

HOUSTON LIVESTOCK SHOW AND RODEO™

August 2001 - Vol. IX, No. 3

H MAGAZINE



**Destiny's Child
Grammy Winners Highlight
2001 RODEOHOUSTON™**

CONTENTS

A Message From the President 1

Features

A Matter of Destiny	2
Brand Name Recognition	4
Butch, Rope and Cash – A Family Story	6
It's a Small World	8
Out of Site, Not Out of Mind	10
Three Million Thanks	12
2002 Show Update	14
Celebrating a Silver Anniversary	15
New Vice Presidents	16

Committee Spotlights

Junior Commercial Steer Feeding and Management Contest	18
Safety	19

Show News and Updates

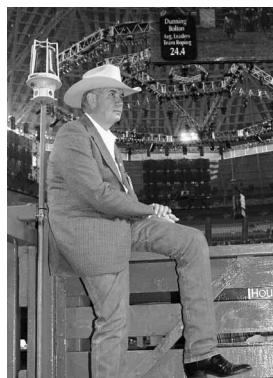
Third-Year Committee Chairmen Profiles	20
Rodeo Round-Up	21
Calendar of Events	Back Cover



page 2



page 8



page 15



The Cover

With high energy and harmony, Destiny's Child delighted a sold-out RODEOHOUSTON™ crowd.

Photo by Dr. Frank Martin

Houston Livestock Show and Rodeo™

EXECUTIVE COMMITTEE:

Joseph T. Ainsworth M.D.
 Jim Bloodworth
 Don A. Buckalew
 John H. Causey
 J.M. Clepper
 Dick Graves
 Hal Hillman
 Don D. Jordan
 H. Stuart Lang Jr.
 Louis M. Pearce Jr.
 Paul Somerville
 Tommie Vaughn
 P. Michael Wells
 James M. Windham Jr.

LIFETIME MEMBERS -

EXECUTIVE COMMITTEE:
 Douglas B. Marshall
 John O. Smith
 Clayton Underwood

CHAIRMAN OF THE BOARD:

Jim Bloodworth

PRESIDENT:

P. Michael Wells

GENERAL MANAGER:

Dan A. Gattis

OFFICERS:

Richard Buddeke
 J.L. "Bubba" Butera
 Tom Dompier
 Douglas L. Doyle
 Jamie Ehrman
 Jerry H. Hickman
 G.R. "Ray" Hinsley III
 John A. Hutchison III
 Lucky Long
 Jack A. Lyons
 Charles R. "Butch" Robinson
 Gregory A. Schroder
 Keith A. Steffek

MAGAZINE COMMITTEE

OFFICER IN CHARGE

Lucky Long

CHAIRMAN

Bill Blutworth

VICE CHAIRMEN

Larry Levy
 Todd Zucker

EDITORIAL BOARD

Bill Booher
 J. Grover Kelley
 Kenneth C. Moursund Jr.
 Tracy Ruffeno
 Marshall R. Smith III
 Constance White

PHOTO EDITOR

Debbie Porter

PHOTOGRAPHER

Sam Pierson

REPORTERS

Sonya Aston
 Nancy Burch
 Gina Covell
 Stephanie Earthman
 Teresa Ehrman
 Susan Emfinger
 Freeman Gregory
 Whitney Horton
 Cheryl D. Kennedy
 Wendy Lester-Kyle
 Melissa Manning
 Nan McCreary
 Gordon Richardson II
 Beverly Rosenbaum
 Rhonda Rubin
 Ken Scott
 Gina Steere
 Susan Williams
 Tara Telage Wilson
 Leslie Worsham

DESIGN/LAYOUT

Clarke & McClure

HOUSTON LIVESTOCK SHOW

AND RODEO™



MAGAZINE COORDINATION

MARKETING & PRESENTATIONS

DEPARTMENT

ASSISTANT GENERAL MANAGER

Leroy Shafer

DEPUTY ASSISTANT GENERAL

MANAGER

Suzy Brown

SENIOR DIVISION MANAGER,
 ADVERTISING, PRODUCTION &
 CREATIVE DESIGN

Johnnie Westerhaus

SENIOR DIRECTOR -
 INFORMATION/PUBLICATIONS
 Doyce Elliott



Volume IX, No. 3, is published by the
 Houston Livestock Show and Rodeo.
 Copyright 2001

Letters and comments should be sent to:
 Marketing Department, Houston Livestock
 Show and Rodeo, P. O. Box 20070,
 Houston, Texas 77225-0070

www.rodeohouston.com



A MESSAGE FROM THE PRESIDENT

While some of us may consider the months from March to September as “off” months from a Rodeo standpoint, there is much that is going on at the Show. I recently spent several hours reviewing and signing more than 160 documents that dealt with the Show’s future occupancy, operations and opportunities within Reliant Park.

In May, we presented \$3 million in scholarships to Houston-area high school graduates. Another \$700,000 in scholarships was presented to Texas 4-H members at the Texas 4-H Roundup. The 2001 Show officers became the host committee for the FFA State Convention held in Reliant Arena in July. We also awarded 70 FFA students Houston Livestock Show and Rodeo™ scholarships during this event. Awarding grants and other benefits is an ongoing endeavor for the Show’s staff and officers on behalf of our volunteers, sponsors and buyers. Our staff also is busy sending out renewal contracts to our commercial exhibitors and making other preparations for the 2002 Show.

Not only is there a tremendous amount of activity in preparation for our upcoming Show, these are, in fact, exciting and history-making times for our organization. The 2002 Houston Livestock Show and Rodeo is going to be really special. Because the 2002 Show will be the last in Reliant Astrodome and Reliant Hall, we have made plans to have a unique tribute for our “Dome Finale.” After having RODEOHOUSTON™

finals on the last Saturday, we will observe the “end of an era” with a spectacular concert and celebration commemorating 37 years in this historic building on the closing Sunday, March 3. For the first time, we will have approximately 7,000 reserved seats on the arena floor around the stage for those who want to be at the heart of this one-time experience. This final performance will be a part of your season ticket package, as well. We hope to salute our “home in the Dome” and say farewell with the largest crowd to ever attend a function in Reliant Astrodome.

There is much thought and work that goes on everyday, even during our “off” season months. It is all part of the teamwork and preparation that culminate each year in our presentation of the Houston Livestock Show and Rodeo. With just one more year of transition ahead of us, I anticipate that the 2002 Show, which will launch us into our next phase of history in Reliant Stadium and Reliant Center, will be the best Show yet.

I look forward to seeing all of you over the next several months as committees swing into their schedules, the 2002 Show takes shape and we prepare for another year of “Hospitality Plus.”



P. Michael Wells
President



A M A T T E R O F DESTINY

By Teresa Ehrman

Two minutes before showtime, Beyoncé Knowles, Kelly Rowland and Michelle Williams held hands tightly and said a prayer as 60,000 screaming fans anxiously waited to hear the current best-selling pop group in America — Destiny's Child.

"Never in a million years did I think we'd be performing in the Astrodome," said Rowland, one of the original members of the trio. "You think about it. You dream about it. But you never really think it could happen."

But on Feb. 18, 2001, their dreams came true, and it did happen — and in a very big way — as three of the music industry's most beautiful and talented women walked on the stage for a sold-out performance at the world's largest rodeo. Nothing could have prepared them, they recalled, for the awe-inspiring sight of the Reliant Astrodome that Sunday afternoon. "Your name is shining in those huge bright lights, and people are surrounding you on all sides. ... It was totally overwhelming at first," said Knowles.

Overwhelming, maybe, but the ladies were more than thrilled to be back in their hometown.

Performing at RODEOHOUSTON™

had special meaning for several reasons. "These are the very people who have followed and supported us since the very beginning, so we love coming back home," Knowles said. "You know your support system is out there, and it feels good."

But there were other important reasons, too. "We were glad to finally have some good Texas food again!" Rowland said. "But we really miss the Southern hospitality most of all."

Even before they walked on stage, there was plenty of action behind the scenes — cameras rolling nonstop for DIRECTV, photographers documenting the concert for an MTV special, a host of crew members organizing every aspect of the concert's logistics, and friends and family members visiting with the group.

Rowland was quick to point out that all the pre-show hoopla can make a performer far more nervous than actually being on stage. "There was so much going on, there were so many people, lots of cameras, and things were so hectic before the performance. Getting on that stage was actually an enormous release of anxiety for all of us," she said.

Performing also allows Destiny's Child to get in touch with what is most important to them as artists — the audience. "Every one of us was so ready to go out there and perform," said Rowland. "That's our high and what really makes us come alive."

And come alive, they did. In their trademark stunning outfits, Destiny's Child brought the Reliant Astrodome crowd to its feet with a host of chart-toppers including "Say My Name," "Bills, Bills, Bills," "Independent Women Part I" and "Jumpin' Jumpin'." They also tossed in singles from their newest album, "Survivor." But perhaps one of the most compelling moments of their set came with a captivating a cappella gospel tune that silenced the standing-room-only crowd.

Just over an hour later — after 13 songs and a handful of costume changes — Destiny's Child wrapped up its first-ever performance at RODEOHOUSTON amidst a sea of exuberant fans spanning all ages. Gone from the crowd, but not the cameras, the ladies burst into a perfectly harmonized rendition of "Lean on Me" as they made the trek from the



Reliant Astrodome floor back to the dressing room. “It went great,” Knowles exclaimed. “That was work!”

But all work and no play isn’t how Destiny’s Child operates. The group made a quick stop at the Show’s carnival and enjoyed a few rides before the concert. For Williams, who grew up in Rockford, Ill., it was truly a great way to gear up for their phenomenal performance. “This is my first time at the Rodeo, and I’m having a blast!” she said.

Evident both onstage and off, the chemistry of the popular trio is difficult to deny. “We have sisterhood, friendship and love, and I think people see that when we’re on stage,” Knowles said. “This is the way a group should be.”

