

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

# MAGAZINE



*A salute to the living past presidents of the Show...  
and the impact they've had on today's success.*

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# A MESSAGE FROM OUR CHAIRMAN AND PRESIDENT



**T**he headline hasn't changed much from last year: "Houston Livestock Show and Rodeo Experiences Best Year Ever!". The auditors are finished with the books and the story is still a great one. The Show's revenues, revenues over expenses, total contributions and educational support are up. It doesn't sound that much different from 1994. Or 1993.

What the headlines can't say is that our revenues of \$33 million represent an increasing support from all segments of the community. Go Tejano Day was, once again, our most highly attended performance, and Black Heritage Day drew large crowds. Urban and rural patrons alike enjoyed the extra attractions we added this year: the World of Cattle Exhibit, the Country Music Midway, the improved carnival, the expanded petting zoos and more.

However, on March 4, Show leadership was saying, "Yes, we had an incredible year. What can we improve for '96?" Corporate supporters and volunteers were already planning for an even better next year.

This attitude, from volunteers, community supporters, members, management and staff, is essential to the continuing success of the Show. The Houston Livestock Show and Rodeo is competing for a share of the entertainment dollar in one of the most exciting cities in the world. We're facing other concerts, sporting events, television, computer chat lines and everything else someone could be doing instead of attending our Show.

We have a unique advantage, however. We're still unlike anything else this city, or any other, has to offer. We are truly family entertainment, we provide an unequalled educational experience and there's still that allure to dressing like a cowboy for a week or two. There's no other place to see the likes of Reba McEntire, George Strait or Clint Black after an

evening of world-class rodeo action.

And, unlike the movies or the Internet or the hundreds of television channels now available, the Houston Livestock Show and Rodeo is contributing more than \$5.5 million this year alone to Texas boys and girls for their educations and as rewards for their hard work with their animals.

More than \$4 million of that goes directly for scholarships, endowments to colleges and universities, research projects and various agricultural programs. We're financing the leaders of tomorrow, and that's not a cliché. It's nearly 400 high school students starting college for the first time this month because 1.8 million people agreed that we have the best entertainment value anywhere.

Let's take a moment to look at the financial report in this issue and savor our success. There should be at least 11,000 people out there patting themselves on the back right now. What a phenomenal job all of you volunteers did.

And let's thank our neighbors, friends and business associates for their support. No matter how big this Show gets, we're still an important part of our community. In the Houston area alone, 117 students each received a \$10,000 scholarship this summer. Houstonians, in return, supported us by purchasing rodeo and livestock show tickets, auction animals and souvenir program ads, by attending our Houston Metro Go Texan activities, by putting our posters in their windows, by promoting our Show on their television and radio stations and in their newspapers, and so much more.

Our goal for 1996 is to be better: more entertaining, more exciting, more educational. The financial report from the 1995 Show is impressive, but it's the people, the heart and the drive behind the numbers that will ensure that we keep reading that same old headline.



Sam Pierson

*Dick Graves*

**DICK GRAVES  
CHAIRMAN OF THE BOARD**

*Don D. Jordan*

**DON D. JORDAN  
PRESIDENT**



# 1995 FINANCIAL REPORT



Story by  
Larry Levy

Just a few short months ago, several buildings and an enormous parking lot were transformed into a genuine Western extravaganza at the 63rd annual Houston Livestock Show and Rodeo. On a mere 31 acres, more than 1.8 million men, women and children, plus a multitude of livestock, gathered to create a state of excitement, energy and educational opportunities for thousands of Texas youth—our future leaders.

This magical reality—created by more than 11,000 volunteers, joined with junior and professional livestock exhibitors, entertainment attractions and vendors—materialized into the largest turnout ever for attendance. From all four corners of the compass, people united to participate in the special attractions as well as the 20 rodeo performances inside the Astrodome.

For the past eight years, the excitement for this unrivaled event has led to increased general attendance and rodeo attendance. Young people from across the state of Texas brought their animals and hopes of placing high in the showing. Commercial breeders came to improve their stock and businesses. Rodeo performers competed for championship recognition in Houston, the place to make a mark in their profession. Add to this the consistent draw of top-quality entertainers. This is the marvelous mixture which brings spectators full of energy who want to experience wholesome family fun and entertainment.

Over the same period, revenues over expenses also have increased. And because the root of the Show extends far beyond exhibitors, volunteers, contestants and entertainers, this

is essential. It is the youth of Texas who reap the benefits of the Show's continued success. Millions of dollars annually are awarded to students. In fact, the educational commitment for the 1995-96 school year exceeds \$4

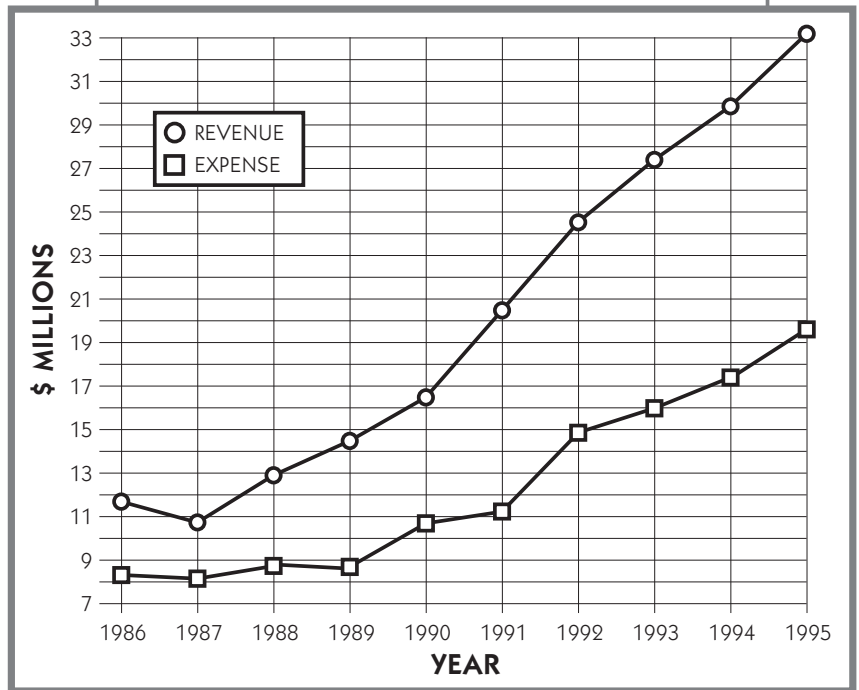
million. Whether a direct scholarship to an individual, assistantships for graduate students, an endowed scholarship or a grant for a research project, the revenues of today are an investment in tomorrow.



## FINANCIAL HIGHLIGHT

(For The Year Ending April 30)

	1994	1995
Revenues	\$ 29,838,942	\$ 33,159,391
Expenses	17,378,491	19,579,470
<b>Revenue Over Expenses</b>	<b>\$ 12,460,451</b>	<b>\$ 13,579,921</b>



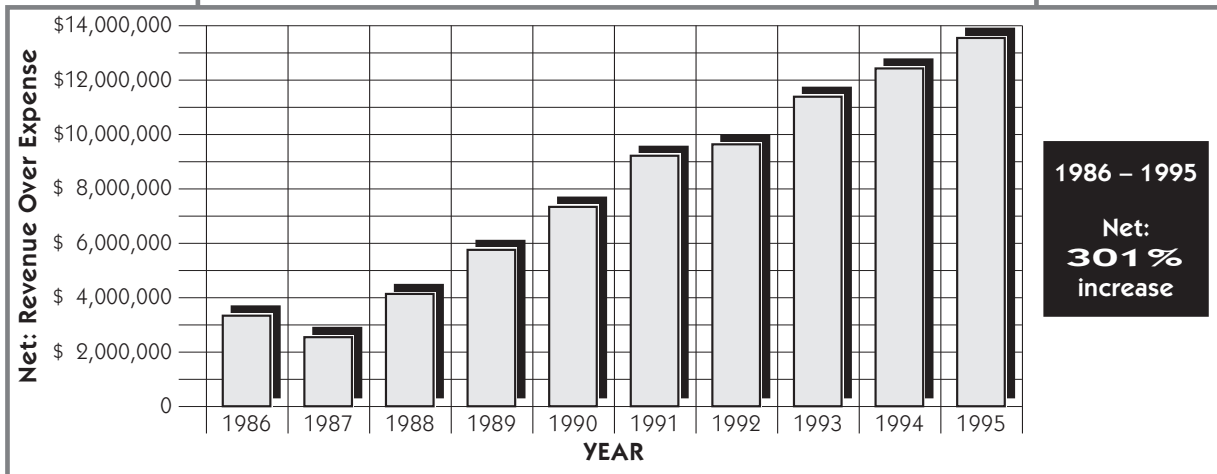
## CONTRIBUTIONS

(For The Year Ending April 30)

