



Serving and Informing the Volunteers and Supporters
of the Houston Livestock Show & Rodeo

MAGAZINE



*Leaders of the
1994 Show*



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Houston Livestock Show and Rodeo

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Cover photo, by Sam Pierson, depicts 1994 Show Executive Committee members, officers and chairmen.



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A Message From The President



My first year as president of the Houston Livestock Show and Rodeo was a fantastic experience.

We approached this year's Show with high goals and expectations, and concluded the event by surpassing our overall attendance records for both rodeo and general attendance, breaking auction records and expanding our audience through the pay-per-view telecast.

Many concerns were expressed regarding the move of the World's Championship Bar-B-Que Contest to Thursday and Friday. However, this year's competition drew a record attendance, while total revenue increased.

Season ticket sales this year were phenomenal! More than 30,000 season tickets were sold, while 16 of the 18 performances were considered sellouts, and six performances set individual attendance records.

We received remarkable feedback from shuttle bus riders on the accessibility, convenience and overall pleasant experience of this service. More than 260,000 people utilized the five off-site parking locations during the 1994 Show.

Our most significant enhancement of the Show was in the area of overall presentation. Additions such as Astrohalla Plaza, increased signage to improve the flow of pedestrian traffic, three petting zoos and a new carnival all contributed to a more pleasant atmosphere for our 1.6 million patrons. Rodeo spectators also enjoyed a dramatic display of indoor fireworks this year in addition to the spectacular pageantry of the national anthem.

It is our goal to continually improve the overall presentation

of this event. With a constant drive to enhance the quality of our Show, the Southwest's most celebrated event will continue to draw millions to Houston.

Our phenomenal success, once again, could not have been accomplished without the efforts of each of you. It is amazing to see so many people work collectively for a common goal.

This summer, I will write the final chapter of the 1994 Houston Livestock Show and Rodeo when I sign more than 300 scholarship certificates, representing \$2.3 million in scholarship awards.

Our first four-year scholarship presentation of the summer will be June 7, when we present 50 \$10,000 awards to Texas 4-H members. On June 9, Houston metropolitan students will receive 114 four-year, \$10,000 scholarships. In July, we'll award 50 more \$10,000, four-year scholarships to the Texas FFA.

On June 2, Hispanic students will share in \$175,000 as part of the Show's Go Tejano scholarship program.

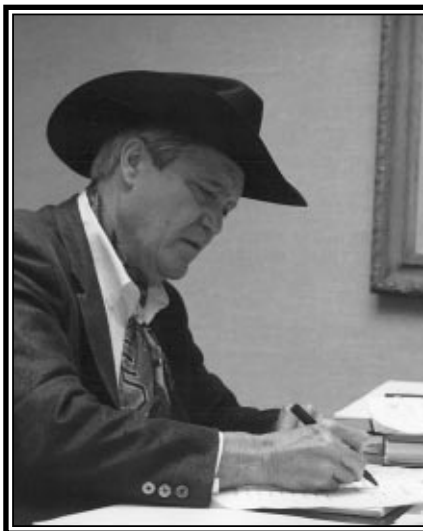
These are eminently rewarding times for my fellow officers and me, as we get to personally meet and visit with these deserving scholarship recipients. These youngsters are a steadfast reminder of the primary purpose of the Show.

Your hard work, both year-round and during the 1994 Show, will result in this organization's 1995-96 educational commitment of more than \$3.5 million to the youth of Texas.

Thank you once again for a tremendous Show. Let's all look forward to breaking more records and bringing millions to Houston again in 1995.

Sincerely,

Don D. Jordan
President



Sam Pierson



1994...Biggest and Best Ever



*Prepared by
Show Staff*

With a \$300,000 grand champion steer and a live pay-per-view telecast debut of the event, the 1994 Houston Livestock Show and Rodeo wrangled more than 1.6 million cowboys and cowgirls to the Astrodome complex, broke six world's record auction prices and set the town to two-stepping with two weeks of star-studded musical entertainment.

During its 62nd anniversary celebration, the event:

- **Recorded a total draw of 1,616,113 for general attendance**, surpassing last year's total of 1,568,266 by 3.1 percent.

- **Set a rodeo attendance record of 985,871**, surpassing 1993's rodeo attendance of 973,318 by 1.3 percent. **Six of the 18 rodeo performances set individual performance records.** A total of 30,614 season tickets were sold this year. **Taking all ticket sales into account, this year the Show sold all but 1 percent of its available rodeo tickets.**

- **Established six world's record auction sales marks**—\$113,000 for the reserve grand champion steer; \$110,000 for the grand champion lamb; \$80,000 for the grand champion barrow; \$66,000 for the grand champion turkey; \$42,000 for the reserve grand champion lamb; and \$40,000 for the reserve grand champion barrow.

- **Offered the Friday, March 4, rodeo performance on pay-per-view cable television throughout Texas, Oklahoma, Arkansas, Louisiana and southern New Mexico.** The telecast included a full length concert featuring Mark Chesnutt, Tracy Byrd and Doug Supernaw.

"We are thrilled with the success of this year's Show. I attribute

this success to a solid entertainer line-up, extremely good weather and strong community support. We're also fortunate to have an outstanding volunteer force of more than 10,000 individuals who work closely with a notably professional staff," said Dan Gattis, the organization's general manager.

Total livestock auction sales tallied in at \$8,884,286, topping 1993 sales by \$2,034,193 for a 29.7 percent increase.

Junior show market sales made up \$4,271,951 of the total, rising 5.4 percent from 1993. Of this amount, **\$1,173,100 was placed in the Show's Educational Fund for the creation of 45 Houston Livestock Show and Rodeo perpetual scholarships.** And, due to the Show's new guaranteed premium program, the young Texas 4-H and FFA exhibitors actually took home **\$3,217,940.**

Making up the \$4,271,951 junior show total were market steer sales of \$2,217,300, followed by junior

market swine sales of \$677,575; junior market lamb sales of \$603,050, and junior market poultry sales of \$595,700. The junior commercial steer sale posted a final total of \$178,326.

Commercial sales varied from breed to breed but rose overall 65 percent above 1993's total to \$4,612,335.

SMOKED RIBS AND ROLLER COASTERS ATTRACT THOUSANDS

Almost 70,000 patrons strolled through the northeast corner of the Astrodome parking lot Thursday and Friday, Feb. 17 and 18, for the 21st annual World's Championship Bar-B-Que Contest, a signature event launching the Show. This year's contest yielded \$455,800 in total revenue.

