



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

MAGAZINE



Three Singing Cowboys Shine on New Star Trail

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A MESSAGE FROM THE PRESIDENT



Three years is a long time to work at a second job, and that's what being president of the Houston Livestock Show and Rodeo is like. My fellow officers and I are expected to be "at work" at very specific times and no one ever says, "Oh, he's a volunteer, it's fine if he's late."

It's a great honor for us and I know that about 12,000 of you who have this same second job feel the same way. You take vacations to work at the Show, or you work weekends and nights. Are we crazy? Some of my friends ask me that, or they say, "Do you really do all this just for that gold badge?"

Of course it's not the gold badge, and sometimes when I'd rather just go home instead of attending another reception, I, too, wonder if we're all crazy to do this.

Then, I look out in the rodeo arena and I see 28 boys and girls running around four acres of ankle-deep dirt trying to catch calves. They do that for the opportunity to put in another long year's worth of work to raise a calf for which many will basically get nothing except the satisfaction of a job well done. Their parents are cheering for them from the stands, so that *they* can spend a year's worth of time and money helping their youngsters raise a heifer for which they'll never see much monetary reward.

I walk around the Astrohalla and Astroarena, and I see youngsters carefully grooming their steers, lambs, heifers, barrows and other livestock. Only 10 of them, the grand and reserve grand champions, will get the huge payoffs. And even

though all of our ribbon-winning market animals receive a premium at the auctions, no one would really think it could pay back the time and effort that the kids put into these projects.

At the scholarship presentations I've attended through the years, I've learned about the time and sacrifice that our scholarship winners put into their studies, their communities and their 4-H and FFA projects. Once again, only a small percentage get the really big payoffs, and what we're providing the winners with is a chance at four more years of hard work in college.

That's what we do for ourselves as volunteers. If we work hard, we get to move up to captain, vice chairman, chairman, officer, president or Executive Committee member. We work hard so that we can be given more responsibility and work even harder for no monetary return.

Maybe that's why those who are not involved in our Show have a hard time understanding. We know, however, that all you have to do is meet one scholarship winner, calf scramble participant, junior livestock exhibitor, school art contestant or Exceptional Rodeo kid, and you'll remember why your gold badge, and what it stands for, really is worth all the time, money, sacrifice and effort.

I'm proud that you rewarded me with these three years of hard work. I wouldn't have traded the experience for anything, and I can honestly say that no matter how much I put into this Show, I took double out in personal fulfillment and growth. Thank you all for three incredible years.



Sam Pierson

A handwritten signature of Don D. Jordan in cursive script.

**DON D. JORDAN
PRESIDENT**

1996 SHOW CONTINUES SUCCESS



*Prepared by
Show Staff*

The 1996 Houston Livestock Show and Rodeo commemorated 30 years in the Astrodome complex at this year's event with three pay-per-view telecasts, a satellite uplink to the Columbia space shuttle for a live conversation with the nation's astronauts and more than 1 million fans enjoying world's championship rodeo — all in this phenomenal facility the organization has called "home" since 1966.

The 1996 Houston Livestock Show and Rodeo:

- Recorded a total draw of 1,830,265 for general attendance, an increase of 1.12 percent over last year's total.
- Drew more than 1 million spectators in rodeo attendance for the second straight year. Attendance in the Astrodome totaled 1,061,344.
- Established two performance attendance records. Sixteen of the 20 rodeo performances were considered sellouts, with the remaining four performances having only scattered singles

and obstructed view tickets remaining.

- Broke two world's record auction sales marks — \$185,000 for the Reserve Grand Champion Steer, and \$62,000 for the Reserve Grand Champion Lamb.
- Presented three RODEOHOUSTON pay-per-view telecasts nationwide on DIRECTV and TVN Entertainment Theater, and on cable television in Texas, Arkansas, Louisiana, New Mexico and Oklahoma.

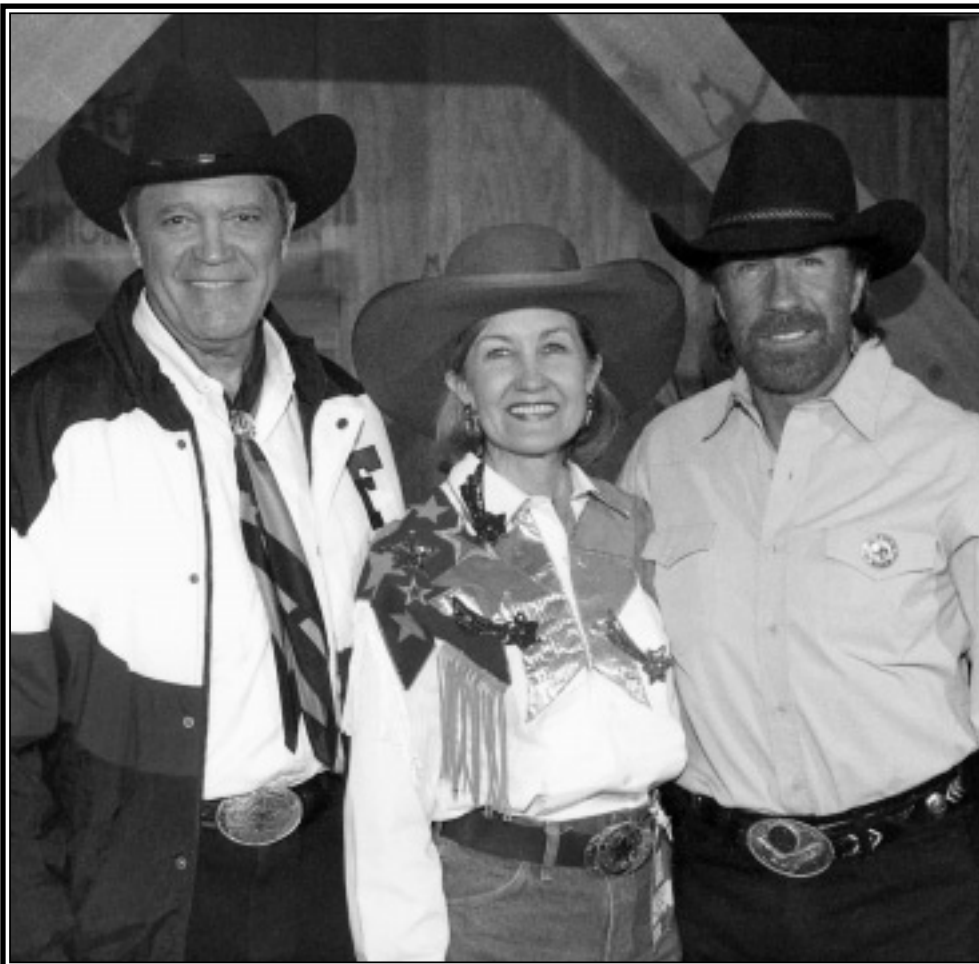
A HUGE TEXAS PICNIC

It's the biggest outdoor cook-out found anywhere, and this year's World's Championship Bar-B-Que Contest drew its largest crowd ever — 176,184 people. The three-day event, held Feb. 8-10, featured cooks from around the globe exhibiting their culinary skills and talents over a pit. This year's contest also drew the highest number of cooking teams — 322.

"We had all the right ingredients for a very successful barbecue contest," said Skip Wagner, assistant general manager. "The weather was perfect, the mini-carnival was expanded, and we added a dance tent in addition to our musical entertainment. It's obvious by the people who came through the gates that this certainly was the best year ever."

A TOUCH OF FLAIR IN THE DOME

The 1996 rodeo was enhanced with several new additions this year, bringing a touch of color to each of the rodeo performances. The opening ceremonies featured



Sam Pierson

Show President Don D. Jordan (left) is joined by U.S. Sen. Kacy Bailey Hutchison and actor Chuck Norris in greeting the Astrodome crowd at the Feb. 24 evening rodeo performance.

the U.S. Marines Mounted Color Guard, from Barstow, Calif., capping off the spectacular national anthem salute.

The Catalena Cowgirls drill team from Bryan, Texas, added beauty and dynamics to each of the performances with their spectacular routines during the rodeo overture and the national anthem, as well as their ride-arounds featuring the rodeo event sponsor flags.