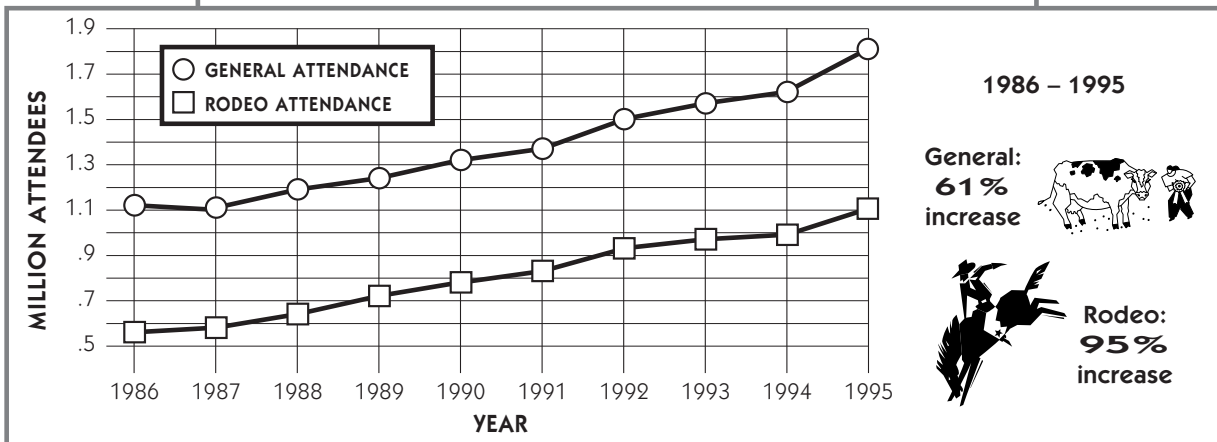
	1994	1995
Junior Show Contributions *1	\$ 3,685,011	\$ 3,916,059
Scholarships and graduate assistantships	2,798,179	3,016,255
Endowments to colleges and universities	430,000	455,000
Research and other agricultural programs	415,951	629,359
<b>*2 Total Contributions</b>	<b>\$ 7,329,141</b>	<b>\$ 8,016,673</b>

\*1 Guaranteed and additional premiums, and calf scramble awards.  
\*2 Except for junior show contributions, contributions represent educational and agricultural program support provided from the previous year's Show's revenue over expenses. Revenue over expenses from the 1995 Show will be distributed during the 1996-97 year.

## 10-YEAR FINANCIAL HISTORY



## 10-YEAR ATTENDANCE HISTORY



### 1994-1995 Houston Livestock Show & Rodeo Educational Commitments

(as of April 30, 1995)

<b>FFA SCHOLARSHIPS</b> – 50 four-year, \$10,000 each	\$ 500,000
<b>4-H SCHOLARSHIPS</b> – 50 four-year, \$10,000 each	\$ 500,000
<b>METROPOLITAN SCHOLARSHIPS</b> – 114 four-year, \$10,000 each	\$ 1,140,000
<b>AREA GO TEXAN SCHOLARSHIPS</b>	
20 one-year, \$2,500 each	\$ 50,000
31 two-year, \$5,000 each	\$ 155,000
8 four-year, \$10,000 each	\$ 80,000
<b>GO TEJANO HISPANIC SCHOLARSHIPS</b> – 104 awards	\$ 175,000
<b>SCHOOL ART CONTEST SCHOLARSHIPS</b>	\$ 68,505
<b>MISCELLANEOUS SCHOLARSHIPS</b> (including graduate assistantships and junior college awards)	\$ 347,750
<b>RESEARCH AND OTHER EDUCATIONAL PROGRAMS</b>	\$ 629,359
<b>ENDOWMENTS</b>	\$ 455,000
<b>TOTAL EDUCATIONAL SUPPORT</b>	<b>\$ 4,100,614</b>

# ROLLIN', ROLLIN', ROLLIN'



Story by  
Whitney  
Horton

**G**entlemen's bets are placed and little ones lean toward the railing anticipating the vibration of the horses galloping past. The starter whistle sounds, and the teams are off. From the initial challenging barrel turn, clouds of dust are left behind as they race twice around the Astrodome floor charging toward the finish. The enthusiastic audience cheers as the judge calls the winner.

One of the most popular events at the Show, the chuck wagon races run after the last bull ride, while stage crews ready the stage for the concert performance.

A team of four mixed-Shetland ponies and thoroughbreds pull a small one-seat chuck wagon twice around the dome floor racing at

speeds up to 30 miles per hour. Although chuck wagon racing in most of the United States is strictly for exhibition and "heckling" rights, 30-year veteran chuck wagon racer, Dennis MacGillivray, explained the stakes are very different elsewhere.

During the professional chuck wagon circuit, more than 200 racers compete for prize purses and advertising endorsements. Prize money in Cheyenne, Wyo., reaches \$100,000, while in Calgary, Alberta, Canada, the purse is \$350,000. In Canada, professional chuck wagon racers also are celebrities, much like our professional cowboys.

Drivers of the full-sized wagons use thoroughbred horses and run two wagons per race down five-eighths-mile tracks. In the Astrodome the exhibition races are

able to run three wagons, because of the immense size of the arena and the miniature wagons.

During the winter, the six-man traveling chuck wagon racing teams perform exhibitions at many of the largest rodeos in the country including Houston, Denver and Fort Worth. MacGillivray said, "The crowds are always great wherever we go. They cheer us on. In Houston, the crowds are very knowledgeable."

Chuck wagon driver Brian Britton agreed that whether in Fort Worth or Houston, the crowds are always cheering the racers onward.

MacGillivray, pictured in February, 1969, on the front page of the Houston Chronicle credits the presenters for bringing the races back and exposing the sport year after year. He credits the crowds and enthusiasm of this "great show" for keeping up the momentum.

MacGillivray admits that there are dangers to chuck wagon racing. This year, fellow racer Ed Jackson separated his shoulder during one of the earlier performances, but the racers downplay the danger.

"There are rules to govern races, and we are professionals. We know what we are doing." Like other horse racing sports, teams and drivers spend hours training and practicing before racing.

Unwritten rules in Houston require that the lead driver move his team to the outside portion of the track, giving up the inside lane so that the other teams can catch up. However, the goal of the race is still to win. During a profes-




Sam Pierson

Even in the lead, a chuck wagon driver finds time to glance at the competition to ensure a safe race.

sional race, a driver would never give up the coveted inside track.

There also is a fair amount of camaraderie and tradition among chuck wagon racers. MacGillivray's son Layne is following in his father's career path as a member of his racing team. Brian Britton of Aberdeen, Saskatchewan, has been driving chuck wagons for 16 years and is continuing the tradition begun by his father Jim, who raced for 16 years.

MacGillivray does not know how he got into the business. "It is not something you decide to do, I guess I was just always around it."

Other chuck wagon drivers include Rory McDonald and Joe Halerewich. Presenters of the races at the 1995 Show were: Bank United, FM 100 KILT Radio, Kroger, McDonald's, I.W. Marks Jewelers and  Randalls Food Markets.



Sam Pierson

Tight turns around the Astrodome floor make the chuck wagon races an exciting event at every rodeo performance.

In the days of the Old West and life on the frontier, the chuck wagon, often called the "mess wagon," was basically a traveling cafeteria for cowboys on the range. It harbored the "chuck," otherwise known as the "grub" (spuds, flour, sugar, coffee, and beans) as well as the cooking supplies.

Invented by pioneer rancher Charles Goodnight, the chuck wagon was the heart of the cow outfit. After a grueling day in the hot sun, the chucks would be pulled around a campfire, where the smell of delicious food consumed the campsite. This canvas-topped, sturdy vehicle was a locker room, post office and social club.

The first to leave the ranch or the campground, the wagon was always driven by the camp cook—often the most important guy in any cattle outfit. His domain was the chuck wagon. He cooked and cleaned, and what he said around the chuck wagon was "law." But when it came time to pack up the chuck wagon and head into town or to the next site, the anticipation of the trip sent excitement and anxiety among the wagon drivers.

