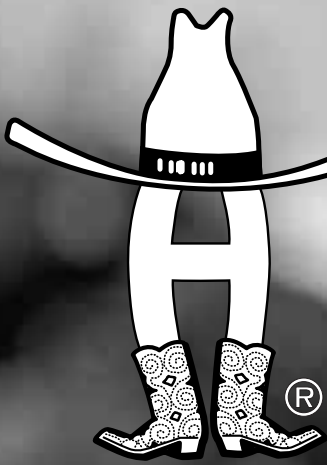


HOUSTON LIVESTOCK SHOW AND RODEO™ August 2003 - Vol. XI, No. 3



# MAGAZINE



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### The Cover

An exhibitor keeps her eyes on her steer as she awaits the judge's decision on whether her steer will be named a champion.



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Benefiting Youth - Supporting Education

## A MESSAGE FROM THE CHAIRMAN OF THE BOARD



Photo by Kaye Marvins Photography

Show's business is a year-round task.

In the past few months, the Show's nominating committee has spent many hours reviewing the numerous résumés of qualified individuals for the few annually available positions on the Show's board of directors. An additional and challenging task has been the selection of individuals to be new Show vice presidents to handle the responsibilities of those officers ending their terms in 2003. I think you will find that the new directors, lifetime directors and vice presidents recently named and listed elsewhere in this issue of the magazine are well suited and well qualified for their tasks.

The Show's president and chairman of the board also spend a considerable amount of time selecting just the right people to become committee chairmen each year. We review the recommendations of the officers in charge and the outgoing chairmen, as well as others offering input to the process. The selection of committee chairmen is one of the most important tasks at the Show. Without good chairmen, our organization simply could not function efficiently.

Our staff is busy working on a budget for the 2004 Show. Input is taken from committee chairmen and vice presidents regarding proposed committee activities and incorporated into the overall plans for the coming year. A draft budget will be prepared and submitted to the audit and budget committee for review. After any necessary revisions are made, a recommended budget will be submitted to the Executive Committee for approval.

The Show's auditor, PricewaterhouseCoopers, recently issued its interim financial report on Show activities as of April 30, 2003. The Show's audit and budget committee

While many of you have been able to put the Houston Livestock Show and Rodeo™ in the back of your minds for a few months, there are many of us who tend to Rodeo business on a daily basis in addition to trying to keep our "day jobs" running smoothly. The

reviewed the report and presented it to the Executive Committee in late June. The Show is doing very well financially, and, as I stated at the annual meeting, "we are in the black." While not meaning to imply that we have recently been operating in the "red," I do mean to emphasize that the significant outflow of funds to cover the Show's share of the construction projects over the last few years has slowed considerably. We hope to pay for this year's scholarship commitments and educational programs from operating revenues, rather than drawing down the Educational Fund balance.

There have been ongoing discussions with Harris County officials regarding the future of Reliant Astrodome. The Show will certainly have a say in what ultimately happens to the facility. In addition, Show President Mike Wells and I are on the board of directors of the host committee for the 2004 Super Bowl. We anticipate that the Super Bowl event will prove to be very beneficial to our Show, not only from the exposure Reliant Stadium and Reliant Park will receive, but also from improvements to the facilities, which will remain after the event is over.

The foregoing are just a few of the things that have been on my agenda since the conclusion of the 2003 Show. Other discussions continue regarding all areas of the Show that need attention, such as parking availability and management, as well as mobility and transportation within Reliant Park.

We continue to work to make the Houston Livestock Show and Rodeo the best it can be, not only for Show visitors and contestants, but also for our army of dedicated volunteers. As you approach the beginning of the fall meeting season, I ask that each of you remind yourselves of our motto — "Benefiting Youth and Supporting Education" — and remember that, while you are working for "the kids," the Show leadership is working to make the Show a better place for all of us.

John O. Smith  
Chairman of the Board

# Standing the Test of Time

By Ken Scott

Two organizations — 4-H and Texas FFA Association — have kept pace with the numerous developments in the world of agriculture during the past century, and in many cases they have led the way. Both organizations recently reached significant milestones.

National 4-H celebrated its 100th anniversary in 2002, and the Texas FFA Association had its 75th birthday in 2003. Many parents and teachers would agree that the interests of youth in our country change faster than the definition of what is “cool.” So, how does a youth-based organization not only succeed in its mission but also attract new members generation after generation? Both 4-H and FFA make it look easy.

“When Texas FFA began in 1929, about one-third of our country’s population was directly involved in agriculture, and about half lived in farming communities. That is not the world today,” said Tom Maynard, executive director of Texas FFA. Originally called the Future Farmers of America, the organization changed its name nationally to FFA in 1988. Now, 27 percent of National FFA members live in rural/farm regions, 34 percent in urban and suburban areas, and the rest in rural/non-farm areas. FFA has chapters in 10 of the 15 largest cities across the nation. “Although our programs have stayed on the cutting edge, they reflect the changes in society. We have always taught discipline, work ethics, leadership and communications skills. Some things are timeless,” Maynard said.

The Texas FFA Association has grown to more than 58,800 active members, who are enrolled in the seventh to 12th grades. It has 975 chapters — more than any other state FFA association.

Dustin Clark, vice president, National FFA Western Region, joined FFA when he was in high school. “I believe I joined because my dad had been a member. I have stayed in because FFA has provided me a place to belong. It has introduced me to friends I never would have met, and it is teaching me leadership skills I will use forever,” Clark said.

In 2003, Clark, from Waxahachie, Texas, will travel more than 100,000 miles across the nation. He is part of a six-member team that is speaking before groups and sharing the FFA story. According to Clark, once students hear what FFA offers, they become interested in participating. “Our philosophy is that in FFA you learn by doing. Our programs give them a



*In the 1960s, Show exhibitors wore numbered pins, such as the one this 4-H'er displayed on her hat while feeding her swine entry.*

chance to discover and develop their true passions,” Clark said.

In 1908, T.M. Marks, a county agricultural agent, started a boys-only organization in Jack County, Texas, called “Corn Club.” The original club had 25 members. The agriculture industry was changing, and leaders wanted to establish a way of teaching new production technology to the boys who were the future of farming. This spawned the creation of “pig clubs” and “beef calf clubs.” These clubs were the beginning of 4-H in Texas. By 1918, membership had reached half a million.

Just four years after the creation of the Corn Club, Texas girls received the opportunity to get involved. In 1912, Edna Trigg was appointed home demonstration agent for Milam County, Texas — the first person to hold such a position in Texas. She organized a girls-only group called “Tomato Club.” These clubs merged after World War II.

Dr. Martha Couch, assistant director, 4-H Youth Programs, said, “Today, Texas 4-H has more than 830,000 members, age 5 through 19, supported by 60,000 adult volunteers. More than half a million members live in urban settings.” She added that the basic principles of teaching leadership, citizenship and agricultural literacy are the same. “Whether it’s teaching youth the newest corn-growing technology or teaching kids how to utilize the World Wide Web, 4-H’s basic princi-

ples haven't changed," Couch said. These members follow the 4-H pledge, which includes the four H's: "I pledge my head to clearer thinking, my heart to greater loyalty, my hands to larger service and my health to better living for my club, my community, my country and my world."

The Houston Livestock Show and Rodeo™ has been a major supporter of FFA and 4-H, the members of which always have been a big part of the Show's educational programs. More than \$7 million has been distributed to 4-H and FFA members for the purchase of registered heifers through the Show's calf scramble program. Testing the knowledge they learned in their classes and club activities, members participate in the livestock, dairy, horse, and meat judging contests, as well as the tractor technician, agricultural mechanics, range and pasture plant identification, and wildlife habitat evaluation contests. The Show annually provides funds for the Texas 4-H Congress, a leadership training conference for more than 600 members. Also, the Show contributes to those Texas FFA teams advancing to national contests to help cover travel expenses. In addition, the Show awards \$10,000 scholarships to 70 Texas 4-H members and 70 Texas FFA members. Another youth organization, Family, Career and Community Leaders of America, formerly known as Future Homemakers of America, also receives Show scholarships for its members each year.

When an organization's history spans almost a century, its roots often can be reviewed only in an academic sense. Not so with Texas 4-H. Members today can visit with Zeta Gandy, who joined Tomato Club when she was 10 years old. That was 91 years ago. Her Tomato Club was the first established, and her teacher, Edna Trigg, was a neighbor and friend. "I remember when Edna would drive past our home in a horse-drawn buggy, and I would race her to school," Gandy said.

There were about a dozen girls in Gandy's club. Friends, along with a chance to learn about raising tomatoes, piqued Gandy's interest in joining Tomato Club. She left with a great deal more than that, she recalled. "I learned lots of things — not just how to properly raise tomatoes, but about the canning process, too. Plus, I learned how to sew, about good nutrition and about leadership," she said. "I really learned just about everything I needed to know," Gandy added.