**HOUSTON'S AUCTIONS
BRING MILLIONS**



Total auction sales, including the Premier Horse Sale and a new School Art Auction, tallied in at \$7,122,435, a 5 percent decrease from the 1995 total, due in part to two fewer cattle sales held in 1996.

The first School Art Auction recorded \$254,900 in total sales. The Grand Champion piece, a watercolor painting, sold for a phenomenal \$40,000 and the Reserve Champion, a pencil drawing, was purchased for \$26,000. The 50 young artists received \$35,500 of the grand total as a result of the auction cap program, with the remaining \$219,400 being placed into the Show's Educational Fund.

"The only way to describe the auction is overwhelming!" said Tom Northrup, officer in charge of the School Art Committee. "The support of all the buyers and other participants exceeded the most optimistic expectations of the committee."

Junior market livestock sales made up \$4,425,050 of the total auction sales. Of this amount, \$1,286,700 was placed in the Show's Educational Fund. And, due to the organization's guaranteed premium program, the young

Texas 4-H and FFA exhibitors took home \$3,168,300 for their auction animals.

The junior market auction total was comprised of \$2,275,000 in steer sales, followed by market swine sales of \$732,150; market lamb sales of \$695,425; and market poultry sales of \$438,350. The junior commercial steer sale recorded a total of \$284,125, a 24 percent increase from 1995.

The fifth annual Premier Horse Sale posted sales of \$261,750, while commercial cattle sales varied from breed to breed, recording a total of \$2,180,735 in sales.

GUESTS FROM NEAR AND FAR



Texas Governor George W. Bush kicked off the 1996 festivities as he visited the Show Friday, Feb. 16. After riding in the Grand Entry, he and Show President Don D. Jordan gave a live welcome to the Astrodome crowd and enjoyed the rodeo performance featuring Vince Gill.

On Friday, March 1, former President George Bush and his wife Barbara — both long-time friends and supporters of the Show — enjoyed world's championship rodeo action and a visit with Reba McEntire before her performance.

Actor and martial arts expert Chuck Norris and U. S. Sen. Kay Bailey Hutchison also were a part of Show festivities on Saturday, Feb. 24. Both joined Jordan for a live welcome to the Dome spectators and visited with many rodeo guests.

The late actor Ben Johnson, former rodeo star entertainer Hugh O'Brian and Johnson Space Center Director George Abbey also enjoyed a

The U.S. Marines Color Guard added a unique touch to this year's opening ceremonies.



Sam Pierson

RODEOHOUSTON



John McCaine

The Grand Champion piece of artwork — a pencil, prisma and watercolor drawing by Trenton Mendez of Terry High School — sold for \$40,000 at the first School Art Auction.

visit to Houston's most celebrated event.

The Show also hosted a record number of foreign visitors — 3,152 guests from 75 different countries. Many of these foreign visitors purchased livestock as well.

"Our international guests continue to show confidence in our event through their attendance and the large amounts of money they spend on agricultural products and livestock," said Paul Somerville, officer in charge of the International Committee.

See SUCCESS on Page 20

RODEOHOUSTON was everywhere at the 1996 Show — on caps, bags, shirts and briefcases. But RODEOHOUSTON also was seen by thousands of rodeo fans in their own homes.

The first telecast, Friday, Feb. 23, featured highlights of the first go-round of rodeo action followed by a live concert starring George Strait. The performance set the all-time highest individual attendance record with 62,936 spectators.

On Thursday, Feb. 29, the broadcast highlighted the best rides from the second go-round of rodeo competition, followed by a live concert with Alabama and Patty Loveless.

The March 3 RODEOHOUSTON telecast featured a live broadcast of the world's championship rodeo finals in its entirety. In its second year on national satellite distribution and third year on cable television, RODEOHOUSTON reaped phenomenal success from its pay-per-view telecasts.

"Early estimates show that 150,000 rodeo fans saw RODEOHOUSTON," said John Heidtke, general manager of Prime Sports. "Sales of the broadcast were second only to the play-off games of the world champion Houston Rockets. In addition, it was the best concert sales promotion. In Houston, it outsold the Judds' farewell tour, Woodstock and the Elvis tribute," he added.

"While we are proud of all aspects of our RODEOHOUSTON performances, we are extremely excited about DIRECTV purchases," said Leroy Shafer, Show assistant general manager. "The direct digital delivery of electronic media to the consumer is in its infancy — it's less than two years old — and we had nearly 16,000 buys from all over North America. The future possibilities in this area are tremendous. We look forward to RODEOHOUSTON and the direct delivery systems growing up together."

A NEW FACE IN THE SHOW RING



To say John Sykes came on board right in the thick of it is more than an understatement.

"I have been a part of this organization since the Monday before the Show started. I have been helping with anything and everything that needs to be done," said Sykes, the Show's new manager of the agricultural exhibits and competition department.

Sykes, the organization's fourth manager, was added to the full-time staff in response to the Show's continued growth in size and complexity. He will be spending the next year learning the ins and outs of the world's largest livestock exhibition and every detail of how it operates.

"I have already had the opportunity to meet some fantastic people involved with this organization. The commitment of volunteers here is absolutely amazing. I am here to help fulfill the goals, responsibilities and dreams of these volunteers, because without them, this organization wouldn't work."

Sykes holds a bachelor's degree in animal science from Texas A&M University. He has extensive experience in livestock production and management, operations management, marketing and international agricultural programs.

His duties will include organizing and managing the livestock show, horse show and calf scramble program, as well as all related activities and coordination of these activities with committee volunteers, officers, directors, and state and national breed association personnel. He also will help continue the plans to broaden the organization's national and international scope.

"John and I will be working very closely over the next year, as he

learns the many aspects of this industry," said Don Jobes, assistant general manager. "Not only is there livestock to deal with, but add to that a premium list to produce and publish, a rule book to compile, an intricate data processing system to learn and much more."

Sykes came to the Show from the Texas Agricultural Extension Service in College Station, Texas, where he was a coordinator and assistant to the director of the Texas Agricultural Lifetime Leadership (TALL) program for nine years. This program is a syndicate of Texas leaders, whose mission is to help ensure effective understanding and encourage positive action on key issues, theories, policy and economics that will advance the agricultural industry.

Sykes also served as TALL's designated liaison from the director's office to state and national government officials. He played an integral role in supervising agricultural and livestock

programs, as well as fostering relations with international contacts.

Prior to his tenure with TALL, Sykes was the president of Stahmann Chocolatry, Inc., in Las Cruces, N.M. He also served as the deputy director of the National Pecan Marketing Council, and for eight years he managed a hog and cow/calf operation in College Station.

Sykes is a native of Iowa Park, Texas. He and his wife Teresa have two children, Clint, 14, and Kristi, 10.

Houston Livestock Show and Rodeo General Manager Dan Gattis said, "John's background in the agricultural industry, coupled with his invaluable leadership and management skills, will undoubtedly add even more depth to our agricultural exhibits and competition department as well as aid in guiding our livestock show into the next century."

*Story by
Leslie
Worsham*



Sam Pierson

John Sykes, (standing) new manager of the agricultural exhibits and competition department, spent his first Show getting to know committee volunteers and livestock officials.

A WALK AMONG THE STARS



Story by
Amy Glass

Is he going to be here? That was the question on the bright, breezy, beautiful day Monday, Feb. 19 — the day the newest attraction was to be unveiled at the 1996 Houston Livestock Show and Rodeo.

Star Trail, the organization's new area dedicated to premier entertainers who have had a significant impact on the Show, began its serious initial planning stages only seven months ago. "It was talked about on and off for many years, but for many reasons, this year seemed to be the right time," said Lori Renfrow, assistant manager of the Show.

Houston television personality

and Show life member Jan Glenn is credited with the original idea — a Hollywood walk of fame-style tribute to Houston Rodeo entertainers. It was Glenn's proposal that pushed the project into reality.

"This is just another example of how the Show is growing — not just staying viable, but remaining interesting, doing new things," said Don D. Jordan, Show president. "This event will allow the Show to enjoy national publicity each time a new entertainer is inducted. This is a fine illustration of how committee people are breathing new ideas into the organization."

