

HOUSTON LIVESTOCK SHOW AND RODEO™



H TV MAGAZINE

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Fall 2010

Volume XVIII, No. 3



COWBOYS: LIFE ON THE ROAD
JR. RODEO COMMITTEE:
WHERE ARE THEY NOW?

BULLFIGHTERS,
Protecting Cowboys
One Bull at a Time



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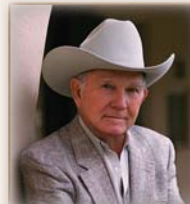
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A Message From the Chairman

Thanks to the hard work and continued support of our more than 24,000 volunteers and supporters, The Houston Livestock Show and Rodeo™ 2011 educational commitment was recently approved, topping more than \$12 million! I am proud to announce the Show's Metropolitan, Opportunity, 4-H, FFA, Area Go Texan, School Art, FCCLA and Hildebrand program awards have been increased to \$16,000 four-year scholarships.

Furthermore, in the very near future, we will share with you the exciting results from our recently completed economic impact study, conducted by Barton A. Smith Ph.D., University of Houston economics professor. Your involvement as volunteers plays such a tremendous role impacting the community, the state and the nation and the Show's annual success.

Each of you deserves a great deal of gratitude for your efforts and passion that is extended to this wonderful organization, the community and the youth of Texas.

Recently, I was reminded of the reach of our Show. Sometimes we just think of our local and state presence, but it is actually much larger than that. Our Show is a world-class event that has participants from all over the world. Here are a few examples of how we serve as one of Houston's ambassadors.

This year, I, along with several Show officers and directors, traveled to Mendoza, Argentina, to present a champion wine saddle to the Bodega Elvira Calle for their Top Argentine Wine, Ca'de Calle Malbec. The International Committee visited Ireland and Ingliston, Scotland, in June. While in Ireland, the committee met with sheep and cattle ranchers, then went to Ingliston to visit the Royal Highland Show, which began in 1822. Here, the committee met with the show's chairman, vice presidents and board of directors to witness how their livestock competitions are run. We hope to welcome the great people from Scotland to the 2011 Houston Livestock Show and Rodeo and to continue to learn from each other.

Another group was the guest of the governor of the state of Puebla, Mexico, to join in the celebration of Cinco de Mayo at the site of the original battle. A contingent from Puebla had attended our Show where we joined them during their ribbon cutting ceremony to officially open the information booth they operated during International Days. They have promised to return.

These are just a few things that our Show does to help Houston and Texas open relationships with the rest of the world. They wouldn't come without you — our volunteers, sponsors and staff — doing a fantastic job.

However, it is with a heavy heart that I report the passing of past president and Executive Committee member Dr. Joseph T. Ainsworth. Dr. Joe, who also served as the Show's chairman of the board, passed away peacefully at the age of 93. The Houston Livestock Show and Rodeo family has truly lost a great individual, and we all send our condolences to his family. He was a remarkable man and will truly be missed.

See you soon,

Butch Robinson



Fun on the Farm

By Gigi Wark

At the Houston Livestock Show and Rodeo™ Fun on the Farm, young visitors take a journey from farm to market, experiencing the world of agriculture and farm life. In 2010, 82,000 guests enjoyed this outdoor exhibit in Kids Country.

First, the young farmers get a basket to complete their farm chores. They then collect a handful of grain to feed to the pretend chickens, and in the hen house, they collect wooden eggs. Just outside the Hen House lives a group of real hens laying eggs.



Next, visitors move to the garden to plant onion, tomato, bell pepper or carrot seeds — represented by tokens with different vegetables painted on them — in the dirt. From the crops, the little farmers collect a vegetable and add it to their baskets. Although the crops that visitors collect are fake, real vegetables are planted for visitors to see and touch.

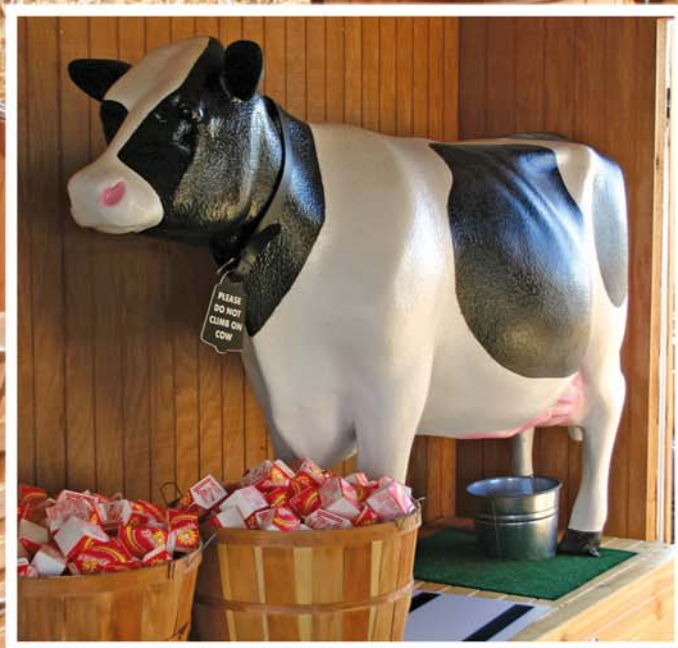
The children then head to the sheep barn where they can touch a real wool fleece and collect a sample of wool to add to their basket. Just outside the sheep barn, the kids can see real sheep.

The next task takes little visitors to the dairy barn where they can milk a fiberglass Holstein dairy cow. After milking the cow, children collect a milk carton as they walk by the real dairy cattle located outside the dairy barn.

Visitors meander through the orange grove to collect an orange to place in their basket of goodies to bring to market. Then, children wind around the route of native Texas crops ready for harvest.

After completing all the chores, the children sell their items at the Farmers' Market and collect earnings for their hard work. Now, with a hard-earned wage in hand, children go off to the grocery store to shop among a collection of juice, crackers and raisins. Children visiting Fun on the Farm also can walk around farm scenes that serve as backdrops for fun photos, including a huge green tractor that they can sit on and pretend to drive.

Fun on the Farm offers children of all ages an opportunity to learn and have fun at the same time. "We have had many school groups come through, and the teachers tell us they will use the experience as part of their class work the next day," said Special Attractions Committee Chairman Jack Whitman. "It is a huge venue, and sometimes we have thousands of kids going through. It's proved to be a big undertaking for Special Attractions." With the help of the Black Heritage, Jr. Rodeo, Ladies' Go Texan, and Speakers committees, and Texas A&M University interns, these young farmers get an authentic experience at Fun on the Farm. 🐔



In Memoriam: Dr. Joe Ainsworth

By Todd Zucker

Joseph T. Ainsworth, M.D., the 14th president of the Houston Livestock Show and Rodeo™, passed away Aug. 31, 2010. “Dr. Joe,” a dedicated horseman, compassionate physician and able community leader, will be remembered as an energetic and affable gentleman whose talents brought him to the pinnacle of success in both his professional career and his community-based endeavors.