She remembers that Trigg arranged for the club to buy 1,000 tomato plants for \$1.50. "I planted one-eighth of an acre, and we would go from one girl's home to another, picking and canning," she said.

Gandy, who describes her health as perfect, says 4-H taught her many of the things that have helped her live a long, happy life. 4-H also has proved to be a family affair for Gandy.



*A year of hard work was rewarded with top honors for these three FFA members in the 1964 Junior Commercial Steer Feeding and Management Contest.*

Her brother joined Corn Club, and, although she left Tomato Club about the time she was married at the age of 16, her daughters, grandchildren and great-grandchildren participated in 4-H.

Member projects for 4-H and FFA organizations can range from learning about environmental issues to character building activities. Sometimes they start with a big idea that gets bigger. Skyler Cornelius, an active member of both 4-H and FFA, noticed that his hometown in Floyd County, Texas, did not have a memorial for war veterans, while a nearby, smaller community had one. This struck him as unusual, so he decided that creating a memorial was the kind of thing that would be a great 4-H project.

Cornelius, with support from his family, set out to raise \$95,000 in donations, garner \$10,000 in volunteer support from community workers and create a war memorial that included the names of 4,000 Floyd County veterans who had participated in conflicts ranging from the Civil War to the Gulf War. This project all happened in about one year — not exactly the kind of spare-time activity one might expect from a teenager.

Maynard said, "The members learn things they will use throughout their lives in situations they can't imagine, whether they grow up to be doctors, farmers or salespeople." Clark and Cornelius might not be aware of it, but the skills they are learning will stay with them for their entire lives, and they will be as beneficial as the things Zeta Gandy learned more than nine decades ago.

Throughout their history, FFA and 4-H have changed lives positively and offered valuable experiences to their members. Happy anniversary, 4-H and FFA! Here's to many more years of providing a positive influence on our country's youth.

# 3-2-1 Action!

By Constance White

**2003** was the debut year for the Houston Livestock Show and Rodeo™'s next generation, high-tech production studio, located on the second floor of Reliant Center. As the Show's "behind-the-scenes" vehicle for entertaining fans, the RODEOHOUSTON™ production studio is the source behind all images seen on the 1,600 television monitors throughout the different venues at Reliant Park, plus the large screens in Reliant Stadium. All action, shown live or by instant replay, is the direct result of the talented individuals working from this state-of-the-art facility.

The 5,300-square-foot studio was designed by Leroy Shafer, the Show's assistant general manager, and James Davidson, the Show's division manager, Broadcast and Audio-Visual Division. They were determined to build a facility that would provide the best in digital audio and video for the Show, whether a new stadium was to be built or not.

"Digital allows us to produce our television and radio commercials more efficiently and with higher quality, and it allows us to maintain the good relationship we have cultivated over the years with media outlets, because they know we will continue to supply them with first-rate content," said Davidson.

Together with Bill McKee, who is the president of Broadcast Technical Services, Inc., and the year-round chief engineer of the studio, Shafer and Davidson oversaw the construction of what has become a marketing marvel for the Show and Reliant Park. "We visited a number of stadiums in the country,

and I can tell you, without a doubt, nothing comes close to this. We didn't build the studio this way to be the biggest or the best, but we built it knowing what is needed to do our Show," Davidson said.

The Houston Livestock Show and Rodeo owns the facility, which has enabled valuable partnerships with other organizations that hold events at Reliant Park. While Davidson is the only staff member to work in the studio full time, year-round, professional technicians, artists and production specialists are contracted throughout the year to work the Show and other events, such as the Houston Texans NFL football games played at Reliant Stadium. This facility also will produce the upcoming 2004 Super Bowl, which will be held at Reliant Stadium. "We stay surprisingly busy throughout the year. We are fortunate to have the leading professionals in our industry come to our Show — it speaks to the standards of our work," commented Davidson.

Three professionals contracted for RODEOHOUSTON are Zoli Vajda, director for rodeo; Terry Donohue, director of each concert performance; and David Glodt, pay-per-view consultant. Vajda has been directing professional rodeos across the United States since 1974. Watching a monitor wall that displays the feed from each camera, he calls the cues for each camera operator. During the rodeo competition, Vajda is responsible for putting together the best show possible for the fans. "The camera operators are your eyes and part of your philosophy. They are shooting for you [the fan]," said Vajda. He added that the crew members enjoy working RODEO-



Resembling NASA's mission control, rows of individual monitors and a 16-foot wide monitor wall provide the studio crew with views from cameras working inside Reliant Stadium during each rodeo and concert performance.

HOUSTON, not only because they are able to stay for three weeks, but because they like the charity aspect of the Show. Working as a team, they are able to capture the emotions, expressions and athletic abilities of each rodeo contestant and showcase the excitement for the viewers.

Once the rodeo competition is finished each night, Donohue takes over as director of the operations during the concert entertainment. He has produced concerts, awards shows and other network shows all over the world.

Glodt produces the television presentation of the rodeo and concert, while staff member Johnnie Westerhaus, senior division manager, Advertising, Production and Creative Design Division, produces the live show in the stadium. Glodt has produced network news shows and other events from California to England, and “fantastic” is how he described the Show’s production facility. “This studio is a ‘dreamworld’ for television,” Glodt added.

The core of communications among all venues at Reliant Park during the Show is located in the studio. The production staff constantly communicates with the producer, camera operators, audio techs and announcers in the broadcast booth, which is located on the fourth level of Reliant Stadium, as well as the other production personnel, who are located on and around the stadium arena floor. Davidson devotes much of his time to making sure that communication between the two buildings during the rodeo and concert performances is working properly. “Communication is key and quite elaborate,” he added.

Davidson also is busy making sure communications between the studio and the other events at Reliant Arena and Reliant Center are running smoothly. Such events as the horse and junior livestock shows are shown on several television monitors located throughout Reliant Park. Student interns from Texas A&M University operate the cameras, as well as produce the live programs. Two professionals are hired to work with them in the studio. “It’s a win-win situation — interns learn from industry professionals, and we provide closed-circuit television for patrons at the Show,” said Davidson.

Davidson works closely year-round with local lighting and sound contractors to produce a combination of audio and visual presentations that are sent to television screens throughout the complex, and to provide quality lighting and sound for the live audience in the stadium.

The Show’s production studio is a maze of rooms, each



*Studio personnel utilize the latest technology to provide the best possible mix of audio and visual presentations on monitors and video screens in Reliant Stadium.*

designed and set up for a specific function. The largest and most impressive of these rooms is production control room one, which closely resembles NASA’s mission control. The large 16-foot by 4-foot screen displays each of the 14 camera angles from Reliant Stadium. Above the large screen is a real time clock locked onto the Global Positioning System, which is always in perfect sync with DIRECTV and other broadcasters in the country. “At countdown, when the Show begins, we have to be synced,” said Davidson.

McKee, who has been the chief engineer of RODEOHOUSTON for five years, has the responsibility for all technical aspects of live events, tape-delays and satellite transmissions. “I’ve built a lot of facilities, and Rodeo didn’t skimp on anything. They did a lot of research and made it to be right, and I’m real impressed with that,” said McKee. There are more than 1,224 miles of new cable running throughout the studio, Reliant Center and Reliant Stadium, according to McKee. Amazing as this may seem, this doesn’t include the wiring at Reliant Arena, which already existed.

He spent at least six months testing the new equipment. “Most of the older equipment worked with the new. In the old studio, there were many nights when we stayed up all night fixing things, and this is the first year we didn’t have to tear down the [auxiliary] studio after the Show,” said McKee. “Overall, it’s been a real success and basically free of error.”

One can only imagine the number of improvements that have been made from moving from a 1,200-square-foot, half-permanent/half-temporary studio to a new 5,300-square-foot, high-tech, permanent facility. Not only do Davidson and his co-workers and staff have ideal working conditions that are the envy of any major production crew in the world, they also have supportive crew members who are concerned about the success of the Houston Livestock Show and Rodeo. “All of our people have expressed at one time or another how they’ve enjoyed working for the Houston Rodeo because of all we do for children and scholarships,” said Davidson.



By Beverly Rosenbaum

**T**he number one protein source in today's American diet is beef. Although cattle were brought to the New World by European colonists, Americans were not big consumers of fresh beef until approximately 1870. About that time, the development of a transcontinental railroad system effected an enormous expansion of the cattle industry. Cattle cars transported the animals to processing centers. Then, newly introduced refrigerated cars transported the carcasses to widespread market points. Thus, a rapid means of getting the animal off the range and onto a consumer's table changed the eating habits of Americans.

In any modern supermarket, many different beef cuts can be found in the meat case. With so many choices, how does the customer determine which cut to buy? Once a cut has been chosen, how should it be cooked? Such factors as nutritional value, flavor, tenderness and even marketing strategies all can influence the selection and preparation process.