Led by founding members Knowles and Rowland, Destiny’s Child exploded onto the music scene in 1997 with the multi-platinum, number-one single, “No, No, No,” from their self-titled debut album. In February 2000, Williams joined the group. The past year and a half has been a whirlwind of concerts, special appearances, recording sessions, award shows, commercials and special events. Gracing the covers of numerous magazines, appearing on virtually every talk show in the country, selling out countless concerts, and inking endorsements such as with Candie’s, L’Oréal and Target, Destiny’s Child has taken over the pop music industry.

“Being able to have Destiny’s Child as part of the 2001 entertainment lineup was important,” said Lori Renfrow, division manager, Sports and Entertainment. “At the time we booked them, they were beginning to prove they were a hit machine with three consecutive hits off a huge album and a second album ready to launch. And then, there was the fact that this was a Houston-based trio — the hometown connection was definitely a plus, and there was a lot of magic going on, both onstage and behind the scenes.”

The group hopes its 2001 RODEOHOUSTON performance was the first of many. “We’d love to come back every year,” Rowland said. “It’s truly an honor, and it felt so good that [the Show] wanted to

have a hometown group perform. There have been incredible entertainers perform here throughout the years, and to add Destiny’s Child to the list is just fantastic — it’s really a privilege.”

Especially, she added, since the sole reason for the Houston Livestock Show and Rodeo™ is for the benefit of children and education. “Charity means a lot to Destiny’s Child, because we have been so blessed ourselves,” Rowland said. “It feels wonderful to be able to give back some of that by performing at an event that does so much for young people.”

“I’m also really proud that we were able to work with them on a pay-per-view television special of the show,” Renfrow said, “which was a great opportunity for us to give Destiny’s Child fans everywhere a little taste of what it’s like at RODEOHOUSTON!”

Just three days after their RODEOHOUSTON performance, the group picked up two Grammy Awards — Best R&B Song and Best R&B Performance — both for its hit single “Say My Name.” Those, along with a host of others from the American Music Awards, Nickelodeon Kids’ Choice Awards, Blockbuster Entertainment, Black Entertainment Television and the NAACP, are truly a testament to the impact the group has had on the music industry and its millions of fans.

The music of Destiny’s Child has been dubbed powerful, passionate and sophisticated, and their talent seems to have no limits — all of which are evident in their newest album, released in May. “Survivor,” which debuted at the top of the charts, sold more copies in one week than any other album by a female group in the last decade. Fans enjoyed the live version even more, as Destiny’s Child performed to sold-out crowds throughout its 2001 concert tour.

Knowles, Rowland and Williams show no signs of slowing down and remain steadfast in their commitment to their faith, their music, their fans and each other. With all that in place, success was just a matter of destiny.

Kelly Rowland, Beyoncé Knowles and Michelle Williams, accompanied by dancers, brought RODEOHOUSTON fans to their feet with a powerful performance of their hit songs. Photo by Dr. Frank Martin



BRAND NAME RECOGNITION

By Rhonda Rubin

Anyone who has seen Hollywood's version of the Old West knows the importance of a cattle brand and the punishment for being caught with cattle bearing someone else's mark. Such scenes always end with a call to "string up" the cattle rustler from the nearest tree. While penalties for cattle rustling have changed over time, the practice of using unique and permanent cattle brands is still an effective theft deterrent.

The practice of branding can be traced back thousands of years to ancient Egypt. Archaeologists have discovered Egyptian tomb paintings that illustrate scenes of cattle roundups and branding. Ancient Greeks and Romans also practiced branding and are known to have marked livestock with a hot iron. In later centuries, livestock branding was refined and became a common practice in Europe.

Hernando Cortés brought branding to the New World from Spain in 1541. Cortés bred cattle in Mexico and branded them with his "Holy Trinity" mark: three Latin crosses. As raising cattle became more prevalent in the region, a stockman's organization called Mesta was established. In this organization, each cattle owner created his own, unique brand, which was then recorded in a brand book in Mexico City.

In the mid-18th century, a number of Spaniards moved north into what would become Texas, and cattle raising grew in scale. As a result, the Spanish crown ordered the branding of all cattle. Early Spanish brands were fairly intricate, designed with artistic elements like Cortés' brand. In contrast, the early brands of Anglo-Texas ranchers consisted of simpler elements, such as initials, that could be read with ease. Many early Anglo-Texas ranchers couldn't interpret the stylistic Spanish brands, referring to them as "dog irons" or by the Spanish phrase "quien sabe," which in English means "who knows?"

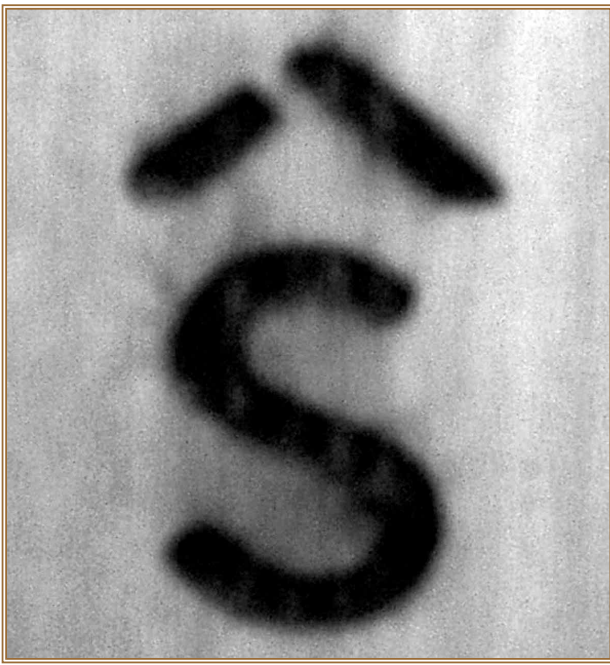
Modern brands in the United States seem to have evolved from both the artistic Spanish brands and the simple early Texas brands, incorporating elements of both traditions. For the uninitiated, however, modern brands might fall into the "quien sabe" category, as brand designs can sometimes resemble the hieroglyphics of the ancient Egyptians. Like hieroglyphics, brands are symbols interpreted under a specific set of rules. The ability to read brands correctly is referred to as "calling the brand."

Brands can consist of letters, numbers, pictures or symbols, such as a slash, circle, half circle, cross or bar. Any number of combinations can be made from these elements alone. However, brands can be further distinguished either by joining elements together or by the positioning of one or more of the elements. For example, a rancher might use the letter "S" as a brand. This brand can be applied horizontally to create a "lazy S," or it can be applied diagonally to create a "tumbling S." A circle can be added



In addition to the "lazy fishhook" for herd identification, this animal's brand includes a "25" for individual identification and a "0" to indicate a birth year of 2000.





In addition to identification, brands such as the “rafter S” are sometimes used for ornamental purposes on walls, signs, shirts and jewelry.

around the letter to create a “circle S,” or a bar can be added above the letter to create a “bar S.” Other elements can make a letter walk, rock or fly. Ranchers even have established brands that incorporate the symbols for rafters, diamonds and other shapes.

While the call of a brand might vary from one county to another, three accepted rules always apply: Horizontal brands are read from left to right; brands with vertical designs are read from top to bottom; and enclosed brands are read from the outside to the inside.

Two distinct methods of branding are currently in use: hot iron branding and freeze branding. In each type, the irons used must have a face of at least 3/8 of an inch to leave a proper mark that will be legible throughout the life of the animal.

Hot-iron branding entails heating an iron to the proper temperature, which occurs when the heated iron resembles the color of ash, and applying it to the animal’s hide until it burns deeply enough to burn the hair and the outer layer of skin. Freeze branding, which many experts say is less painful to the animal, involves dipping a brass or stainless steel iron in liquid nitrogen and applying the iron to a shaved spot on the animal’s hide. This type of branding kills the pigmentation cells on the animal’s skin, which causes the hair to grow back white in color and in the brand’s shape.

Branding, however, is no longer the sole means to identify livestock. Microchips, in conjunction with brands, are being used to identify cattle. Larry Gray, director of law enforcement for the Texas and Southwest Cattle Raisers Association, likened the microchip to a vehicle identification number. “Having a brand and a microchip is like your car having a license plate and a VIN. If your license plate is taken off, law enforcement still has the less

visible VIN to identify your car. It’s the same with a brand and a microchip.”

Like license plates and VINs, brands are registered and can be tracked statewide. All brands used in a Texas county must be registered with the county clerk’s office. Branding livestock is not mandatory. However, if livestock is branded, that brand as well as the placement of the brand on the animal must be registered. Brands can be applied to an animal’s shoulder, hip or side. In addition, brand registrations must be renewed the first day of September of every year ending in a one, or the owner could lose the right to use his own brand.

Most ranchers recognize the need for branding as a theft deterrent. In 2000, approximately \$5.7 million in property — including 2,891 head of cattle, 135 horses, 39 trailers, 48 saddles and miscellaneous ranch property — was recovered by the TSCRA’s theft-protection program. Michelle Acosta, market information coordinator for the TSCRA’s livestock inspection office, said the brand makes the investigators’ jobs easier. “It gives them something to look for. After all, a bay horse is a bay horse. They all look alike, but a brand makes a stolen horse stand out,” she said.

The TSCRA offers the services of 31 livestock theft investigators in Texas and Oklahoma. These investigators are all commissioned as “special rangers” by the Texas Department of Public Safety and/or the Oklahoma State Bureau of Investigation. In addition, more than 80 brand inspectors check the brands of livestock going through Texas livestock auction houses and other markets.

When livestock theft occurs, the owner calls a local law enforcement agency, which also contacts the TSCRA. Law enforcement agents and the investigators work in tandem to recover the stolen property. Such teamwork has resulted in a 75 percent recovery rate of stolen, branded livestock.