For quite a long time, traveling back and forth was boring and tedious. That is, until the rugged cowboys decided to race their wagons. The last to arrive was to pay for the "first round" at the town saloon. This tradition is perhaps what unofficially started the "rangeland derby." Traveling became more than just a journey, it was now a competition between the chuck wagon drivers to see "who could get there first."

This friendly rivalry has transformed into a unique and lucrative sport which millions of people enjoy, and has become a signature event at the Houston Livestock Show and Rodeo.



Western History Collection, University of Oklahoma Library

# FERRIS WHEELS AND FUN BRING SUCCESS



**T**he company that has successfully operated the carnival at the Houston Livestock Show and Rodeo for the past two years is Ray Cammack Shows (RCS).

RCS, under the direction of president and CEO Guy Leavitt and his wife Charlene, is more than family oriented—it's family owned and operated. But it's the professional way in which the carnival is operated that has made the partnership between the Show and RCS so successful.

"We were looking for the best and safest carnival operation we could find two years ago, and we found that with RCS," said Skip Wagner,

with the carnival that we weren't able to do in the past."

Ray Cammack was the founder of this carnival, and two of his three daughters worked in the business with him.

No stranger to the carnival business, Leavitt grew up working in a carnival operation owned by his father. He later went to work for RCS, then married the youngest of Cammack's three daughters, Charlene. Together the young couple managed RCS for two years before Cammack died in 1983. Leavitt eventually bought his late father's business and merged it with RCS.

"People think kids raised in the

said. "And that's the way Charlene and I are raising our children."

From their home base in Phoenix, Ariz., the Leavitt's six children, ranging in age from 9 to 24, stay home with mom to attend school during the week, and then the entire family joins dad at the carnival on the weekends.

Each of the children has a role in the carnival operation. For example, 22-year-old Kimberly runs three games and one food stand on the weekends and attends Arizona State University during the week. "Our kids get to meet the public, which I believe is invaluable," Leavitt said.

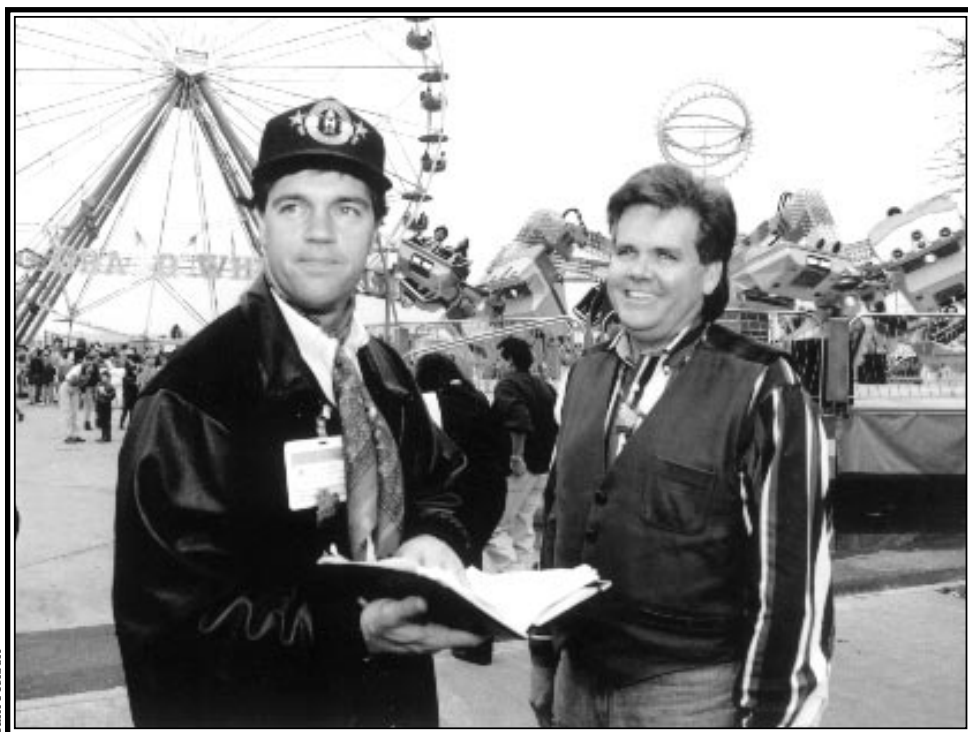
RCS operates in 27 different cities throughout the year and runs a small park in Phoenix, which has six acres of rides and games.

Leavitt has a year-round staff of 88 people, many of whom are 20-year veterans of RCS, to handle the nucleus of the business. They set up the carnival, operate games and rides and manage concessions. An additional staff of 350 local people is hired to operate the carnival, handling everything from games and food concessions to trash pick-up. All staff members are easily identified by their clean RCS uniforms and caps, which give the carnival a very professional appearance.

RCS has 76 games, 52 rides (including 28 rides for small children) and 14 food concessions that they bring to the Houston Livestock Show and Rodeo. They transport it to the Astrodome using 86 trucks and 124 trailers. Eighteen employees alone work in maintenance and safety, just to ensure that all of this equipment is well-maintained and safe.

And how does the set-up at the Show compare to other carnivals that RCS handles? Leavitt said it is

Story by  
Charlotte  
Kirk



Sam Pierson

**Skip Wagner and Guy Leavitt discuss daily operations of the carnival to ensure everything runs smoothly.**

assistant general manager of operations. "We were able to negotiate a long-term contract with them, and that has allowed us to make plans

carnival business live a nomadic lifestyle, but I had never missed a single day of school by the time I entered the eighth grade," Leavitt

one of his top three. From start to finish, Leavitt and his staff spend one month in Houston. It requires 10 days to set up and seven days to tear down.

The biggest challenge is devising the right layout to ensure that the more than 500,000 people who visit the carnival can move smoothly. The carnival itself requires five acres of the Astrodome parking lot.

“Setting up a carnival this size is no easy task, but we’ve learned through experience how to make it work,” Leavitt said. “We have a complete Americans with Disabilities Act program, so we install wheelchair ramps as well as signs for the hearing impaired.”

The carnival is vital to the Show, according to Wagner, bringing in more than \$1 million in revenue last year. As a result, having a partner-

ship with the carnival producer is critical to its success.

“With RCS, we do have a true partnership, and because RCS is so successful, the Show is successful,” Wagner said. “We work together to select the right mix of rides, games and food to make this carnival a family-oriented attraction. We consider the carnival to be an asset to the Show, not only because of the significant piece of revenue it generates, but also because the lights and the action set the right tone for the entire Show. It’s the first thing people see when they drive up to the Astrodome.”

For two years, advance tickets have been sold through the Show’s Carnival Ticket Sales Committee and at area grocery stores. Sales through those channels generated more than \$340,000 in 1995. By



Sam Pierson

**Everyone enjoys winning great prizes from the carnival’s unique games.**

selling tickets ahead of time, the Show has been able to increase revenues and cut down on the lines at the ticket booths.

According to Leavitt, “We really make an effort to make the grounds a safe place. For example, all rides are marked with bright yellow strips, and we pave over electrical wires and cables so people don’t trip or fall over them.

“We are certified by the Texas Amusement Park Inspector, who inspects us annually. But it’s worth it to us to operate a safe and professional carnival,” Leavitt said.

“We are very proud to say that we operate the Houston Livestock Show and Rodeo’s carnival.”



Sam Pierson

**Even the smallest youngsters enjoy a ride on the carousel.**

# THE SHOW'S SUCCESS...



**F**ollowing are eight of the most experienced members of this organization, who are directly responsible for the present success of the Southwest's largest and most prestigious civic event. The phenomenal numbers and figures reported in this issue are the result of years of vigilant forethought, planning and loyal service on the part of many people, including the living past presidents of the Houston Livestock Show and Rodeo.



Sam Pierson

**Douglas B. Marshall**  
President 1958-1960

- Livestock exhibitors took home more money than ever.
- "The Show With a Heart" became the Show's slogan.
- The Show decided to feature more than one entertainer for the event.



**H. Stuart Lang Jr.**  
President 1964-1966

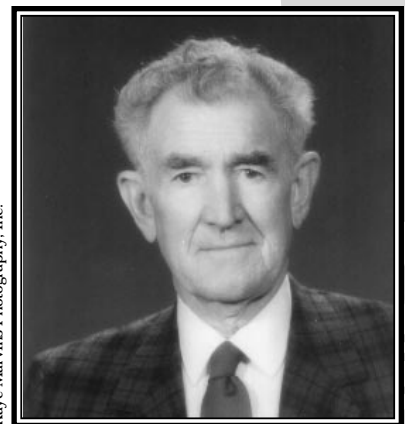
- The Show moved its location from the Sam Houston Coliseum to the Astrodome complex.
- The School Art program was established.
- The horse show was united with the livestock show and moved to the Astrodome facility.