Medicine was the family business. Ainsworth’s father was a country doctor in Mississippi, and young Joe would accompany his father on house calls. Ainsworth received his bachelor’s degree from Millsaps College in Jackson, Miss., in 1939, and his medical degree from Tulane University School of Medicine in 1942. He then served in the U.S. Army Air Force from 1943 to 1947, holding the position of flight surgeon. He retired in 1947 with the rank of major, having completed his residency in internal medicine.

Ainsworth started his general practice medical residency in Lafayette, La. There, he met Kathryn Gene “Genie” Fields, and they married in 1948. The following year, Ainsworth relocated to Houston, where he practiced in the area of family medicine from 1949 until 1977. In 1977, he became associated with the University of Texas MD Anderson Cancer Center, and starting in 1985, was selected to serve as the vice president of patient care.

His love of horses and other aspects of rural life laid the groundwork for what ultimately would become a long association with the Houston Livestock Show and Rodeo. In 1961, Ainsworth, who was involved in riding cutting horses on the family ranch in Weimar, Texas, joined the Show and became a member of the Palomino Committee. He later joined the Quarter and Cutting Horse committees and served as chairman of the Health and Palomino committees. Elected to the board of directors in 1970,

Ainsworth became a Show vice president in 1980, where he served as officer in charge of the Horse Show committees.

Along with his new professional responsibilities in 1985, Ainsworth also was persuaded to accept the role of president of the Houston Livestock Show and Rodeo in the middle of the oil bust.

Ainsworth always enjoyed strong support from family, friends and colleagues. Ainsworth’s wife, Genie, shared his enthusiasm for the Show — she did not miss a single performance during his three-year term as president.

Support also came from the strong Show vice presidents serving during his tenure as president, including other notable Show dignitaries such as past presidents and chairmen of the board James O. “Jim” Bloodworth and the late Dick Graves, and Executive Committee members Jim Windham and Ed McMahan.

Following Ainsworth as president, Bloodworth shared a special bond with him. Bloodworth served as the General Horse Show chairman when Ainsworth was officer in charge of the committee. “No one loved riding horses more than Dr. Joe,” Bloodworth said.

There is a Western tradition in which a cowboy retiring from riding horses will hang up his spurs, or in some cases, pass them down to someone special. Bloodworth was particularly touched when, a few years ago, Ainsworth passed his spurs to him.

The Show’s current chairman of the board, Charles R. “Butch” Robinson, had the highest praise for Ainsworth, both as a leader and a friend. “He was a true, true gentleman — smart, compassionate, and someone who had a caring, understanding air to him that you don’t often see.”

Robinson also shared Ainsworth’s love for cutting horses, and the two cemented their friendship at a Tejas Vaqueros, a social trail riding organization, event during the mid-1990s, when the two joined forces to win the team cutting event. Robinson recalled Ainsworth beaming with pride after being presented with the trophy buckle. Robinson summed up his memory of Ainsworth with the phrase, “a big heart, and a great man.”

Ainsworth provided half a century of service and notable leadership to the Show. At the time of his death, Ainsworth was a lifetime member of the Executive Committee.

Preceded in death by Genie, Ainsworth is survived by his two sons, John and Michael, and their families, as well as his large “Rodeo family.” 🤠



Photo by Gittings

BULLFIGHTERS

They're Not Crazy; They're Professionals

By Sonya L. Aston

The exciting drama of man versus beast is brought to life in entertainment arenas around the world. In Spain, untrained men in bleached white suits with crimson sashes sprint through the streets of Pamplona, challenging a stampede of raging bulls, while dodging the bulls' horns. In the United States, men jump in front of angry bulls, teasing them into a chase. Why would anyone do such a crazy thing?

Rodeo bullfighters do it to protect bull riders.

During the early days of rodeo, after entertaining the crowd with their antics, rodeo clowns would dance in front of a bull to entice the animal away from a thrown bull rider. This was a relatively safe activity — especially when the rodeo clowns dove into a barrel. Nowadays, bulls are bred for strength, agility and kicking skills far advanced from the stock of years past. Rodeo clowns had to step up their game to compete with the better stock and their role has changed. Today, the skilled athletes, known as bullfighters, provide protection for the bull rider.

RODEOHOUSTON™ brings in top bullfighters to work the bull riding competitions. Bullfighters are in the dirt, ready for action, when the bull explodes out of the chute, trying to buck off the cowboy on his back. When the bull rider is thrown off, the bullfighter breathes deep and jumps in sight of the fired-up bull, moving and making noise to grab the bull's attention. Anxiety falls away from the temporarily

stunned bull rider when he sees familiar cleats as his bullfighter jumps into action.

Bullfighters, like Dusty Tuckness and Cory Wall, are essential for bull rider safety and ease of mind. Barrelman Leon Coffee works from an open-ended barrel, serving as a diversion for an angry bull. The bullfighter also uses the barrel as a distraction to allow escape time for a downed or injured rider.


Tuckness grew up with a bullfighting father. To learn the trade for himself, he studied rodeo, video after video. Wall, on the other hand, was a bull rider for four years, and while watching the bullfighters thought, "I have an athletic build; I can do that."