While livestock thieves are no longer subject to the laws of the Old West, they face significant penalties when caught. Theft of 20 or more head of cattle is a third-degree felony in Texas, carrying a penalty of more than two, but less than 10, years in the state penitentiary. Theft of less than 20 head carries the same penalty if the market value exceeds \$20,000. Considering the high recovery rate and the punishment, why would anyone risk a likely prison sentence for livestock theft? Gray explained, “It’s lucrative. When a burglar breaks into your house and steals your TV or stereo, he can get maybe 25 cents on the dollar. If someone steals your cattle, he can get full market value. Of course, after you catch them the first time, they don’t steal branded cattle. Branding isn’t just a means of identification. It’s a deterrent.”

As an effective theft deterrent, the practice of branding has been successful from ancient times to today. The success of branding throughout the ages can be attributed to the permanent character of the brand. As some people say: “A brand is something that won’t come off in the wash.”



Butch, Rope and Cash

- A Family Story

By Wendy Lester-Kyle



Butch Myers

Interview by Boyd Polhamus

“Father knows best.” We all have heard those familiar words, but after listening to the complete family devotion from veteran rodeo cowboy Butch Myers and his sons, the adage takes on a new life. The Myers family travels together, works side by side and takes tremendous pride in the success of their careers. However, even more important, they have strengthened their family ties into an unbreakable bond of mutual respect and genuine admiration for one another. When they sit down together to discuss their personal lives and family history, one fact cannot be ignored — the Myers appreciate their good fortune, and those who listen can learn some valuable family lessons.

First, Butch taught his sons, Rope and Cash, the value of competition. “I don’t care if it is checkers or football,” Butch said. “Life is competition. Life is survival. That is really what it is all about.” True to his word, Butch has competed on the professional rodeo circuit for more than 20 years and won the championship in steer wrestling in 1980. In order to remain competitive, Butch conforms to a strict exercise regime by doing 1,200 sit-ups every other day, lifting weights and running sprints. As a result, the patriarch consistently competes to win against contestants who are less than half his age.

The second lesson is to learn from your father. Rope entered the professional arena in 1992, and by 1995, he was the Professional Rodeo Cowboy Association Rookie of the Year overall and in steer wrestling. When asked who has been the most predominant influence in his career, he states simply, “My dad. There have been other people that I have taken things from that I have seen that they’ve done well, but even that, even the things I’ve learned from that, I’ve learned from Dad. He’s a great innovator and compiler. He took a lot of great things and put them together.”

Also carrying on the family tradition is Cash, who turned professional in 1999 and followed in his brother’s footsteps to win the 2000 PRCA Rookie of the Year title. For some families, having a champion father and two sons dominate in the same sport might seem surprising, or at least unexpected. However, no one in the Myers family expects anything less.

“Surprised? Absolutely not!” Butch said. “I’m high on my sons and not just in their talents. I’m mostly high on who they are. They have both beat me so bad at home that I’m not sure who out there could beat them.”



Rope Myers

Rope accepts the challenge of growing up with the honor of filling the boots of a champion. He said there are challenges and advantages that go with growing up in the shadow of a champion. “The challenge is ... it takes the same effort for you to win as anyone else, but that is also the advantage. You see firsthand the effort that it does take. There’s not really any pressure to follow my father. It’s more like, if somebody is a trail-blazer, you at least know where the trail is supposed to be.”

As for the spirit of competition, it is not who wins or loses, but how the game is played. The Myers family embraces this ideal, and Butch has taught his sons to compete for victory, but also to remember the importance of focusing on strategy and technique. The Myers family runs some of the toughest rodeo schools on the circuit, and they are determined to preserve the integrity in the sports of steer wrestling and calf roping.

“You can be victorious in every situation; good or bad situations, you can be victorious,” Rope explained. “It’s not about the winning or losing. It is about the race and doing things right every time. Cash is known for saying, ‘I made a great run. I didn’t place, but I made a great run. I tied a calf in 10 that nobody else could tie in 20.’” Rope believes effort is the greatest measurement of success.

His father shares the sentiment. “The thing I felt was so important, if we were going to do something, I always told the boys, we would do our best. If we learned to play the piano, we would be the best piano players we could be. Any game we played, we would be the best we could be. If there was more of that instilled in our kids today, there would not be as much trouble.



Cash Myers

“I held these boys when they were born in front of a mirror, from day one until I could not hold them anymore, and I told them that they were the greatest things on earth. They were the best kids. They grew up with confidence, and I could not feel closer to my boys.”

Finally, families should stay close. The Myers family has the unique opportunity to travel, work and compete together. Butch, Rope and Cash spend their professional and personal lives together. Even though the rodeo circuit schedule is hectic and fast moving, Butch and his sons ride it out as a team, and they enjoy the quality of their time together.

“We try to be together as much as we can,” Butch said. “We enjoy being together. I can’t think of any time that Rope and I don’t enjoy being together. I love being with my daughter (Tygh) and Cash. I’m here because I like being with them.”

As for Rope, he not only travels with his father and brother, but in addition, his wife, Candice, who is a gospel singer. Their two small sons, Layton and Holden, are with them on the road. “We try to set it up that my wife can sing at church services across the country. We are blessed to be able to be together. God has provided a way for us to be together in a sport that is really, really hard on families.”

Even when they are not competing, the Myers family members remain close to each other. Butch and Cash reside in Van, Texas, and Rope maintains a residence in nearby Athens, Texas.

The Myers have combined family values with an emphasis on reaching the highest attainable goals. They are passionate about winning, but they also strive to do their personal best every time they enter a rodeo arena.

It's a Small World

By Stephanie Earthman

In many ways, it is a small world after all for one of the world's largest livestock shows. To the tune of 2,500 registered international visitors each year, all corners of the globe are represented in the Houston Livestock Show and Rodeo™'s international scene.

North meets South, and East meets West in the maroon-clad International Room, draped with colorful flags representing some 60 nations. The room is alive with the sound of many languages and accents, and, within it, infectious smiles greet familiar faces, as many of the same visitors return to the Show each year.

With the Show's roots deep in expansion of the cattle trade, it is easy to understand why so many international visitors travel great distances to attend the Houston Livestock Show™. Cattle business is a majority of these visitors' primary interest. An interest in livestock brings together cattle breeders and horse enthusiasts seeking up-to-date industry information and other help with keeping their businesses headed in the right direction.

International Ladies' Luncheon, area ranch visits, the International Room and more.

What started as a foreign guest reception at the Rice Hotel during the 1950 Show is now a 10-day event known as International Days that lassos the spotlight for Texas livestock. The 450-member International Committee directs the event, which extends Texas-sized hospitality to a strong contingent from Central and South American countries, as well as to visitors from as far away as Australia and Nigeria.

Every year, the Houston Livestock Show plays host to international guests as diverse and interesting as the Show they come to visit, and 2001 was no exception. For example, Dr. Luis Tomas Jacques of Veracruz, Mexico, explained his yearly trek to the Show through a poem. Engraved on a leather plaque in honor of the committee's 50th anniversary, his heartfelt Spanish poem complimented the "grand, friendly, excellent event" and "the quality and fraternal treatment that people with universal origin encounter."

When asked why he returns each year, Jacques said the event has the feeling of a backyard gathering with friends. This veterinarian, educator and poet also spoke about the knowledge he gains with each visit. Accompanied by his family, he expressed excitement about taking the progres-

International Committee Chairman Mary Adams greeted visitors from dozens of countries, including cosmonaut trainers from Russia.



Texas Agriculture Commissioner Susan Combs, center, shares global concerns with Texas producers and international guests.



sive ideas and techniques home and applying them to a high-school Beefmaster cattle program.

Out of Africa, Dr. Joseph Isebor of Nigeria visited the Show with an interest in genetic developments. Being from a climate similar to that of the Gulf Coast, he sought relevant genetic information to help African communities strengthen their cattle herds. He also met with prominent energy companies seeking assistance with agricultural-related community service projects.

From the land Down Under, Steve Holt, of Australian Elite Genetics, also gathered information on genetic developments and worked to expand his trade with Mexico. He attends the Show for “the opportunity to meet people and advertise the cattle of Australia.” Speaking of how difficult it can be to introduce products, Holt added, “What better place to come and make contacts.”

A neighbor to the north and first-time visitor, Cindy Hauck, of the Canadian Western Agribition, said she felt “right at home.” Here to gather ideas for Agribition’s international marketplace, it was not all take-away, as she offered others e-commerce opportunities in exchange.

Exploring free trade opportunities with Texas, Mexico’s state minister of economic development, Carlos Rello, met with Texas Secretary of State Henry Cuellar and Texas Agriculture Commissioner Susan Combs. Attending the “biggest show (he) know(s),” Rello commented on the many opportunities of common interest to both countries.

Speaking in Spanish to an International Room lunchtime crowd, Cuellar called the Show “a showcase for livestock producers to show what Texas can do.”

Combs added that this is a “premier event; this is where it happens.” A rancher herself, she spoke enthusiastically about “the importance of exploring areas of common interests in livestock commerce with other countries.” Recognizing the Show’s impact in bringing buyer and seller together to facilitate more than \$1 million in international sales, Combs emphasized, “The ultimate goal is a strong economy for all of Texas, which, in turn, benefits our youth and education.”

Sales and exchanges like this are all in a day’s work in the International Room, where building business relationships never ceases. However, not all of the international trade opportunities involve commercial livestock commerce.

Guatemalan visitors at the 2000 Show approached Judith Turlington, a member of the International Committee, for ideas on how to incorporate a youth program into their annual rodeo. A few weeks later, Turlington flew south to El Progreso, Guatemala, to discuss starting a calf scramble with the Asociacion de Ganaderos Ag Progreso. Within weeks, a calf scramble scholarship program was born in this high-

desert village through a heifer donated by John Hutchison, Show vice president and officer in charge of the Calf Scramble Committee, and Tom Baker, Calf Scramble Committee chairman.

Showing off pictures of their first calf scramble, AGAP members and their president, Manuel Molina, expressed great appreciation for the Show’s assistance. Molina said that quality information and access to current technology keep him coming back.