Ray Cammack Shows of Arizona provided this year's carnival entertainment. Almost 300,000 square feet worth of rides, games, food booths and attractions ensured great times for families.



Sam Pierson

Show youngsters enjoyed three petting zoos at the 1994 event.



LIVESTOCK SHOW ATTRACTS GLOBAL INTEREST

Joining the ranks of the world's finest livestock show were 1,218 international breeders. These international exhibitors competed in the show ring with cattle, horses, goats, barrows, poultry and sheep. The Show also welcomed 2,354 international guests from 66 countries.

The first ratite sale totaled a phenomenal \$1,247,000 from the sale of ostriches, emus and rheas.

Some of Texas' most athletic contenders left Houston with 335 calf certificates as part of the 1994 calf scramble program. Since the event began in 1942, more than \$3 million has been placed in the hands of Texas youth.

EQUESTRIANS COMPETE FOR BIG DOLLARS

Superior equestrians from around the globe vied for coveted trophies and champion titles in



John McCaine Photography

Show visitors enjoyed the 54 exciting rides at this year's new carnival.

one of the world's largest and finest horse shows.

Total horse show entries in 1994 tallied in at 9,023, rising 12

percent from 1993. The third annual Houston Livestock Show and Rodeo Premier Horse Sale totaled \$301,275, rising 5.6 percent over the previous year's figure.

The International Cutting Horse Association competition returned for its third year, drawing contestants from 11 countries. Australia claimed the championship title and Belgium the runner-up.

Little Tenina, ridden by Greg Welch of Milsap, Texas, secured the National Cutting Horse Association's World Finals Open Division trophy, while the Non-Pro Division title went to Ben Ingram of Springville, Ind.

RODEO VETERANS CLAIM TOP TITLES

Ty Murray of Stephenville, Texas, left the Astrodome with his second consecutive Houston All-Around Cowboy title and the Champion Bull Riding award. Murray added the All-Around



Sam Pierson

The grand champion lamb, exhibited by Cole Doss, sold for \$110,000, setting a new world's record.



John McCaine Photography

Show color announcer Pam Minick presents Charmayne Rodman her 10th champion saddle and belt buckle from the Houston Rodeo.

prize money – \$25,000 – to the \$31,009.94 he won in the bareback, saddle bronc and bull riding events, for total earnings of \$56,009.94. “If there’s one rodeo you want to do good at all year, this is the one,” Murray said. “And I’d like to thank Houston for putting on the best rodeo in the world.”

Mark Simon of Florence, Ariz., was runner-up after competing in the calf roping and team roping events.

Charmayne Rodman claimed her 10th Houston Champion Barrel Racing title, adding her name in the Houston record books for most total money won by any contestant at the Houston Rodeo.

Other rodeo event winners were: calf roping, Herbert Theriot of Poplarville, Miss.; bareback riding, Marvin Garrett of Belle Fourche, S. D.; saddle bronc riding, Robert Etbauer, Goodwell,

Okla.; and team roping, Jake Barnes of Cave Creek, Ariz., and Clay O’Brien Cooper of Gilbert, Ariz.

A total of 443 rodeo contestants competed for a share in \$618,053 in prize money. Excluding the National Finals Rodeo held in Las Vegas, the Houston Rodeo ranks as the world’s richest rodeo. Twenty-two percent of this year’s contestants were from the state of Texas.

DOMELIGHTS UP WITH MUSIC’S BRIGHTEST STARS

With country music’s hottest rising newcomers and a few legendary talents, the Astrodome was rockin’ and two-steppin’ with first-class entertainment at the 1994 Show.

Tejano concert headliner Selena, along with Ram Herrera, performed for a sold-out Astrodome crowd and clinched the highest individual attendance record of 1994, recording a total draw of 60,948 patrons on Go Tejano Day, Sunday, Feb. 27.

Tracy Byrd and Doug Supernaw made their debut appearance in the Astrodome and joined Mark



Frank Martin

Ty Murray’s final bull ride secured him the Champion Bull Riding title and his second Houston All-Around title.

Sam Pierson



Mariachi musicians add color and excitement to the Fiesta Charra event.

Chesnutt in a triple-bill concert for the Show's first live telecast on pay-per-view television.

NEW ADDITIONS, EXPANSIONS ENHANCE SHOW

Rodeo patrons enjoyed exhibits throughout the new Astrohalla Plaza, including the Tejano Diner, pony rides and the GMC and Ford truck displays, which featured the vehicles used in the blockbuster movie "Jurassic Park."

The new Budweiser pavilion located in Astrohalla Plaza played host to champion PRCA cowboys, rodeo clowns and entertainers who met fans and signed photos in the "autograph corral."

The popular pig races in the pavilion were again a crowd favorite. The pigs began racing during the World's Championship Bar-B-Que Contest and continued racing

throughout the Show eight times daily.

Each of the Show's three petting zoos enjoyed a full house of visitors for two weeks, as children and adults alike took part in petting and holding Chinese silky chickens, llamas, miniature potbellied pigs, rattlesnakes and more.

The focus of this year's petting zoos however was not merely touching and petting the unusual critters, but educating zoo visitors on the importance of animals and their benefits to our culture.

The new daily Show parade was another colorful attraction to the 1994 event. The parade featured the famous Clydesdale horses, fire trucks, Astroworld singers and dancers, a train, music and approximately 100 youngsters, rounded up each day from the Show grounds, riding on floats. This unique addition pro-

vided rodeo goers an opportunity to truly be a part of the Show.

Standing-room-only crowds enjoyed the 1994 Wild West Show, which was expanded this year. For two weeks, the cattle arena was transformed into a majestic stage for three extraordinary acts. Spectators witnessed the impressive talents of the Flying Cossacks, a family of trick horse riders.

Gerardo "Jerry" Diaz also captivated spectators with a fascinating horse show. A world's champion charro, Diaz featured synchronous equine performances and trick roping.

And, the Tommy Lucia Revue delivered excitement, and a few laughs, with two specialty acts, Whiplash and the Comedy Dancing Horse.

Five talented groups contributed to Go Tejano Day festivities as participants in the Second Annual Mariachi Invitational. After the two finalists performed between the Tejano entertainers, Mariachi Popular, from Laredo, Texas, left the Astrodome with the winning title.

Fiesta Charra, a new addition to Go Tejano Day, provided a colorful, historical illustration of Mexican culture. The event featured folkloric dancing with mariachi music, trick riders and ropers, and singers on horseback.

With a touch of new flavor and a taste of tradition, the 1994 Houston Livestock Show and Rodeo was as immense as its mission of benefiting youth and supporting education.