Kaye Marvinus Photography, Inc.

**Louis M. Pearce Jr.**  
President 1967-1969

- Renovations to the Astrodome added four acres, allowing more space for livestock and meeting rooms.
- Scholarship amounts were doubled, increasing from \$2,000 to \$4,000 each.
- The concept for what later became the Lifetime Vice Presidents Committee was established.



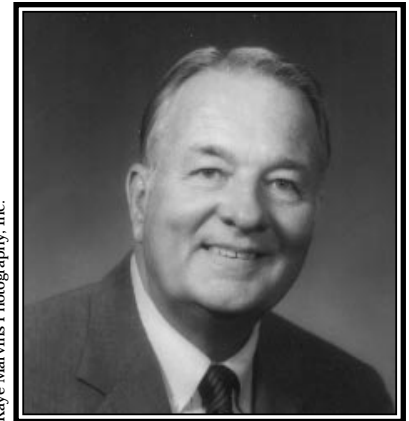
Kaye Marvinus Photography, Inc.

**Tommie Vaughn**  
President 1973-1975

- Building expansion program worth \$1.2 million provided offices and more exhibit space.
- The Super Sale Salon—site of major auctions—was constructed.
- The first World's Championship Bar-B-Que Contest was held.

# DRIVEN FROM A LONG LINE OF LEADERS

**T**hese men are still members of the Show and active in its development and continued expansion. They have 320 cumulative years of dedication and outstanding leadership to the Show. All of our living past presidents are lifetime members of the Show, and have served as a committee member, committee chairman, board member, vice president, president, chairman of the board and Executive Committee member.



Kaye Marvinus Photography, Inc.

**Dick Graves**  
President 1991-1993

- Four acres were added to the Astroarena facility.
- Four-year scholarships valued at \$8,000 each were raised to \$10,000.
- The Show hosted the Economic Summit Rodeo for international officials and guests.



Kaye Marvinus Photography, Inc.

**Allen H. Carruth**  
President 1979-1981

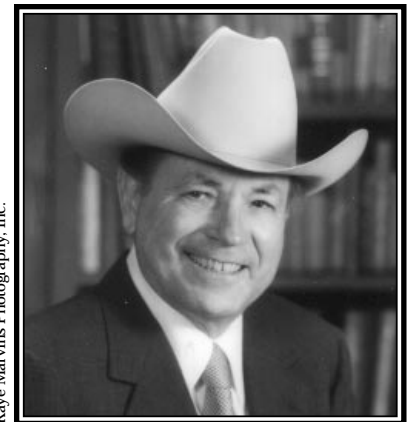
- The Directors' Club and Tejas Room were built.
- Show records were broken in attendance, livestock auction sales and ticket sales.
- The Show presented a scholarship endowment totaling \$800,000.



Gittings Photography

**Joseph T. Ainsworth**  
President 1985-1987

- Show membership increased to 17,000.
- Corporate sponsorships were established for star performances.
- General attendance exceeded 1 million.



Kaye Marvinus Photography, Inc.

**Hal Hillman**  
President 1988-1990

- The Show's Metropolitan Scholarship Program began.
- The International Livestock Congress was established.
- The Show's educational commitment totaled more than \$4 million.

# RODEO SECRETARY... AND A WHOLE LOT MORE



Story by  
Beth Johnson

**A**fter the last bull rider has hit the dirt, the first person he hopes to see when the dust settles is Sunni Deb Backstrom. A visit to Backstrom means a trip to the bank. As the Professional Rodeo Cowboys Association's (PRCA) premier rodeo secretary, she works all the biggest rodeos and cuts checks for about \$3 million in winnings each year.

Holed up in a windowless room under the south side of the Astrodome, Backstrom brings her traveling office straight from San Antonio to Houston every year to do more than just hand out more than half a million dollars in prize money. Her activities also include processing entry fees, checking in contestants as they arrive for each performance, calculating winners and payoffs, creating the score sheets used every night by the officials, gathering these score sheets up after each event and posting the standings.

It's also Backstrom who calls the PRCA every day to get the cowboy and livestock match-ups, and then answers almost 75 phone calls from

cowboys wanting to know the animals they're scheduled to ride, as well as what scores or times they'll need in order to place.

"I'm the one person who works with every single facet of the business—the rodeo committee, contestants, media, officials and stock contractors," said Backstrom, who's been handling the duties of rodeo secretary since she received her PRCA card in 1971 at age 13.

"Secretary' really isn't a good word to describe everything I do. I'm more like a rodeo office administrator. My work is more a lifestyle than a job."

Although she's been selected PRCA Secretary of the Year for the last five years, an honor chosen by the top 100 cowboys in each event, Backstrom says her mom Ellen was the best rodeo secretary ever. A four-time National Finals Rodeo arena secretary, Ellen was a rodeo secretary for 26 years. She worked Houston many times before her death in 1988 and was recently inducted into the Pro Rodeo Hall of Fame.

"I've been in rodeo since I was 3 years old, and I will always be in the rodeo business. I can't see any other life," said Backstrom, whose favorite part of her lifestyle is the people she meets. "We're like a small community. You don't see everybody every week, but you see them throughout the year. I know thousands of people, and I've been able to travel everywhere and see a lot of things."

Backstrom worked more than 200 rodeo performances last year and spent a total of only 37 days at her home in Arizona. But her favorite performances are those that take place right here in Houston. Although she enjoys working the Houston Rodeo because it's so organized, it's also

one of the most challenging.

"Houston probably has more production than any other rodeo you'll go to. It's so big, and only the very elite cowboys are here. There's nobody here who can't rope or ride well," she explained. "The three go-round system here is unique. It means a lot of additional work and extra drawing of stock. You've got to be very careful because a contestant can't ride the same stock twice. Also, there's no room for error here. The stock is kept 50 miles away, so I've got to provide the stock contractor an accurate list every day to get the right animals here."

With all these responsibilities and challenges, one thing should soon be making Backstrom's job easier. While in Houston this year, she tested a new computer system the PRCA hopes to implement soon at rodeos throughout the country.

"Up until very recently, we were pretty antiquated. There are almost 800 rodeos each year and about 60 secretaries, and we're figuring all this work by hand," said Backstrom, who admits she isn't very 'computer smart' but was up to the challenge anyway. "I've not been intimidated by 10,000 cowboys, so that little machine isn't going to intimidate me."

Backstrom travels about 30,000 miles on the ground and another 5,000 in the air each year, and she's never missed a performance she was scheduled to work. "I once had an accident just before a performance that required 35 stitches, but I wouldn't take a pain pill because I didn't want it to interfere with my job. Another time, I broke my arm at a performance one night and was back from the hospital in time to write checks. I will drag my broken body to the rodeo no matter what."



Sam Pierson

Rodeo secretary Sunni Deb Backstrom receives minute-by-minute reports of contestants' scores and standings.

# STRAIT TO THE TOP



**I**t seems like a typical night at the 1995 Houston Livestock Show and Rodeo. The stage has been moved into the middle of the arena, the road crew has sound tested the instruments and the lights have been dimmed. Suddenly the crowd starts screaming as the spotlight captures the long, lean cowboy sitting comfortably astride a horse. He rides effortlessly to the stage as the roar inside the Astrodome becomes deafening.

Flash back 12 years to a similar night. By all rights, the crowd should have been screaming Eddie Rabbitt's name. He was the scheduled headlining entertainer, and the opening act was Rosanne Cash. Rabbitt had made it to Houston but had fallen ill and could not perform at the matinee and evening performances scheduled for that day. Cash covered the matinee performance solo, but the Show's management wanted to fulfill the commitment to their customers who had paid to see two performers. The evening performance, though, was less than eight hours away....

E.C. "Dick" Weekley, then-general manager, and Dan Gattis, then-assistant general manager, ran into some good fortune. That day, Weekley was speaking at a seminar, addressing a group that included entertainment booking agents, and he mentioned Rabbitt's cancellation.

Sitting in the audience and listening intently was Tony Conway, an agent who was helping to shape the career of a determined young singer, George Strait. As Weekley concluded his presentation and made his way back to Show grounds, Conway was beating his own path to a telephone to see if Strait was available.