While most international guests are registered well in advance, others are “walk-ins.” Surprise visitors during the 2001 Show included four Russian cosmonaut trainers. Accompanied by Lisa Gall, a space station trainer for the National Aeronautics and Space Administration, the Russians were visibly thrilled to participate in “a good Americana experience,” said trainer Vladimir Khripunov.

In true Texas-sized tradition, bigger has always been considered better. But, in spite of its Texas-sized offerings and worldwide reach, International Days proves to be a successful, small world of its own.

COMMON REASONS WHY INTERNATIONAL VISITORS ATTEND THE HOUSTON LIVESTOCK SHOW AND RODEO:

- Expert assistance with buying, exporting and importing livestock and other products
- Source of quality products and industry information that promote healthy and profitable herds
- Access to research developments, quality techniques, management practices, new product information and industry experts
- Unique opportunity to improve one’s business in a friendly, educational and entertaining environment
- Interpreters to break through language barriers

INTERNATIONAL SCENE FAST FACTS:

- The Show hosted 2,327 international guests from 44 countries in 2001.
- The International Livestock Congress coincides with the Show to bring worldwide livestock experts together with international guests to address global issues. Beef safety standards were the key focus for 2001.
- RODEOHOUSTON™ pay-per-view was available around the world through Armed Forces Television. It also was translated into Spanish and broadcast in Central and South America.

Out of Site, Not Out of Mind

By Leslie Worsham



Exhibitors in the Arabian and Appaloosa horse shows at the Houston Livestock Show™ showcased their horses in competitions at the Great Southwest Equestrian Center in Katy, Texas.

From parking to varying Show schedules, the 2001 Houston Livestock Show and Rodeo™ saw many changes from years past. One that might have gone unnoticed by many was the relocation of the Arabian and Appaloosa horse shows to the Great Southwest Equestrian Center in Katy, Texas, and the commercial female and range bull sales to the Houston Farm and Ranch Club.

Stacy Scott, managing director – horse show, Agricultural Exhibits and Competition Department, said that there was a need to move some of the events due to time and space constraints caused by the construction at Reliant Park.

“When we began looking at the events, we had to review each of them and determine which moves would be best for the overall Show,” Scott said. “We had to decide which shows would move in and out in the best timely manner and help eliminate the congestion. The committees worked very hard to make the transition as smooth as possible, and they did a great job.”

Mike Coopwood, chairman of the Arabian/Half Arabian Committee, said, “Fortunately, there are many horse exhibitors who are already fans of the Great Southwest Equestrian Center. It is a great facility. There are indoor and outdoor warm-up arenas, and this is certainly a plus for exhibitors.” Coopwood applauded the effort put forth by the Horspitality, Horse Show Equipment and all other committees involved in making the Show a pleasant experience.

Although most of the feedback he received was positive, Coopwood did feel the lack of spectators was a disappointment. “Breeders, particularly those of the Arabians, like to show off their animals and like to promote the breed,” Coopwood said. “They missed the passersby they saw at the Dome.”

The number of Arabian exhibitors was down from 2000, but Coopwood did not attribute the decline to the change in location. Coopwood said, “Eighty to 90 percent of the decrease in entries was due to the timing of our show. The Scottsdale Arabian Show, which is the biggest Arabian show in the nation, closed only three days before ours started,” Coopwood said. “We will certainly have to coordinate better next year.”

“We definitely missed the spectators,” said Dan Owen, chairman of the Appaloosa Committee. “The horse shows always attract a tremendous number of curious people passing through the show areas. The Great Southwest Equestrian Center certainly did not have that. However, because we were at the equestrian center, we were able to have our show over a weekend, allowing more kids to participate, and that is what the Show is all about.”

Randi Yocum, a 30-plus-year Show veteran participant in the Appaloosa shows, said, “I was very concerned about the traffic and getting trailers in and out of the parking areas at the Dome. The traffic was not a problem [at the Equestrian Center],

and the committee members were there to help us unload, which I hadn't expected. The arena was real nice, especially the warm-up facilities.”

“While the off-site facilities have provided a good interim solution, in the long run we are really looking forward to getting back to Reliant Arena,” said Show President Mike Wells.

North of Interstate Highway 10 off of Highway 6, the Houston Farm and Ranch Club was the site for the commercial female and range bull sales. Jerry Locke, chairman of the All Breeds Livestock Sales Committee, said his initial concern with the temporary location was with the facilities and getting the notice of the change to the customers.

“For a temporary setup, it went quite well,” Locke said. “The facility and location suited our sale and accommodated our breeders. The buyers were comfortable. Getting in and out was as good as anyone could ask for, maybe better. However, about 20 percent of the commercial breeders also raise purebred cattle, and so it was an inconvenience for them being so far from the Astrodome. We did all we could do to make that easier for them. We adapted, and it was successful.”

Locke did say they missed all the extras the Houston Livestock Show and Rodeo has to offer. “Being away from the Dome, you lose the interaction with the other committees,” Locke said. “The camaraderie is very powerful. Every year is like a big reunion, and you look forward to seeing everyone, to great eating and to everything out there. It would be hard to regain that if we were away too long.”

Bubba Sartwelle, president of Port City Stockyards Co. and employed by the Houston Livestock Show and Rodeo as sale manager for the commercial female and range bull sales, shared his thoughts when first notified of the change. “The short-term pain for the next two years would be felt by every committee at the stock show,” Sartwelle said. “I knew every-



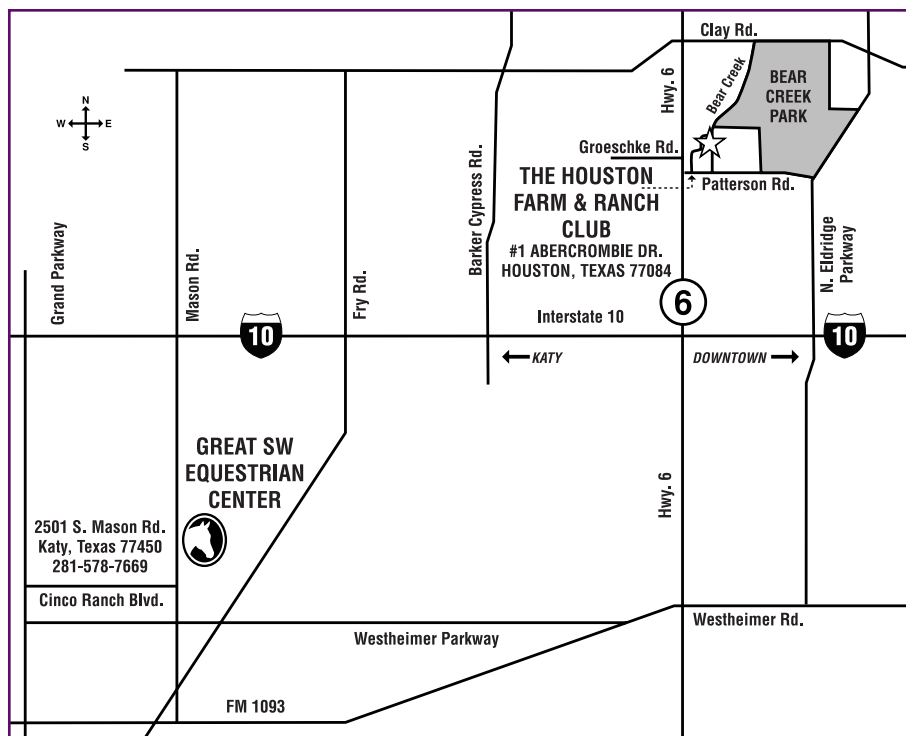
Cattle producers from six states consigned bulls to the All Breeds Registered Range Bull Sale, held Feb. 21, 2001, at the Houston Farm and Ranch Club.

one would do their part for two years in return for the long-term gain in the new facilities, equipment, etc. I knew ... we would do our part like everyone else.

“The sales were a very low-key affair,” he said. “It was quiet, and there was ample parking. The facilities are very nice. We were not restricted or constricted in any way. Any area we needed for any reason was available. The buyers and sellers were very happy with the way things went.”

Overall, the temporary sites facilitated the events well. Everyone was in agreement that the lack of congestion and traffic and the ease of moving in and out of the show areas was a great relief from years past at the Astrodome. All will be hoping for the lessening of these problems when they return to the new facilities.

Sartwelle, who is also a director and lifetime vice president of the Show, added, “These temporary sites will certainly work for us in 2002, but in 2003 we will be ready to get back to the hype of the Show.”



How to Get There



THREE Million Thanks\$

By Lawrence S. Levy

The dust had just settled at Reliant Park, marking the successful run of 2001 RODEOHOUSTON™, when 300 new chapters in Houston Livestock Show and Rodeo™ history were opened, each with a story yet to be penned. The stories are those of the 15 School Art, 185 Metropolitan and 100 Opportunity scholarship recipients, who each received a four-year, \$10,000 scholarship.

What will be written? For many, their chapters will tell of being the first family member to attend college. For others, the Show's support will ease some type of financial concern. Perhaps, the story will relay how college of any sort would have otherwise been out of reach. If not out of reach, then the difference between attending a community college and a four-year institution. Maybe it will be relief from school-year employment, allow a more dedicated focus on studies or simply lessen the burden for a family at home.

At the George R. Brown Convention Center on May 17, 2001, the Show hosted an awards banquet

for the recipients, their family members, corporate contributors, scholarship donors, auction cap donors and many of the Show's officers and directors. In this setting, \$3,000,000 in educational aid was committed to these graduating seniors. But, what difference will these students experience with the Show's support?

To receive a School Art, Metropolitan or Opportunity scholarship, the recipient must attend a Texas college or university to pursue any major field of study. Each of the 300 recipients has demonstrated academic potential, citizenship and leadership and may, in the case of Opportunity scholarships, have a financial need. Yet, every scholarship winner has a unique story.

School Art scholarship recipients Bradley W. Kocurek of Cuero High School, and Joyce Lee from Kerr High School, are both artists who create with colored pencils. They garnered "Best of Show" recognition in their communities. Bradley looks forward to attending Texas A&M University as a second-generation Aggie. Because he "likes to draw," he plans to pursue a major in mechanical engineering or architecture.