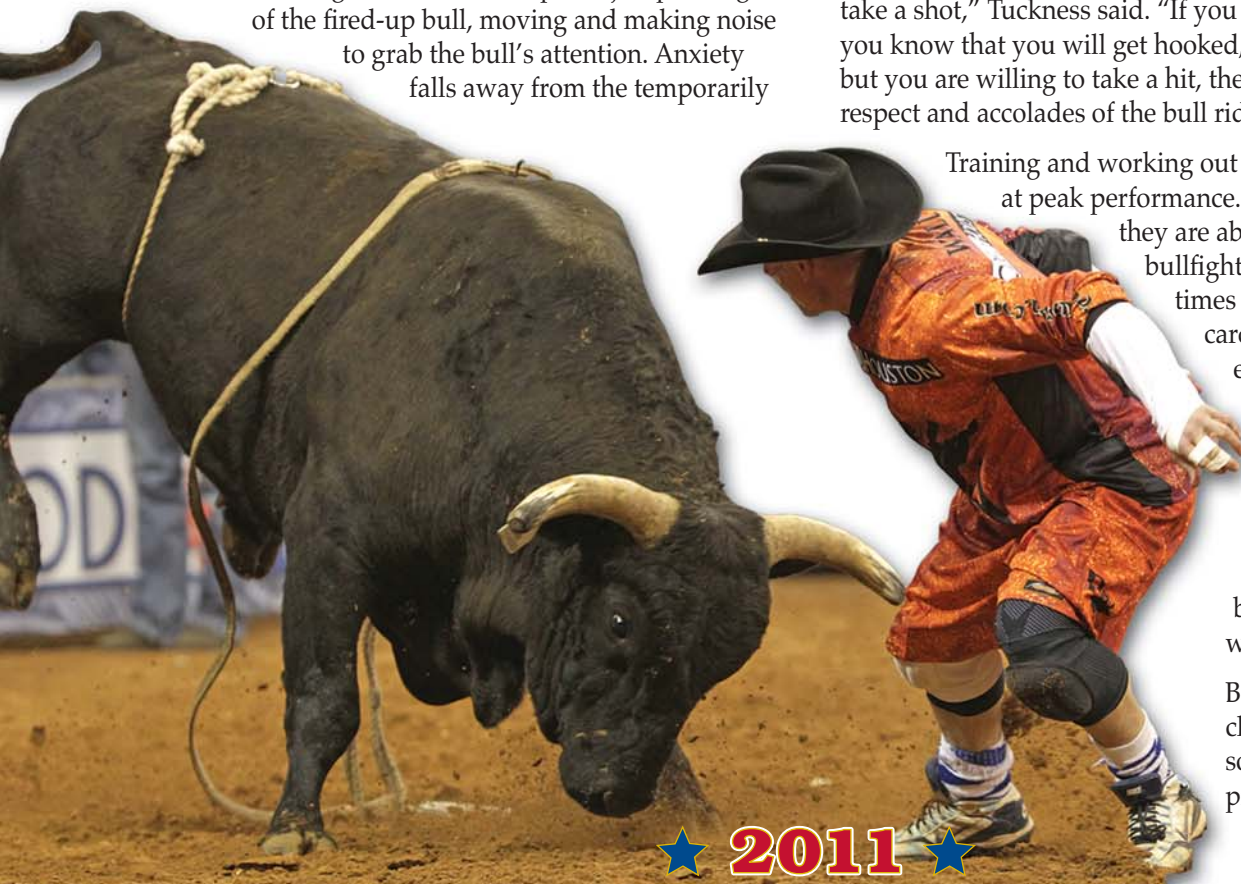
A bullfighter must learn to read the bull, predict its movements and respond with counter-movements to stay a step ahead. Every day is a new experience. Any bull can have a bad day, but the younger bulls in particular require more attention and are dangerously unpredictable.

Wall said that the bulls enjoy the rodeo. "They are in the rodeo, because they buck. They don't buck because they are in the rodeo," he said.

Asking a bullfighter if he has ever been hurt is like asking a boxer if he has ever been punched. "A great bullfighter will take a shot," Tuckness said. "If you are in a situation and you know that you will get hooked, stepped on or run over, but you are willing to take a hit, then you have earned the respect and accolades of the bull rider."

Training and working out keeps the bullfighters at peak performance. Fit, agile and healthy, they are able to heal quickly. Top bullfighters work out five to seven times a week with weights, cardio and stretching exercises. The beating the bull does out would take the average person months to recover from, while, depending on the severity, a bullfighter is usually back in the competition within hours.

Beneath those colorful clothes is the heart and soul of a highly trained professional. 



Jr. Rodeo Committee:

Where Are They Now?

By Crystal McKeon

When looking at the faces of the talented and energetic young members on the Jr. Rodeo Committee, it's apparent that the future of the Houston Livestock Show and Rodeo™ is in good hands. Since the Jr. Rodeo Committee's inaugural year in 2007, hundreds of young men and women, between the ages of 16 and 20, have been introduced to the rewards and responsibilities of volunteering for the Show.

Each committee member gains experience volunteering and networking during five shifts with five or more other Show committees. Many of the Jr. Rodeo Committee members have used this opportunity to find a committee that is a perfect fit for them to continue their Show experience at age 21. Even though the Jr. Rodeo Committee leadership is sad to see them go, it is happy each of its members has found a permanent home at the Houston Livestock Show and Rodeo.

For Daniel Pawlowski, involvement with the Houston Livestock Show and Rodeo has been a long-standing family tradition. Pawlowski first attended the Rodeo with his

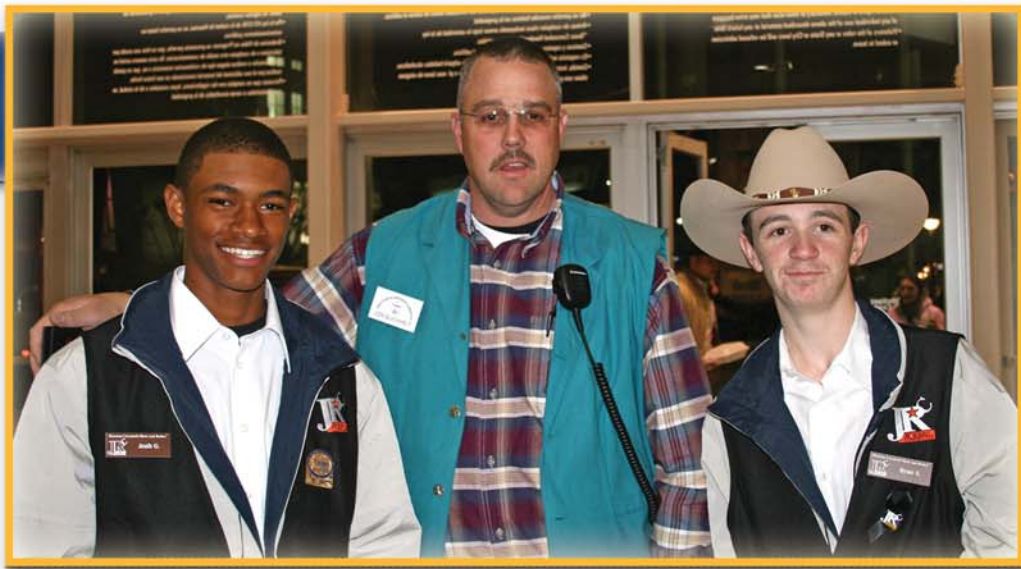
family when he was 4 years old, and by age 11, he was a life member. When he found out the Jr. Rodeo Committee was being formed, he jumped at the chance to join. "I always wanted to be on a committee, but thought I had to wait until I was 21," he said.

Pawlowski has since grown past the age limit for the Jr. Rodeo Committee and is now a member of the Speakers Committee. He thinks the Jr. Rodeo Committee was the reason he was invited to join the Speakers Committee. "I gave a few speeches on the JRC and was recognized as being a great speaker," he said.

Pawlowski said he continues to volunteer with the Show, because he is returning something that has been shared with him for many years. "I want to help those kids who can't afford to go to a Texas school and bring more students and visitors to the Houston Livestock Show and Rodeo," he said.