Conway phoned the Strait ranch in San Marcos, Texas, and spoke to

Strait's wife Norma. George was home, but he was somewhere on their ranch looking for the family's lost dog. While Norma started the search for her husband, Conway launched his own quest to find the members of the band. "What I didn't realize was that when a band comes home after a three-week concert run, they scatter in many different directions," Conway mused.

Conway's next call was to Gattis to tell him about Strait. "I remember saying 'Who in the world is George Strait?'" Gattis said. "Lori Renfrow, now our assistant manager who signs all of the entertainers, was my secretary at that time. She knew what was going on, and the only thing she said was 'Get him! Get him!' She told me a little bit about him, and that he had a few good songs out including 'Amarillo by Morning' and 'Marina Del Rey.' After realizing that Strait might be

our only solution, I went into Weekley's office and told him that I was almost certain we could get this guy to fill Rabbitt's place."

"Who in the world is George Strait?" Weekley said.

"He's warm and breathing, and I think we can get him here in time for tonight's performance," Gattis replied.

Weekley quietly walked away.

It was now 3 p.m. with a 7:45 show looming. Show Executive Committee member and past president Louis Pearce flew Strait and his band into Houston on his private plane. A police escort helped get the group to the Dome from the airport by 8:45, with no time to rehearse for the 9:30 concert.

"After he got on stage," Gattis said, "I thought 'This kid is going to wake up in the morning and think he had the craziest dream....looking for his dog one minute, and singing in front

See STRAIT TO THE TOP on Page 12

Story by  
Pam  
Malone



The singing cowboy, George Strait, has been entertaining crowds in the Astrodome for 12 years.

# SAYING GOOD-BYE



E. C. "Dick"  
Weekley

Recently, the Show lost one of its longtime friends, supporters and former staff members. E. C. "Dick" Weekley, former Houston Livestock Show and Rodeo General Manager, died May 8, after a lengthy illness.

Weekley joined the Show's staff in 1961, served as the general manager from 1962 to 1984, and became a consultant to the organization in 1984.

"Mr. Weekley guided the Houston



Dick Weekley, the Show's general manager for more than 20 years.

Livestock Show and Rodeo during some of its greatest periods of transition and growth. Because of his dedication to the youngsters of Texas, he was in large part responsible for the incredible growth of our scholarship program and the success of our Show," said Dan Gattis, current Houston Livestock Show and Rodeo General Manager.

When Weekley joined the organization in 1961, the Show was giving away two scholarships each year. When he retired in 1984, more than 900 students were attending college on Show scholarships.

Weekley himself was proudest of this accomplishment and felt it contributed greatly to the Show's success. "I've been repaid many times when we go to present scholarships and see the gleam in the youngsters' eyes, and how much it means to them," he said at his retirement.

Under Weekley's management, the Show moved from the Sam Houston Coliseum to the Astrodome complex; built the Astrohalls, Astroarena and joining structures; more than tripled the number of livestock show entries; and grew from an organization that measured its attendance in the thousands to one that measures its attendance in

the millions.

Weekley was a native of Pearsall, Texas, and attended Texas A&I University (now Texas A&M University at Kingsville). He received both his bachelor's and master's degrees in agriculture, and served as a U. S. Marine Corps infantry company commander during World War II.

He began his lifelong commitment to the youth of Texas as a vocational agriculture teacher in Lytle, Texas, then served as area supervisor on the Texas Education Agency staff for two years. Weekley became the executive secretary of the Texas Association of the Future Farmers of America, editor of the Texas Future Farmers magazine and a consultant with the Texas Education Agency.

Weekley worked with many civic organizations and received countless awards for his commitment to Texas youth.

He is survived by his wife Jane, four children and eight grandchildren.

Weekley's love for and dedication to the young people of Texas continues with his passing. His family requests that donations be made in his name to the Houston Livestock Show and Rodeo Educational Fund.



## STRAIT TO THE TOP

From Page 11

of 35,000 people the next minute."

While Strait was charming the crowd in the arena, another problem was brewing backstage. Because Strait was a "fill-in" entertainer, Cash's management did not want him riding in the same car as Roseanne for the final ride-around at the end of the Show. The standard formality at the time was to have both performers from a double-bill show ride away together. With such short notice, it was

impossible to find another vehicle. "Instead," said Gattis, "we got a horse from behind the chutes for Strait. And he not only stepped up on the horse, but he jumped on it like a good cowboy."

When Strait rode out on that horse, the crowd went wild. He loped the horse around the arena, slid to a stop and went down the fence line touching everyone's hand. He rode around once more, then threw his hat out into the crowd.

"That night, he really won the hearts of Houston," Gattis said.

The Show brought this young cowboy back the next year, and the next. And Strait hasn't missed a year of throwing his hat out into the crowd since that very night in 1983.

"And in '96, God willing, he'll be here again," Gattis said. "And when he does ride out into that arena, he will be performing for one million people since the day he first sang on that stage in the Dome."



# THE "FIRST" EVER



Jim Bloodworth

The position called for the sharpest of business acumen, compassion, dedication and strength of character. The position, a new one to the Houston Livestock Show and Rodeo, is that of first vice president; and the man elected to fulfill those stringent requirements is Executive Committee member Jim Bloodworth.

Bloodworth, a native Houstonian, operates a successful business in the city. His insurance agency, managed in part by his wife Ruby, is concrete proof of Bloodworth's ability to plan for the long term that the position will require of him.

"The Show has accomplished a great deal in a relatively short period of time," said Bloodworth. "Who would have thought 10 years ago that in 1995 we would be broadcasting on pay-per-view television? We still have many new frontiers to conquer, and I am challenged and honored to hold the Show's new position of first vice president as we strive to accomplish even more."

First vice president of the Show is not a president-elect, although the person holding this position would certainly have a running start and a more thorough understanding of the

enormous role of the president.

The position also is not an assistant to the president, but a new position that will serve the Show in many ways.

"The position of first vice president will enable the Houston Livestock Show and Rodeo to keep its continuity of leadership more consistent than in the past," said Dan Gattis, the organization's general manager. "This is particularly important due to the tremendous growth experienced during the last few years and anticipated growth in the immediate future."

An example of the first vice president's duties is the responsibility of chairing a proposed long-range planning committee. "It will be a challenge to manage the expansion of the Show since we want to see continued growth in revenues but are already selling a maximum of tickets. This planning committee will be creative in its ideas on how to promote growth in the organiza-

tion," said Gattis.

Bloodworth's community involvement is diversified, although the Show is his first love among charity organizations. He explained, "My wife Ruby and I have been involved with a great number of organizations, but the Houston Livestock Show and Rodeo is our favorite because we can really see the difference the Show makes in the lives of young people attending Texas colleges and universities.

"I am especially fond of the way the community bonds together. You certainly couldn't buy all of the volunteer support and the media coverage that the Show enjoys. It is an honor to be involved." His wife also is a volunteer for the Show, serving on the Ladies' Season Box Committee.

Another feature that sets the Show apart from other organizations, and a favorite of Bloodworth's, is the deep well of wisdom that past presidents provide. "In other organizations, whenever your term as president is over, you're not involved any longer. The Show looks to its past presidents for the benefit of their vast experience and knowledge. It is an honor and privilege to work with this group of individuals. The combination of past, present and future involvement is unique; in short, the Show has it all."



Johnie Hendon

"The first vice president offers the best executive training opportunity in the history of this Show, and I expect Jim Bloodworth will perform brilliantly."

Don D. Jordan,  
President

# A LOOK AT THE NEW VICE PRESIDENTS



Stories by  
Cheryl  
Dorsett



Sam Pierson

Jerry Johnston  
Andrew

In keeping with a family tradition of dedication and service to the Houston Livestock Show and Rodeo, Jerry Johnston Andrew, said it's an honor to be among the Show's newly elected vice presidents.

"I grew up around the Show my whole life," said Andrew. "Historically, I'm absolutely thrilled to be carrying on a family tradition."

Her father, Ralph A. Johnston, was a past president of the Show. Andrew's brother, Jimmy Johnston, is a past vice president of the Show. She also has three daughters who are involved with the Show.

Andrew has been a member of the Show since 1970, serving as chairman of the Ladies' Season Box Committee and as a member of the Ladies' Go Texan and Special Children committees.

She also has been an avid supporter of the junior market auctions, having bought numerous champion steers and other animals throughout the years.

"I'm pleased to be a part of something that does so much for the community," said Andrew. "It gets into your blood. They call it 'rodeo fever,' and that sure is what it is."