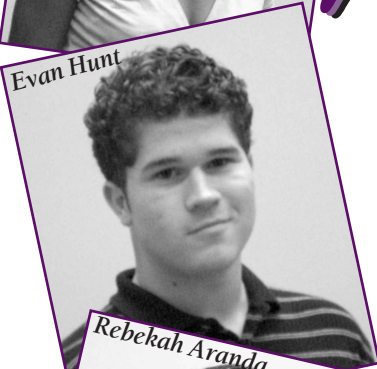
Joyce will attend The University of Texas at Austin to major in studio arts. Her scholarship will afford her the chance to more fully "concentrate on art," in addition to relieving her family's stress regarding funding her college education.

Three of the Metropolitan scholarship recipients are Rebekah L. Aranda of Caney Creek High School, Evette Garcia of Danbury High School and Neha Arvind Patel of J. Frank Dobie High School. They all dream of entering a healthcare profession, but each in her own way, for her own reason. Rebekah will attend Texas A&M University in a biomedical engineering program. She wants to "help people by working at a hospital" and hopes to apply her math skills in designing prosthetics.

Wishing to alleviate pain in others, Evette was attracted to the University of Houston healthcare program for her college



Kenesha B.



Evan Hunt



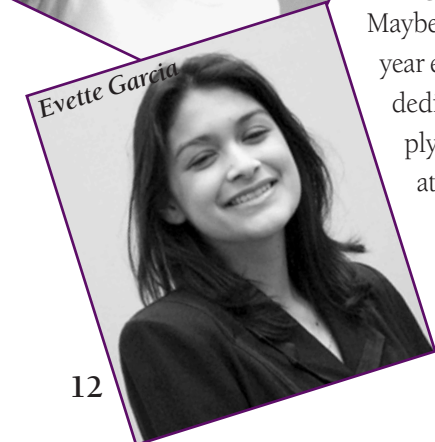
Rebekah Aranda



Martin Michaels



Linda Johnson



Evette Garcia

Joyce Lee



career. Without the benefit of the Metropolitan scholarship, she would have had to attend a two-year college. When she graduates, she plans “to come back to the community which has been so generous” to her.

Joshua Reiner



A medical career, focused toward forensic pathology, is in Neha’s future. Her older brother has a medical condition that requires a lot of care. Show scholarship support helps the family pay for her education, which in turn eases the burden of caring for her brother. Neha’s aspirations include to “be able to think I made a difference in a person’s life — preventing disease in a third-world country.”

Neha Patel



Rice University has attracted two of the Show’s scholarship recipients, Evan A. Hunt of Clear Lake High School and Martin S. Michaels of Westbury High School. Evan is drawn towards the film and audiovisual opportunities at Rice, while Martin gravitated to its physics department.

Jacob Zalewski



Recognizing that, with his scholarship, he would have less need to work over the summer to earn money for the fall, Evan said that it is “really nice that companies donated money. I had no idea of the corporate support — Houston gets behind its youth.”

Martin also understands that his scholarship will “take a very large chunk out of the tuition and a load off me and the rest of the family.”

With his feet on the ground, Martin has a vision of his own future. He said, “I want to be an astronaut and work for NASA.”

A recent addition to the Show’s scholarship and education programs is the Opportunity scholarship program. These scholarships were created to expand the chance for

more students to attend college when other means are not available.

Elsik High School graduate Manna Thuy Nguyen, who was born in Saigon, Vietnam, will make The University of Texas at Austin her home this fall. Planning to pursue a business program, Manna acknowledges that her Opportunity scholarship “helps a lot . . . without my need to work-study, [giving me] more time for study.” Reflecting beyond the financial value of the scholarship, she said, “[It] gives me more confidence in what I do, and how I will be successful in the future. There are opportunities out there.”

St. Edward’s University in Austin is the first choice for Hull-Daisetta High School graduate Linda Y. Johnson. One of eight children, she is the first to attend college. Her Opportunity scholarship made possible the difference in her attending this private, Catholic institution, rather than a closer-to-home state school.

Keneshe Eavhauna Butler will leave La Marque High School behind to attend Sam Houston State University. Because she likes to work with people and voice her opinion, Keneshe plans to enter a mass communication program. Writing for TV and radio programs is where she has set her sights.

Bellaire High School graduate Joshua A. Reiner selected Southwestern University in Georgetown, Texas. For Joshua, the scholarship determined where he would continue his political science education.

Another recipient, Jacob Zalewski, said he was quite “overwhelmed that I was picked. This scholarship means so much to me, that the Houston Livestock Show and Rodeo took a chance on me, and I will not let them down — from the bottom of my heart.” A Westbury High School graduate, Jacob depends on the use of a wheelchair because of cerebral palsy. He plans to attend the University of Houston and major in computer programming. Jacob praised his “wonderful parents who supported me unconditionally” in all his endeavors.

The mission of the members and volunteers of the Houston Livestock Show and Rodeo is marked by those funds raised and awarded to support the education of Texas youth. The fun and hard work that go toward this end are “booked,” and the result is the funds used for the scholarship program. The scholarships and educational support awarded are an investment in the future.

Reliant Park is cleaned up, and the 2001 book is closed. As a result of the efforts of those who contributed time, hard work and monetary support, there are 300 new chapters being written in this aspect of the Show’s \$8.3 million educational commitment for 2001.

2002 Show Update

— *An Early Start!*

Can't wait to get your Rodeo tickets? This year, you won't have to! Tickets for all 19 rodeo performances will go on sale Saturday, Aug. 25, as will tickets for the special Reliant Astrodome concert finale on March 3.

When the Houston Livestock Show and Rodeo™ closes out 37 years of rodeo and entertainment in the Reliant Astrodome, it will be an evening to remember. Show-goers won't have to wait in anticipation very long for the exciting concert finale entertainer announcement — one of the biggest stars of the Show will be announced Aug. 21. A complete entertainer lineup for Rodeo performances will not be available immediately, but all tickets for all performances still will go on sale Aug. 25.

The finale at 7 p.m. on March 3 will not include rodeo events, but it will be an exciting farewell to the Reliant Astrodome in a style that no one else can top. For this special event, floor seating for approximately 7,000 will be available at \$50 per ticket. Tickets on the upper level will be \$20. With the Show's traditional rotating center stage and multiple cameras, fans will be able to see this dazzling entertainment from all angles.

Once again, RODEOHOUSTON™ will begin on a Tuesday, with rodeo performances beginning on Tuesday, Feb. 12, and rodeo finals on Saturday, March 2. Ticket prices for rodeo performances have been increased by \$1, with upper level seats now selling for \$14. One change to the 19 rodeo performances will be that the featured entertainers will be at the end of each performance — both weekday and weekend. Weekday performances begin at 7 p.m., and weekend Rodeo performances begin at 3:45 p.m.

As for the 2002 schedule, the excitement will kick off with the World's Championship Bar-B-Que Contest on Thursday, Feb. 7. On Saturday, Feb. 9, Rodeo fans will head downtown for the Rodeo Parade and Conoco Rodeo Run and the barbecue contest will wrap up. Go Texan weekend will be Feb. 9-10.

The Houston Livestock Show™ will run from Tuesday, Feb. 12, to Sunday, March 3, and also will have a few changes. The breeding poultry show has been discontinued, and breeding poultry will be incorporated into Destination: AGVENTURE.

The biggest change for the livestock show will be the addition of market goats to the junior market auctions. The Junior Market Lamb Auction will become the Junior Market Lamb and Goat Auction, with alternating lots of lambs and goats.

Except for exhibits and the donkey and mule show, the livestock shows will wrap up on Saturday,

March 2, and the arenas will be used as additional entertainment venues on Sunday, March 3.

Construction is progressing at Reliant Park, but parking will be limited again for the 2002 Show. Parking for volunteers will be structured the same as in 2001, and Show visitors will use the Rodeo METRO Express to reach the grounds from off-site shuttle lots. A complete list of shuttle locations will be published this fall.

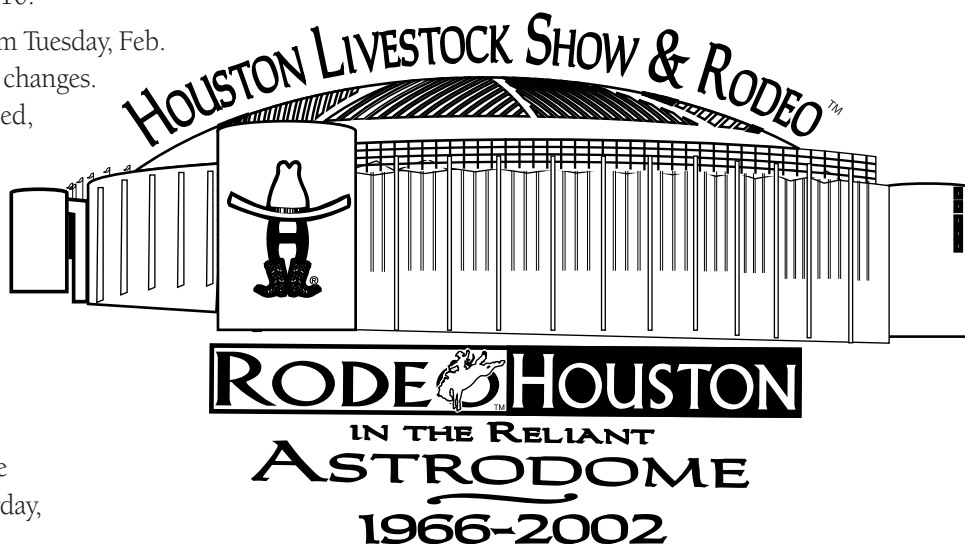
2003 Season Tickets!

With the move from the Reliant Astrodome to Reliant Stadium in 2003, season ticket holders will be getting a new view as tickets are reassigned to the stadium's configuration.