The first three entertainers to be

honored were naturals — Gene Autry, Roy Rogers and George Strait.

Gene Autry, *The Singing Cowboy*, debuted as the Show's first star entertainer in 1942, capturing the hearts of Houstonians with his voice and his magnificent horse, Champion. This first performance represented the most significant improvement in rodeo entertainment. The Show's entertainment prior to Autry's performance included a pony and two trick dogs. Autry performed to Show audiences for six years throughout the 1940s and '50s.

Roy Rogers, *The King of Cowboys*, entertained Houston crowds throughout three decades (1950-1972) with his movie star charisma and talent, performing for eight years to rodeo audiences.

But in this new age of country and western entertainers, it has been George Strait who has proved to be the greatest advocate of the Show — and who has reached, by a wide margin, the largest number of Houston Rodeo fans.

"I am particularly pleased to see us start this program now," said Dan Gattis, general manager of the Show. "Of course, we have enjoyed many entertainers over the years, but these three have really made a difference in terms of helping the organization grow. In this modern era of the rodeo, George Strait really stands above the crowd. I would like to extend a heartfelt thanks to George from the Houston Livestock Show and Rodeo not only for performing for us 21 times over the past 14 years, but for agreeing to pay-per-view coverage of one of his performances. His cooperation will lead the way for other entertainers and allows the Show to reach more people and generate more scholarships. This is just one example of how George continues to be a friend of



Sam Pierson

George Strait's son Bubba and wife Norma help the singer unveil his likeness in the Show's new Star Trail

this organization and why he was chosen to be honored.”

Bringing the architectural concept of Star Trail to a reality began with Gary Wilson of Wilson Architects, who helped visualize and plan the area. Wilson produced drawings detailing Star Trail. Then, from publicity photos of the three entertainers, fulltime Astrodome USA artist Logan Goodson sketched line drawings that were crafted into brass silhouettes.

On its day of dedication, while the crowd around Star Trail was vaguely aware of the time, craftsmanship and hard work that had gone into the planning and completion of the area, the question of the hour was still “will *he* be here?”

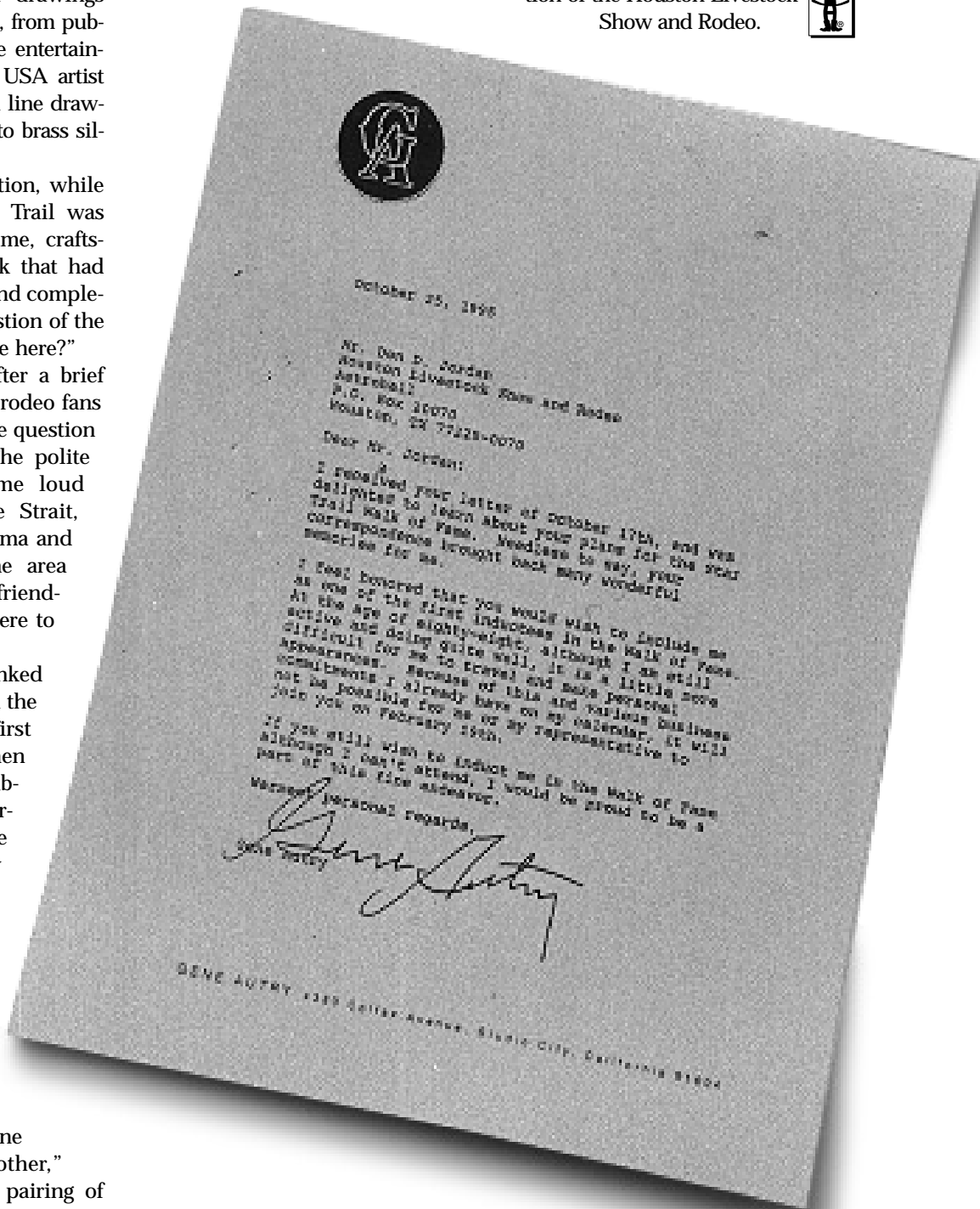
Jordan and Gattis, after a brief greeting to the gathered rodeo fans and media, answered the question in everyone’s minds. The polite crowd suddenly became loud and excited as George Strait, along with his wife Norma and son Bubba, entered the area with a bright smile and friendly wave for everyone there to greet him.

Strait graciously thanked the Show and recounted the famous story of his first rodeo performance when he was a last-minute substitute for another entertainer who had become ill. He also humbly acknowledged the honor of being included with such legends as Autry and Rogers.

Jordan and Gattis each presented Strait with one of a pair of spurs. One spur, presented by Gattis, was inscribed “From One Texas Legend to Another,” honoring the long-time pairing of

George Strait with the Show. The other spur, presented by Jordan, read “Presented to George Strait for Playing to One Million Houston Rodeo Fans.”

The future will see additional entertainers inducted into Star Trail, but the three singing cowboys who comprised the inaugural members will forever be remembered for their significant contributions to the evolution of the Houston Livestock Show and Rodeo.



LOOKING UP THE HILL



**Story by
Freeman
Gregory**

Conversation wanders between John Weathers and Dale Schaffner as they sit on a battered tack box jammed against the wall of a barn at the Washington County Fairgrounds. Opinions and ideas are exchanged comfortably from one man to the other. They've known one another for a long time. But, the content of their talk is just a backdrop to the moment at hand. See, they're looking up the hill.

Weathers and Schaffner are agricultural science teachers at high

for a quick trip to a nearby processing plant. Those destined for the Show are directed "down the hill" from the judging barn and back to the relative safety of their pens.

Weathers and Schaffner are looking up the hill to see if their students and their pigs have been selected to move on to Houston.

After 13 years, the sift has become a fixture in Brenham, producing significant social and economic impact to this picturesque town located about 70 miles northwest of Houston. For the Show, it

to Houston for judging.

So, like many things associated with the Show, the sift was born of necessity. Here's how it works. Youngsters from throughout Texas enter their pigs in the Houston competition and mark their calendars for mid-to late February for their trek to Brenham.

While many people arrive Wednesday night, Thursday is the big move-in day, when members of the Show's Breeders Greeters Committee direct traffic, supervise livestock unloading and organize parking — all extremely important tasks when you consider they have just one day to get all that done for exhibitors and their 4,300 pigs.