A 1,000-pound, live-weight steer, once dressed (butchered), weighs approximately 600 pounds. It will yield, on average, 432 pounds of retail cuts and 27 pounds of variety meats, such as liver and tongue. A beef carcass is divided into sections, called primals. The rib, short loin and sirloin primals are made up of the more tender suspension muscles, which include less connective tissue and are found along the middle of the animal's back. The less tender locomotion muscles, having more connective tissue, make up the remaining primals, which include chuck, brisket and shank, plate, flank, and hip. From these primals, which are sold wholesale, the various distinct beef cuts, named for their anatomical location on the beef carcass, are taken.

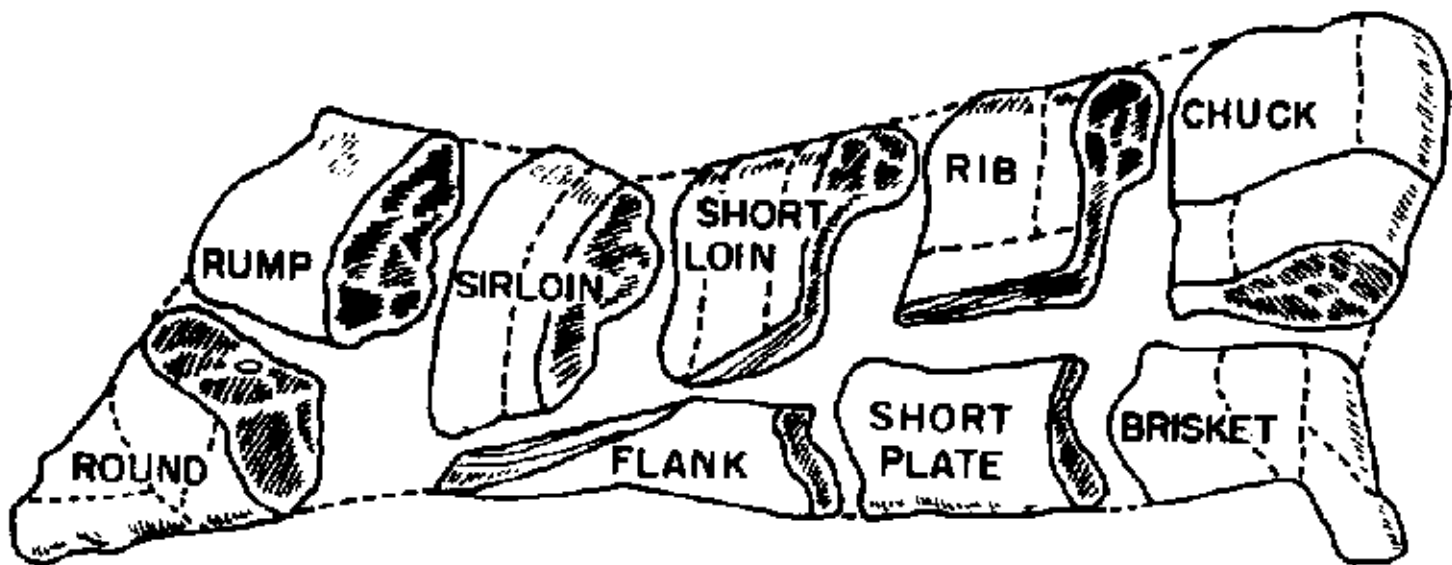
Cuts from the rib primal include the rib roast, rib steak, ribeye roast, ribeye steak and back ribs. The short loin primal yields the T-bone steak, top loin (strip) steak, tenderloin roast, tenderloin steak and porterhouse steak. The sirloin primal yields the top sirloin steak, tri-tip roast and tri-tip steak. The most tender cut of meat is the tenderloin. Though these cuts are tender, they are less flavorful. The rib, ribeye and sirloin steaks are less tender but are full of flavor.

Dry-heat cooking methods are recommended for the more tender cuts, usually the rib, short loin and sirloin sections. Such methods include grilling, oven- or pan-broiling, frying or sautéing in a skillet, and stir-frying. Slower oven roasting is used for the larger roast cuts. Tenderness is preserved, while the inherent flavor — combined with added seasonings to accentuate taste — is brought out. It is best to use long-handled tongs for turning steaks and roasts because a fork will pierce the beef, causing loss of flavorful juices.

Meat cuts taken from the other primals hold flavor, yet, due to a greater amount of interspersed connective tissue, they require more involved preparation and cooking techniques. Less tender cuts, such as chuck shoulder steak, chuck blade steak, top round steak, skirt (fajita) steak and flank steak, should be marinated for at least six hours, or as long as overnight, in a mixture containing a food acid or tenderizing enzyme. Beef should be marinated in the refrigerator — never at room temperature — allowing one-fourth to one-half cup of marinade for each one to two pounds of beef.

Moist heat methods are used for the cuts that may be more variable in

# HERE'S THE BEEF



tenderness, such as those from the chuck, round and flank sections. These cuts usually need lower cooking temperatures, longer cooking times and moist heat to tenderize the meat. Moist heat methods include braising, pot-roasting, and stewing or simmering.

Some steaks are best cooked by braising — browning the surface in fat and then simmering in a liquid until done. Eye round steak, chuck mock tender steak and chuck shoulder steak are delicious and tender prepared this way. Briskets, whole or flat, along with roasts from the chuck and round primals, also are often cooked this way. Because the cut of meat is generally larger, requiring a pot, this method is called pot roasting.

Stewing takes a longer cooking time. Chuck short ribs, shank cross cut and stew meat are cuts particularly tasty when prepared as stew — simmered or boiled in a liquid, typically with vegetables.

In the United States, federal law mandates meat inspection to assure the consumer that all meat is sold from healthy animals processed under sanitary conditions and that the meat is safe to eat. United States Department of Agriculture meat-quality grading is a voluntary service and is an indication of tenderness, juiciness and flavor. It is based on the amount of marbling, or flecks of fat in the lean meat, and the age of the animal from which the cut comes. The higher the grade, the more tender, juicy and flavorful the cut should be. There are eight quality grades of beef, although only the top three are usually identified and sold at retail: prime, choice and select. The lower five grades are mainly ground or used in processed meat products (luncheon meats, hotdogs, etc.). Uniform meat labeling tells the consumer three important facts: the kind of meat, the primal name (where on the carcass it comes from) and the retail cut.

Nutritionally, beef compares favorably to other dietary protein sources. The protein, vitamin and mineral nutritional content of beef cuts are similar, regardless of the grade. A lean beef cut is defined as having less than 17 percent fat content. It has less cholesterol than a skinless chicken breast. A 3-ounce

cooked serving of lean beef has the equivalent zinc of three 4-ounce cans of tuna, iron of 5.25 cups of spinach, vitamin B12 of 8.5 chicken breasts, riboflavin of 2.33 skinless chicken breasts and thiamine of 1.75 skinless chicken breasts.

Researchers believe that tenderness, along with the unique flavor of beef, drives consumers to repeat purchases. The goal of beef producers and university research programs is to improve palatability by offering consistency throughout the beef carcass, extending this quality to currently underutilized cuts. Because of the higher price of beef compared to other protein sources, the importance of a good eating experience is crucial to maintaining or improving current beef-buying trends.

Several years ago, the beef industry identified the key to increasing overall demand as improving the value of products from the chuck and round — both areas of the animal that customarily have been underutilized. New steak cuts, from what traditionally were merchandised as roasts, are intended to offer steak lovers less expensive, yet wholesome, beef options. The National Cattlemen's Beef Association research has found new ways to create great tasting steaks, such as producing top blade and beef shoulder center steaks.

Tender-aged beef has been found to have a competitive advantage over other popular food sources. The many familiar and newly introduced beef cuts offer a variety of choices of recipes and methods of preparation. Together with the combination of flavor, juiciness, taste and tenderness, beef is selected repeatedly by the American consumer. It is no wonder that the Cattlemen's Beef Board uses the slogan, "Beef — It's what's for dinner."

**For more information:**

**[www.txbeef.org](http://www.txbeef.org)**

**[www.beef.org](http://www.beef.org)**

**[www.beefboard.org](http://www.beefboard.org)**

# A Horse of a Different Color

By Susan K. Williams



Paint horses often are used in roping and herding cattle.

A horse is a horse, of course, of course, unless the horse is competing at the Houston Livestock Show and Rodeo™. Capturing spectators' imaginations and hearts, these beautiful animals gallop and trot, whinny and neigh through their paces during the individual breed shows held each year at the Show.

The modern horse, which scientists refer to as *Equus caballus*, ranges from miniature Shetland ponies to massive draft horses. Historians believe Spanish explorers brought horses with them on their voyages to the New World in the 1500s. Allowed to roam the wide-open land, the horse claimed the prairies and produced vast herds of wild horses. Today, the Show honors the beauty and abilities of five American breeds through exhibitions and competitions.

## APPALOOSA

The Appaloosa's heritage is as colorful and unique as its coat pattern, which bears spots and splashes of color. Considered the oldest recognizable breed in the world, the Appaloosa was first depicted in cave drawings dating as far back as 20,000 years in what is now France.