A questionnaire will be mailed to all season ticket holders in March of 2002, and the information from this questionnaire will be processed to produce a suggested customer seat location in Reliant Stadium. Season ticket holders on the fifth and sixth levels of Reliant Astrodome will receive their reassignments first, followed by arena, mezzanine and upper level season ticket holders and wait-list customers.

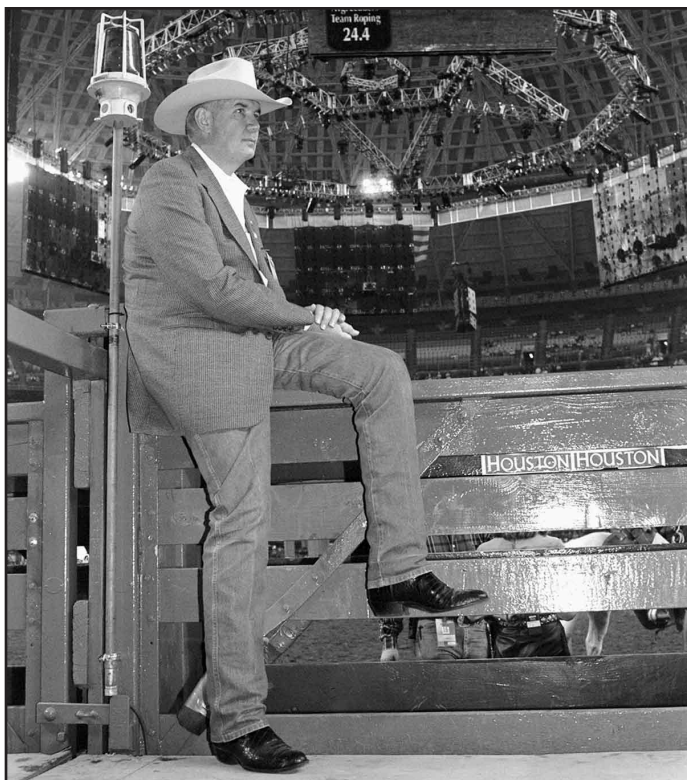
Existing suite and skybox holders will be contacted, based on longevity as a suite holder, and given a consultation on suite choices. Since the suite sizes have changed, suite holders will be offered the option of purchasing a suite, purchasing a suite plus a limited number of club seats, or purchasing club seats only. Suite locations will be available for assignment, but club seat locations will be assigned after the existing club level customers. At the time of commitment, a deposit and three-year contract will be required from suite holders.

Regardless of new seat locations, Reliant Stadium has been designed to maximize spectator enjoyment from any seat in the house!



Celebrating a Silver Anniversary

By Todd Zucker



Dan Gattis can reflect on 25 years of growth and memories while still looking to the Show's future.

In 2001, Dan Gattis, Houston Livestock Show and Rodeo™ general manager — only the third since the Show's inception — celebrates his 25th year with the Show. His dedicated efforts to improve education and agriculture in Texas have left an indelible mark on the Show and the youth of Texas.

Gattis stands as a shining example of how agricultural education programs prepare youngsters for future success. He joined Future Farmers of America as a high school freshman, and he exhibited at livestock shows throughout Texas and competed as a member of livestock judging teams. "FFA is a tremendous educational tool," said Gattis. "I don't know of any other program that teaches leadership, public speaking, thinking on your feet, and so forth, as much as FFA does."

Gattis became directly involved in education long before he joined the Show a quarter century ago. After receiving his bachelor of science degree from Southwest Texas State University in 1964, Gattis married Karen — now his wife of 37 years — who was a homemaking teacher. He then spent six years as a vocational agriculture teacher in Round Rock, Texas, during which he served as an FFA advisor. Gattis also spent weekends at Southwest Texas State University earning his master's degree in education.

In 1970, Gattis began consulting for the Texas Education Agency in Austin, Texas, and served as executive secretary of the Texas Young Farmers Association. Through TYFA, Gattis met the Show's then-general manager, Dick Weekley, who, in 1976, persuaded Gattis to join the Show as Weekley's executive assistant. Gattis became assistant general manager in 1981 and

was named general manager in 1984.

Gattis said his responsibilities increased when the Show "took off in the late 1970s and began to grow." Keeping everyone, staff and committee volunteers alike, focused on the Show's overall vision presented a unique, wonderful challenge. "Our volunteers very much have ownership," Gattis said. "It's not like ... you tell them what to do and they go home and don't care. They really do care. You've got to bring them all along with you, and that's a whole lot different than running a business."

True to the Show's charitable mission, Gattis said he derived particular satisfaction from being able to announce to FFA and 4-H participants — twice during his career — that they would not be receiving their anticipated scholarship awards. Instead they would receive \$2,000 more than expected. "When you can do things for kids like that, those are proud moments," he said.

Gattis has two sons, both of whom participated in 4-H before graduating from Texas A&M University. His older son, Dan, is an assistant district attorney in Williamson County, Texas, while Brent works in Washington, D.C., as staff director for a subcommittee of the House Agricultural Committee. In their spare time — what little there is — Gattis and his wife and son Dan raise Beefmaster cattle on land in Williamson County that has been operated by the Gattis family continuously since 1904.

Resting on his laurels as his Silver Anniversary with the Show approached was out of the question for Gattis. In 2000, he became chairman of the International Association of Fairs and Expositions. While fulfilling that one-year appointment, Gattis, in addition to his normal responsibilities, was heavily involved in the Show's negotiations for the construction of Reliant Stadium and Reliant Center and managing the 2001 Show's logistical challenges resulting from the construction at Reliant Park.

As the Show prepares to move from the Reliant Astrodome to its new facilities in 2003, Gattis remains equally focused on the success of next year's Show. "We are not going to leave the Dome quietly in 2002," he said. "We're going to do our best to blow the roof off the last Sunday night!"



First dating when they were in high school, sweethearts Karen and Dan Gattis have been married 37 years.

New Vice Presidents

By Cheryl Kennedy

J.L. "Bubba" Butera



In 1979, J.L. "Bubba" Butera attended the Houston Livestock Show and Rodeo™ as the guest of a friend, the late H. Wayne Taylor. "The Show was held in the Dome, and Crystal Gayle was the entertainer," he said. "I remember it because I was in complete awe of the whole Show."

The following year this Houston native became a

life member of the Show and began serving on the Group Ticket Sales Committee. In 1995, Butera became the first chairman of the Carnival Ticket Sales Committee. He has been a Show director since 1994. In his new position as a Show vice president, Butera will serve as officer in charge of the Carnival Ticket Sales, Communications – Broadcast, Group Ticket Sales, Ladies' Season Box and Rabbit Show committees.

"It's a great honor to be named a vice president of the Show," he said. "It is especially a great honor to be asked to volunteer your time for something you have a great passion for."

Reflecting on his past 20 years of volunteering with the Show, Butera said many highlights stand out in his mind, but none more than the stories about the youth of Texas who have had their futures uplifted due to their involvement in the Show.

"Every single year, there is always a story or two that will stand out in my mind and bring a tear to my eye, making me feel so incredibly proud of this Show and to be a volunteer," he said. "I just have to step back and say, 'wow!'"

In addition to his involvement with the Show, Butera serves on the boards of the 100 Club, Downtown Houston Association, Federation of Italian Americans Club and Italian-American Sports Hall of Fame.

He and his business partner own Damian's Cucina Italiana, Frankie B. Mandola's Steaks and Burgers, and The State Grille. Butera said his greatest hobby is eating, and he loves to try new restaurants.

Butera's wife, Nancy, also volunteers on the Carnival Ticket Sales Committee. The two enjoy road trips around Texas in search of great-tasting barbecue.

Tom Dompier



Although he was born in the state of Washington, Tom Dompier obtained his Texas "passport" as quickly as he could, and he now calls Texas home. Friends first involved Dompier with the Show when they convinced him to volunteer on the World's Championship Bar-B Que Contest Committee.

After one year on that committee, he joined the Corral Club Committee where he served for 14 years. He currently serves on the Livestock and All Breeds Livestock Sales committees. He is a strong supporter of the Junior Market Steer Auction and has been a member of the Show's board of directors since 1989.

Involvement in the Show is a family tradition. Dompier's wife, Mimi, served more than 20 years on the Souvenir Program Committee, and all three of their daughters are active at the Show. Stacey Schultea works as a veterinary technician for the Show's official rodeo veterinarian. Shelly Mulanax is vice chairman of the Grand Entry Committee, and her husband, Jerome, is also a member of the committee. Susan Hunt serves on the Souvenir Program Committee, and her husband, Mason, serves on the International Committee.

Dompier is the owner of T&M Cattle Company, a commercial cow and calf operation in Fort Bend County. He is a director of Texas A&M University's 12th Man Foundation. He also is a member of the Texas A&M University's College of Veterinary Medicine Development Council, the Texas Southwest Cattleman's Association, the National Cattleman's Association, and the Houston Farm and Ranch Club, where he currently serves as chairman of the board.

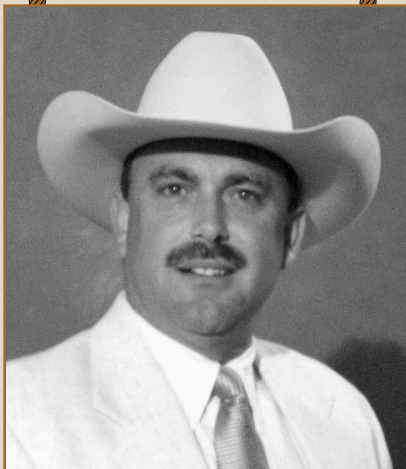
When he is not working, volunteering or spending time at the Show, Dompier said he can always be found playing in charity golf scrambles, but those who know him best say riding cutting horses is his favorite pastime.

Dompier also is an avid trail rider. His trail ride memberships include the Tejas Vaqueros, the Texas Trail Rider's Association, the Rancheros Visitadores, the Saltgrass Trail Ride and the Houston Livestock Show and Rodeo's Official Wagon 4.