Put Yourself in His Boots



I magine trying to juggle two full-time, multi-million dollar jobs where every decision affects millions of paying customers. Don Jordan does just that... and when some-

*Story by
Pamela
Henson*



Sam Pierson

The Show's 17th president rides in the annual downtown parade.

one says "take the bull by the horns," it takes just a second to

Board and Chief Executive Officer of Houston Industries, Inc. (HII), the parent company of Houston Lighting & Power, and president of the world's largest and richest live-stock show and rodeo. Those that know him say it just comes naturally.

"We have approximately 11,000 employees under HII and almost 11,000 volunteers out here at the Show," said Jordan. "Both groups work exceptionally well and exceptionally hard, but you have to manage a little bit differently when everyone's a volunteer compared to people who are on a paid salary. I haven't found it to be too much different, because HII has been blessed with good leadership and a large number of good employees. The same thing is true out here at the Show. Everybody knows their job, and they take it seriously. They spend the time on it that is necessary to make it work."

Behind every successful officer is a highly competent team, and Jordan's success is no exception. Topping his team are three people who are responsible for coordinating his dual schedule and making sure he gets to where he needs to be on time — Shirley Hoover, his executive assistant at HII; Evetta Armstrong, his secretary at the

Show office; and Fred Brinkman, a Houston Police Department officer who spends his vacation working as Jordan's driver. All three work hand-in-hand to ease the transition from office to arena.



Sam Pierson

Jordan discusses last-minute details with Show management.

Their sharp, detailed record-keeping has culminated in what an insider might refer to as "The Book." This large blue binder sits on the corner of Jordan's desk and contains a day-by-day breakdown of every activity at the Show. There are literally hundreds of events happening each week; therefore, careful thought goes into the scheduling of Jordan's daily activities.

"It's impossible for me to be everywhere at once. I have to balance it out," Jordan explained. "I try to give attention to all areas, because collectively, they make the whole Show work."

"As president, it's extremely important for me to get out among the customers, committee members, directors, officers and exhibitors to find out firsthand what's happening and listen to their concerns," said Jordan. If he happens to arrive late to a meeting or event, it's usually because he's stopped along the way to say hello to someone who wants a little bit of his time.

To provide some insight into his schedule, these were his activities around the Show during its final



Sam Pierson

Jordan and daughters, Lisa and Laura, bid at the steer auction.

clarify whether they're referring to the electric utility business or the Brahman in the next stall.

Jordan is a man who manages both of his positions with seemingly great ease—Chairman of the





Sam Pierson

Calf scramble contenders receive some encouragement from the Show's president.

week. From Sunday, Feb. 27 through Sunday, March 6, he rode in eight Grand Entries and attended eight scholarship presentations. He made appearances at 28 different receptions, one breakfast, one luncheon, three banquets, two dinners and five awards presentations.

Jordan also attended four auctions, the calf scramble roll call, the Quarter Horse Youth Activity Classes, the Poultry Auction Committee skit, the donkey and mule judging, the Agricultural Mechanics Project Show awards ceremony and the grand champion steer selection. Between these events, he stayed in close contact with his office at HII, where he dealt with such topics as the South Texas Nuclear Project and an impending rate increase case, both as tough to deal with as the rodeo's wildest bulls.

Although his days may be filled with the demands of the Show and corporate life, he always seems to find time for his family. Like his predecessor, Dick Graves, Jordan is a family man. Occasionally, he stops to hug one of his daughters or take the hand

of his wife, Barbara, all of whom are constantly by his side.

During the steer auction, Jordan



Sam Pierson

Jordan congratulates Grand Champion Steer exhibitor Ryan Rash in the Astrodome.

and his daughters, Lisa and Laura, scrutinized the sale sheet, walked through the pens and picked out the steers they wanted to buy. As they played the bidding war, their enthusiasm never waned. After several competitive rounds, they wound up with

three premium steers. After a quick hug from their father, Jordan's daughters were on their way as the halls of the Astroarena echoed with their voices, "Bye, dad, see you later."

Brinkman, who also worked for Graves during his tenure as president, said, "Perhaps one of the best pairings to come out of the Show is the partnership between Chairman of the Board Dick Graves and Don Jordan. Although their business and personal interests vary, they make up an extremely dynamic leadership team. You've got two guys who are dedicated to the Show. They both have hearts of gold."

And gold is what this year's rodeo has turned into once again under this fine leadership team. As

the officers, directors and committee members put their badges away for another year, Don Jordan will look back at this year and already be thinking about what he wants to do differently next year.

After all, that's what Show business is all about.



Notables From Around the Globe



**Story by
Melissa
Manning**

Where in Houston would you expect to find a former president, U.S. senators, foreign dignitaries, professional athletes and television stars all under one big roof? The Houston Livestock Show and Rodeo is the place to see and be seen.

The event got its start amidst little fanfare in 1932, but 62 years later, the organization has become intertwined with Houston's identity. To Houstonians, the Show is more than just an event; it is a part of the fabric of Texas culture. It is a celebration of Western heritage that offers visitors a chance to have fun while supporting a good cause.

"Many of the prominent visitors to the Show prefer a low-key approach and seek only an opportunity to view the livestock and cheer on the barrel racers—just like the rest of us," said Dan Gattis,



Sam Pierson

Former President Bush visits horse show contestants in the Astroarena.

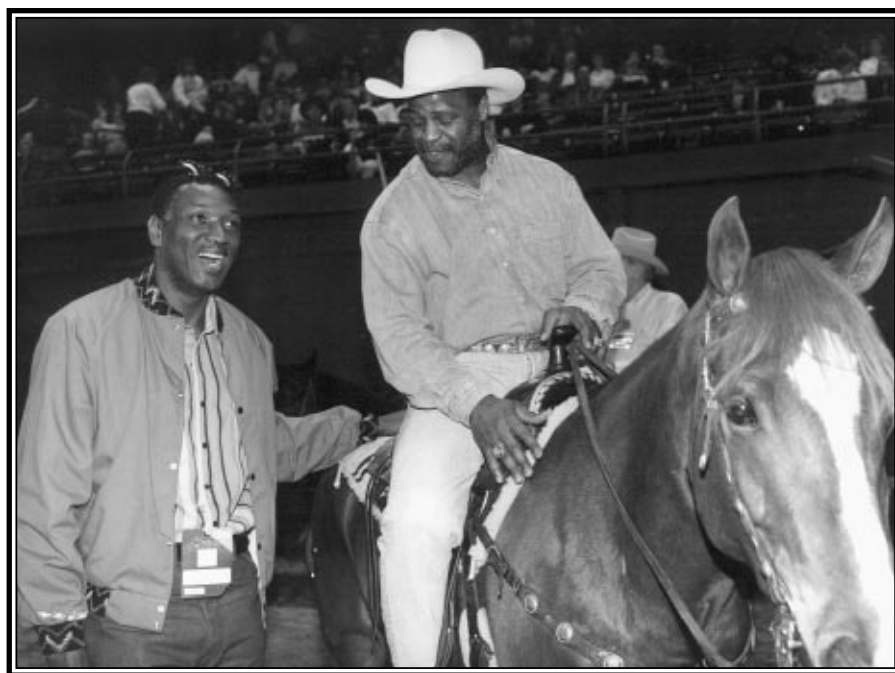
general manager of the organization.