Swine Auction Committee volunteers also make the trip to Brenham to work at the event. This group also pre-sells the market barrows, ensuring that each of the 660 exhibitors who makes it to Houston receives a premium for his or her animal.

Judging begins on Friday, and it's something to behold. The pigs are classified by breed and weight, called by classification, weighed and sent "down the hill" or to the trailer that's waiting in the parking lot — all at a dizzying rate.

This year's judge, Warren Beeler, a commercial swine breeder from Caneyville, Ky., was joined in the judging ring by three assistants. Their procedure is simple, sometimes painfully so.

The judge stands back about 15 feet from the end of a chute that leads into the judging ring. Through the chute come the exhibitors and their barrows, one pair at a time. In somewhere between two and seven seconds, the kid discovers the immediate fate of the animal he or she has raised for the past year.



Sam Pierson

The population of Brenham, Texas, increases dramatically for a few days during the pig sift, when thousands of hopeful young Texans — with their teachers and parents — descend on the small town northwest of Houston.

schools in the Texas Panhandle. They've brought almost 70 students and pigs to the barrow sift in Brenham, Texas, an elimination round that narrows the field allowed to contend for honors in the Show's junior market swine competition from 4,285 entries to 660. Pigs not selected to go to Houston are ushered into a trailer

has solved many problems.

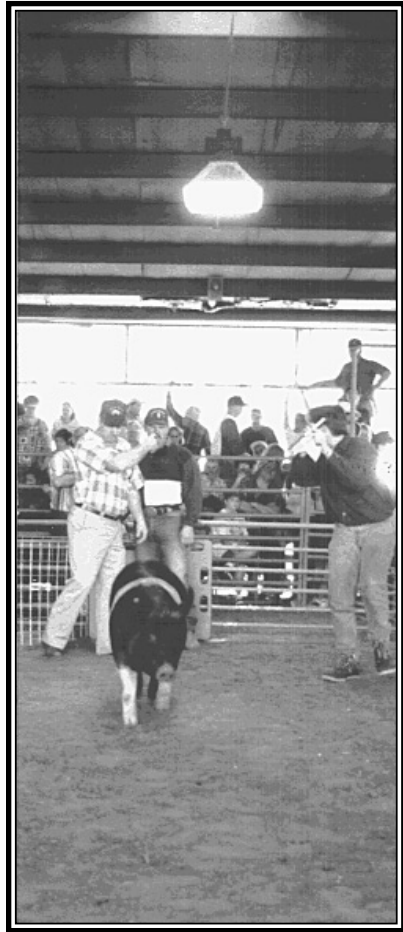
In 1983, gradual but substantial growth in the number of animals entered in the Show's livestock competitions made officials realize the Astrohalls facilities weren't large enough to house all of them, especially swine. There had to be a way to reduce the number of pigs that finally made it

Hands akimbo, Beeler swallows each animal visually as pig and handler move past him. Quirts raised high and eyes full of hope, the kids hold their breath and watch Beeler, waiting for him to point one way or the other.

A gesture one way prompts one of his assistants to bark, "Down the hill." Jubilation. A gesture the other way brings the instruction, "Out."

At first, the exhibitors look stunned. Their shoulders slump a

See **LOOKING UP** on Page 20



Sam Pierson

A quick gesture from the judge sends the exhibitor's hopes and his pig to the world's largest livestock show... or out the door to the packing plant.

BOOMING IN BRENHAM

When the thousands of these livestock exhibitors, their teachers and families descend on Brenham for four days, they bring with them a need for food and lodging that ranks second only to bluebonnet season, according to Paige Michel, director of tourism for the Washington County Chamber of Commerce Convention and Visitors Bureau. "It's a time of year that affects our entire community," said Michel.

When Dorothy Morgan first pitched the idea of luring the barrow sift to Brenham, local business people and government officials looked at the then-mayor as though she'd stepped right out of a spaceship.

"Restaurant owners actually asked me, 'You mean, we'll have to stay open later?'," she laughed. "Now, they tell me to keep the sift in Brenham at all costs."

Today, Morgan is the Washington County Judge and a member of the Show's Breeders Greeters Committee. The sift, she says, has been an incredible boost for Brenham.

"The economic impact the event has on the county is somewhere around \$500,000," explained Michel. "And that is a very, very conservative estimate."

During the sift's four-day run, all 500 motel rooms in Brenham sell out, and lodging business improved within a 50-mile radius of the city, Michel said.

Despite the increased traffic congestion and the crowds at local grocery stores and restaurants, the people of Brenham look forward to the sift and the visitors it brings.

A TIP OF THE HAT TO THE SHOW'S CHAIRMAN



As Dick Graves ends his tenure as chairman of the board of the Houston Livestock Show and Rodeo, it is fitting to reflect upon this positive-thinking, energetic man who for many years has tirelessly given

of himself.

His strong leadership qualities, charismatic personality and capacity to see the Show as a place where people can enjoy themselves while helping others have given him the ability to effec-

tively direct the Show as it has evolved to new levels.

Of the many accomplishments made by the Show under his leadership, Graves is most proud of those which relate directly to the primary purpose of the organization — providing educational opportunities.

He points out that, at one time, most scholarship recipients lived outside Harris County, with only 25 scholarships given each year to students located in the Houston metropolitan area. Graves, who spearheaded the localization and increase of scholarships, states with pride that today more than 100 scholarships are given each year in the metropolitan area alone, including one for each high school in Harris and the contiguous counties.

Yet increasing the quantity of scholarships was not enough for Graves. In his self-described most important moment, at the annual statewide 4-H Roundup convention in College Station, Texas, Graves announced that all \$8,000 scholarships were a thing of the past, and that they would be upgraded to \$10,000 awards, and that such change would be retroactive. The standing ovation from the huge audience precluded any further comments by Graves, reflecting the magnitude of his statements and their effect on many young lives.

Graves was drawn to the spirit and excitement of the Show and became a life member in 1960. His role in committees reflects the growth of the Show during his early years. He was active on the Membership Committee and founded the Sky Box Committee, which was recently dissolved because all sky boxes were sold.

Graves chaired the Poultry

*Story by
Ann Jacobs*



Sam Pierson

Chairman of the Board Dick Graves was joined by his wife Betty Ann at the final rodeo performance of 1996, honoring the Show's outgoing officers.

Auction Committee from 1979 through 1981, was elected as a vice president in 1983 and served as officer in charge of the Poultry Auction, Breeding Poultry, Health and Sky Box committees.

In 1987, Graves was elected to the Executive Committee and in 1990 was chosen to serve as the Show's 16th president. After a three-year term as president, he has served as the organization's chairman of the board for the past three years.

Graves' life has many facets other than the Show. As the owner and president of Graco Mechanical, Inc., a mechanical contracting firm, Graves is a practicing mechanical engineer and has been continuously innovative in his field. He developed a computer program dealing with heat gain and loss calculations which permits the design of energy conserving air conditioning systems.

He developed another computer program dealing with sizing and converting of duct work, which is now public domain software and widely used throughout the industry.

Born in Tonkawa, Okla., Graves graduated from San Jacinto High School in Houston. He attended Texas A&M University and graduated with a bachelor's degree in engineering in 1951. One year later, he graduated from the U.S. Army Aviator School and served as a first lieutenant pilot in the Korean War from 1951 to 1954. Graves rejoined civilian life as a sales engineer at Gregory Edwards, Inc., and in 1958 became president of Massey-Graves Company, Inc., the predecessor to Graco.

Graves also is active in a number of charitable organizations

including the 100 Club of Houston, of which he is a director and has served as chairman of numerous committees. A true friend of his alma mater, Graves is a member of the 12th Man Foundation, which supports Texas A&M University.