Amanda Martin began her Houston Livestock Show and Rodeo career in third grade while exhibiting cattle and sheep. One of Martin's favorite Show memories was during





her first time exhibiting. "I was very young when I first started exhibiting, and every time my cow raised its head, I remember it picked me up off the ground," Martin said.

As one of the 2005 Opportunity Scholarship recipients and a previous livestock show exhibitor, Martin always wanted to get involved as a Show volunteer, because she knew how much it gives to Texas as a whole. "It's not just about the Show or Rodeo, it is about education and giving back to the community," she said.

Martin found a home on the Rodeo Contestant Hospitality Committee after her time with the Jr. Rodeo Committee was complete. "The people are very welcoming, and it is so great when the Lil' Rustlers come down to the contestant room and we get to entertain them," she said. Martin intends to continue with the Show and sees herself advancing and taking an even more active role in the future.

Amber Fleming was looking for a way to get involved with the Houston Livestock Show and Rodeo as a volunteer after years of showing pigs at the Show and at local fairs. Fleming discovered the Jr. Rodeo Committee and was accepted into membership during its inaugural year. On Fleming's last shift as a Jr. Rodeo Committee member, she was placed on the Grand Entry Committee and realized that was where she belonged. "I got to volunteer with the Grand Entry Committee and fell in love with it. The Jr. Rodeo Committee really helped my decision of which committee to choose," she said.

Fleming believes all volunteers, no matter their capacity, should be proud of what they contribute to a great cause. "Being a part of the Houston Livestock Show and Rodeo is like being a part of history, because it is a world-renowned rodeo," she said.

Jennifer Perez had been a regular Houston Livestock Show and Rodeo attendee for years, so when she heard about the Jr. Rodeo Committee through a service organization at the University of Houston, she decided to sign up. "I thought it was an opportunity to put in some community service and a great way to get involved

with our Texas culture," Perez said. She has continued her volunteer service as a coordinator on the Go Tejano Committee.

Perez chose that committee because of her close ties with her state and lineage. "That is my culture and my background. It made me realize how important our culture is as a Texan and Mexican-American," she said.

Jane Burnap, chairman of the Jr. Rodeo Committee, and the 70 other adult supervisors, are anxious to see what the future holds for current Jr. Rodeo Committee junior members. "We could easily be seeing a future vice president or chairman of the Show. We wish we could look forward into a crystal ball and see where they end up," Burnap said. 🤠



Cowboys: Life on the Road

By Elizabeth Martin

Steer wrestler Todd Suhn and his son, sign autographs for RODEOHOUSTON fans at The Fan Zone sponsored by Texas Farm Bureau Insurance.

At ease on horseback and often educated in caring for livestock, rodeo cowboys know about the hard work and dedication involved in rodeo competitions. One common trait among all cowboys is the passion required to spend months at a time traveling and competing — and more importantly, winning — to support themselves in doing what they love.

Rodeos tend to follow the weather, with winter events held in the south and summer events in the northwest.

Competitions are held from Texas to Oregon and up into Canada, with countries such as Australia and Mexico even hosting rodeo events.

Rodeo athletes are responsible for arranging their own transportation and accommodations as they make their way to each event. Most travel with fellow competitors. Expenses can add up fast with high gas prices, flight costs, and hotel rates, so traveling in groups and splitting these purchases help keep individual costs down.

“We fly or drive around the U.S.,” said Douglas Duncan, 22-year-old 2009 RODEOHOUSTON™ champion bull rider and 2008 Professional Rodeo Cowboys Association Rookie of the Year. “We have friends in a lot of places, but if we go somewhere they aren’t, we’ll stay in a hotel.”

Duncan grew up in Alvin, Texas, and has been riding horses since he could walk.

His mother, Melody, was a barrel racer, and his father, Mike, also was a bull rider. “I was born into it,” Douglas said.

Traveling with competitors can build and strengthen life-long friendships. “I’m super close with the guys I travel with,” said Clint Cannon, 2009 RODEOHOUSTON Bareback Riding Champion and Waller, Texas, native. “You have to get along with them to hit the road the way we do. It gets hard if you don’t.”

Cannon travels with fellow bareback riders Heath Ford and Steven Anding. A college football player before becoming a professional rodeo athlete in 2003, Cannon earned the PRCA Bareback Rookie of the Year award that same year. His father, Jay Cannon, competed in rodeos as a bareback rider for more than 20 years.

Brandon Beers travels about nine months each year, driving his way to competitions around the country. He said fuel is the largest cost he encounters in his travels, but keeping the horses in good shape also can raise the bill.

“It’s not cheap to upkeep the horses,” Brandon said. “They’re always at the vet, and, of course, it’s extremely important to keep them healthy.”

In 2007, he was able to share travel and expenses with his father, with whom he won the RODEOHOUSTON Team Roping championship. They became the first father-son team to qualify in 20 years at the National Finals Rodeo.

RODEOHOUSTON tries to help athletes feel comfortable and at home during their stay in Houston. A hospitality room welcomes them and offers the chance to share a meal with family members in between practicing and competing throughout their stay.

“Houston is awesome,” Brandon said. “It makes it so much easier for the athletes when they have the little comforts of home.”



Duncan agrees. Growing up in Alvin, he considered Houston his hometown rodeo. “I remember sneaking behind the [bucking] chutes and thinking as a kid that I’d be competing one day,” he said. “It has been a dream come true to compete here.” 🤠

COLLEGE BOUND:

Prairie View A&M Career Awareness and Youth Leadership Laboratory

By Crystal McKeon

With the dropout rate at more than 50 percent, graduating with a college degree can seem like only a dream to some students. College can be a tough transitional period for many students, and reasons for dropping out can range from lack of financial aid and academic self-discipline to the absence of parental or teacher guidance.

To help students succeed in college and in life, the Houston Livestock Show and Rodeo™, through educational funding, supports the Cooperative Extension's 4-H Career