Some guests, like former President George Bush, require more consideration because of

security concerns. Bush is an ex-officio member of the board of directors and a longtime supporter of the Show. "We've been fortunate to have had Mr. Bush at the Show. When he was vice president, he actually rode in the grand entry. I think the Secret Service suffered quite a lot that night and the week prior to it, because there was so much for them to prepare for and the Dome is such a large place," Gattis said.

Another Houstonian and former public servant also visited the Show this year and participated as a speaker at the International Livestock Congress. James A. Baker III, former U.S. Secretary of State and Chief of Staff during the Bush administration, spoke on "The Importance of Trade in the Northern Hemisphere" at the International Leadership Luncheon.

Since 1994 is an election year, more than a few politicians dusted off their cowboy boots and two-stepped into the Dome to mingle with a few of the 50,000-



Sam Pierson

NBA and NFL Hall of Fame members Elvin Hayes and Earl Campbell, respectively, visit before riding in the Show's grand entry.





Frank Martin

Phil Donahue, television talk show host, brings his own brand of enthusiasm to the calf scramble.

plus people who passed through the gates each night.

Kay Bailey Hutchison, the U.S. Senator from Texas, rode in the annual downtown rodeo parade, joined in the grand entry festivities and attended the junior market steer auction. Texas Senator Phil Gramm also visited the Show.

Texas Commissioner of Agriculture Rick Perry visited the Show, and stopped by the Astrohalla Plaza petting zoo and the milking parlor. He was accompanied by a group of second-grade students from Houston and read Dr. Seuss' *Green Eggs and Ham* to the youngsters.

Local officials are often the proudest supporters of the Show and its goals, and Houston Mayor Bob Lanier and Harris County Judge Jon Lindsay are no exception. Both men have been dedicated supporters of the Show, and their participation this year began with a ride in the downtown rodeo parade.

Television talk show host Phil Donahue was another surprise visitor to the 1994 event, and it wasn't long before his talents were put to good use. He provided color commentary during the calf scramble event at one performance, introduced singer Randy Travis and presented awards at the Exceptional Rodeo.

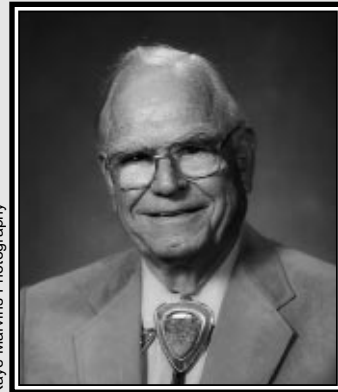
According to Paul Somerville, chairman of the International Committee, 2,354 registered buyers from 66 countries attended the 1994 Show. Among these foreign guests were ambassadors from Thailand—major buyers of Texas beef cattle—and ambassadors from Singapore. Government officials and representatives from Brazil, Argentina, the Philippines, France and Australia also made their way to the Show.

"Having these foreign dignitaries attend the Show is beneficial to us, because they return to their native countries and spread the good word about the Houston Livestock Show and Rodeo," Gattis said. "The notables who attend attract attention and make other people aware of our worthwhile cause. We are certainly fortunate to have their support and participation."



Goodbye to a Good Friend...

G a i l
W h i t c o m b
1 9 0 7 - 1 9 9 4



Kaye Marvin's Photography

The news of the loss of Gail Whitcomb dampens the spirit only until the remembrances of his goodness help to inspire one's own purpose. An Honorary Lifetime Executive Committee member, Whitcomb was instrumental in developing some of what became basic aspects of the Show, such as the junior livestock auctions and the International Committee.

An outstanding contributor to the entire Houston community, Whitcomb's involvement ranged from acting as a director of Baylor College of Medicine to being named Distinguished Citizen of the Year by the Rotary Club.

Gail Whitcomb's cumulative contributions far surpass any specific achievement or accolade, and he will forever be remembered for the unselfish spirit he instilled in Show supporters wherever he went.

Vice President Profiles



Stories by
Nancy Burch
& Terri Kainer



Sam Pierson

W. A. "Sonny" Lewis

At the prompting of two of his close friends, W.A. "Sonny" Lewis became a part of the Houston Livestock Show and Rodeo 17 years ago. Little did those friends know, it was the launch of an unwavering commitment to this organization for Lewis.

Lewis became a member of the Show in 1976 and immediately joined the Group Ticket Sales Committee, on which he has served for 17 years. One year later, he joined the Houston Metro Go Texan Committee, where he served for six years, three of those years as chairman. In 1982, Lewis was elected to the board of directors.

Elected as a Show vice president in 1992, Lewis currently serves as officer in charge of the Houston Metro Go Texan, Group Ticket Sales, Llama, Houston General Go Texan and Intercollegiate Meat Judging Contest committees.

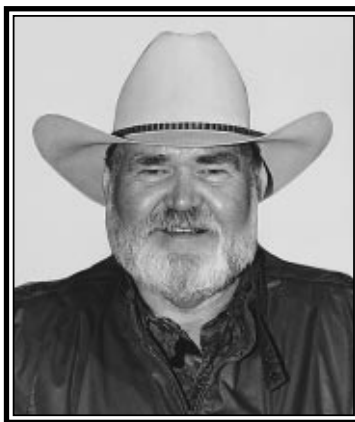
A native of Austin, Texas, Lewis moved to Pasadena, Texas, as a young adult and has lived there since. He has two children, Deborah and Doug. Before his retirement in 1991, Lewis was in the insurance business for more than 30 years.

In addition to his commitment to the Houston Show, Lewis also has supported the Pasadena Livestock

Show and Rodeo since 1971, serving as the organization's president for three years. He also served as chairman of the board for three years, and has been a member of the executive committee for 17 years.

Lewis noted his most enjoyable memories of his involvement with the Houston Livestock Show and Rodeo include attending the scholarship presentations and meeting the recipients. He believes these occasions make all the time and effort put forth by the volunteers worthwhile.