Her involvement in life and the Show is nothing short of inspirational. An accident 21 years ago leaving her paralyzed has not

slowed her down a bit, and her volunteerism extends far beyond the Show. She has been a board member, trustee and volunteer of the Texas Institute of Research and Rehabilitation and is a volunteer for the Center for the Retarded. She volunteers more time to others on a weekly basis that some do in a whole month. She says the alternative, to have sat still and done nothing, was not an option. "Not with my family and friends," she said. "They wouldn't let me give up, it just wasn't an option."

As vice president, Andrew will be serving as the officer in charge of five committees: Ladies' Go Texan, Ladies' Season Box, Outdoor Advertising, Special Children, and Western Art.

"I take my commitments very seriously," she said.

Her spirit is sure to be contagious to others.



Sam Pierson

Kenneth C.  
Moursund

A dedication to achieving results is what attracted Kenneth C. Moursund to the Houston Livestock Show back in the fall of 1977.

Supporting the youth of Texas is what's kept him involved, and being elected as one of the Show's vice presidents is among his highest honors.

"It feels great; it's an honor and privilege to continue to serve the

Show," said Moursund. "It's a service to help the show and continue to support youth and education."

He has served as chairman of the Group Ticket Sales Committee and is a member of the International Committee.

As a vice president of the Show, he will oversee five committees: Agricultural Education Tour Guide, Carnival Ticket Sales, Group Ticket Sales, Judging Contest Scoring, and Rabbit Show.

While working with the Group Ticket Sales Committee, Moursund said he always made it a point to have some of the scholarship recipients come back and talk to his committee.

Of the thousands of youth Moursund has the honor of coming into contact with each year, he said there's always one or two that stand out in his mind. "One year, a young girl, between all the tears, told us how grateful she was, and how her family could not have afforded for her to go to college," recalls Moursund. "I thought, that's what it's all about."

Moursund said it's very rewarding to realize that all the hard work, and all the effort the thousands of volunteers put in goes to help young people just like that girl.

"These young people are dedicated to achieving results, and appear to be determined to continue their good habits on into the future," said Moursund. "They've got all the qualities you need to survive in the future."

Moursund is an executive with the Kroger Company, and is a member of the Houston Farm and Ranch Club. He is active in the University of Texas Exes Association and Ducks Unlimited.

He, along with his wife Claudia and son Kenneth Jr., enjoy the Texas Hill Country. Moursund's hobbies include fishing and hunting in the Gulf Coast area.

Sam Pierson



Lodie Stapleton

Being involved with horses and spending much of his life around them, it seems more than fitting that newly-elected vice president Lodie Stapleton will be overseeing all 15 Horse Show committees.

Stapleton has been a member of the show since 1973. He's served on numerous Horse Show committees throughout the last 20 years, as well as serving as chairman of the Horse Show Advisory Committee and as the General Horse Show chairman.

Five years ago, he played an integral role in the implementation of the Youth Quarter Horse Barrel Racing awards program, which significantly increased the prizes given to the young participants. The finalists from this preliminary competition held in the Astroarena now vie for trophies, cash awards, a trailer and a trip to compete in the Astrodome during the Show.

Stapleton and his brother Shelly have a ranch in Sealy, Texas, where they have raised race horses since 1971. Along with his wife Mary Jane, daughter Sheryl and son Kelly, he also has a ranch in LaPryor, Texas, near Uvalde.

As vice president, he will expand his involvement to cover the individual horse breed committees as well as the Horse Show Advisory, Announcers, Awards and Equipment

committees and the Horse Sales and Horspitality committees.

Stapleton is chief executive officer of Southwest Tenant Construction and president of Hou-Tex Construction Supply.

A secret of his success is found in his ability to reach out and help others. His intense concern for the youth of Texas is at the heart of his Show involvement.

Mention the Show, and people often stand up and cheer. Being a representative, and often times the recipient of those cheers, can be a very humbling experience, said Stapleton. "It just sends chills down your spine," he said.

But it's all for the youth, and offering opportunities to them that they otherwise might not have been available. That's what Stapleton said he will never lose sight of. "I'm excited about my election. The livestock show means a great deal to me," said Stapleton. "I'm sold on what it does."

Sam Pierson



Bill T. Teague

Newly-elected vice president Bill T. Teague said he has been an admirer of the show ever since he moved to Houston in 1975. His years of dedication and commitment to the Show have paid off.

"I was the most surprised when I got the call," said Teague. "I never

dreamed it would happen. On one hand it is exhilarating, and on the other hand it is very humbling."

Teague said the magnitude of his involvement in the Show and the importance of his service is something he takes very seriously. What the Show does for the youth of Texas is something in which he takes a tremendous amount of pride.

"It clearly documents the quality of youth we have in this country that gets very little publicity. It shows that the volunteer spirit is alive and well in Houston and surrounding areas," said Teague. He most recently served as chairman of the Show's Speakers Committee. As vice president, he will serve as officer in charge of the Communications Broadcast, Communications Editorial, Magazine, Souvenir Program, Swine Auction and the World's Championship Bar-B-Que committees.

Recently, Teague attended the Show's presentation of 4-H scholarships. "When they introduced the Show's officers, everyone stood up and gave the Show a standing ovation," said Teague. "It was incredible. It was indescribably delicious. That's what every one of the 11,000 volunteers needs to know. That's what makes all the sweat, effort and time meaningful."

Teague is president and chief executive officer of the Gulf Coast Regional Blood Center. He is a past president of the Rotary Club of Houston. He is active with St. Luke's Methodist Church and is an avid hunter and fisherman. He and his wife Lynn, who enjoy playing tennis, have two sons, Tim and Jim.

Teague also serves on the board of directors of the southwest Sudden Infant Death Syndrome Research Institute. "One reason I appreciate volunteers so much is that I've spent 37 years in my profession working with volunteers," said Teague. "They are something money can't buy."



## COMMITTEE SPOTLIGHT



## A g E d u c a t i o n T o u r G u i d e C o m m i t t e e

Story by  
Yahsmine  
Catli  
Cowan

Ask a group of 5-year-olds where milk comes from, and most of them might answer, “the grocery store!”. It is children like these that the Agricultural Education Tour Guide Committee hopes to enlighten and educate at a visit to the Houston Livestock Show and Rodeo.

The committee’s 84 members, comprised of agricultural science teachers, design the tour route and assist during the elementary school students’ visits. However, the tours are conducted by high school aged FFA students, who escort about 10,000 kindergarten to third grade students from inner-city Houston schools through the livestock area at the Show.

According to Janice Spencer,

staff coordinator of the committee who handles tour requests, teachers begin asking to be put on the tour list in August when school starts. “Unfortunately, we get so many letters we have to disappoint 20,000 of the 30,000 kids who want to come.”

“About 700 to 2,500 children a day visit the Show during that first week,” said Barbie Schmidt, committee chairman. “FFA high school students use their knowledge of the animals to explain the food chain, processing, and things like what part of the animal is used for what.”

Before the kids come for the tour, the Show mails out lesson plans so the children can have a basic idea of what they’re coming to see.

Said Schmidt, “This gives the kids an opportunity to see the animals first hand and watch them being cared for by their owners. During the tour, the FFA students explain the different types of animals, how they are raised, and what their food sources are.” The tour lasts for one hour and begins every 15 minutes between 9 a.m. and 11 a.m.

“We emphasize the World of Cattle exhibit and the milking parlor because those are really areas the students can relate to. It’s educational for them,” continued Spencer.

The tour’s popularity has grown over the years. A two-hour tour for mentally and physically challenged children also is offered, but there are only 100 openings. “As with our other tours, this one fills up fast,” said Spencer. “Since these kids have multiple mental and physical challenges, this tour is really special. Our FFA students partner up with them one-on-one and take them to the petting zoo. There, the kids can hold the animals, and they really get a kick out of that.”

“It’s an extremely personalized tour,” echoed Schmidt. “The FFA guides also enjoy the time with these youngsters. They also have lunch with the kids in the Sales Pavilion. Sack lunches are donated, and last year, bandannas were donated for the children as well.”

“Our tour is pretty basic—‘this is a cow’ sort of thing. But it’s surprising that there are so many children who have never even seen cattle before,” Spencer said. “If we can educate them so they can say, ‘oh that’s where milk comes from,’ we’ve done our job.”



An FFA tour guide takes a third grade student on a special tour of the petting zoo.

Corporate Development Committee

The Corporate Development Committee was formed in 1988, in large part through the efforts of two Houston Livestock Show and Rodeo Lifetime Vice Presidents, Jim Bloodworth and Jim Windham, both now members of the Executive Committee.