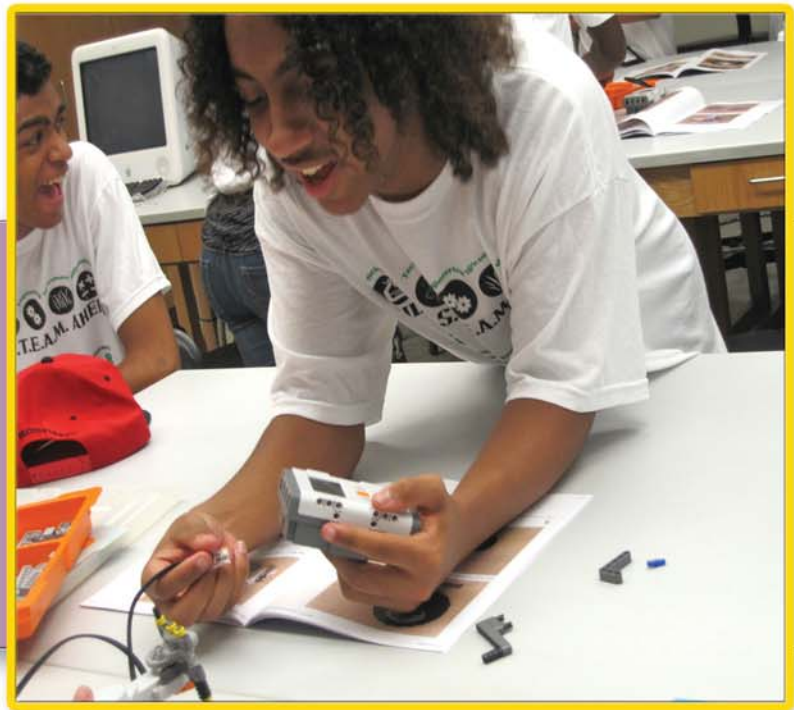
Awareness and Youth Leadership Laboratory at Prairie View A&M University. This unique, three-day program enables limited-resource students, ages 14 to 18, to participate in leadership activities, career workshops and college preparatory seminars. Through the program, students are exposed to career opportunities in agriculture and human sciences.

The Houston Livestock Show and Rodeo supports the program in order to keep the prices reasonable so that these students can learn the skills necessary to succeed in college.



Jakayla Debera, left, and Kyanna Washington study DNA technology in the Youth Lab's "DNA 411" session.

Josh Beasley, left, and DJ Johnson learn about robotics at the Cooperative Extension Program's 2010 Youth Lab.



Housed in the Prairie View A&M University dormitories during the program, high school students learn about the college admissions process, financial aid options, and various financial and social problems college students encounter. The overnight stay on the Prairie View A&M campus allows students to experience college life firsthand, before they ever pack their bags and enroll in classes. Participants not only learn from school faculty but also from college students and adult volunteers who share their experiences and help future students with their transition into university life.

The staff hosts an array of workshops with topics such as learning the difference between good and bad debt, how to budget and maintain a good credit score, and how to grow a garden to save or make money. Students also learn about calorie intake, good eating habits and proper nutrition.

Joshua Williams, a human science graduate student at Prairie View A&M University during spring 2010, recommends this program to high school sophomores, juniors and seniors to better prepare them for the challenges that lie ahead.

Williams attributes his success to the program. "I would not have been prepared for a lot of things. The Career Awareness and Youth Leadership Laboratory helps youth adjust to the reality that they are going into the real world. They are moving to another level after [high school] graduation," he said.

Workshops emphasizing the diverse opportunities and careers that are available in agriculture and human sciences as well as general career prep courses also are provided. Workshops cover a variety of topics from technical fields of agriculture such as DNA technology to more creative careers such as floral design and photojournalism.

Brittany Randle, sophomore biology major at Prairie View A&M University during spring 2010, learned that

agriculture and human sciences is a diverse field with many opportunities for all types of students. Randle's greatest surprise was how involved agriculture is in everyday life.

"It opened my eyes about what agriculture was," Randle said. "Before, I thought a typical ag career just dealt with cows and horses. After, I realized that ag has to do with everything from the food we eat to the clothes we wear."

Students also can select from many general work force preparation classes, such as presentation training, résumé writing, job interviewing, workplace dos and don'ts, and cultural diversity lessons on how to develop sensitivity and respect for all cultures. Some of the newer programs include cyber etiquette lessons for networking sites and utilizing e-commerce platforms to enhance entrepreneurial pursuits.

On the last day of the program, the students, faculty, volunteers and donors gather for an awards luncheon to recognize and present scholarships to several youth leaders for outstanding support and academic achievement.

Gail Long, a 4-H program specialist with the Cooperative Extension Program at Prairie View A&M University and chairman of the Youth Lab, has seen these events from beginning to end numerous times, and her favorite part is seeing the difference in the students after they've completed the program. "My favorite memory is seeing their excitement to be there. Some are nervous, some are excited, some are shy; it is great to see them really come into their own over the few days they spend here."

In a time where competition for grades, schools and jobs is stronger than ever, Prairie View A&M University, with the help of the Houston Livestock Show and Rodeo, is giving students a leg up and realistic expectations to prepare them for their future. 🤖

Photos By Alecea Rush, communications specialist - Cooperative Extension Program at Prairie View A&M University

RODEO HOUSTON

Enjoy the star entertainers who visit RODEOHOUSTON™ every March? Then turn up your speakers and tune in your computer to RODEOHOUSTON Radio.

RODEOHOUSTON Radio was launched in February 2010 to be a year-round connection to Houston Livestock Show and Rodeo™ volunteers, fans and supporters.

“We saw this as a unique opportunity to build our brand and showcase our rich history, our incredible volunteers, and our educational programs, all against a background of the best music of the past 70 years,” said Suzy Martin, Executive Director of the Show’s Marketing and Public Relations Division.

“RODEOHOUSTON Radio has been one of the more innovative and focused custom channels we’ve created for any client over the past year,” said Dave Rahn, co-president of Custom Channels, the company who helped produce the station. “RODEOHOUSTON is such a great and storied entertainment property.

“As expected, listener traffic to RHR spiked in the weeks leading up to and during the Show, with almost 7,000 listener sessions and 13,626 Aggregate Tuning Hours during the month of March. This is pretty remarkable given that the station launched just weeks prior to the start of the Show,” said Rahn.



RADIO

Because the channel features music from Houston Livestock Show and Rodeo entertainers, the variety is amazing, from Gene Autry, George Strait, Garth Brooks, Reba McEntire, and Taylor Swift, to Elvis Presley, Beyonce', ZZ Top, the Jackson Five, the Black Eyed Peas, and everything in between.

Although musically driven, RODEOHOUSTON Radio also features sound bites from history-making Show officials, entertainers, scholarship winners, committee volunteers, and more; year-round committee events; and news from the Houston Livestock Show and Rodeo.

RODEOHOUSTON Radio utilizes the Show's in-house scripting, voice and audio production talents to make the station uniquely fit the organization's personality.

Committee chairmen and officers recently recorded messages about their committees, adding real "heart" to the online station.

Visit www.rodeohouston.com to tune in! 🤠



★ 2011 ★

INCOMING

By Emily Wilkinson

By Gigi Wark

Paul Lehnhoff



Incoming Houston Livestock Show and Rodeo™ Vice President Paul Lehnhoff had no idea fate would be knocking on his door when he headed out on a hunting trip 16 years ago. Sitting around the orange glow of a campfire late one night, Lehnhoff was asked to join the World's Championship Bar-B-Que Committee. Luckily, he said yes.

Lehnhoff said his passion for barbecue is what got him started on the committee, but he soon realized there was so much more to the Show. It is the Show's goals of benefiting youth and supporting education that has fueled his tenure.