"It has been such an honor to serve this Show," said Lewis. "I can honestly say that I have made more friends here than any other place in my lifetime. It has truly been rewarding."



Sam Pierson

George Hinsley

As a full-time operator of a cattle ranch and a frequent competitor in team roping, George Hinsley feels right at home at the Houston Livestock Show and Rodeo. His friends even characterize him as a "pretty good cowboy."

After years on the trail as a member of the Tejas Vaqueros Trail Ride and attending the Houston Show for many years, Hinsley became a member of the Show in 1969. He joined both the Steer Auction and International committees, serving as

vice chairman of the Steer Auction Committee and joining the ranks of the high-sellers group, the "Big Boys," for many years. In 1985, Hinsley spearheaded a group that purchased the Show's Grand Champion Steer for \$111,000. That same year, he was elected to the board of directors and in 1992 began his term as vice president.

Hinsley serves as officer in charge of the Livestock, Range Bull and Commercial Heifer, Junior Commercial Steer Feeding and Management Contest, Agricultural Mechanics and Equipment Acquisition committees.

"I have been very fortunate to work with outstanding committees and have had exceptional chairmen running these committees," said Hinsley.

Working on the livestock end of the Show has been one of Hinsley's most satisfying and enjoyable responsibilities. "Interfacing with these young exhibitors and even their parents, as well as with professional breeders, is very important to these committee members."

In his 25 years of involvement at the Houston Show, Hinsley has seen many changes throughout the event but noted that, "Along with the dramatic increase in the size of the Show, the distinction of leadership and the quality of volunteers continually increases, too. Nothing even comes close to reaching the same level of achievement and sophistication of this organization—that's what makes it so outstanding."

A native of Wichita Falls, Texas, Hinsley attended college at Ohio State University and currently is chairman of Hinsley Investment Interests. He spends much of his spare time hunting, fishing and team roping. Hinsley and his wife Pat have four children, Cecilia, Ray, Kim and Scott.



Sam Pierson

Don Buckalew

Seeing the efforts of the Houston Livestock Show and Rodeo hard at work for thousands of students has been one of the most rewarding experiences in Don Buckalew's life.

"It has been a great privilege to be a part of the scholarship presentations and visit with the many recipients while they attend college on Show scholarships," said Buckalew. "As an officer, you realize the true meaning of our motto, 'benefiting youth and supporting education.'"

In 1989, Buckalew was elected to the Show's board of directors. He began his term as vice president in 1992, serving as officer in charge of the Area Go Texan, Go Texan Contests, Grand Entry, Membership and Veterinarian committees.

Buckalew was eager to become a part of what he considered one of Houston's most worthwhile and major events, when, in 1968, he was invited to become a member of the Montgomery County Area Go Texan Committee. His involvement with the Show centered around the Area Go Texan, Go Texan Contests and Grand Entry committees prior to becoming vice president.

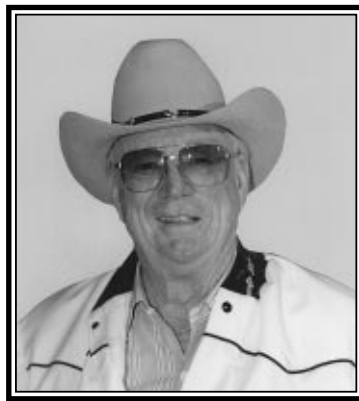
"It is challenging and fun to be a part of this very successful Show," said Buckalew. "I have always been proud to serve as a volunteer for

such a fine organization. It also is an honor to serve as an officer."

For the Buckalews, the Show is a family affair. Wife, Elaine, serves on the International and Special Children's committees, while daughter Debbie and son Donnie are both members of the Houston Metro Go Texan Committee. Buckalew also has two other children, Dearn and Denny, as well as five grandchildren.

A native of Magnolia, Texas, Buckalew founded Buckalew Chevrolet, Inc. in 1965 and serves as its president.

"This Show is everything you want an organization to be," said Buckalew. "It serves youth, offers opportunities for involvement, provides entertainment and is a class act in every respect."



Sam Pierson

Howard H. "Red" Moore

When Howard H. "Red" Moore began taking an active role as a Show volunteer in 1978, the International Committee was a natural spot for him. His career with Camco, a company specializing in oil field equipment, had taken him all over the world.

"I saw an opportunity to help broaden the horizons of the Show by reaching out to the foreign community," he said, "and although we have accomplished a lot, there is still much more to be done."

Now in his third and final year as a Show vice president, Moore serves as officer in charge of the International, Ladies' Season Box, Poultry Auction, and Sheep and Goat committees.

Marilyn Moore joins her husband as a member of the International Committee, as do their daughters, Marilyn Rabalais and Elizabeth Ritter.

A graduate of San Jacinto High School in Houston, Moore actually commuted from the company town of Pierce Junction, Texas, where his father worked for Gulf Oil. World War II interrupted Moore's studies at Texas A&M University, and he enlisted in the Navy, serving as a fighter pilot. After leaving the service, Moore went into the oil business, obtaining his first oil tool patent in 1954.

He credits a significant part of his success to having the good fortune to be associated with the late Sid Richardson of Fort Worth, Texas, who provided assistance in protecting the patents on downhole equipment.

Currently, the Moores live on a ranch outside Weimar, Texas, where Red raises and rides cutting horses and enjoys small town life. They also maintain a residence in Houston where they spend considerable time, especially during rodeo season.

Moore considers the most rewarding part of his vice presidency traveling to the universities to visit with scholarship recipients. A recent trip to Texas Tech in Lubbock was particularly impressive. "Seeing the enthusiasm of those outstanding young men and women as they showed off their projects and their research made all the volunteer hours worthwhile," he said. "That's really what it's all about."



Committee Spotlight



Junior Horse Judging Contest

**Story by
Charlotte
Kirk**

It is not easy making 1,700 kids feel special, but that's exactly how the teenage horse judges feel after they have competed in the Show's Junior Horse Judging Contest.

"I think that's what makes our committee unique," said chairman Roddy Parish. "We want to make this positive for every student who participates, so every student judge has an anonymous donor who buys their lunch after the competition."

Devine. However, it also is due to the committee members, who work all year to make this competition truly successful.