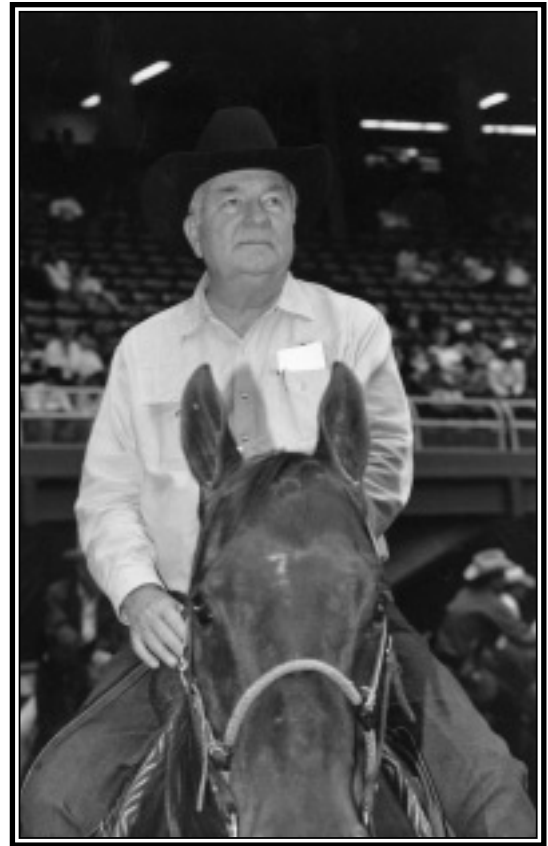
His years of community service — to his school and to others — were recognized in 1995 when he received Houston's Outstanding Aggie award, bestowed by the Houston A&M Club. This award is presented to a former student who best exemplified those characteristics to which all Aggies aspire: the love of and service to the school; service to the community, state and nation; and outstanding contribution to his profession or industry.

Recognition of Graves' contributions has not come just from his alma mater. Because of his work and dedication to youth through the Show, Houston Mayor Robert C. Lanier proclaimed April 23, 1993, "Dick Graves Day" in the city of Houston.

Graves is married to Betty Ann, his junior high school sweetheart. A staunch supporter of his involvement at the Show, the "first lady" attended every Show performance with her husband. They have three sons, one daughter and nine grandchildren. "My sons run the company so I can work at the Show," said Dick.

For many years they owned a ranch near Hempstead, Texas, where they ran cattle and "worked all weekend." Today, Graves owns 221 acres near Lyons, Texas, where he and his wife love to get away and relax.

Although he says somewhat jokingly he wouldn't do it again,



Sam Pierson

In the last six years as president and chairman of the board, Dick Graves rode in every grand entry at the rodeo performances.

the record reflects that Dick Graves has always answered the call to duty in support of the Houston Livestock Show and Rodeo. It is clear that serving as president and chairman of the board of the Show has been one of the greatest and most satisfying accomplishments of Graves' life.

There is no doubt that he will continue to be very active as a member of the Executive Committee; however, regardless of the extent of his future involvement, his sense of fun and that unique feeling of belonging he helps create in each member of the Show will long endure.



NOT YOUR AVERAGE COWBOY



Story by
Beth Johnson

For the first time in this decade, Ty Murray came to the Houston Rodeo without even the slightest chance to nab the All-Around Cowboy honors, but that doesn't mean the world champion cowboy wasn't all over the place.

Sidelined by double knee surgery last year, Murray made the trip to Houston — the world's richest regular-season rodeo and Murray's self-proclaimed favorite on the PRCA tour — not to compete, but to promote. "It's great to be here. I've always had a lot of luck

here in the past, and it's no secret that Houston's my favorite rodeo next to the National Finals," Murray said.

The king of cowboys helped kick off the city's biggest event by serving as grand marshal of the annual downtown rodeo parade — the first rodeo competitor ever to do so.

"As the most popular cowboy in the sport, Ty Murray gave the parade a new excitement for not only the thousands in the crowd, but for the participants and the Parade Committee members as well," said George McAteer, committee chair-

man. "I wish we could have him back in the years to come."

And, rodeo spectators and fans throughout the country were treated to Murray's perspective on the sport of rodeo as he stepped behind the announcer's microphone to add color commentary to the trio of RODEOHOUSTON pay-per-view telecasts. His insight provided a new forum for rodeo events in Houston, giving fans a mini-education in the very events which have made him a world champion.

"It's a little different for me to be on the other side of the chutes,"



Sam Pierson

A six-time All-Around world champion cowboy, Ty Murray (right) added his personal rodeo expertise to the Show's experienced announcer team, led by Bob Tallman.

Murray said to a crowd of 50,000 rodeo fans, “But it’s great to be back here.”

As a color commentator, Murray explained everything from the bucking action of horses and spurring techniques to the balance needed to ride roughstock events and the precise reasons for disqualified rides.

“I don’t want to have a career as an announcer, but I want to be able to give rodeo fans some insight,” said Murray, who also handled commentary duties for ESPN and ESPN2 during the 1995 National Finals Rodeo broadcasts. “I think it helps the sport and the spectators to enjoy it more. If I’m a fan, I want somebody who has the right to brag telling me about what’s going on. When you’re watching football on television, you’re getting to hear about the game from the guys who played.”

Murray said his new duties have increased his respect for the profession, but it’s still “five thousand times more difficult to climb into the chute and on to the back of a bull than on to the announcers’ stand.”

“In my 30-year career in the rodeo industry, I have met many multi-talented people — Ty is in the top of the best I’ve known,” said Bob Tallman, Houston’s veteran rodeo announcer for 15 years. “Not only can he ride, rope and give the audience the energy it deserves from his appearance as a great athlete, but he can courageously diversify his talents and join a broadcast team, dedicating 101 percent to be in a professional mind and voice. He was without a doubt an additive to this Show, not just another seat in the broadcast booth.”

Although Murray is certainly a favorite cowboy to watch atop a

feisty bull or a bucking bronc, the roaring applause he received as a commentator gave every indication that he was exciting the crowd in a different way behind the microphone instead of in the arena.

While in town, between interviews and appearances, Murray continued the daily rehabilitation he’s been undergoing since surgeries last summer. Houston’s 1994 All-Around Champion Cowboy, Murray had hoped to be back in top form to compete in the Astrodome in his trio of roughstock events — bareback, saddle bronc and bull riding.

“When I come back, I’m going to jump into all three events at once — I’m not going to ease into it,” Murray said. “If I was ready for Houston, this would have been it, but I’m not quite there.”

The 26-year-old champion hopes to return to the arena refreshed and ready to contend once more for the coveted world all-around title — an honor he captured for six consecutive years prior to 1995.

“You get drained mentally and physically, and the travel can get you down,” Murray remarked. “You’ve got to train yourself for the ride every night, whether you’re in Houston or Little Rock, Ark. The horses and bulls don’t care which rodeo it is.”

Murray’s surgery and rehabilitation period prevented him from possibly clinching the top title in rodeo for the seventh year in a row. But he said — even if he doesn’t earn another championship buckle from the Professional Rodeo Cowboys Association — that’s all right, too.

“I really don’t have anything left to prove,” Murray said. “I’m in the sport for the self-satisfaction. In the beginning, the buckles were important, but everything I have been

doing for the past couple of years is for me. To dedicate yourself to a sport like I have, you have to love it...and I do.”

Rodeo fans will soon be able to read a lot about this talented, athletic cowboy in a book he has been working on with Kendra Santos, a freelance writer and former editor



Sam Pierson

As one of the Show’s color commentators, Ty Murray quickly adapted to the technology of announcing in the Astrodome

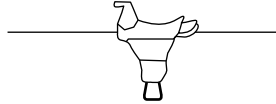
of the *ProRodeo Sports News*.

“It has been a really busy time in my life, and it’s been a lot of work to do a book. I didn’t realize how hard it would be explaining things on paper,” Murray said of the project.

In the meantime, it’s only a matter of months before Houston Rodeo fans will hopefully see the master of the sport reign again in the Dome.



OUTGOING VICE PRESIDENTS



Story by
Pat Scherrieb

As men and women work their ways up through the ranks of committee volunteers, captains, vice chairmen and committee chairmen, 13 are rewarded with even more hard work and responsibility, as they are selected to represent the Houston Livestock Show and Rodeo as vice presidents.

At times they sound and act a lot like candidates seeking nomination. Their hands are busy greeting crowds of old and new constituents with familiarity. They exchange greetings, listening to names and messages others share.