"Having the privilege of working on the World's Championship Bar-B-Que Committee with an extremely committed group of volunteers, I was honored to serve as their chairman from 2007 to 2009, and was humbled to be elected to the board in 2008," Lehnhoff said.

He served as a rookie on the Grand Entry Committee in 2010 and has participated in the Lil' Rustlers' Rodeo for a number of years.

As a vice president, Lehnhoff looks forward to his leadership role as officer in charge of the Health, Safety and World's Championship Bar-B-Que committees, as well as the newly formed Armed Forces Appreciation Committee. "This is an exciting opportunity to work with these great committees, and having participated in Salute to the Troops [Day] the past three years, it is rewarding to see that event evolve into an official Show committee," Lehnhoff said.

Lehnhoff serves as president of Sowesco, a leading wholesaler of welding materials, with offices in Houston and Phoenix. He also enjoys spending time with his wife of 31 years, Jackie, and their two daughters, Jessica and Kristin, who are studying at Texas A&M University and Arizona State University, respectively.

As a fourth-year member of the Jr. Rodeo Committee, Kristin already is volunteering for the Show, traveling home from Arizona to work during her spring break. "She shares her dad's passion for the Show," Lehnhoff said.

E.D. Lester



E.D. Lester's love of horses and his involvement in trail riding brought him to the Houston Livestock Show and Rodeo in 1983. He found the perfect fit on the Group Ticket Sales Committee and earned several outstanding sales awards. Lester later joined the Grand Entry, Miniature Horse, Quarter Horse, and Team Penning and Ranch Sorting committees. He also

takes time to volunteer for the Lil' Rustlers Rodeo.

Lester, a Vietnam veteran, also is one of the 12 founding members of the Salute to Our Troops organization, which has helped with the Show's annual military appreciation day. "We owe our freedom and lives to our troops, and I knew the Show would know how to say thank you," he said.

After five years into his Show involvement, Lester witnessed firsthand the difference the Show can make in a child's life and future. For the past several years, he has been a Grand or Reserve Grand Champion Steer buyer and member of the Silver Spur Club, which recognizes buyers who spend a cumulative total of \$25,000 or more at junior auctions per year.

"When you get to talk with the kids and their parents about their accomplishments and their goals, it is an incredible feeling to understand that you have an integral part in their future and in the future of Texas," Lester said.

He serves as the officer in charge of the All Breeds Livestock Sales, Houston General Go Texan, Junior Commercial Steer Feeding and Management Contest, and Western Heritage committees.

"I am extremely honored to be selected to serve as a vice president of the Show. I am looking forward to working with the fine chairmen of my committees and all of the outstanding volunteers that make them so successful," Lester said.

Lester is chairman and CEO of Stewart Title Houston Division and Group and senior vice president of Stewart Title Company, where he oversees title operations in all of South Texas and New Mexico. His partner, Mary Alice Gonzalez, is a Show life member and is very excited to be sharing this experience with him. Lester has a daughter, Kimberly, and son, Devin, who also support his efforts.

Vice Presidents

By Gigi Wark

By Gigi Wark

Michael S. "Mike" McKinney



Michael S. "Mike" McKinney was a Junior Market Barrow Auction buyer long before he became a member of the Houston Livestock Show and Rodeo. At a friend's urging, McKinney joined the Swine Auction Committee in 1999 and earned the title of Top Rookie Salesman. That same year, he became a life member of the Show. McKinney worked his way through the ranks, and

was named chairman of the committee in 2007. He takes pride in having been the chairman who served from the furthest address — he resided in Paris, France, not Texas, during his second term as chairman. He knew he could meet the challenge, because he had an excellent leadership team to help him.

An avid hunter and ranch owner, McKinney also joined the Ranching & Wildlife Committee in 2008. McKinney's dedication to the Show — and breaking auction sales records — are a result of his own struggles to graduate with a civil engineering degree from the University of Missouri – Rolla. Realizing the value of a good education, he has purchased the Grand and Reserve Grand Champion Junior Market Barrow an unbelievable 11 times. "I have invested in the future of a child, but more importantly the future of our country," he said.

McKinney is the officer in charge of the Graphics & Signage, Ranching & Wildlife, Swine Auction, and Tours committees. "I am honored and humbled to have been elected to serve as vice president. I hope that my business experience will help me guide the chairmen of my committees to continue their success," he said.

McKinney is president and CEO of L.B.C. Houston L.P. and L.B.C. Baton Rouge L.L.C. His wife, Mary Alice, is a life member and has served on the International Committee. They have two sons, Patrick, a graduate of Texas A&M University, who is a Show life member and volunteer, and Sean, who always is on hand during the Show to help when and where he can.

Tim Ping



The Houston Livestock Show and Rodeo has a special place in incoming vice president Tim Ping's heart. He had been a frequent visitor for many years when a friend encouraged him to consider becoming involved. In 1994, Ping joined the Souvenir Program Committee — and that was just the beginning. He quickly learned how influential and

important the Show is in the lives of the youth of Texas.

A life member since 2001, Ping later joined the Grand Entry, Parade and World's Championship Bar-B-Que committees. He is excited to once again increase his service and commitment to the Show.

As officer in charge, Ping oversees the Parade, Poultry Auction, School Art and Trail Ride committees.

"This opportunity is not about me. It is about the committees and the Show, supporting the chairmen, lending support to the committees, and acting as a guide to help make improvements," he said. "I intend to let the committees continue to progress. I will be the liaison for the committees and the Show. From my experience, you can't fix what isn't broken, and the Show and its current direction and dedication are not broken."

Ping's involvement in the Show is a family affair. "My wife, Catherine, a life member of the Show, is excited about this opportunity, and we both look forward to the activities and people we will encounter on this ride," he said. Their daughters Meghan and Alicia attend Texas State University, and share their father's love of horses and RODEOHOUSTON.

Ping is president and CEO of Texan Tubular Sales LP. He is eager to take on the new responsibilities and challenges that come with the honor of serving as vice president of a Texas organization that found its way not only into his life, but also into his heart.

INCOMING *Vice Presidents*

By Becky Lowicki

By Becky Lowicki

Jim VanHoozer



Native Houstonian Jim VanHoozer's more than 30 years with the Houston Livestock Show and Rodeo is the evolution of a life-long love for the event and horses that began as a child.

"The Rodeo was a big event for me as a youngster, and I was always badgering my parents for tickets to see the horses and my favorite cowboy heroes," he said.

Encouraged by a friend, VanHoozer began volunteering in 1977. Initially on a Corral Club committee, VanHoozer remembered seeing a volunteer in a red jacket with a horse on it, and said, "I don't know what he does, but I want to be a part of it."