Today, the Appaloosa has an international breed registry, the ApHC, with more than half a million Appaloosas on record and approximately 10,000 new horses registered annually.

The average Appaloosa stands 14.2 to 15.2 hands (a horse's height is calculated in hands, with a hand equal to 4 inches) at the withers (the upper point of the horse's shoulders) and weighs approximately 1,000 pounds. Appaloosas have four identifiable characteristics — coat patterns, mottled skin, white-circled eyes and striped hooves — with no two horses being exactly alike. Their coat patterns vary from the "snowflake" — darker body with lighter speckling, to the "leopard" — a white body with dark spots over the entire body. The Appaloosa can be any breed of horse as long as it has these characteristics.

Appaloosas are known for setting speed records on the race-track and excelling at advanced levels of dressage (exhibition riding judged on the movement of the horse through complex maneuvers without obvious direction from the rider), along with jumping, reining, roping and endurance. They once were considered the most valuable horse in the ancient world and regarded as the most beautiful.

## ARABIAN

From the ancient deserts of the Middle East evolved the Arabian. According to ancient Arab tales, the Bedouin tribes, believing the horse to be a gift from God, relate a legend that claims that God fashioned the desert's south wind into a creature that "shall fly without wings."

For several thousand years, Arabian horses and the Bedouins depended upon each other for survival. The Bedouins developed the horses with strength and courage, as well as with speed and responsiveness to handle desert skirmishes. Such historical figures as Alexander the Great, Genghis Khan, George Washington and Napoleon all rode Arabians.

The Arabian's head has a characteristic "dished" facial profile with prominent eyes, large nostrils and a small muzzle. Its gracefully arched neck rises out of a long, sloping shoulder and broad chest with a short, strong back and high trail carriage. Arabians are gray (gray to white), chestnut (reddish brown with reddish, brown or tan mane and tail), bay (brown with black legs, mane and tail), and roan, which is similar to gray in that it has a pattern of individual white hairs sprinkled into the coat. However, unlike grays, roan horses are born roan and stay the same color throughout their lives. There also is the occasional solid black. Arabians stand between 14.2 and 15.2 hands high, weighing 800 to 1,000 pounds. Today, the purebred Arabian is essentially the same as those ridden in the ancient deserts of the Middle East.

## PAINT

Among the most treasured horses of the American West are the Paints — vital to the survival of the American Cowboy as he herded cattle across the prairies. Cowboys cherished the Paint due to its working ability and heart. Another descendant of the horses introduced by the Spanish conquistadors, Paints roamed the Western deserts and plains, with their story woven into a Western blanket of songs, stories and artwork.

The Paint's colorful coat pattern defines the breed as it always bears a combination of white with any of the basic colors common to horses: black, bay, brown, chestnut, dun, grulla, sorrel, palomino, gray and roan. Regardless of color, however, no two horses have exactly the same pattern.

For registration and breeding purposes, Paint Horses are categorized by their specific color patterns: the tobiano pattern (a tobiano horse has a splash of white that crosses the spine somewhere between the withers and the tail, and almost always has white stockings on all four legs), the overo pattern (an overo horse has white markings that do not cross the topline, but instead appear to begin at the belly and spread upward, and often there is a great deal of white on the face), and the tovero pattern (a horse with dark pigmentation around the ears, which may expand to cover the forehead and/or eyes, and one or both eyes are blue).

## PALOMINO

The choice of ancient emperors, kings and queens, today's Palomino is seen as a parade horse, in rodeos, and as a trail and endurance horse. The Palomino was the chosen steed in Greek

mythology, the companion of the Spanish conquistadors and the subject of artists' canvases, including Botticelli's 1481 painting "The Adoration of the Magi," which hangs in the National Gallery in Washington D.C.

Because the ancient golden palomino coloring occurs in a variety of horses and ponies, the Palomino is registered as a color registry, allowing dual registration of both breed and color. The Palomino's coat color is that of a newly minted gold coin, with variations from light to dark. The skin is usually grey, black, brown or motley, without underlying pink skin or spots, except on the face or legs. The Palomino's eyes are usually black, hazel or brown. The horse's mane and tail must be white with not more than 15 percent dark, sorrel or chestnut hairs.

In 1930, Palomino Horse Breeders of America, Inc. was formed, representing only Quarter Horses, Tennessee Walking Horses, Morgans, Arabians and American Saddlebreds. The Palomino has been revered throughout the ages and continues to be admired today for its intelligence, gracefulness and breathtaking beauty.

## QUARTER HORSE

The Quarter Horse, one of the most common horses in America, is the first breed of horse native to the United States, evolving when the bloodlines of horses brought to the New World were mixed. Arab, Turk and Barb breeds were mixed to form the Foundation American Quarter Horse.

The combination resulted in a compact, heavily muscled

horse that evolved to fill the colonists' passion for short-distance racing. By setting record-breaking speeds in the quarter-mile, it earned the name of "Quarter Horse." Today's Quarter Horses can run the quarter mile in 21 seconds or less.

As pioneers moved westward, so did the Quarter Horse. During the 1800s, cattle ranches began to stretch across the plains. Known for its cow sense — the ability to outmaneuver cattle — and calm disposition, the Quarter Horse was ideally suited for the challenges of the West.

Characteristics of the breed are heavy muscling, sprinter's speed, versatility, a keen cow sense and a gentle nature. The Quarter Horse generally is considered the world's most popular breed, with the American Quarter Horse Association registering more than 4 million horses throughout the United States. Competing in every equine sport imaginable, from traditional rodeo events such as roping and barrel racing to the refined English classes of dressage and jumping to horse racing, the Quarter Horse is one of the most versatile breeds in the world.

According to an inscription at The Horse Park in Kentucky, "History was written on the back of the horse." Indeed, horses are said to have done more to change the course of human history than any other domesticated animal. Whether prized for strength, speed, size, beauty or other traits, the various horse breeds certainly have maintained their appeal in modern times. By showcasing these five breeds each year, the Show continues to celebrate the longstanding relationship between horse and man.



*Appaloosa horses are identified by coat pattern, mottled skin, white circled eyes and striped hooves.*



*Quarter Horses are the first breed of horse native to the United States.*



*Arabian horses, with their easily recognizable "dished" facial profile, are an ancient breed from the Middle East.*



*Palomino horses are the color of a newly minted gold coin.*

# Center Stage

By Amy Mackay

In 2003, the state-of-the-art Reliant Center replaced Reliant Hall as the home of the Houston Livestock Show™, housing educational exhibits, merchandise and food vendors, livestock exhibitors and the Show's main judging arena. The Houston Livestock Show looked right at home during its inaugural season in the new, 706,213-square-foot exhibit space, but returning commercial and livestock exhibitors spotted the changes easily. Better unloading facilities, exhibit layout, lighting, climate control and various other aspects of the venue drew praise from vendors and participants.

Merchants Bill and Sally Madole of Madole Spurs traveled from Shawnee, Okla., for their sixth year at the Houston Livestock Show and Rodeo™. For the 2003 Show, they opted to move their display of spurs and Western art from Reliant Arena to Reliant Center and were satisfied with their decision. "Our repeat customers were generally able to find us, and new customers were plentiful," said Sally, adding that she and Bill thought the Show chose a good layout for the exhibition hall.

The Madoles were among a number of participants who commented on the improved lighting. Reliant Center's high-intensity-discharge lighting system uses metal halide and high-pressure sodium lights to illuminate the exhibit halls. The metal halide lights produce a bright, white light, while the high-pressure sodium lamps emit a golden light that renders true color. In 2003, Louise Sage of Kidz Stuff brought her line of children's Western clothes from Sargent, Texas, to the Show for the third year. "The lighting is much nicer in this building than it was in the Astrohall [Reliant Hall]. It just makes everything look better," Sage said.



*In 2003, Reliant Center showcased livestock shows, exhibits and more vendors under one roof than ever before at the Show.*

"It's a first-class building, and we love it," said exhibitor Neal O'Donnell as he visited with return customers at Brass 'N' Such, a Western furniture and art dealer. Brass 'N' Such has been a Show exhibitor for about a decade and has held two locations in Reliant Hall and one in Reliant Arena for the past several years. For the 2003 Show, the former three locations were consolidated into one large display for the first time. O'Donnell was pleased with the results and noted that the option to bring tractor trailers directly into the facility to unload made the setup much easier than in years past.

Commercial and livestock exhibitors alike commented on Reliant Center's extensive unloading amenities. Reliant Center features 15 freight doors, which are 12 feet tall or taller, and most have truck access directly onto the exhibit floor. For Neil Helm of Helm Land and Cattle Company, 2003 marked his seventh year bringing Beefmaster cattle from Lincoln, Ark., to the Show. "Setup was great," said Helm. "There's a lot more trailer space here than there was in the Astrohall [Reliant Hall]." He added, "I don't have the livestock show 'crud,' either. I think the ventilation is the best of any facility we've shown in."