As a vice president of the Show, Dompier will be the officer in charge of the Judging Contest, Ladies' Go Texan, Membership, School Art and Souvenir Program committees.

Dompier is looking forward to serving as a vice president. “I enjoy working with the Show because everyone works together toward a common goal to provide educational opportunities to students who have a desire to succeed.”

Jamie Ehrman



Jamie Ehrman became involved with the Houston Livestock Show and Rodeo in 1978 through friends he accompanied on a trail ride. He joined the Show soon afterwards and became a life member in 1983. Since that time, he has been an active leader on horse show committees.

He recently completed his third year as co-chairman of the Horse Show – General Committee, and he is a past chairman of the Horse Show Advisory and Horse Show – Palomino committees. He also has served on the Horse Show Equipment and Horse Show Awards committees.

According to Ehrman, his involvement with the Show has been very personally rewarding. “Through the years, I’ve developed many lifelong friendships,” he said. “To me the Show is like family.”

As a Show vice president, Ehrman will serve as officer in charge of Horse Sales Assistance; Horse Show – General; Appaloosa; Arabian/Half Arabian; Cutting Horse; Donkey and Mule; Junior Horse; Paint; Palomino; Quarter Horse; Horse Show Announcers; Horse Show Awards; Horse Show Equipment; Horspitality; and Livery Team committees.

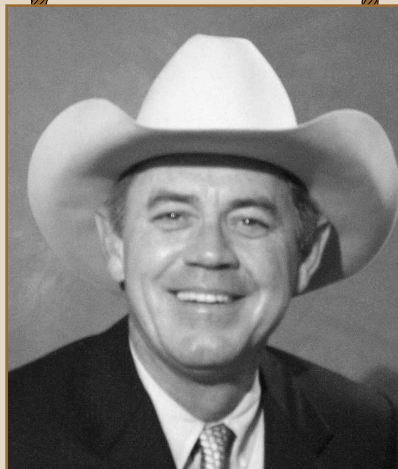
For Ehrman, his selection as a vice president is the fulfillment of a personal goal. “Being named a vice president is a great honor and a dream come true for me,” Ehrman said. “It’s a goal I’ve set for myself and something I’ve always wanted.”

Ehrman is a partner in the insurance firm of Ehrman, Murphy & Co., L.L.P. Apart from his involvement with the Show, Ehrman enjoys raising cattle and horses and working with underprivileged youth.

When he’s not working, he enjoys spending time with his family. “We have a place in Wallis where my family enjoys fishing, jet skiing and horseback riding,” Ehrman said. “When I’m not working, I’m usually there. It’s a great place to focus on my family, outdoor life and country living.”

Ehrman’s wife, Teresa, also is an active volunteer at the Show, serving on both the Magazine and Parade committees. Ehrman has three children: Ally, Chandler and Colton.

Jack A. Lyons



Being involved with the Show is a tradition for Jack A. Lyons and his family, who have dedicated many years to the Show because of its commitment to the youth of Texas. “It is a great experience for me,” said Lyons. “I believe in the goals of the Show to create scholarships for kids, so I’ve made it my choice for a charitable organization.”

In 1981, Lyons joined his mother-in-law, Suzanne Nelms, on the Horse Show – Quarter Horse Committee. He later joined the World’s Championship Bar-B-Que Contest Committee. Through the years, Lyons worked his way up the ranks of both the Quarter Horse and World’s Championship Bar-B-Que Contest committees, and he served as vice chairman of both committees in the same year before becoming chairman of the World’s Championship Bar-B-Que Contest Committee in 1998. He has served on the Show’s board of directors since 1995.

One of the many things that make the Show so special for Lyons is the involvement of his family. “My family believes in the Show and is very supportive of my involvement in the Show,” Lyons said. His wife, Nina, currently serves as vice chairman of the Horse Show – Quarter Horse Committee. His oldest son, Chad, is a life member of the Show, and his son, Allen, and daughter, Sara, each will receive life memberships when they graduate from high school.

As a Show vice president, Lyons will be officer in charge of the Communications – Editorial, Directions and Assistance, Special Children’s, Western Art, and World Championship Bar-B-Que Contest committees.

For Lyons, his selection as a vice president is an overwhelming honor. “It’s truly humbling to be chosen by my peers to be one of the leaders and ambassadors of the Show,” said Lyons.

Lyons is an insurance broker for John L. Wortham & Son, LLP. He is a member of the Tejas Vaqueros and the Houston Livestock Show and Rodeo’s Official Wagon 4. When he is not working, he enjoys playing golf, hunting, fishing and riding horses. But be cautious in challenging him on the golf course. Although Lyons began his college career at Southwestern University in Georgetown, Texas, on a basketball scholarship, he concluded his athletic career at Southwestern as a varsity letterman on the golf team.



Junior Commercial Steer Feeding and Management Contest

By Gordon B. Richardson II



Members of the Junior Commercial Steer Feeding and Management Contest Committee interview all contestants to evaluate their knowledge of their projects and the cattle industry.

Two of the best-kept secrets of the Houston Livestock Show™ are the Junior Commercial Steer Feeding and Management Contest Committee and the contest it orchestrates. In 2001, 86 FFA and 4-H students each brought to the Show three steers they had fed, managed and documented for the five months prior to the Show. These students and their animals competed in the Junior Commercial Steer Feeding and Management Contest. This contest is one of the most practical livestock educational programs in the state. The contestants learn about the cattle feeding industry and what it takes to raise cattle — both financially and physically.

The committee is 83 members strong and is responsible for all aspects of the contest. Judges weigh and grade the cattle upon arrival at Reliant Park. To qualify for the contest, the steers must each weigh at least 1,050 pounds. The grading determines the commercial quality of the steers and how much “grade money” the student will receive as a reward for high quality animals.

Committee members also administer a quiz to the contestants to test their knowledge of the cattle business. At the same time, an audit team made up of committee members reviews the contestants’ meticulously kept records. These records are maintained by the contestants to track and document the progress and expense of their steer-feeding operation for the competition. After the contestants finish their written quiz, a second team of committee members interviews each contestant, further evaluating the contestant’s knowledge of all facets of the cattle business, including finances, animal health and feeding techniques.

The contestants’ scores on these events are combined with the grade given their cattle to come up with an overall score. The contestant with the highest score wins first place and is awarded a truck. The second-place winner receives a trailer. The scores also determine several other awards, including Junior and Senior

Rookie of the Year. These awards are presented at the awards banquet, which is hosted by the committee at the culmination of the events.

Before the awards are handed out, a sale takes place. The sale is a live commercial cattle auction just like those held all over Texas. Generous buyers help these students by purchasing their steers. “They are sold close to, but maybe a little over, the market price. We try to keep the price close to market so that it is a realistic experience for the kids,” said Committee Chairman Gaylon Patterson. According to Patterson, the contest has to keep evolving. “We have to stay ahead of the kids; they get sharper every year,” he said.

Butch Robinson, a Show vice president and officer in charge of the committee, said, “This contest is a very practical program that correlates well with the cattle industry.”

To keep pace, the committee has introduced a completely separate meat identification contest. The committee members raise prize money and officiate the event. In 2001, the committee also added an educational program on animal health, complete with ultrasound and shot-injection-site demonstrations, for the students.

Throughout the year, committee members raise thousands of dollars in prizes and grade money for the students. In addition, they invite and host buyers for the auction, all for the benefit of the students involved in this unique program. It is through efforts like these of the Junior Commercial Steer Feeding and Management Contest Committee that the youth of Texas are prepared for a future in the agricultural business community and to lead the world in feed cattle management.



Safety

By Sonya Aston



Safety Committee volunteers, like Mike DeLicco and Renee Smith, respond to emergencies and assist Show visitors needing medical attention.

You are in good hands with the members of the Safety Committee — 1,008 hands, to be exact. The committee's 504 volunteers are professional from the word "go," providing preventative inspections, emergency response and follow-up investigations for the Houston Livestock Show and Rodeo™.

In recognition of the ever-present safety concerns, the Show formed the committee in 1980, and under Dale Everett's coordination, the committee began its operations in 1981. Everett, a firefighter, organized the committee in a structure very similar to a fire department, with five vice chairmen and 11 district chairmen working in four divisions. All members must have safety-related work experience. They are typically nurses, firefighters, police officers, deputy sheriffs, even Secret Service agents, as well as contractors, lawyers and others.

Not only are they good with their hands, they are great with their "hearts" — their mobile hearts. Each member must be certified to use the Automatic External Defibrillators and to perform cardiopulmonary resuscitation. The Show provides CPR and AED training prior to each Show. The AEDs, also known as "the heart starters," were procured by the Show in 1997. Fortunately, their use has not been required.

Beginning with the World's Championship Bar-B-Que Contest and continuing throughout the Show, the committee's four divisions operate from 7 a.m. to 1 a.m. These divisions (communications, safety, first aid and investigations) have responsibilities in areas that stretch far and wide, including the Reliant Astrodome floor, Circle Drive, Reliant Arena, Reliant Hall, the carnival, the Equestrian Center, and, now, the on-site parking lots. Except for the public areas of the Reliant Astrodome, wherever the Houston Livestock Show and Rodeo operates, this committee protects and serves.

Bruce Simmons, chairman of the Safety Committee, described the communications division as the "heart and hub" of the committee. Through this division, safety concerns, medical emergencies and investigations are directed to the radio-equipped committee members. The communications division also has a direct link to Memorial Hermann Hospital for emergency assistance.

Members of the safety division keep watchful eyes on all Show venues, except for the carnival, for tripping, slipping and other kinds of potential hazards.

The first aid division is comprised of emergency-medical-technician-trained volunteers. They respond to a minimum of 30 calls a day, mostly involving asthma attacks, overexertion, stress and heart conditions. If you are pregnant, you are in luck, as three women on average go into labor each year during the Show, and the members of this committee are trained for such a situation.

The investigations division provides important assistance to the Show by investigating incidents. This division is staffed with trained investigators.