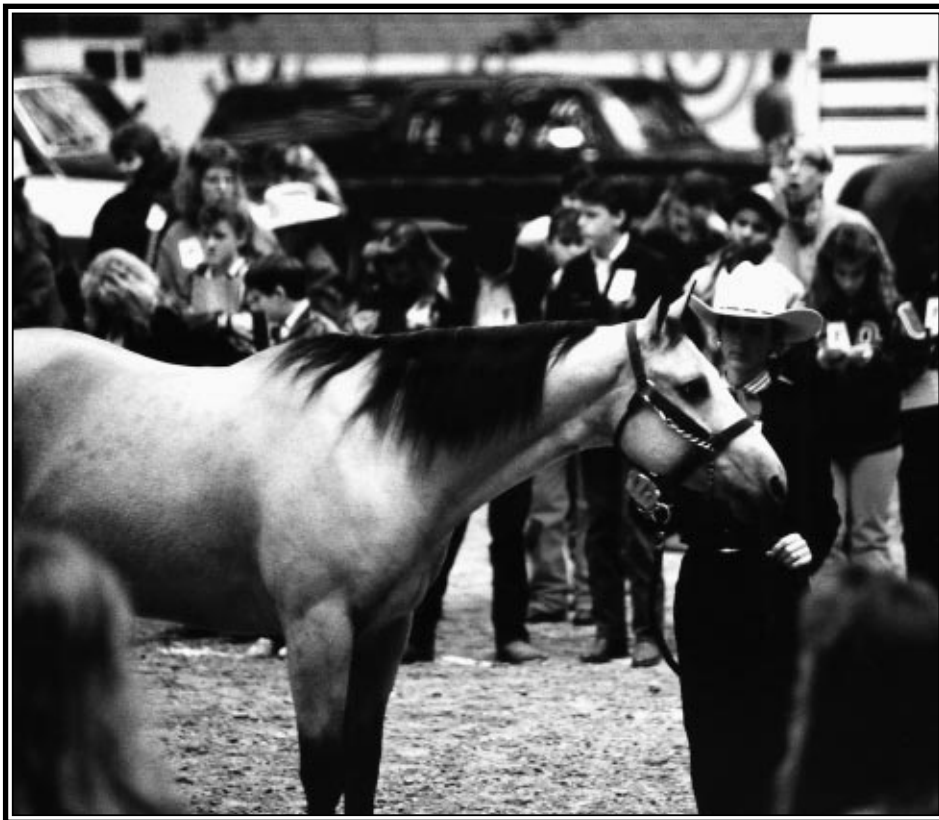
The committee was established in the early 1970s, and a majority of the committee members have been on it since its inception. Some live as far away as Oklahoma City, and range from business executives to school teachers. However, they all have one thing in common—an exceptional knowledge of horses.

qualified livestock judge. On the first Thursday of the Show each year, the students spend four hours on the Astrodome floor judging 32 horses in eight different classes.

Students participating range in age from 9 to 19, and they are split into teams of four, where they compete at either the junior level (ages 13 and under) or at the senior level (ages 14 to 19). They must evaluate the horses on such aspects as conformation, muscle thickness, performance with a rider, eye appeal and how well the horses travel—characteristics any professional horse judge would observe. They rate their four animals from best to worst, and this is compared to the official judges' rating to determine the winners.

Committee members are responsible for securing the horses, which come from all over the state of Texas. "This is a tough job, because we want the kids to be able to judge good quality animals, and we want them to see new stock every year," Parish explained. "And it's no small task to get 32 owners to donate their stock for this four-hour competition."

The committee members also are responsible for securing awards, which, according to Parish, keep getting better every year. This year the awards consisted of belt buckles and badges. "But, of course, we feel that all of our kids are winners thanks to the efforts of our committee members in rounding up donors," Parish concluded. "Every one of them leaves here with both a sense of accomplishment and a full stomach."



William D. Adams

The Junior Horse Judging Contest tests the skills and knowledge of students from throughout the state.

According to Parish, this feature has been largely possible because of the support of the committee's officer in charge, Bob

The Junior Horse Judging Contest requires students to match their skills at selecting the best horses with those of an officially

Speakers

Cross a Fortune 500 company board meeting with a high school pep rally and you experience the purpose and intensity of the Show's Speakers Committee. More than 180 charismatic, articulate men and women work as a team to provide quality speeches and promote the mission of the Houston Livestock Show and Rodeo.

Also known as "the voice of the Show," this committee generates almost 7,000 speeches annually, working year-round. Under the leadership of officer in charge George DeMontrond, committee members penetrate every level of business and society, exposing schools, churches, civic organizations and boardrooms to the Show.

Speakers also reach out to other countries—including England, Belgium and South Africa—to promote Houston's most celebrated event.

The key word stressed at all Speakers Committee functions is quality—quality of people as well as quality of the speeches promoting the Show. The committee members undergo strenuous training in areas such as research, writing and presentation skills. Members must maintain additional training annually to keep up with the Show's latest facts and figures.

Members present speeches regarding every aspect of the Show, including the Show's history, scholarships and educational programs, benefits of the Show to the community and rodeo events.

Speakers are encouraged to use their personal strengths and work them into the presentations. Entertaining clowns, talented trick

ropers and quick-draw artists are all among the members of the Speakers Committee. Longhorn steers, pigs, a dog or two and other animals are honorary members of the committee, adding excitement to many speeches.

Whether speaking to CEOs of corporations or 5-year-old children at a

members also earn points, which make them eligible for such coveted awards as the "Bigmouth" and "Megamouth" awards as well as for "Speaker of the Year."

Financially, the Speakers Committee is self-sustaining. The annual joke-telling contest and auction bring in revenue for the

*Story by
Whitney
Horton*



Sam Pierson

Chairman Bill Teague updates the 185-member committee.

day care center, the aim of the Speakers Committee is to entertain and inform its audiences.

Committee Chairman Bill Teague says that "the diversity and commitment of individuals and a tremendous staff make the Show as well as this committee successful."

Speakers badges are earned through the committee's point system. Members earn points by booking, presenting and evaluating quality speeches. Every speech is evaluated through a follow-up phone call, a personal visit or a combination of the two. Committee

awards so that operating funds are placed into the Show's scholarship fund. Teams of speakers bid for placement and choose representatives to deliver a short joke to their peers. Local celebrities are brought in to judge the competition, and the winning team owns "bragging rights" for the year.

"The most gratifying thing for me as chairman is seeing these people excel," said Teague. "It is singularly important to see someone go out, give a fantastic presentation and be appreciated for it."



Committee Spotlight



Public Transportation

**Story by
Freeman
Gregory**

At any given moment during a Houston Rodeo performance, more than 100,000 people walk about the Astrodome property. Many will arrive by automobile, looking for one of the 15,000 spaces that remain available after a significant amount of the Astrodome's parking has been absorbed by the Show's operations.