Frequently, they are turned aside in whispered communication which may offer solutions to serious problems or simply provide a footnote allowing them to match a name to a face. Their message seems to reflect the party line, "What's best for the Show." They are slow to criticize. Slower to take any credit for themselves. Quick to acknowledge the quality of the Show's 11,750 volunteers, but even quicker to share the stories of very real young people and their families whose lives have been dramatically affected by the Houston Livestock Show and Rodeo.

Who are these ambassadors who represent the Show across Texas and beyond? Here are the five vice presidents who will end their tenure following the '96 Show:

**George A.
DeMontrond III**

As an officer in charge, the responsibilities of George A. DeMontrond III extend from the Membership Committee, which completes the bulk of its work before the Show begins, to the Steer Auction Committee, which coordinates one of the Show's final

events. In addition, he is responsible for the expanding activities of the Black Go Texan and Go Tejano committees, as well as the Breeding Poultry Committee.

Does he have a favorite committee? "That's like being asked to name your favorite child. It isn't possible!" DeMontrond recounted with pride the accomplishments of the Show's volunteer committees over which he serves, and his chairmen who are charged to make each function of the Show more entertaining to the public, more supportive of the participants, and more volunteer friendly ("with less wear and tear on our committeemen"). As he said, "They have made my job an enjoyable reward rather than a chore.

"Always keep the big picture in mind. Remember, the public deserves a good show, the exhibitors and scholarship recipients deserve our financial support and above all, our volunteers deserve the right to have a good time while doing their jobs."

C.R. "Bob" Devine

During his tenure, C.R. "Bob" Devine served as the officer in charge of the 15 Corral Club committees, Committeemen's Appreciation Bar-B-Que, Special Children and Junior Horse Judging Contest committees.

For him, the continued growth of the Show's committees, volunteers and scholarships has translated into a team concept of strong management requiring depth of leadership which he describes as, "Can do: We take care of business by quietly doing the best job.

"Everybody ought to give something back to the community," he remarked. Then he paused to men-

tion his mentors, Executive Committee member John O. Smith and lifetime vice president Larry Carroll. "Their guidance, 'Decide what's best for the Show and you,' not only helped me do a better job but to enjoy it."

Wayne Hollis Jr.

Wayne Hollis' list of committees over the last three years reads longer than some small-town phone books: Commercial Exhibits, Directions and Assistance, Events and Functions, Agricultural Education Tour Guide, Graphics and Signage, Junior Commercial Steer Feeding and Management Contest and Breeders Greeters.

Hollis noted that regardless of a person's experience, whether he or she is a rookie or a vice president, a volunteer brings the same things to the Show — time and effort.

When he shares his thoughts, he always finds a way to include the youth served by the Show. His respect for the contestants and the demands they face, such as their oral and written exams during Junior Commercial Steer competition, is absolute. He contrasts their challenges to his own role as an officer in charge: "Eighteen-hour days, new friends, lots of fun, more recognition than an individual deserves, and the extremely gratifying feeling of being involved with the youth of this great state."

Jim Janke

Jim Janke tells his committees — Calf Scramble, Calf Scramble Donors, Calf Scramble Greeters, Calf Scramble Advisory, Parade, Lamb Auction, Range and Pasture Plant Identification Contest: "Do

the best you can and the best will come back to you." This "backbone of care" has taken on even more importance as he has come to realize the scope and meaning of the Show around the state as reflected in the young people's eyes. One young lady seated next to him at a scholarship banquet typifies his "Give everything you can" philosophy. He discovered that she planned to spend her summer as she had spent the previous eight — driving a tractor and working on her family's farm.

Janke made it clear he appreciates his committees: "They took me in and made me a part of their committee. Like the Show, they become part of your blood. You love it and them."

The Show's outgoing vice presidents (left to right): George A. DeMontrond III, Tom R. Northrup, Jim Janke, Wayne Hollis Jr. and

T O M R . N O R T H R U P

Tom Northrup, whose responsibilities include School Art, Sheep and Goat, Resource Renewal, Transportation and Rodeo Express committees, credits his mentor, former Show General Manager Dick Weekley, with providing him with an insight to what the Show is all about.

"The challenge to preserve the character and quality of the Show's roots, family life and Western heritage, and to meet change (which he calls the Show's middle name) is in the hands of a great bunch of committee members." He credits the Show's general manger, Dan Gattis, "a superb administrator," and the volunteers who provide the Show with its exceptional reputation.

The enormous commitment of time and service is not possible without an equally dedicated and supportive family. Marilyn DeMontrond, Mary Lou Devine, Peggy Hollis, Jeanie Janke and Katie Northrup also graciously accepted the challenges of the office. The Show benefited greatly from these vice presidential teams.

The last three years have seen countless achievements, including the first School Art Auction, a redesigned and expanded commercial exhibits layout, the implementation of a sophisticated computerized inventory system for the Show's Corral Clubs, the expansion of Go Texan committees and many junior market auction records.

The collaborative leadership of these five individuals set the tone for each of their respective committees and a premier standard for those who follow.



COMMITTEE SPOTLIGHT



Intercollegiate Meat Judging Contest Committee

Story by
Beverly
Rosenbaum

The Intercollegiate Meat Judging Contest has had the distinction of being the “coolest” event at the Show for 17 years. Once a year, on the last weekend of the Show, teams of students representing their respective colleges travel to Houston for an all day Saturday evaluation and grading contest.

“More than 200 students travel from colleges all across the United States to participate in this very worthwhile activity,” said Dr. David Mouton, officer in charge of the committee.

Up to 10 contestants per school, clad in hard-hats and cooler coats, enter a constant 35-degree meat cooler to view various carcasses and cuts of beef, pork and lamb. The students are given 15 minutes at a time for viewing the exhibits, taking notes and placing the classes.

Following these observation periods, students then review their notes in preparation for answering questions. Two uninterrupted periods are allowed for yield grading of

15 beef carcasses and 10 specification cuts. Schools that have not participated in other meat judging contests comprise Division A, while teams which have competed regularly in other contests are designated as Division B.

Saturday night is spent tabulating scores in nine categories for individual and team awards presented at an awards breakfast on Sunday morning, the last day of the Show.

Committee Chairman and contest superintendent John Bellinger first brought up the idea for such an event back in 1979 to the attention of Don Jobes, assistant general manager of the Show. Bellinger, along with a group of colleagues associated with the meat industry, put together the first contest. This core group, themselves former coaches and members of meat judging teams, conducted the competition for 14 years before establishing an official committee three years ago.

This contest, organized and coordinated by the 25-member committee, offers college students in agricul-

ture programs all over the country a chance to practice what they have learned in the classroom. These students are prepared for careers in the beef, dairy, horse, poultry, sheep or swine industries. They may complete pre-veterinary medicine requirements, or qualify for positions in sales and service, inspection, regulation, research and teaching, breed associations, extension or management in an animal industry.

“The preparation for and participation in this contest educates these students about the meat industry, business relationships, competition and life, in general,” said Bellinger. “The experience of being on an intercollegiate judging team is invaluable. These students are better prepared for the business world upon graduation and will make excellent employees.”

The teams may participate in this extracurricular activity for only one calendar year. Due to many state and federal budget cuts, each student now must pay a high percentage of the costs of participating on a team. While 21 teams from 14 states competed in two divisions this year, Bellinger believes that travel costs prevent many more students from participating on judging teams.

The entire competition is held at Freedman Distributors, Inc., who not only generously provides the location for the event, but contributes all meat samples for judging as well.

Next time you visit the grocery store meat case and find that purple grading mark on your selection, you will recognize how you have benefited from the training and expertise of these participants.



Sam Pierson

Contestants in the Intercollegiate Meat Judging Contest must carefully examine various cuts of meat for marbling and other grading characteristics.



Legal Advisory Committee

During his term as Show president, Dick Graves recognized the vast number of talented lawyers among the Show's dedicated volunteers. He realized their expertise would be a tremendous asset, and began calling upon some of these individuals to render opinions concerning legal questions with regard to the organization.