Most livestock show participants are accustomed to tolerating the dust, animal dander and odors that generally surround such exhibitions. However, the 2003 Houston Livestock Show exhibitors commented that good ventilation and high ceilings kept their coughing and sniffing to a minimum. Show visitors experienced a consistently comfortable environment.

One obvious benefit of Reliant Center is its size. The exhibit space is almost 25 percent larger than that of Reliant

Hall, a fact not lost on Dominic Mazoch, agricultural science teacher from Channelview High School, east of Houston. "It's nice to have everything under one roof, and the design of this building allows us to load and unload closer to the stalls," Mazoch said.

With more exhibits in one building, livestock exhibitors and vendors enjoyed the opportunity to interact more. Livestock exhibitors were able to visit more merchandise and food booths than in previous years. James Hudspeth of Brownwood, Texas, a member of the Early FFA chapter and a calf scramble winner in 2000, brought his current project, a Simmental steer named Biscuit, to the Show this year. "The commercial exhibits are much more accessible than they were in the Astrohall [Reliant Hall]," said Hudspeth. He also said that the configuration of the stalls and aisles around the main show arena created fewer crowds through which to lead animals.

Sarah Vitanza, a Nimitz High School FFA student, has shown her projects all over the state for the past eight years. In her glowing review of the new facility, Sarah said, "I've been to San Antonio, Fort Worth, Dallas and plenty of other places, and this is definitely the best place I've shown." Sarah added, "I like the fact that all the livestock is together, instead of being so spread out like it was before."

Vendors were happy to have the livestock exhibitors nearby. Visiting FFA and 4-H students could be seen browsing through the exhibits during their downtime. Lindsey Noland, a high school senior from Big Lake, Texas, who is a member of the Reagan County 4-H club, could be seen exploring the Show with a group of peers from other 4-H clubs while they waited for their sheep to arrive from the sift and prejudging in Rosenberg, Texas.



*Sally and Bill Madole of Shawnee, Okla., brought the Madole Spurs booth to Reliant Arena for five years before choosing to move to Reliant Center for the 2003 Show. At the 1999 Show, the Madoles' booth was named runner-up for design and decor.*

Food vendors also appreciated their close proximity to the livestock. Oakridge Smokehouse of Schulenberg, Texas, has had a booth at the Show for more than 40 years. In 2003, its legendary barbecue was offered at two booths in Reliant Center and a third outside in the food court. Herman Popp of Oakridge Smokehouse said the two locations inside Reliant Center enjoyed quite a bit of business from the livestock exhibitors.

This was Casey Kidd's fifth and final year to show as a student at the Houston Livestock Show. A high school senior from Brady, Texas, and a McCullough County-Brady 4-H'er, Kidd reflected on his years at the Show with some nostalgia. "The Houston Livestock Show and Rodeo has helped our program so much over the years," he said. "I'm glad Houston was able to build these new facilities, but I was really relieved to see that the same announcer was still covering the show arena. I grew up with him, and when you hear that voice, you know you're in Houston," added Kidd.

Overall, the 2003 exhibitors and participants had good things to say about the Houston Livestock Show's new home. The move was a sign of the Show's continued growth and strong commitment to the youth of Texas. Most longtime participants of this event embraced the changes with enthusiasm and look forward to continued success at the world's greatest livestock show and rodeo.

# This Little Piggy Went to Brenham

By Sonya L. Aston

Perhaps not every visitor to the Houston Livestock Show and Rodeo™ contemplates what characteristics make one pig a prizewinner over another, or how many pigs compete in the Show. Anyone interested in finding the answers to these questions, however, needs only drive to Brenham, Texas, to witness the largest pig beauty contest in the country — the Junior Market Barrow Sift.

Twenty years ago, it became obvious that Houston could no longer accommodate all the pig entries, which were approaching 2,000. So, it was decided that the animals needed to be “sifted,” meaning that the least desirable pigs are culled, selecting the best 660 pigs to travel to Houston for the final round of judging. In 1984, Brenham officials volunteered the Washington County Fairgrounds for the Show’s Junior Market Barrow Sift, and the event has grown by leaps and bounds ever since. The first year the sift was held in Brenham, there were 1,925 pigs. By 1995, a record 4,258 entries headed to the swine sift. Most recently, 3,571 pigs went to Brenham in 2003. Those that don’t go to Houston are sold at Port City Stockyard Co. in Brenham.

Driving through the grassy rolling hills of Brenham and pulling into the gravel driveway leading to the Washington County Fairgrounds, visitors encounter a sea of white recre-



Photo by Kathryn Jasek, Mayde Creek FFA.

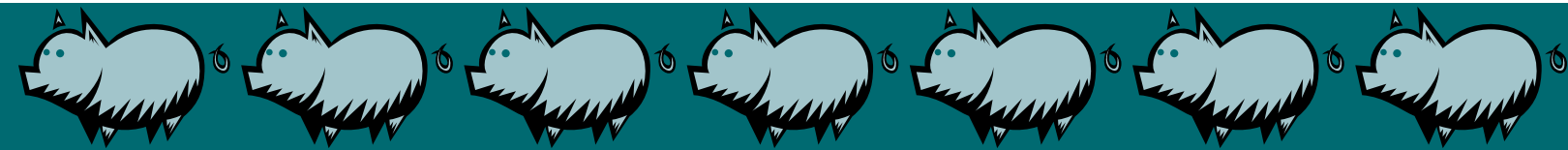
Youth exhibitors, parents, agricultural science teachers and county extension agents all travel to Brenham each year for four days of preparation and preliminary competition.

ational vehicles. During the four days of the pig sift, there isn’t a motel room to be found in Brenham. Many have to find rooms in neighboring towns and commute each day.

Volunteers monitor the parking lot, which remains busy with the 800 rigs carrying the pigs and RVs carrying exhibitors. Then there are the scales, the pens and, most importantly, the sorting arena to set up.

As visitors exit their vehicles, there is an air of excitement as the youngsters and their families prepare for the competition. Parents, grandparents, sisters, brothers and competitors





come from all over the state with high hopes of making it to Houston.

All alleys eventually lead to the center arena, where the squealing, grunting and thumping of the pigs are coordinated by William Kulow, the superintendent of the pig sift since 1986. Kulow works the logistics of the show, coordinating with numerous volunteers. “The hard part is taking care of all the details,” said Kulow. His attention to detail is evident in how professionally and smoothly the sift runs in a quick, four-day period.

The sift involves seven breeds of pigs and one crossbreed. All of the animals are castrated pigs, otherwise known as barrows. The breeds are Berkshire, Chester White, Duroc, Hampshire, Poland China, Spotted and Yorkshire.

While it appears to be controlled pandemonium, the event is well orchestrated. The competition begins with the weigh-in. Each barrow must weigh between 230 and 270 pounds to be eligible. Then, each animal gets its time in front of the judge in the first sift, during which the judge is looking for quality, length, width, and the amount of lean meat and quality of bacon on the animal. Each year, two new judges look at four breeds each and may confer on difficult calls. Judges are nominated by an animal industry committee, made up of agricultural science teachers and county agents. Show management selects two judges from the nominees. In 2003, the judges were Marty Ropp from Bozeman, Mont., and Bill Range from Marissa, Ill.

Surrounded by a sea of trotting, curly tails chased by nervous kids, Ropp was impressed by the operations. “Great folks. Unbelievable amount of work,” he said. According to Ropp, “This show is the most famous — surely one of, if not the, most prestigious pig shows in the country. It is every bit as good as its billing.” And, he was duly impressed with the quality of the competition, as he exclaimed “nicest barrows you can find in the country.”

During the first sift, he explained that he was looking at the way that the pigs move — lean and heavy with muscle definition. If they have a level and long body, they are easier to raise. In order to get pigs in good condition, diet and exercise are important. In order not to have too much fat, the diet is low on carbohydrates and fat. The pigs that have been exercised and are well trained are easy to spot.

Range has judged all over the United States, Japan and Mexico, and he has purchased hogs from five or six different countries. Impressed with the 2003 competition, he said, “Kids are so hard working and great — every one deserves a



*Exhibitors and barrows make their way down alleys to the judging area, where it is decided if the barrow will make the cut to go to Houston.*

blue ribbon.” Range spends time with each child to explain how to have a better pig.

Raising pigs for competition is a family event that requires the support of parents and, sometimes, grandparents. Range recognizes how important this time is for the family. He lost his son to cancer, and one week before he died, his son told him, “Dad, you know the best time we had was when we did the shows together.” Thrilled to be a part of the Houston Livestock Show™, Range exclaimed, “This is the World Series of all barrow shows. This is the ultimate.”