That attraction led to the Horspitality Committee where VanHoozer served in increasing roles of responsibility for the next 20 years, working his way up the ranks from assistant captain to chairman. VanHoozer has served as General Horse Show chairman twice, with a stint on the Parade Committee in between.

He is the officer in charge of the 11 Horse Show committees, with goals that include a long-range focus for the future and increasing awareness of Horse Show activities.

VanHoozer is married to his wife, Guilford, and he has been a 40-year career agent for State Farm Insurance. He enjoys his horses, hunting, waterskiing and spending time with his family. Also volunteering with the Show are daughter Lisa Nguyen, who serves on the Horspitality and School Art committees; and son-in-law, Tuna Nguyen, who is on the Calf Scramble, Horspitality and School Art committees. His daughter Sarah is a life member living in Georgia.

"I am truly honored to represent the Show for the next three years, and look forward to the challenges that lie ahead," he said.

Pat Walker



Growing up in a family of multi-generational farmers and cattle ranchers, Pat Walker was involved with the Houston Livestock Show and Rodeo for years as a youngster, even before being recruited by his older brother, Johnny, as a Show volunteer.

"One of my favorite childhood memories was helping my brothers show cattle at the

Houston Livestock Show™ each year. Competing was always a great thrill for us, and now I enjoy the privilege of working with children to help them accomplish their goals through the opportunities that the Houston Livestock Show and Rodeo provides," Walker said.

Walker volunteered in 1988 by assisting the livestock superintendents with the junior heifer and steer shows. This led to his joining the Livestock Committee in 1990, where he served as chairman from 2003 to 2005. In 2006, he was elected to the board of directors.

"One of my proudest accomplishments during my tenure as chairman was establishing the Junior Exhibitor Award Program," he said. The program ensures that all junior livestock exhibitors — currently numbering more than 8,000 participants — receive a commemorative award for their efforts, regardless of whether they place or not.

As vice president, Walker is the officer in charge of the Breeders Greeters, Carnival Ticket Sales, Feed Store and Livestock committees. "My appointment to serve as vice president was quite a surprise and most definitely an honor," he said.

Walker's overall goals are focused on continual improvement. "Some of the areas I'd like to highlight include the utilization of web-based technology, enhancing community partnerships and expanding our exhibitor appreciation efforts," he said.

Walker is self-employed in distribution and real estate and has been married for 22 years to his wife, Sandy, also a member of the Livestock Committee. They have four children: Austin, Kelly, Stephen and Catherine.

INCOMING *Chairmen*



**DR. MIKE
AINSWORTH**
Health



**JOHN
AVARA**
Horse Show
Equipment



**PAM
BROOKS**
Corral Club –
Division I



**MICHELE
BRYSON**
Houston General
Go Texan



**JACK
CLEMMENSEN**
Recycling



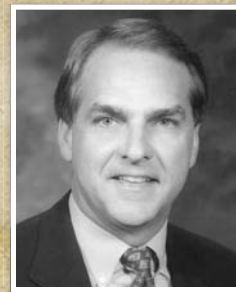
**CURTIS
CLERKLEY**
Wine Garden



**MIKE C.
CURLEY**
General Horse Show



**SHERRY
DAVIS**
Ladies' Go Texan



**DOUG
DOYLE**
Grand Entry



**DENISE
EHRlich**
Winery Relations
and Publicity



**BRITT
EISENRING**
Corral Club –
Suites East



**KEITH
EVANS**
Corral Club –
Directors' Club



**ROBERT
GRAHAM**
Rodeo Express



**ANDY
GRIFFIN**
Corral Club –
Equipment



**JEFF
HARRIS**
General Horse Show



**DICK
HUDGINS**
Armed Forces
Appreciation



**SANDRA
HUEBNER-KELLY**
Facility Services



**ERIC
HUEGELE**
Swine Auction



**HAP
HUNNICUTT**
Lifetime Vice
Presidents

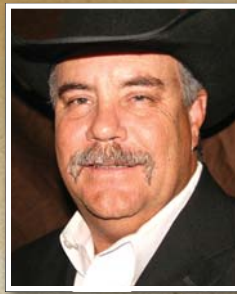


**PARKER
JOHNSON**
Mutton Bustin'

INCOMING *Chairmen*



RICHARD MARTINEZ
Corral Club –
Level West



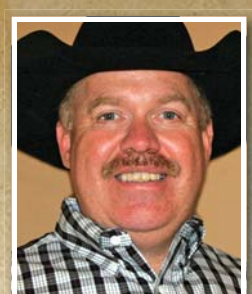
RANDY MORELAND
Corral Club –
The Cantina



JEROME MULANAX
Sheep & Goat



GARY NESLONEY
Calf Scramble
Greeters



WILLIAM L. "RED" RAMSEY
Rodeo Operations



TONY ROBERTSON
Horspitality



AMY SABLATURA
Carnival Ticket Sales



RICHARD SHIELDS
Corral Club –
Sky Suites



JEANNE SHIREY-LORD
Wine Events



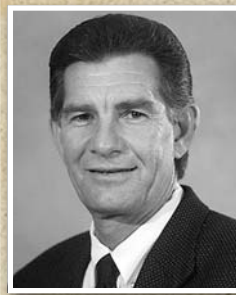
DAVID STRATTON
Agricultural
Mechanics



CLAIRE STUEWER
Special Children's



JIM BOB TAYLOR
Breeders Greeters



JOE VAN MATRE
Wine Sales



JOHN P. WADE
Legal Advisory



SHARLEEN WALKOVIK
Lamb & Goat Auction



SAMM WIGGINS
Rodeo Ticket Sales



GEORGE WIGHT
Go Texan Contests



ROD WINDHAM
Corporate
Development



DAVID YATES
Parade

COMMITTEE

Spotlights

LEGAL ADVISORY

By Emily Wilkinson

The Houston Livestock Show and Rodeo™ Legal Advisory Committee was created for the purpose of assisting the Show's staff and in-house legal counsel with a variety of legal issues that arise in connection with the Show's operations while at the same time reducing costs for outside professionals.

"We render opinions for the Show on any question they want to have answered," said outgoing committee chairman C.F. Kendall, a founding member who has served on the committee for 18 years. Kendall said lawyers on the committee do not simply view the committee's work as addressing problems, but instead as an opportunity to provide fixes and cures that will benefit the Show.



The committee was formed in 1992, after Show officials realized that they were spending a lot of money on outside legal counsel. Every dollar saved goes to help the Show's bottom line. The Show can still hire outside legal counsel, but doesn't have to as often since the committee came into existence.

A large percentage of the committee's work involves contract-related issues. Each performer, entertainer, competitor, exhibitor, committee member, and nearly every other person transacting business with the Show or participating in its activities or operations, must sign some form of contract with the Show.