It evolved from the Special Scholarship Committee as a means of attracting more Houston-area businesses to become directly involved with the Show.

According to Edgar C. "Red" Griffin, chairman of the committee for the past two years, the group's mission is to solicit \$10,000 minimum contributions from corporations to fund four-year scholarships.

"Among our 30 members, we have a broad mix of high profile, large company executives and small- to mid-sized business owners," he said.

The committee is divided into four teams, each one headed up by a vice chairman. "Certain criteria must be met for membership," he explained. "These include being a lifetime member of the Show, attending a minimum of four of the six committee meetings each year, securing at least one scholarship donation, serving as a member of one of the development sales teams, paying annual dues and attending both the Corporate Contributors Reception and the Million Dollar Scholarship Banquet."

Management coordinator for the Corporate Development Committee is Skip Wagner, assistant general manager of operations. He reported that for the 1995 Show, the committee's endeavors resulted in 67 companies donating a total of \$905,584. "Their efforts enabled the Show to fund 90 \$10,000 scholarships," he said.

Griffin pointed out that at least one student in every high school in Harris and contiguous counties is awarded a scholarship by the Houston Livestock and Rodeo each year.

These grants may be used at any accredited college or university in Texas for study in the student's choice of major.

members call on new and existing donors to secure the desired funds.

While the minimum contribution is \$10,000, many companies and individuals give larger sums, choosing to fund more than one scholarship.

Griffin and his committee members take great pride in the fact that their efforts have a direct

Story by Nancy Burch



Sam Pierson

Committee chairman Red Griffin inspects a sign displaying the Show's generous corporate contributors

The \$2,500 stipend per year for four years is awarded to "deserving recipients," rather than on the basis of either need or pure academic standing.

The committee works throughout the year to solicit corporate support for these scholarships. Team mem-

bers call on new and existing donors to secure the desired funds. "The greatest pleasure is in knowing that we have made a very positive difference in the lives of these students," he said. "That's what it's all about."



## Junior Commercial Steer Feeding & Management Contest Committee

Story by  
Melissa  
Manning

**A**t first glance, the 76 members of the Junior Commercial Steer Feeding and Management Contest Committee may not resemble your typical collection of teachers. For most of the year, these volunteers are veterinarians, meat packers, cattle buyers, ranchers, feedlot operators and agriculture instructors.

However, during the two weeks of the Show, the dedicated men and women who comprise this committee, step out of their traditional roles and come together to achieve a common goal—teaching tomorrow’s ranchers the realities of operating a successful cattle business.

According to Wayne Hollis, officer in charge, the goal of this committee is to encourage more members of the Texas 4-H and FFA to participate in a practical beef production program. Members are responsible for organizing and conducting the entire competition, selecting winners for the feeding records contest and conducting the awards banquet for the

participants in the competition.

Since its inception in 1952, this committee has helped teach thousands of boys and girls about a profession that embodies the spirit of the nation’s second largest state.

Committee chairman Nathan Peebles said that most members of his dedicated group have 15 or more years of service on the committee. “Each year, we usually have only one or two positions become available for new members,” said Peebles. “We have a very low turnover rate.”

Peebles enjoys the fact that this committee is a friendly, close-knit group of individuals who take pride in their responsibilities and remain dedicated to preserving a profession and way of life that has been an integral part of Texas history and culture.

Several months before the Show, participants are given a time frame in which they must purchase three steers. After raising the pen of cattle, contestants provide a complete

set of records to chronicle their expenses for feed, medications and veterinary care, as well as any other costs associated with raising the animal for market. Each student also undergoes extensive written tests and oral interviews.

The 1995 Show saw 90 participants from around the state travel to Houston to compete in this unique contest.

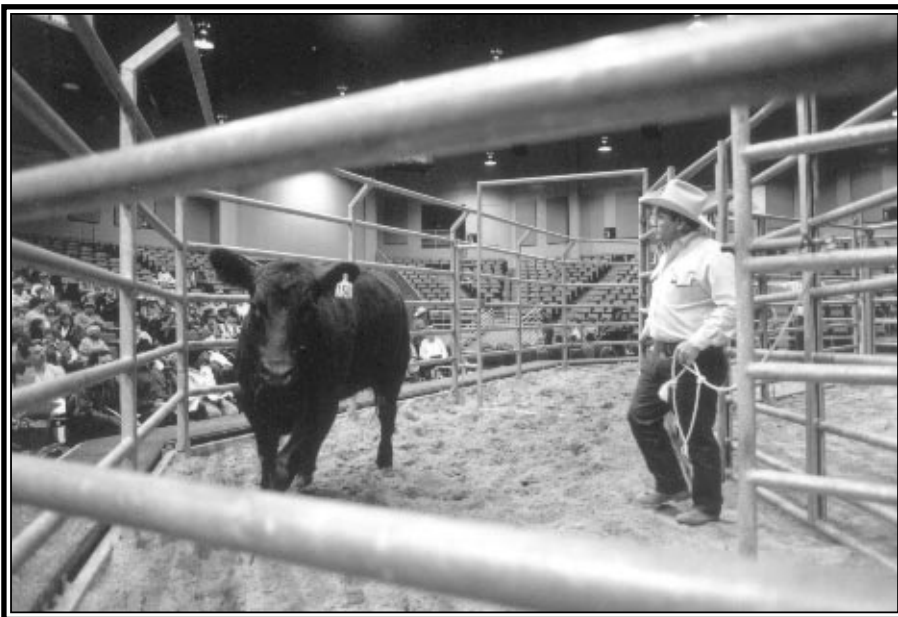
For their hard work, the competition’s contestants have an opportunity to sell their steers to commercial buyers and, if they have operated efficiently, render a small profit. They also have a chance to compete for prize money and awards such as a new truck and a cattle trailer—all of which are provided by several generous donors.

To help defray the expenses of bringing their steers to the Show, participants also are able to earn point money, which is awarded to participants based on the quality of their steers.

Peebles also sees other less obvious rewards for those who participate in this program. They learn that to succeed in business requires personal responsibility and commitment to completing a task, regardless of whether or not they walk away from the event with the grand prize trophy.

Members of this committee get the satisfaction of knowing that they have taught these young people the value of hard work and have helped nurture business skills that will remain with the students for a lifetime.

“The most rewarding part of this committee is that by teaching these kids about raising cattle, we also are teaching them about life,” Peebles said. “Education is what this committee is all about.”



Sam Pierson

Each of the junior commercial steers is graded on confirmation and quality prior to being sold.



## Safety Committee

**T**ake one of the biggest events in the country, held in the nation's fourth largest city, mix in more than 1.8 million people, generously add herds of livestock, rodeo contestants, exhibitors and more entertainment opportunities than most places see all year, and you have the makings of one fantastic time.

And that's the Houston Livestock Show and Rodeo.

Unfortunately, those exciting aspects also can combine to produce a recipe for mishap if effective precautions are not taken. The good news is that for more than 14 years, the Safety Committee has been making the Show's entire complex a safe place.

This committee is responsible for a number of things. First, its emergency medical personnel patrol almost every area of the Show grounds, dispensing care that ranges from adhesive bandages to cardiac resuscitation. Second, its investigators roam the Astrodome complex looking for safety hazards that might pose a problem for Show personnel and visitors. Third, as part of the organization's risk management program, the committee looks into accidents that may occur.

Roger Campbell has just completed his tenure as the group's chairman under the leadership of outgoing officer in charge, Richard Bean. Campbell is a Houston Fire Department district chief. As a matter of fact, more than 40 percent of the 400-member committee is HFD personnel.

"It is a great all-around committee," Campbell said. "We have quite a few nurses, people who work for other police and fire departments and people from other agencies, and they work very hard. Last year during the Show our committee spent a little more than 13,300 documented hours at work."

Many of those hours involved providing first aid and emergency medical care to the event's visitors and to the people who work at the Show. The committee makes this care available via first aid facilities at Memorial Park, the Astrohall, the Astroarena, the carnival, the parking lot and the World's Championship Bar-B-Que Contest area. Members also provide care to the rodeo contestants through the "Cowboy First Aid" program. The Astrodome has its own first aid and emergency medical personnel who take care of Astrodome visitors who need medical treatment.

"All of our committee members who provide hands-on care are at least emergency medical techni-

send the medical team nearest the incident. In emergency medicine, time is very important. Consider what happened three years ago at the carnival. Two women suffered heart attacks at the same time...100 feet apart. Separate Safety Committee medical teams stabilized both patients and saw them transported to local hospitals.

