's Office, **Judy Garcia** has joined the staff as human resources assistant and **Melissa Hernlund** has moved from her prior position to become the office's senior executive assistant. The Marketing and Presentations Department has filled four openings with the addition of **Kim Anderson** as administrative assistant, **Don Hill** as director - electronic information, **Sarah Nolte** as production and advertising supervisor and **Julie Wood** as division manager for the Attractions, Exhibits & Merchandise Division.



# CALENDAR OF EVENTS

## FEBRUARY

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			

## MARCH

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

## APRIL

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					

## FEBRUARY

- 2-4 Grimes County Go Texan Events
- 3 Chambers County Kick-off Dance & Auction
- 3 Conroe/Willis/Woodlands Go Texan Parade
- 3 Go Tejano 17th Annual Scholarship Dance
- 3 Lamar/Needville Boot Scootin' Ball
- 3 Tomball/Magnolia/Montgomery Dance
- 6 NASA/Clear Creek/Friendswood Trailride / Dinner Dance
- 8-10 World's Championship Bar-B-Que Contest
- 9 Houston General Clown Around Downtown
- 10 Downtown Parade and Conoco Rodeo Run; Go Texan Dominoes, Horseshoe and Washer Pitching contests
- 11 Go Texan Team Penning contest
- 13 NASA/Clear Creek/Friendswood Bus Trip
- 13 Opening of Livestock and Horse Shows and Carnival; first RODEOHOUSTON™ performance at 7 p.m.
- 14-24 International Days
- 14 Katy Area Bus Trip
- 15 Crosby/Huffman Bus Trip, Deer Park Bus Trip
- 19 Galveston/Mainland Bus Trip, Pasadena Metro Bus Trip
- 20 Ft. Bend/Stafford Bus Trip, New Caney/Splendora Bus Trip
- 21 La Porte Bus Trip
- 22 Liberty County Night Bus Trip
- 21-23 International Livestock Congress
- 26 Baytown/Highlands/ Humble/Kingwood Bus Trip
- 27 Waller County Bus Trip
- 28 Brazoria Southwest Bus Trip, Humble/Kingwood Bus Trip

## MARCH

- 1 Chambers County Bus Trip, Conroe/Willis/Woodlands Bus Trip
- 3 Matagorda County Fair & Livestock Exposition Bar-B-Que Cook-Off
- 4 RODEOHOUSTON finals at 3:35 p.m.
- 10 Brazos County Go Texan Day
- 10 Panola County Scholarship Recognition
- 16 Live Oak County Go Texan Events
- 24 Anderson County Bar-B-Que Cook-off
- 29-31 Henderson County Go Texan Activities

## APRIL

- 13, 16 Show offices closed



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