The Show's day-to-day operations may generate wide-ranging legal issues, and the committee's work includes preparing and approving indemnity forms and liability releases, reviewing contracts, reviewing tax and real estate

matters, and more. The committee's activities are not limited to protecting the Show's interests in third-party transactions, but also include helping to ensure the Show remains in compliance with governing laws.

The committee currently consists of 30 volunteers who are attorneys licensed to practice law in the state of Texas, bringing a personal area of expertise that adds to the committee's depth and benefits the Show.

"Committee members are very enthusiastic about helping the Show, and the knowledge of our talented committee members is what makes the committee a success," Kendall said.

PARADE

By Sarah W. Langlois

Every February for the past 72 years, the hustle and bustle of honking cars and suit-clad businesspeople in downtown Houston is replaced with the clip-clop of horses' hooves and trail riders dressed in their finest Western wear for the Houston Livestock Show and Rodeo's Downtown Rodeo Parade. What began in 1938 has become an annual tradition and is one of the most popular events held in the nation's fourth largest city. Numerous marching bands, vibrant floats and horse-drawn wagons join thousands of trail riders, dignitaries, and state, county, and city officials in paying tribute to Houston's Western heritage.



COMMITTEE

Spotlights

Like the Show's numerous other events, the Downtown Rodeo Parade is organized and run by a committee of more than 377 volunteers. The Parade Committee works closely with City of Houston officials to establish the parade route, which winds its way around more than 20 downtown blocks. The Parade Committee also provides parade marshals along the route, and has been responsible for enlisting some famous Grand Marshals, including President George H.W. Bush and sports legends Craig Biggio and Jeff Bagwell.

Tim Ping, former chairman of the Parade Committee and current officer in charge, said he is "always amazed at how everything comes together," and described the parade as "one of the most intricate parts of the Rodeo."

David Yates succeeds Ping as the new chairman of the Parade Committee.

The committee helps spread the word about the Show by featuring scholarship recipients in the parade. In 2010, 12 scholarship recipients from various Texas colleges and universities rode a float in the parade to bring awareness of the educational impact the Show has on the community.

WESTERN HERITAGE COMMUNITY CHALLENGE

By Kate Gunn

The Western Heritage Community Challenge Committee builds awareness and generates excitement in Houston in the days leading up to the start of the Houston Livestock Show and Rodeo.

The committee's two main events are Rodeo Roundup and Go Texan Day. Rodeo Roundup is held the week before the Show begins in front of Houston's City Hall. City officials, including the mayor and the county judge, as well as representatives from many of the Show's numerous committees, help showcase the Houston Livestock Show and Rodeo's importance to the city of Houston and surrounding areas. It is a great way for Houston's residents to learn more about how they can become involved in the Show, as well as see all of the exciting things that the Show has to offer.

With Go Texan Day, the committee encourages area businesses to embrace the Western spirit by having



employees don their Western duds and spread Rodeo spirit to customers. Committee members also deliver Rodeo-themed activity books to schools in the Houston metropolitan area, judge the completed student artwork, and award the winning students from each class an opportunity to attend the livestock show. On Go Texan Day, committee members join Speakers Committee performers to visit children in hospitals at the Texas Medical Center to ensure that, despite the fact that they might not be able to physically attend the Show, these kids can still participate.

Although most of the Western Heritage Community Challenge Committee's work is completed before the Show starts, its members on the Rodeo Choir have a special role before each Rodeo performance — performing the national anthem.

Chairman Norm Spalding said, "It's a really worthwhile committee. The people are great — I'm shocked at how much people want to participate."

Spalding praised the innovativeness and creativity of his committee members. "It's very different from year to year; we have to think outside of the box and figure out how to top ourselves each year."

Local enthusiasm before the Show begins is built year after year thanks to the hard work, dedication and innovation of the Western Heritage Community Challenge Committee members.

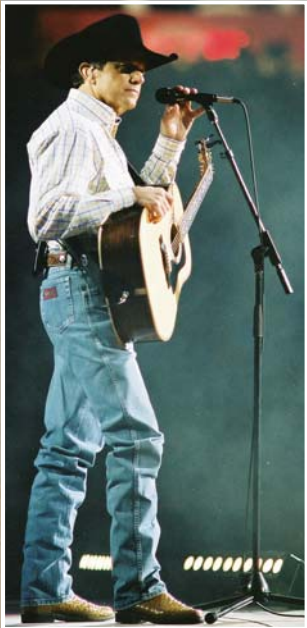


RODEO

Roundup

NEWS & HIGHLIGHTS INFORMATION & UPDATES

➤ Strait Tops Country Artist List



Billboard named country legend and RODEOHOUSTON™ alum George Strait (1983-97, 2002-04, '06-07) as the top country artist of the past 25 years. The list also includes RODEOHOUSTON performers Garth Brooks (1991, '93), Reba McEntire (1984, '87-89, '91-2000, '04, '07, '09), Alan Jackson (1992-2002, '04-10) and Tim McGraw (1996-97, 2003, '08, '10) in the top five. Strait holds 44 No. 1s on the Billboard Hot Country Songs list — the most by any artist in the chart's 64-year history. He is the only artist in Billboard's history to achieve top 10 singles in 30 consecutive years (1981-2010). The ranking of

the Top Country Artists 1985–2010 was based on the actual performance on the Hot Country Songs and Top Country Albums charts from Jan. 5, 1985, to May 29, 2010. Artists were ranked based on a point system, with weeks at No. 1 earning the greatest value and weeks at the lower end of the chart earning the least.

➤ School Art on Display at Butler Longhorn Museum

The Butler Longhorn Museum has more than 60 pieces from the Show's School Art Program on display now through Jan. 9, 2011. The museum, located in League City, Texas, has some of the Show's School Art pieces as one of the first exhibits featured. For more information about seeing the work of these young artists-in-the-making, visit www.butlerlonghornmuseum.com.

➤ Wagner Inducted into TFEA Hall of Honor

Houston Livestock Show and Rodeo president Skip Wagner was inducted into the Texas Festivals & Events Association's Hall of Honor. The Hall of Honor represents the premier level of recognition in the Texas festivals industry.

➤ Show Honored for Support of Texas 4-H Foundation

The Houston Livestock Show and Rodeo was awarded for its 51 years of continued support to the 4-H youth of Texas through scholarships and program support. The award was given on behalf of the Texas 4-H Foundation.

The Show is the oldest and largest continual supporter in the history of the Texas 4-H Foundation.



➤ Jimmy Dean

Jimmy Dean, perhaps best known in recent years as a sausage entrepreneur, passed away June 13, at his home in Virginia. He was 81 years old. The country music legend's biggest hit was 1961's GRAMMY®-winning "Big Bad John." Dean also enjoyed success with his 1960s variety show, The Jimmy Dean Show. Dean performed at RODEOHOUSTON in 1966 and 1967.





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Sunday, March 20