Visitors can participate in the experience by watching this symphony of floppy ears and squeals. In the sorting arena, each exhibitor looks at the judge with hopeful eyes while guiding his or her pig, trying not to run into other contestants and hoping to hear the magic word, “blue,” which means the pig will go to Houston. When the judges call out blue, family members in the stands go wild. The remaining pigs are segregated into high reds and low reds. At the end of the first round, the blues are counted. If there are fewer blues than the number of pigs designated to go to Houston, the high reds are brought out again and reviewed. If all the high reds go to Houston, the low reds might be reviewed again.

Ropp noted that at very few other places is there such a great support for youth livestock programs by schools and industry. “Kids learn about finances, budgeting, life, death and pride. This is a terrific program.”



# New Vice Presidents

By Beverly Acock

Legacy, loyalty, leadership, learning and legends are a few of the words exemplifying the common characteristics of the Houston Livestock Show and Rodeo™'s newest vice presidents. As they take the reins of leadership and forge ahead toward the 2004 Show, their individual comments reflected similarities in integrity, enthusiasm and attitude. Cumulatively, they represent a variety of committees, experiences and perspectives, having acquired their new positions through a strong work ethic and steadfast perseverance.

## Howard Cordell



Howard Cordell's father, James, introduced him to the Show when it was held in the Sam Houston Coliseum in downtown Houston. Howard and his wife, Lore, have been involved as volunteers since 1990. Howard began with the Calf Scramble Donors Committee and joined the Houston Metro Go Texan Committee in 1993.

He was elected to the Show's board of directors in 1997 and is the immediate past chairman of the Houston Metro Go Texan Committee. Lore's experience began with the Houston Metro Go Texan Committee, and she later became captain of the Alief Southwest subcommittee. Her knowledge and leadership abilities led her to become the vice chairman of the Houston Metro Go Texan Committee. Presently, she serves as a member of the Events and Functions Committee.

Howard's father trained him in the construction business, and together, they built JAHO, Inc. (JAMES and HOWARD, Inc.), an underground utilities and paving company that specializes in building subdivisions. Howard and Lore have two sons, Andy and Justin. When time permits, the family enjoys boating and fishing in Galveston's West Bay and surrounding areas. Howard said that he's found that the greater the involvement with the Houston Livestock Show and Rodeo, the greater the learning experience along the way. "Our perspective

becomes increasingly more broad based, and the love and commitment to the kids and the community only grows stronger." Howard will serve as officer in charge of the Equipment Acquisition, Facility Services, Houston General Go Texan and Houston Metro Go Texan committees.

## Jack Heard Jr.



Jack Heard Jr., influenced by his father, became affiliated with the Show in 1972. When he married his wife, Janet, and moved her from North Carolina to Texas, he fondly remembers telling her, "You've got to be a Texan, you've got to be a Houstonian, and you've got to love the Rodeo." Jack made his Show debut as a member

of the Calf Scramble Committee, working with beef and dairy donors. He has devoted 25 years to the Parade Committee, was high salesman on the Steer Auction Committee and served as chairman of the Agricultural Mechanics Committee. In 1993, he was elected to the board of directors, and he also has served as a member of the board of directors of the Houston Livestock Show and Rodeo Educational Fund. Janet, too, quickly made her mark through extensive time and efforts given to the Lamb Auction Committee. As the chairman of that group, she led them to break many longstanding records.

Jack currently is president and chief executive officer of Superior Protection, Inc., a nationwide security company. He and Janet are the parents of three daughters, Elaine, Rachel and Allison. As champion buyers, Janet and Jack have significantly impacted the Show's success, but even more importantly, their Texas-sized hearts have supported the educational endeavors of many deserving students throughout the state. When given the opportunity, Jack tells the student recipients, "The one thing you can do is to always come back, buy rodeo tickets, and to support and expand the legacy that we have

started for you.” He said he believes that the young people of Texas are more productive and involved citizens wherever they may go because of the encouragement they received from the Houston Livestock Show and Rodeo. Jack will serve as officer in charge of five committees: All Breeds Livestock Sales, Agricultural Mechanics, Breeders Greeters, Livestock, and Junior Commercial Steer Feeding and Management.

## Harry Perrin



Harry Perrin began his ride with the Show 14 years ago, serving as a rookie on the Parade Committee. In time, he journeyed to the top, giving tirelessly as chairman of the team that gave him his beginning with the Show. He also has served on the Legal Advisory Committee. His wife, Martha, volunteered on the Inter-

national Committee for four years.

Their central Texas ranch near Cameron, Texas, is a prime time hobby, a retreat for family and friends, and, sometimes, a full-time job. They are passionate about family, including their daughters, Paige and Harrison, and sons, Drew and David; raising Quarter Horses and commercial cattle; and riding cutting horses. They are active with the American Paint Horse Association and are owners of a horse ridden by the Catalena Cowgirls. When time allows, Harry enjoys hunting and golfing. His philanthropic spirit is energetic and enthusiastic. He says that he is always amazed that the more time and effort he puts into the Show, the more he personally gets out of it. “I feel that since I have been so blessed it is important that I give back to the community. The Houston Livestock Show and Rodeo is a wonderful organization to accomplish that goal because of its commitment to education and to the youth of Texas,” Harry said. Harry will serve as officer in charge of five committees: Corporate Development, Go Tejano, Llama, Parade and Trail Ride.

## Greg Willbanks



Greg Willbanks came to the Show through the contagious enthusiasm of a friend who was a volunteer on the Poultry Auction Committee. After attending a party and experiencing the excitement of being involved with the Show, Greg joined the Poultry Auction Committee in 1988. He remains active with this group, and he

also has found time for the Rodeo Merchandise Committee. He became a life member of the Show in 1992.

Professionally, Greg is a manufacturer's representative and distributor for mechanical and plumbing equipment at Willbanks & Associates, Inc., a family owned and operated company founded by his father. Greg has been a Houstonian for 40 years and has dedicated endless hours to the Show since he was 23. His favorite sidekick is his 8-year-old son, Cole.

Greg said that he finds great satisfaction in giving back to the community by contributing to the educational endeavors of many Texas students and that he hopes that this is a family tradition that will be nurtured for many generations. Greg will be officer in charge of the Area Go Texan, Go Texan Contests, Poultry Auction, Safety and Special Attractions committees.

This new group of vice presidents has an established record of loyalty to the community. They have a love for the Show's mission of benefiting youth and supporting education, and a perpetual commitment to learning more and teaching others about the Houston Livestock Show and Rodeo. Undoubtedly, the team of new and returning vice presidents will continue to build the Show's legendary reputation in both Western history and modern culture as it continues to leave an indelible mark in the records of educational philanthropy.

# Do You Remember?

**T**he Grand Champion Capon of the 1944 Houston Fat Stock Show was this 12-pound Black Giant owned by James Hennig of Goliad, Texas. Sergeant Bill Williams bought the bird at auction for \$750 in War Bonds. With Hennig are Williams; Julian Weslow, Houston Fat Stock Show and Livestock Exposition vice president; and Walter Britton, auctioneer.

Williams, a longtime supporter of the Show, served on the Executive Committee, purchased auction animals, founded the annual Capon Dinner, and, through his friendship with Col. Tom Parker, Elvis Presley's manager, helped Show officials sign the legendary entertainer.

*If you have photos that you would like to donate to the Houston Livestock Show and Rodeo™ archives, please call the Show at 832.667.1000, and ask for the Western Art Committee staff coordinator.*



## GALLOP Into the Future

**O**ver its 72-year history, the Houston Livestock Show and Rodeo™ has been a tremendous financial success, providing millions of dollars for scholarships to deserving youth and for other educational programs. Have you ever stopped to think where the funding for these scholarships and other programs initiated by the Show will come from 70 years from now? The Gifting and Lifetime Legacy Opportunities Committee was created to assist donors who want to immediately ensure the availability of funds for scholarships and other programs in future years.

Unlike other Show committees, GALLOP is primarily concerned with assisting donors with contributions that will benefit the Show and the youth of tomorrow long into the future. GALLOP Committee members are professionals specializing in financial planning, estate planning, income and estate taxation, and other areas that must be considered before making a gift. GALLOP Committee members are available to work with potential donors and their financial advisors to facilitate life-

time gifting and testamentary transfers. What better way to honor or remember a loved one than to establish a lifetime or testamentary gift that will benefit youngsters far into the future?

Some of the simplest forms of gifts are those made during a person's lifetime. They can be outright gifts or gifts in trust. Testamentary transfers take affect at death or some future date and also can take the form of outright gifts or gifts in trust. Either gift can be directed to be used for a specific purpose as long as that purpose complies with Show guidelines. GALLOP Committee members are available to discuss the various types of gifts upon request.

If you are interested in making a gift or learning more about planned giving that will benefit the youth of tomorrow, contact GALLOP Committee Chairman Beth Woehler at 713.561.9331. The committee members will be more than happy to assist you to GALLOP into the future.