"The best part of it was that both women recovered, and we brought the incident to a good end," Campbell said.

Taking care of injuries is one thing; preventing them is another. And that is what the safety inspection portion of the committee does. As liaisons between HFD inspectors and the Show, committee members

Story by  
Freeman  
Gregory




**Members of the Safety Committee maintain a close eye on calf scramble participants in case any injuries occur as youngsters wrestle with tenacious calves.**

cians (EMTs)," Campbell said. "We average about 2,000 incidents during the Show each year, ranging from people needing aspirin to those suffering from a heart attack. Last year, we called for 72 ambulances. If you run 1.8 million people through any place in the world, that is a pretty good safety record."

When onsite treatment is necessary, the committee's dispatchers

work with fire department personnel, ensuring that potential fire and safety hazards discovered by daily inspections are remedied.

"We are out there not only to protect the Show and make everything safe," Campbell said, "we're also out there to make sure the patrons are safe." 

# EXECUTIVE COMMITTEE PORTRAIT



Douglas  
B. Marshall

Story by  
Ann Jacobs

Each person follows his own path to the Show, and Douglas B. “Doug” Marshall, a man known world wide for his Arabian horses, arrived by means of an exotic route.

Marshall’s love of Arabians began in his days in the Cavalry when he rode half-Arabian horses, and it grew during World War II when he first laid eyes on the horse market near Cairo, Egypt, from the air and wanted to visit it.

After a determined quest through the strange and fascinating streets of Cairo, the young serviceman located a guide to take him to the market. Once there, Marshall said, “I was so impressed with the Arabian horses that I vowed that if I lived through the war, I would own one.”

Marshall not only fulfilled his promise to himself, but became a world class Arabian horse breeder. His ranch, Gleannloch Farms, became one of the premier Arabian horse stables in the United States.

Marshall pointed out that his interest in Arabian horses has created friendships all over the world—from Egypt to Europe to South Africa—and he recently returned home from a trip to Germany where he visited a stable, club and show.

One of the early supporters of the Show, Marshall has served on the board of directors for more than forty years, making him the longest tenured living director of the Show.

He became involved with the organization, which he referred to as the “greatest thing Houston has,” in the late ‘40s and became a director in 1950.

Marshall served as the Show’s fifth

president from 1958 through 1960. During much of that time, there was no place in the Show for Arabian horses because there were not enough of them in the vicinity of Houston. However, Marshall was, and still is, a cattle breeder, and successfully exhibited Aberdeen Angus cattle at the Show for many years.

He also rode on the Salt Grass Trail for many years. He recounted with fondness one rainy night on the trail when he watched his exhausted and sleeping son’s boots fill with rain water, an experience all too familiar to trail ride participants.

After graduating from high school in Wisconsin, Marshall attended the University of Minnesota and joined the United States Cavalry. While stationed at Ellington Field in southeast Houston, he met his wife, Margaret Ruth Cullen, a woman who shared his passion for horses.

Although Marshall has not raised Arabian horses since his wife’s death, his interest in animal husbandry remains keen. He presently spends his time at his ranch in Barksdale, Texas, where he raises Piedmontese cattle—an Italian breed of cattle that claims levels of fat and cholesterol lower than those found in chicken.

He is proud of his state-of-the-art breeding program, which involves the importing and implanting of embryos. During the summer, Marshall escapes from the Texas heat to an island in the middle of a large lake in Canada, a spot that has been a lifelong retreat.

Marshall remains very focused on activities with his three grandsons and two granddaughters.

Marshall is proud of his involvement with the Show, particularly with the scholarship program which grew from its infancy under his guidance. Although he no longer frequents the Show, he misses it and



Sam Pierson

**Douglas B. Marshall, the Show’s fifth president.**

refers to it as a “lifelong disease.”

Clearly a part of Doug Marshall’s heart and soul, the Show is fortunate to have had his many contributions to it.



# MARKETING & PRESENTATIONS DEPARTMENT



From high-tech satellite distribution to one-on-one public relations; from the glitzy glare of stage lighting to midnight sessions of souvenir program production; from downtown Houston parades to Go Texan functions in such places as Clifton, San Augustine and Wharton; the Show's marketing and presentations department monitors, coordinates and reports the Houston Livestock Show and Rodeo's heartbeat to the world.

It's an exciting but demanding job for the eight full-time staff members who are responsible for the organization's promotions; advertising; public, member and media relations; market research; sponsorship programs; and audio visual production and presentation.

The marketing office also works with 15 communications-oriented committees, nine of which are Go Texan in nature. During the 1995 Show year, 174 Go Texan functions were held, generating massive exposure for the Show in a 66-county area and adding more than \$600,000 worth of revenue to the Show's bottom line.

Additional Show revenue is gained by the department's interface with the corporate community through the Show's sponsorship and donation program, resulting in more than \$2 million each year in direct financial or trade payment to the Show.

To share the Show's story on a local, statewide, national and international basis, hundreds of news releases are generated annually by this department, all aimed at educating and informing the general public about the organization. Staff members also write and design the media guide, brochures, handbooks, directories, special event programs and the 1,100-page rodeo souvenir program.

These individuals also supervise

the production and presentation of each rodeo performance. From the grand entry all the way through the final ride-around of the star entertainer, the marketing and presentations department produces each rodeo as a live television show. In an effort to give every spectator the best seat in the house, staff members work with other video and audio professionals to put a broadcast-quality production on the DiamondVision screens and approximately 300 closed-circuit television monitors throughout the Astrodome, Astrohall and Astroarena. They also provide a video/audio feed for the local television stations to use on their nightly newscasts.


Also during the Show, the marketing and presentations staff operates a press room and press box facility, which serve as hubs for media credential distribution, information sources, press releases and results, press photographs, interview coordination and press conference scheduling. Seventeen part-time workers, contractors from around the world, and almost 100 student interns assist in this effort.

In an attempt to bring even more of an audience to the event, the

Show produced its first pay-per-view telecast in 1994, carried in nine different states. In 1995, the March 3 performance was offered as a pay-per-view telecast and was shown nationwide through Turner Home Satellite, DirecTV and TVN.

The Show's entire marketing effort is dependent upon constant consumer and membership research and analysis, conducted with the assistance of the Communications Editorial Committee.

"We've got the best department in this organization because every committee member is responsible for marketing the Show and therefore, part of our team. And with a team like that, the possibilities are endless," said Leroy Shafer, assistant general manager of the marketing and presentations department.

In addition to Shafer, other members of the marketing and presentations department are: Suzy Brown, manager; Johnnie Hendon, advertising and creative director; Teresa Padgett, publications director; Janice Lunsford, Go Texan director; Melissa Hernlund, executive assistant; Ida De Los Santos, production and administrative assistant; and Sharon Woodfin, marketing assistant. 

Story by  
Melissa  
Manning



Sam Pierson

Leroy Shafer keeps the media informed with numerous interviews.

# CALENDAR OF EVENTS

AUGUST							SEPTEMBER							OCTOBER						
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	5						1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

18-20 - Liberty County Cook-off and Events\*  
 25 - Deer Park Teen Dance\*  
 25-26 - Alvin/Pearland Barbecue Cook-off\*  
 26 - New Caney/Splendora Bake Sale\*, Tomball /Magnolia Turkey Shoot\*, Katy Teen Dance\*  
 28 - Fort Bend/Stafford Golf Tournament\*

4 - Labor Day holiday--Show offices closed  
 15 - Conroe/Willis Barbecue\*  
 15-16 - Brazoria Southwest Cook-off and Contests\*  
 18 - NASA/Clear Creek/Friendswood Golf Classic\*  
 29-30 - Waller County Go Texan Events\*, Aldine/Spring/Klein Barbecue and Chili Cook-off\*  
 30 - Cy Fair Old West Costume Ball\*

1 - Deadline for committee listing in souvenir program  
 1 - Waller County Go Texan Events\*  
 7 - Galveston/Mainland Dance\*  
 9 - World's Championship Bar-B-Que Contest entries accepted  
 13 - Deer Park Fall Dance\*  
 20-22 - Galveston/Mainland Trail Ride and Dance\*  
 27 - Liberty County Turkey Shoot\*  
 27-28 - Deer Park Barbecue Weekend\*

(\* Go Texan committee events; for more information, contact the Go Texan Director at (713)791-9000



Houston Livestock Show and Rodeo  
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