Doug Doyle, a Show vice president and officer in charge of the committee, confirmed that this committee is "professional, committed and willing to do whatever it takes to help the Show." Indeed, this professional group handles the daunting task of responding to emergencies in large crowds of Show-goers. One in need of a hand or a heart need only look for the dark blue vests or contact the Houston Livestock Show and Rodeo main phone line at 713-791-9000 for assistance.

Third-Year Committee Chairmen

PROFILES

By Marshall R. Smith III

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



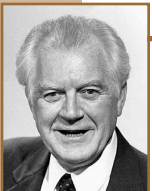
George A. Buschardt Sr. – Membership

In 1972, George A. Buschardt Sr. became a life member and a volunteer on the Hospitality Committee. He joined the Membership Committee in 1991, where he was a captain and vice chairman before becoming chairman, and he holds the all-time high sales record for memberships. George was elected to the Show's board of directors in 2001. He owns Buschardt Claim Service. His wife, Sharon, sons George Jr. and Matt, stepdaughters Sheila and Stacey, and son-in-law also are volunteers on Show committees.



Joe Bruce Hancock – Corral Club - Directors' Club

Joe Bruce Hancock has been involved in farming and ranching his entire life, so it was only natural that he join the Show. He became a life member in 1982 and was elected to the Show's board of directors in 2001. Joe has been on the Corral Club Committee for 21 years and is a member of the Tejas Vaqueros. When he is not working, he enjoys hunting and fishing. Joe and his wife, Kelly, have three children, Meredith, Kathryn and Joe Bruce "Tres" Jr.



Charles J. Hearn – Calf Scramble Advisory

Being on the Calf Scramble Committee for 30 years isn't enough for Charles J. Hearn. He also is an ex-officio member of the Legal Advisory Committee and a lifetime director. Charles and his wife, Jeanette, who is on the International and Ladies' Season Box committees, were awarded an Honorary FFA Degree from the Humble Chapter in 2000. Son, Duane, and son-in-law, Jim, also are active on the Calf Scramble Committee. While being a retired senior district judge, he now spends his time supporting his grandchildren's activities in FFA.



Linda Henson – Souvenir Program

Linda Henson, an insurance agent with Allstate, joined the Show in 1991 and became a life member in 1992. She has worked on several other committees including Group Ticket Sales, Magazine and Judging Contest, and was a Steer Starlette on the Steer Auction Committee. Linda was elected to the Show's board of directors in 2001. Her mother, Barbara Henson, and sister, Sandi Humphrey, are also Show volunteers. Linda enjoys bird hunting, fishing and riding cutting horses.



Jerry Locke – All Breeds Livestock Sales

In 1977, Jerry Locke became a member of the Show. He has held several positions on his committee during the past 25 years. Jerry has been involved in farming and ranching in the Gulf Coast area, which has been very helpful for his committee. He is the past president of the Brazoria County Cattlemen's Association, and he has served on its board of directors for more than 20 years. He is employed by Rice Tec, Inc. in Alvin, Texas.



Tom Markham – Corral Club - Hideout

Since joining the Show in 1984 as a life member, Tom Markham has made Show involvement a family activity. He has served as assistant club chairman on the Committeemen's Room and the Hideout committees before becoming the Hideout Committee chairman. Not only does his wife, Stacey, work on the Corral Club – Directors' Club, but his in-laws, George and Sharon Buschardt, are on committees also. Tom enjoys riding his motorcycle when he is not working for Automated Building Services as sales and marketing director.



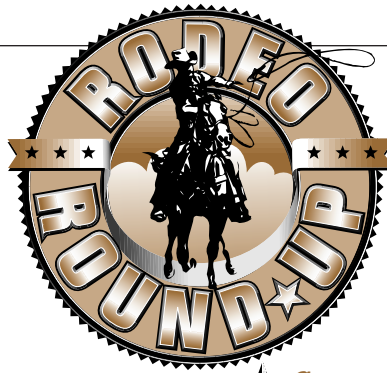
J. Frank Monk – Horse Show – Quarter Horse

In 1983, Frank Monk joined the Show as a life member because of his love for horses. Before becoming chairman, he was a vice chairman and served as captain of speed events, barrels and pole bending. He and his wife, Vickie, showed cutting horses for years. Now they spend time taking their daughter, Kyndal, to participate in several horse show events. They own the Constant Creek Ranch where they raise Quarter Horses and Longhorn cattle. Frank owns a real estate company in Bellville, Texas.



Gary R. Nesloney – Calf Scramble Donors

When Gary Nesloney joined the Show in 1983, he also joined the Calf Scramble Donors Committee. Not only is he a life member but also his wife, Karen, a former member of the Communications Committee, and their two sons, Matthew and Andrew, are life members of the Show. Gary works as vice president of Powertherm Co., Inc. When he is not working, he spends his time playing golf and hunting.



★ New Directors and Lifetime Directors

At the Houston Livestock Show and Rodeo™'s annual meeting May 15, 2001, the membership elected 14 new members to the board of directors: Mary Jane Albert, C.A. "Bubba" Beasley, George A. Buschardt, Mike A. Curley, Warner D. Ervin, George S. Gayle III, Sidney Grisham, Joe Bruce Hancock, Darrell Hartman, Linda R. Henson, Robert N. "Bob" Livermore, Ken McGuyer, Kevin K. Rech and Bill Stallings.

Also at the annual meeting, 12 members were elevated to the status of lifetime director for their dedicated service to the Show. New lifetime directors include: Tom Eaton Jr., Don L. Fitch, Earl M. Gilbert, Billy H. Graham, R.W. "Bill" McDonald, Howard J. Middleton, Jack Morris, Robert R. "Bob" Onstead, Milton R. Pitts, Joseph A. Polichino, Richard "Dick" Wallrath and James D. Woods.

★ Happy New Year!

While Sept. 1 isn't when most people celebrate, that will be the first day of the Show's new fiscal year beginning in 2001. Previously beginning in May, the new fiscal year will run from Sept. 1 to August 31. While the fiscal year is changing, the membership year will remain May 1 to April 30.



★ More Scholarships!

The Show's support continued all summer with the presentation of 4-H and FFA scholarships. Scholarships were presented to 70 Texas 4-H members at the Texas 4-H Roundup in June and 70 Texas FFA members at the Texas FFA Convention in July. At \$10,000 each, these scholarships totaled a \$1.4 million investment in the education of youth and the future of agriculture.

★ Direct Success

The Destiny's Child RODEOHOUSTON™ concert broadcast via pay-per-view in May secured a place in the record books. The concert has become one of the top three pay-per-view concerts of 2001.

The concert was such a success that it has been picked up by the networks for national broadcast. On **Aug. 30, 2001**, FOX will air the Destiny's Child concert as a one-hour special during primetime at 7 p.m. Check your local television listings for the FOX channel in your area.

★ Construction Continues to Build

The landscape continues to change as construction advances on Reliant Stadium and Reliant Center. Circle Drive is no longer a circle, as the drive's north side became part of the construction area.



The super truss that will hold Reliant Stadium's retractable roof on the west side of the stadium now is connected all the way across, and the cranes have started lifting the trusses for the east side. The stadium's seats are in production and installation will begin this fall.

Reliant Center now has a roof that is 60 percent complete. Approximately 45 percent of the outside wall panels have been installed as the building more and more resembles the artist renderings. Although Tropical Storm Allison did not damage existing structures at Reliant Park, Reliant Center did have significant damage to the drywall that was already in place. The damaged areas have been removed and replacement has begun.

★ With Honors

In recognition of the organization's devotion to education, the Houston Livestock Show and Rodeo is being honored by Houston Baptist University during its Spirit of Excellence Gala in October.

★ Coming and Going

Peggy Neal joins the Accounting Department as accounts receivable administrator. In the Agricultural Exhibits and Competitions Department, Jennifer Hines joins as an administrative assistant. The Information Systems Department welcomes Greg Avedissian as director - IS operations and Pennee Schmitt as business analyst.

Long-time staffer Steve Woodley will be leaving the Show at the end of August to return to his family's ranching operation in East Texas. With this departure, Greg Golightly has been promoted to division manager - buildings and grounds.

★ The Name Game

What would you do with a \$1,000 shopping spree? If the spree is in the new merchandise store at Reliant Stadium, then you can load up on exclusive jerseys, sportswear, caps and products from RODEOHOUSTON and the Houston Texans. The 4,000-square-foot store needs a name before it opens in the fall of 2002, so that's where the fun begins. Coming in August, a contest will be held for the public to submit suggestions. More details will be available in the next few weeks on the Show's Web site at www.rodeohouston.com.

CALENDAR OF EVENTS

AUGUST

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

SEPTEMBER

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

OCTOBER

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

AUGUST

- 18 Waller County Golf Tournament
- 20 Ft. Bend/Stafford Golf Tournament
- 24 Tomball/Magnolia/Montgomery Turkey Shoot
- 24 Crosby/Huffman Golf Tournament
- 25 Aldine/Spring/Klein Rock-N-Bowl Rodeo

SEPTEMBER

- 3 Show offices closed – Labor Day holiday
- 7-8 Liberty County Barbecue Cookoff
- 17 Galveston/Mainland 4th Annual Hackers & Walkers Golf
- 19 Spring Branch/Memorial Golf Tournament
- 24 Humble/Kingwood 11th Annual Golf Tournament
- 28 Baytown/Highlands Fish Fry
- 28-29 Aldine/Spring/Klein Barbecue and Chili Cookoff

OCTOBER

- 1 Deadline for committee listing in 2002 Souvenir Program
- 6 Calhoun County Cookoff, Contests and Dance
- 20 Baytown/Highlands "Boo Bash" Dance
- 27 Liberty County Fall Festival



Houston Livestock Show and Rodeo
 P.O. Box 20070
 Houston, Texas 77225-0070
 Address Service Requested

Nonprofit Organization
 U.S. Postage
PAID
 HOUSTON, TX
 Permit No. 9791