In 1992, the Legal Advisory Committee, consisting of 14 members, was officially formed. Meeting on a monthly basis, each committee member works with a Show vice president and is responsible for assisting the officers' committees. The objective of the committee is to provide timely responses to legal questions which affect the Show. Inquiries involving indemnity agreements and a variety of other situations are quickly addressed.

"The committee's emphasis is not to make or dictate policy, but to provide assistance when called," said Bob Higgs, committee chairman. "We are very proud of the excellent communication that exists between the advisory committee members and vice presidents and Executive Committee."

The Legal Advisory Committee members rotate responsibilities each year so they maintain a working knowledge of all Show committees and their policies. Members are bound by attorney-client confidentiality and defer to the Show's hired outside council in matters of litigation.

The committee boasts a broad cross section of talent and expertise in fields such as real estate, civil, consumer, environmental, tax and medical law," said Higgs. "These members are carefully selected, and

their commitment to the Show is tremendous."

An additional enhancement of this group is the legal symposium hosted by the committee. This educational conference, held annually, offers information affecting shows and fairs throughout the country. The conference is designed for both laymen and legal personnel alike.

Timely topics vary from trade and patent law to legal interpretation of recent hand gun legislation. Guest speakers include state legislators, experts in various fields as well as committee members. Last

is the only one of the Show's volunteer committees which is compensated. "We are paid the whopping sum of one dollar per year in order to technically establish the attorney-client relationship," said Higgs. "I guess you might say our committee's theme song could be 'Hey, Big Spender.'" In reality, the Show receives expert legal advice on a variety of issues throughout the year for \$14.

According to Don D. Jordan, Show president and officer in charge of the committee, "The committee has made a major contribution to the overall business

*Story by
Whitney
Horton*



Volunteers, along with employees from fairs and rodeos across the country, attend the Legal Advisory Committee's annual symposium.

year, more than 200 participants representing major fairs, rodeos and exhibitions attended the conference. This tremendous response led the committee to work toward an earlier conference date so that more participants could avail themselves of the valuable information presented at the symposium.

One of the unique aspects of the Legal Advisory Committee is that it

environment of the Show. As this organization gets larger and more complex, we will see even more unexpected issues arise. The committee's expertise will help make sure that we address each situation with professionalism and accuracy. I personally have been very pleased with the leadership, interest and performance of the committee."



COMMITTEE SPOTLIGHT



Rabbit Show Committee

Story by
Yahsmine
Catli Cowan

It just doesn't seem possible that people can get excited about cleaning cages and sweeping sawdust, but the members of the Show's Rabbit Show Committee enthusiastically embrace this task to help make their exhibition one of the largest of its kind in Texas. This year's rabbit competition drew more than 1,600 entries from more than 400 exhibitors.

of rabbits as steers."

However, it is the commitment of the Rabbit Show Committee's 100 member group that helps make this exhibition an unqualified success.

"We have a lot of people who work very hard and long hours," said Sorrels. "For example, we do our own setup and teardown. There are four times when we have to take the cages down, clean them out, fill

Three years ago, cavies (guinea pigs) were introduced into the Show. Currently, this subcommittee includes two licensed cavy judges who lend their expertise to improving this relatively new exhibit.


Since rabbits are not auctioned at the Show, the members of the finance subcommittee work year round to raise thousands of dollars for trophies, plaques and cash awards. This year, 45 trophies and plaques and 40 cash awards were presented to the winners.

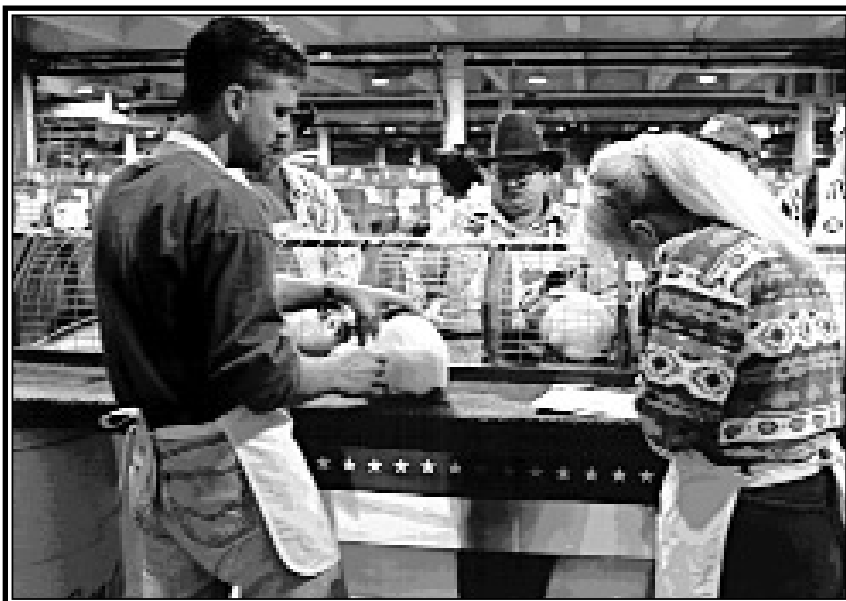
The special events subcommittee is a small group of individuals who coordinates outside fund raisers, like dinners and silent auctions. This group also is helping to raise \$10,000 to be placed in the Show's Educational Fund for a scholarship.

One additional group of people serves as secretaries to process all of the paperwork that comes in just before the competition begins.

Under the leadership of officer in charge Ken Moursund, the committee is a mix of breeders, rabbit registrars and devotees. Though the judging during the show is performed by three outside licensed rabbit judges, the committee boasts three licensed judges of its own.

A close-knit crew not afraid of a little hard work, this bunch of people share a common interest aside from the furry creatures: they are passionate about supporting today's youth through education. "We want to help the kids and show them what they can accomplish," said Petty.

Sorrels agreed, "We put on the rabbit show because we hope to entice people to come to the Show to see the rabbits, and in doing that, we hopefully help raise money for scholarships." 



Sam Pierson

Committee volunteers work with judges and exhibitors to ensure a high-quality breeding rabbit show.

"I think one reason rabbits continue to be popular is they are an animal that city kids can raise and still participate in the Show," said Robert Sorrels, public relations spokesman and a 22-year veteran of the committee.

Chairman Billy Petty, who has been on the committee for 16 years, added, "Rabbits are inexpensive and not very messy. Kids can raise them in their backyards, but it takes just as much dedication to take care

them with fresh sawdust and put them back up.

It takes 50 people about five hours to do the job each time. It's lots of cleaning and sawdust removal, but it helps prevent infection and makes a nice, clean place for the next animal that comes in." In addition to this kind of back-breaking work, members also lend specific talents to the three subcommittees: cavy show, finance and special events.

Veterinarian Committee

In very little time, one of the newest committees at the Houston Livestock Show and Rodeo has become the standard for all livestock shows in the United States.

The Veterinarian Committee is only six years old, but its job is critical to both the exhibitors and to the Show itself. Its goal is to ensure all market animals are free of drug residues.

The committee makes sure of this by testing all first- and second-place winners in each of the four market animal classes, and by doing random samples on all market animals at the Show — lambs, steers, swine and commercial steers.

Committee members spend about five to six days during the Show testing animals. Steers are all tested right in the Astrohall. However, the lambs and swine are randomly tested during their respective siftings in Rosenberg and Brenham, Texas, as well as at the Astrodome complex.

“The committee is comprised of 23 practicing veterinarians, many of whom run their own clinics,” said Dr. David Mouton, officer in charge of the committee. The group of vets meets once prior to the Show to organize and develop their work schedule. They also are responsible for coordinating and ordering all testing supplies needed for their duties. These professional vets are assisted by agricultural science and

veterinary students when samples for testing are being collected.