Compare the number of people who attend the Show to the parking that is available and you've got an equation for trouble. There simply isn't enough room to accommodate everyone who wants to bring a car to the event. That's right where the critical work of the Show's Public Transportation Committee starts.

Even before the committee became an official part of the Show in 1990, the group worked for two years on an ad hoc status to devise ways to make reaching and departing the Astrodome a more pleasant experience. Working with the Metropolitan Transit Authority (METRO), the Texas Department of Transportation, the Houston Police Department, METRO Police and the Texas Transportation Institute, the committee designed and implemented a satellite shuttle bus system that transports at least one out of every four patrons who comes to the Show. During the 1994 event, that amounted to 261,287 spectators.


More than one-half of the 460-member committee is assigned to the five park-and-ride locations. At these sites, members assist shuttle patrons park their cars, sell bus tickets and direct spectators as

they board the buses. These buses are given preferential treatment by law enforcement officers as they navigate the traffic congestion surrounding the Astrodome before and after each performance.

During the 1994 Show, the five shuttle bus service locations included Gulfgate Mall, Northline Mall, the West Loop Park and Ride at Braeswood, Delmar Stadium and the parking lot at 9009 West Loop South. According to Show vice president Tom Northrup, who serves as officer in charge of the Transportation committees, these sites were selected because of their strategic proximity to both the Astrodome and the general areas from which most rodeo goers arrive.

Once at the Astrodome, shuttle bus patrons disembarked the buses with the help of committee members who were there to direct them to whatever feature attractions they came to see.

To make loading and unloading the shuttle buses at the Dome convenient, the committee helped create an elaborate "bus stop." This facility consists of a 66-foot by 300-foot tent that not only allows rodeo patrons to load and unload their buses in a comfortable, dry environment, but it also serves as an obvious bus stop so that riders don't have difficulty remembering where to catch their buses.

"For 25 percent of the Show patrons, the shuttle is their first experience with the rodeo," said Doug Doyle, committee chairman. "They need to be happy with how they get here, and they need to be happy with how they are taken away from here." 

Transportation

There is another facet of transportation at the Show that few people think about until they need a truck to haul something on the Astrodome grounds, or when they need a golf cart to ferry a corporate sponsor from one event to another. That's when they call chairman Wendell Kendrick and the volunteers of the Transportation Committee.

This 85-member group organizes and coordinates a 75-vehicle fleet that is used by Show officials. The fleet consists of trucks, minivans and suburbans loaned to the event by GMC Truck as well as golf carts acquired from various sources. The Show's management authorizes the use of the vehicles, and the committee dispatches them—much like a rental car operation. Members track the vehicles and monitor any damage done to them.

Members of this committee can be found 24 hours a day during the entire Show, providing drivers and vehicles for all past Show presidents.

In addition, the committee is responsible for on-property moves, including transporting official guests of the Show's Executive Committee to the Grand Entry processional on the Astrodome floor.

Group Ticket Sales

When Group Ticket Sales Committee Chairman F. Barron Hobbs joined the group in 1980, the committee had 125 members and a goal to sell \$250,000 in tickets. Fourteen years later, with only 25 additional people, the group sold \$3.5 million in tickets for the 1994 Show.

This 25-year-old committee is now responsible for the sales of one-third of all rodeo performance tickets—more than 300,000. The group also has 50 members dedicated to pre-selling carnival tickets. This year, they totaled \$103,000 in pre-sale carnival tickets.

"I think our committee is very organized, knows its purpose and has a great time and a lot of fun achieving its goals," Hobbs commented.

To do that, this committee is busy with behind-the-scenes work almost year-round. Committee leaders meet in June to form sales teams and set goals. After subsequent meetings in August and September, the veteran committee members are ready to receive sales kits and get to work. Rookies begin selling in November.

Beginning in January and continuing through the beginning of the Show, the committee meets weekly to discuss progress and maintain motivation. "We might bring in some scholarship recipients to tell us what they think of the Show and explain the importance of their scholarship," Hobbs said. "They remind us of the real purpose of this Show."

According to officer in charge Sonny Lewis, a top salesman for many years, behind all the fun is an overwhelming spirit of cama-

raderie in the committee and friendly competition as the committee's teams try to exceed each other in sales.

Members of the Group Ticket Sales Committee are mostly from sales and marketing backgrounds. Although the most important quality Hobbs looks for in rookies is sales experience, the capacity to meet and great people, as well as leadership potential, is essential.

Sales transactions come from all types of businesses, institutions and organizations. The committee's best customers are employee clubs and credit unions. Returning committee members get the first opportunity to sell to clients who have bought from them in the past.

Tickets can be sold in groups ranging from 12 to 1,200, and a majority of the tickets sold are for upper level seating.

Hobbs noted the committee is always looking for ways to expand revenue. Carnival ticket sales is one area with great potential. Other areas include the pre-selling of World's Championship Bar-B-Que Contest tickets and the pos-

sibility of pre-selling Astroworld tickets if the Show utilizes the park in the future.

"For this committee to survive, it's got to be willing to change and find new avenues to increase services to the Show," said Hobbs.

"Just as we saw we were running out of tickets to sell in the Dome and looked to the carnival, we'll look to something else in the future."



Sam Pierson

Story by
Beth
Johnson

Executive Committee Portrait



Story by
Ann Jacobs

Imagine a career spanning four decades which combines exhibiting cattle in dirt-covered arenas and being a major benefactor of Houston's most refined cultural activities. Past president of the Show, enthusiastic contributor to the performing arts, well-known business leader and successful rancher, Allen H. "Buddy" Carruth's interests and efforts have enhanced virtually every aspect of our community.

ALLEN H. "BUDDY"
CARRUTH

Carruth has shown Santa Gertrudis cattle in Houston each year since 1953. For the last 10 years, he has donated a calf for the calf scramble and has personally supported the efforts of his calf scramble winners, seeing some of them produce champions. Carruth strongly believes in the unity and support the calf scramble creates in families. He remembered the story of one underprivileged child whose father wanted to fulfill his son's desire to participate in the calf scramble so much that in one day they drove him from West Texas and back after the Show in order not to miss work or school.

As president and trustee of the Wortham Foundation, one of Houston's largest philanthropies, Carruth has made immeasurable contributions to the arts in Houston. Under his leadership, the Foundation made the largest single donation for the establishment of the downtown Wortham Center for Houston's ballet and opera, and contributed substantially to the Houston Symphony and the Museum of Natural Science, including the establishment of the IMAX theater.