# Rodeo Merchandise

By Teresa Ehrman



*Volunteers on the Rodeo Merchandise Committee, such as Fred Berry, staffed several booths during the 2003 Show, including this one inside Reliant Center.*

It is almost impossible to escape them. The Houston Livestock Show and Rodeo™, Houston Livestock Show™ and RODEOHOUSTON™ logos are everywhere — on shirts, caps, blankets, pillows, flags, pins, belt buckles, ties, jackets and much more. The Show's Rodeo Merchandise Committee wouldn't want it any other way.

The responsibility of this 250-member committee is to raise awareness of the Show through promoting and selling officially licensed products, but it's how they do it that has had such a tremendous impact on this organization. Volunteers man all three merchandise booths during the Show's three-week run, but the atmosphere at each of them is more like a pep rally.

"Every member of this committee is passionate about what they do and why they do it," said Carolyn Faulk, lifetime vice president and the committee's founding chairman. "So, their enthusiasm is evident all the time. This group is just excited to be doing their job, and they show it!"

What is truly remarkable is that the committee was assembled in just a few quick months and made its debut at the 2002 Membership Dance, where it racked up an incredible \$26,000 in sales. The group followed that impressive introduction with sales totaling an outstanding \$725,000 during the inaugural year of operation. "Whether it's a \$1 sale or a high-dollar purchase being shipped to another country, every sale is important to this committee and to the Show," said Faulk. "After all, the ultimate beneficiaries are the young people of Texas, and that's a great incentive to work hard." Net revenues from committee sales contribute to the Show's Educational Fund.

Prior to the committee's establishment in 2002, Show merchandise was developed, distributed and sold by numerous vendors. "When the decision was made to develop this aspect of the Show into a committee and to involve volunteers, it really took off," said Bill Yates, officer in charge of the committee and a Show vice president. "When our volunteers become engaged in any part of this Show, you know the results will be superior, and this committee has been a fantastic example of that."

In addition to manning booths during the Show, the group also sells merchandise at other events, like the swine and lamb sifts, the Black Go Texan and Houston Metro Go Texan galas, and many other events throughout the year. The Rodeo Merchandise Committee also works with the Show's other committees that want to develop or purchase promotional items bearing Show or committee logos for their use.

All the Rodeo Merchandise Committee members believe their role is far more than simply selling. It also includes sharing the mission and objectives of the Show with people everywhere. During the 2003 Show, committee members personally handed out thousands of flags and commemorative pins to school groups and other children's groups that visited the livestock show, even conducting special swearing-in ceremonies for kids — designating them as "official" rodeo patrons for the day. Committee members also took Rodeo festivities to young patients at the Shriners Burn Institute in Galveston, Texas, which is just another testament to the dedication of these remarkable volunteers.

With its unbridled enthusiasm for promoting the Show and an extraordinary commitment to excel at selling, there's no question how the group quickly evolved into the "World Famous" Rodeo Merchandise Committee.



# Sheep and Goat

By Amy Mackay



*Junior Market Goat Show assistant superintendent Shawn Ramsey (front left) and other Show officials receive help from the Sheep and Goat Committee members, including chairman Elaine Martinez.*

The Sheep and Goat Committee is a unique group of 40 individuals dedicated to making the sheep and goat exhibitors' experience at the Houston Livestock Show and Rodeo™ one they will remember and cherish for years to come. The committee's primary function is to host the individuals and families who bring breeding sheep, Boer goats and dairy goats to the Show.

In addition to assisting exhibitors with moving in, setting up and preparing their animals for show, the Sheep and Goat Committee members organize a variety of activities to promote the sheep and goat industry. The committee has information available to educate the public about the meat, wool and dairy items that are the products of this trade, which includes materials provided by various organizations that represent the sheep and goat business.

The Wool to Wardrobe Contest, a favorite among Show participants and visitors, is another of this committee's annual responsibilities. Exhibitors of all ages, dressed in wool clothing, compete in a fashion show while leading a sheep through the show ring. Local personalities and Show dignitaries judge each contestant's fashion, poise and presentation of the animal.

The committee hosts receptions for dairy goat, Boer goat and breeding sheep exhibitors during each of the shows. Private donations enable the committee to present champions with trophies, cash awards and certificates to purchase Show jackets.

Thanks to the work of the committee's volunteers, a former Show tradition was reborn in 2003 after a long hiatus. Local media personalities joined Show dignitaries to participate in the Celebrity Goat Milking Contest. "The event drew a respectable number of spectators in its debut year," said Chris Richardson, a Show vice president and officer in charge of the

committee, who finished second. "Everyone involved really enjoyed themselves, and we are looking forward to doing it again next year."

Another event, new at the 2003 Show, was the Dairy Goat Congress, a daylong educational conference in which experts from the trade made presentations and fielded questions on subjects of concern to industry participants. Feedback from attendees was positive, and, with the help of the Dairy Goat Show superintendent, Mauricio Cano, the committee plans to host the congress again in 2004.

Sheep and goat showing often is a family affair. Both youth and adults show in the open shows, and Junior Sheep and Goat Show participants often are coached by parents, older siblings and newfound friends. Entire families enter the Wool to Wardrobe Contest's "flock" category, competing as a group. "I like working with this committee because it's very family-oriented," said Committee Chairman Elaine Martinez. "We have such a devoted group of volunteers, and the exhibitors just can't say enough nice things about our Show."

The Sheep and Goat Committee has a legacy of commitment to the Show participants that it serves. The committee had its beginnings in the late 1960s, when Cliff Hawthorne, then a Show director and now a lifetime vice president, hosted a banquet to recognize some junior exhibitors who did not have the opportunity to compete for the large prizes offered in other livestock categories. The event caught on, and after several years, a Sheep and Goat subcommittee was formed as part of the Livestock Committee. In the early 1990s, the Sheep and Goat subcommittee became its own entity, and the group has remained a strong example of the passion that Houston Livestock Show and Rodeo volunteers bring to their work.



## Special Children's

By Susan K. Williams



*Show director George McAteer and lifetime vice president and Special Children's Committee member Jerry Johnston Andrew presented the young competitors with trophies and commemorative photos.*

As one of the oldest committees of the Houston Livestock Show and Rodeo™, the Special Children's Committee has a longstanding reputation for providing support and encouragement to a very special group of youngsters. The 51-year-old committee began in 1952 as a result of the vision, foresight and passion of Lucia Painter Eaton. Following a long, exhaustive process of lobbying the state legislature during the 1940s, she fought and won the right for special education classes for children like her son, a young boy with cerebral palsy. She then began a mothers' club to help formulate policies and provisions within the legislature. One of the club's activities included bringing the children to see the Houston Fat Stock Show in the Sam Houston Coliseum.

On opening day in 1944, the mothers' club brought its first group of students to attend the performance, and this project eventually became what now is known as the Special Children's Committee. Since 1952, when the Show officially recognized the event and created a formal committee, the group has grown and expanded its scope with new elements and activities for these extraordinary children. Not limiting its activities to simply attending the Show, rodeo events and concerts, the committee has created two very special events: the Top Hands Horse Show and the Lil' Rustlers Rodeo.

"Many of the people on the committee experience deep emotions with these kids," said Bill Hanna, committee chairman. "They come in with their eyes wide open, ready to experience everything, ready to feel the excitement as they provide these kids with an opportunity to do something unique — just for them. This committee does a good job of demonstrating exactly why this Show is called 'the Show with a heart.'"

One group of committee members greets guests and facili-

tates their arrival and departure to and from the Reliant Park complex. Each member takes very seriously the responsibility for the participants' safety and enjoyment. This subcommittee, dubbed the "street people," works outside Reliant Stadium on the sidewalks and in the parking lots during the Lil' Rustlers Rodeo. Assisted by area ROTC cadets, the committee handles crowd control and ensures that, from the moment the kids leave their vehicles, committee members escort them until they are greeted by other volunteers at Reliant Stadium.

In 2003, approximately 175 agencies throughout South Texas received tickets to the Special Children's Committee's events. One of the most important activities conducted by the committee is that of interviewing these agencies to evaluate their specific needs. Agencies served by the committee include the Epilepsy Foundation, special education classes in public school districts and such health care providers as The Institute for Rehabilitation and Research and The University of Texas M.D. Anderson Cancer Center, among others.

"Our volunteers have very long tenure," said Hanna. "Out of 120 members, 35 people have served on the committee for more than 20 years. One member, Tom Eaton, has been on the committee since his mother helped to create it because her other son was disabled. Tom's two children have joined the committee as well, making it three generations of committee volunteers," said Hanna.

"When I was asked what committees I would like to oversee, I didn't hesitate to ask for the Special Children's Committee," said Jack Lyons, officer in charge and a Show vice president. "It has been a wonderful honor to work not only with the committee members, but also to see the joy and excitement on the children's faces. It's evident that this committee does make a difference!"

# Third-Year Committee Chairmen

## PROFILES

By Marshall Smith III

Every volunteer who wears the gold badge contributes to the overall success of the Houston Livestock Show and Rodeo™. Of the more than 16,000 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.