Six years after first showing

cattle, Carruth formally joined the Show in 1959 and served on many committees, including Membership, Livestock, Steer Auction and International, and as chairman of the Breeders Greeters Committee.

He served the Show as president from 1979 through 1981 and presently is a member of the Executive Committee, where he is extremely active in the Show's budget and finances. He is proud that during his tenure as president, records for ticket sales, livestock auction sales and attendance were all broken and that the Directors Club and Tejas Room were built.

Carruth's years with the Show have given him many wonderful memories. An old friend of George Bush, he knew that the Secret Service would not like Vice President Bush riding in the grand entry. Carruth was not the least surprised when, contrary to Secret Service preparations, just prior to the grand entry, he found the vice president behind the chutes strolling around unescorted and chatting with the rodeo cowboys.

Carruth also remembers when Dolly Parton was unable to perform at the Show due to illness, and "the Gatlin Brothers filled in and graciously contributed their profits back to the Show."

A man with strong family ties, Carruth is joined in his endeavors by Ethel, his wife of more than 50 years. They have three children: a daughter who is a college professor, one son pursuing a degree in computer science and another son who is following in his dad's footsteps as a vice chairman of the Lamb Auction Committee. A lover of animals, Carruth also is a man with a sense of humor. On his desk sit pictures of his three favorite females—his wife, his daughter and his dog, Freckles.



Sam Pierson

The Show's 12th president,
Buddy Carruth.

When not working for the Foundation or the Show, Carruth likes to spend his time at his Lazy A Ranch in Bellville, Texas, which is the heart of his Santa Gertrudis cattle operation, or at his condo on South Padre Island, Texas, which is Ethel's chosen spot for relaxation.

Carruth sees the Show as a bright light that will burn strongly in Houston's future. He pointed out that "Everyone loves a winner, and the volunteers make the Show a winner by creating that special spirit and sense of responsibility that each volunteer must have for the Show to maintain his position with the Show." He feels justifiably proud of his own contributions to such a winner.



Serious Clowning Around



The Houston Rodeo attracts not only the top cowboys and cowgirls in the world, but also the best clowns and bullfighters anywhere.

National Finals Rodeo champions many times over, the clown foursome that comes to Houston keeps the crowds entertained and, most importantly, protects cowboys during rodeo's most dangerous event—bull riding.

For almost two decades, barrelman and former bull-

fighter Quail Dobbs has made spectators laugh while protecting cowboys in the Astrodome. No stranger to the Show, Dobbs also is a member of the Calf Scramble Committee.

A native of the Lone Star state, he started as a clown 31 years ago in Minnesota, when another clown did not show up. At the time, Dobbs was trying to make it as a cowboy.

"I started out trying to be a rodeo contestant, and I guess it looked like I was trying to put on a clown act," Dobbs said of his early days in rodeo. "I'm tickled to death with the career I had, and if I could do it over again, I probably would."

Another native of Texas, Leon

Coffee is one of the newest painted faces at the Show. Like Dobbs, Coffee also went from the top of bulls to darting in front of them when another bullfighter failed to show up for a rodeo. From that point on, he attended the "school of hard knocks" to learn his new trade. Oddly enough, the most difficult aspect of his job is not facing down a ton of raging bull, but trying to make people laugh.

"I know I can protect cowboys, but to put a smile on everyone's face is a tough job. If a bull beats you to a cowboy, that is sometimes expected. But when a joke bombs, you face it all by yourself," said the 40-year-old clown.

For bullfighter Miles Hare, there was never any question about whether he would spend his life in the rodeo world. His father was a stock contractor and a cowboy, and Hare grew up in the arena. He still competes in team roping in his spare time.

"You have good bulls here in Houston from the best stock contractors. When you combine the best stock in the world with the best cowboys, there's no doubt it's going to be a great rodeo and a great round of bull rides," said Hare, an Oklahoma native.

For Hare, the most challenging aspect of Houston is the instant replay on the DiamondVision screens, which puts added pressure on the bullfighters to do

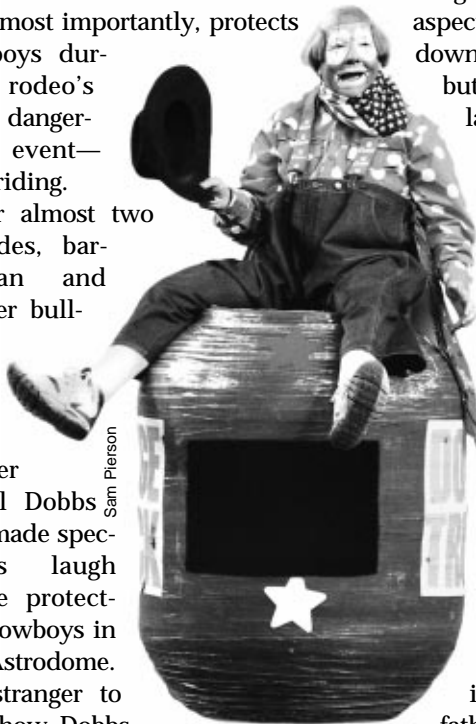
well. "I want people to see if I do my job right or wrong, and 99 percent of the time, I do it right."

Doing it right is making sure the cowboy escapes from the ride free of injury. Whether it is making a daring rescue to undo a hand that is hung in the rigging or distracting the bull from a fallen cowboy, these bullfighters take their work seriously.

"We basically take the heat for the cowboys," Hare said. And when a cowboy says "thanks," it's all worthwhile, according to rodeo clown Rick Chatman, also known to spectators as Ranger Rick, for his imitation of a law officer.

After 19 years as a bullfighter, Chatman, a Fort Worth, Texas, native, says he likes the danger of bullfighting and living on the edge, but feels his career is not crazy.

*Story by
Beth Johnson*



Sam Pierson






Sam Pierson

Rick Chatman and Leon Coffee protect cowboys from horns and hooves.

Hopefully, the job will bring all four back to Houston's rodeo arena in 1995. After all, "Every rodeo clown who ever lived wants to work in Houston," Dobbs concluded. "It's the biggest and best in the world."



DATES TO REMEMBER

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

- 2- Go Tejano Committee Hispanic Scholarship Presentations, Houston
- 7- 4-H Scholarship Presentations, College Station
- 9- Metropolitan Scholarship Banquet, Houston
- 26-Committeemen's Appreciation Bar-B-Que, Astrohall

- 1- Final Deadline to clear all outstanding accounts with the Show to ensure eligibility to serve on a committee. Show offices closed for Independence Holiday
- 4- Show offices closed for Independence Holiday
- 13-FFA Scholarship Presentations, Fort Worth



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