### **Donald Alyea – Houston General Go Texan**

In 1994, Donald Alyea joined the Show and the Houston General Go Texan Committee, and he served in various positions before becoming its chairman. He has been a shift leader on the Facility Services Committee. Donald also volunteers for the Girl Scouts of San Jacinto Council. He and wife, Venus, enjoy spending time with their son, Clayton. Donald is national director of marketing for Texas Auto Racing, Ltd. In his spare time, he loves to fish.



### **Thomas R. Conner – Legal Advisory**

Thomas R. Conner joined the Show in 1986 as a life member. He became a member of the International Committee in 1989 and has served on the Steer Auction Committee as a vice chairman. Tom is a charter member of the Legal Advisory Committee. He was elected to the Show's board of directors in 1994. His family also volunteers for the Show. His wife, Anne, is a member of the International Committee, where she serves as a translator. His daughter, Emily, serves on the Special Children's Committee, and his son, Will, is a life member. Tom is an attorney with Conner and Lindamood, P.C.



### **Michael L. Durham – Safety**

In 1989, Michael L. Durham began volunteering for the Show as a life member. He has served as vice chairman and district chairman of the Safety Committee. Michael and his wife, Andi, volunteer on the Houston Metro Go Texan mid-town subcommittee. They have five children, which he claims take up a lot of their time. In addition, he participates in the World's Championship Bar-B-Que Contest. Mike is an attorney with Coselli & Durham, P.L.L.C. His hobbies are hunting and fishing.



### **Charlene Floyd – Corporate Development**

In 1984, Charlene Floyd joined the Show, and she became a life member in 1991. She served on the Group Ticket Sales Committee, where she won many awards for outstanding sales. Charlene has been recognized for bringing many new companies to the Show's Corporate Development Committee. She was honored in 2003 with a Ladies' Season Box Trailblazer Award. Charlene was elected to the Show's board of directors in 2002. Her husband, Richard, is a member of the Calf Scramble and Group Ticket Sales committees. Charlene is employed with the Houston Super Bowl XXXVIII Host Committee as executive assistant to the president. In her spare time, she enjoys traveling.



### **Linda Stout – Ladies' Go Texan**

Linda Stout has been a member of the Show and the Ladies' Go Texan Committee since 1979. Currently, she also volunteers with the Breeders Greeters Committee. Linda is a member of several other organizations, including the International Special Events, Susan G. Komen Breast Cancer Foundation and Houston Ballet. Her sisters, Judy Brokaw and Vickie Lyons, are volunteers with the Breeders Greeters Committee. Linda owns Stout Marketing Strategies, Inc. Her hobbies are cooking, fishing, gardening and traveling.



### ★ New Board Members

At the Houston Livestock Show and Rodeo™ annual meeting on June 3, the membership elected 21 new directors to the Show's board of directors: Rance Barham, Curtis Brenner, Roxie Campbell, Rudy Cano, Joe Chastang, Terry "T.C." Crawford, Michael J. Hajovsky, Mike Hill, Gene Hollier, Mason Hunt, Larry Kerbow, Carl Lee, Ed Lester, Robert Moss, Phillip "Bubba" Murphy, Gary Nesloney, Russell Raia, Gregg Raymond, Bill Scott, Andrew Vavra Jr. and Larry Walters.

In addition, four directors were elevated to the status of lifetime director for their dedicated service to the Show. The new lifetime directors are Robyn Adair, C. Joe Dailey Jr., Dorie Damuth and James Palmire.

### ★ Show Management Change

Show officials announced in June that **Dan A. Gattis**, vice president and chief operating officer, will assume new duties with a reduced time commitment to the organization.

"We look forward to continuing to utilize Dan's years of experience and expertise," said John O. Smith, Show chairman of the board, "while allowing him time to pursue other interests and activities."

Gattis will serve as an executive project manager, reporting to P. Michael Wells, president and chief executive officer, and will work on special projects throughout the year, with emphasis on the January through March time frame.

Gattis joined the Houston Livestock Show and Rodeo in 1976 as executive assistant to the general manager and was named assistant general manager in 1981. In 1984, he became only the third general manager since the first Show in 1932. In 2001, he was named vice president and chief operating officer.

During his tenure, RODEOHOUSTON™, a division of the Houston Livestock Show and Rodeo, became the world's richest regular-season rodeo; the Show moved from Reliant Hall and Reliant Astrodome to Reliant Center and Reliant Stadium; and the Houston Livestock Show and Rodeo grew significantly in all categories, including the number and monetary value of scholarships given, the number of volunteers, the number of livestock show entries, and the diversity and quality of star entertainers.

"I'm proud to have been here to see our educational budget grow from half a million dollars in 1977 to more than \$7 million today, our rodeo attendance increase from 470,000 to more than 1 million, and our number of students on scholarship go from 132 to 1,833.

"This Show has been such a huge part of my life for so many years," said Gattis. "I intend to continue working for its success and to remain a part of this great team."

### ★ Open for Business

Houston Livestock Show and Rodeo, Houston Livestock Show™ and RODEOHOUSTON merchandise is only a click away with the launch of the Show's new online store. Shirts, caps and much, much more can be found for purchase at [www.rodeohouston.com](http://www.rodeohouston.com) or [www.hlsr.com](http://www.hlsr.com).



### ★ Committee Volunteer Parking

To accommodate all of our year-round activities at Reliant Park, the Houston Livestock Show and Rodeo is cooperating with SMG (the management group for the park) to better facilitate parking for the Show's meetings and events.

Committee volunteers are being issued a parking permit with their appointment letters, valid until approximately Feb. 23, 2004, to be used for their committee meeting times only. This permit must be used only in the "guest/pass" lane of the Reliant Parkway/McNee entrance at Kirby Drive. If a volunteer enters any other lane than the one designated as the "guest/pass" lane, he or she will be stopped and will have to furnish certain required information in order to enter the grounds.

Committee parking permits will NOT be valid on non-meeting dates. (Reliant Park management will be supplied a list of committee meetings on a daily basis.) These passes are not valid for event parking, other than Houston Livestock Show and Rodeo scheduled events. Each parking permit will be numbered and assigned to a specific committee volunteer.

Parking passes are nontransferable, and lost or destroyed passes cannot be replaced.

Committee members will park in the North Kirby Lot (red lot #4), located on the west side of Reliant Center adjacent to the Reliant Park employee lot, during non-Show-time dates.

Location of Show-time parking for committeemen is being determined at this time.



### ★ Online Exhibitors Handbook

Youth exhibitors from across Texas and open show exhibitors from around the country will find it easier than ever to locate information about the Houston Livestock Show. Instead of receiving the exhibitors' handbook in the mail, exhibitors will be able to go online any time this fall to print the information and entry forms needed. Find it all at [www.hlsr.com](http://www.hlsr.com) or [www.rodeohouston.com](http://www.rodeohouston.com)



### ★ New Faces

The Show staff has been joined by three full-time employees — **Tiffany Lucas** and **Becky Queen**, both administrative assistants in the Agricultural Exhibits and Competition Department, and **DeShana Vavrecka**, director – membership in the Accounting Department.

# 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 31	25★	26	27	28	29★	30

## SEPTEMBER

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				

## OCTOBER

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	

### AUGUST

- 9 Liberty County Sporting Clay Reg. Shoot
- 22 LaPorte Annual Golf Tournament
- 22 New Caney/Splendor 7th Annual Swinging for Scholarships Golf Tournament
- 23 Aldine/Spring/Klein Rock & Bowl Rodeo
- 23 Pasadena Bowling Tournament
- 23 Tomball/Magnolia/Montgomery Turkey Shoot
- 25 Brazoria Southwest Fishing Rodeo
- 29 Crosby/Huffman Golf Tournament

### SEPTEMBER

- 1 Show offices closed – Labor Day holiday
- 5-6 Liberty County Bar-B-Q Cook Off
- 10 Spring Branch/Memorial Cowboy Classic
- 19 Baytown/Highlands Fish Fry
- 19-21 Houston Metro Go Texan Eighth Annual Regional BBQ Cook off
- 20 Channelview/Sheldon Dance and Casino Party
- 20 Lamar/Needville Go Texan Contest Day
- 22 Alief/Southwest 5th Annual Golf Tournament
- 22 Humble/Kingwood Golf Tournament
- 23 Tomball/Magnolia/Montgomery Golf Tournament
- 26 Deer Park 13th Annual Golf Tournament
- 27 Liberty County Cowboy Classic Golf Tournament
- 27 Waller County Turkey Shoot & Archery Contest

### OCTOBER

- 1 Deadline for committee listing in 2004 Souvenir Program
- 11 Channelview/Sheldon Beauty Pageant
- 11 Lamar/Needville Golf Tournament
- 17-19 Channelview/Sheldon Cook Off and Auction
- 18 Baytown/Highlands Kick Off Dance
- 26 Boo Bash Bake Sale & Go Texan Contest



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