There is plenty of good news about this committee. Rarely has it found unapproved substances in

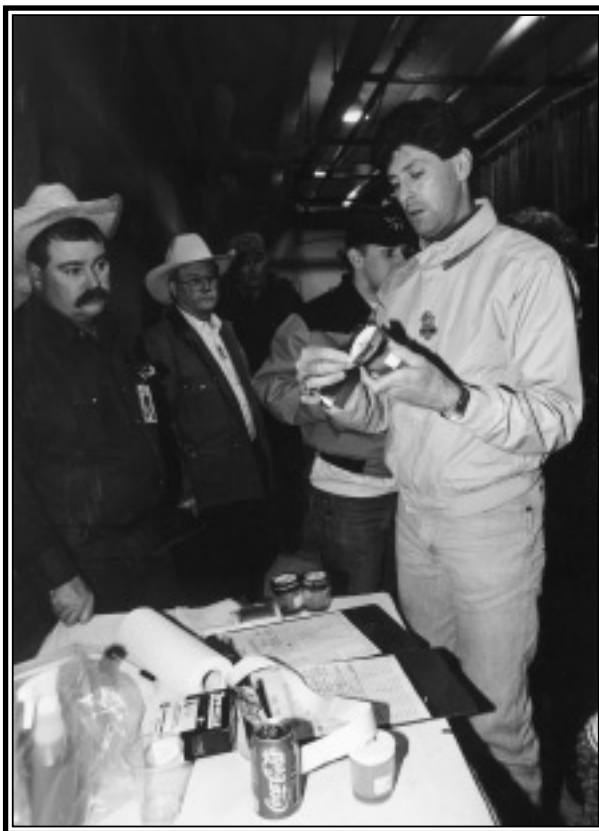
making sure the testing has been done very professionally, that all of the country looks to our program as the standard,” said Committee Chairman Don Goodman, D.V.M.

“Our procedures have been tried and tested, and we have come out as the model program.”

Once the urine sample is collected from the animal, it is handed over to one of the vets, who divides it into two portions, putting each sample into separate containers, which are then sealed with evidence tape. One goes to a diagnostic laboratory, and the other is frozen and retained by the Show. If there is ever a question, the Show verifies the first test by sending the frozen sample to a different laboratory for testing.

The actual examination is done at the Texas Diagnostics Lab in College Station, Texas. Show rules require that market animals not be within the withdrawal time of any drug, chemical or feed additive at the time of weigh-in or a violative sample may cause an animal to be disqualified.

“We have taken hundreds of samples over the years, and rarely will you find an unapproved substance,” Goodman explained. “These days, everyone has accepted the testing as part of the process and everyone’s a lot more relaxed about it now — well, maybe with the exception of the animals.”



Sam Pierson

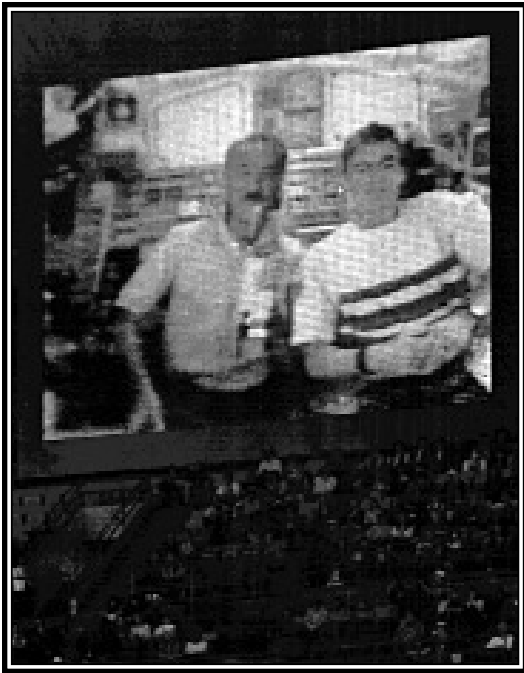
Splitting and labeling samples to ensure accuracy and fairness in the Show’s Residue Avoidance Program is a major function of the Veterinarian Committee.

any of the thousands of animals that have come through the Show in the last six years. Because the testing methods have been conducted so professionally, many other livestock shows around the country have set up their procedures in the same way.

“We’re really proud to say that our folks have been so diligent in

*Story by
Charlotte
Howard*

SUCCESS
From Page 4



Sam Pierson

An Astrodome crowd watched as Columbia space shuttle astronauts Jeff Hoffman (left) and Andy Allen talk to rodeo announcers via live satellite.

**BIG BUCKS IN THE
RODEO ARENA**

Chad Klein of Jackson, La., rode his way to Houston's prestigious All-Around Cowboy title after competing in the bareback and bull riding events. He added \$25,000 in prize money to his \$17,958.93 in event earnings, for a Houston Rodeo paycheck totaling \$42,958.93.

Houston's rodeo competition drew a total of 505 contestants competing in the Astrodome arena for a share in \$700,758 in prize money, the world's richest regular-season rodeo.

SPACED OUT IN THE DOME

"Hello there, Astrodome. This is Columbia."

Those were the words spoken by Flight Commander Andy Allen to a sold-out rodeo crowd watching a

special audio and video transmission via satellite from the Columbia space shuttle on March 2. "We're about as far away from Houston as you can get," said Allen. "But we're certainly with you in spirit."

Announcers Bob Tallman, Boyd Polhamus and Bill Bailey spoke live with Allen and Mission Specialist Jeff Hoffman for several minutes and presented them each with an official Show belt buckle.

"We sure could have used one of those big lassos you have when our satellite got away," said Hoffman. "Then we may have been able to get it back."

In what Tallman described as the opportunity of a lifetime, this spectacular transmission from space was perhaps one of the Show's most unique "firsts," and was certainly a shining moment for the Houston Livestock Show and Rodeo.



LOOKING UP
From Page 9

little. Then, they look mildly distressed, as though to say, "No, it's a mistake." Finally, they resign themselves to the moment, pulling on some emotional bootstraps and righting themselves for the walk out of the arena.

Some are veterans who have learned to separate emotion from the pragmatism of agribusiness. Some, like the girl who reaches over into the exit chute to pat her pig a last time, are new to the event, and for them the parting is hard.

"Never name anything you might have to eat, I always told my

kids," said Hoss McGhee, a member of the Show's Swine Auction Committee, who was working the sift arena this year. "They still get attached, though."

"The kids don't know it, but they're doing more than raising a pig. They're learning values," explained George Krejci, an ag teacher from Fort Bend County. "They'll tell you they're doing it to earn money or it's just something to do. But they're learning about life, about winning and losing, and how to handle both."

Ultimately, for four days every year, the Washington County Fairgrounds becomes a community. Outwardly, it would seem that the fairgrounds' inhabitants have been

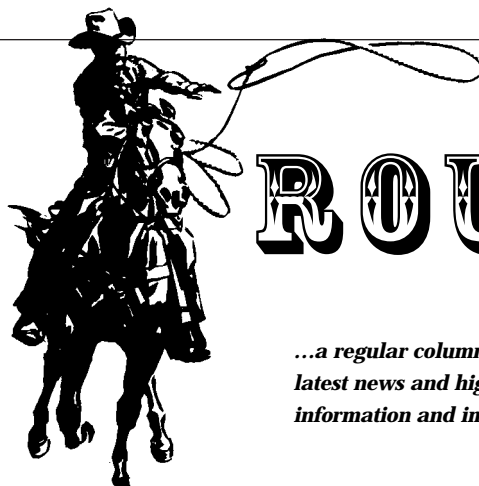
brought together to achieve a single purpose — the sift. But, any witness will tell you there is much more going on than swine judging.

Young people learn a great deal about life and growing up. Families strengthen themselves by participating in a common effort. Teachers mold their students beyond the confines of a classroom. People enjoy the shared experience that comes from living lives tied to agriculture.

The sift, at its most basic, is testimony...confirmation of just how deeply the Show's influence penetrates life in Texas.



RODEO ROUND-UP



...a regular column in H Magazine featuring the Show's latest news and highlights as well as the most current information and important updates.

ANNUAL MEETING

The Show's **Annual Meeting** will be held Tuesday, May 21, at 3 p.m. in the Astroarena Sales Pavilion. All Houston Livestock Show and Rodeo members are invited to attend. A recap of the 1996 Show will be presented, along with a brief summary from each officer regarding his or her committees' achievements.

Members of the board of directors and new lifetime directors also will be elected at the Annual Meeting.



A BIG THANKS!

The 1996 Show was a tremendous success, due in part to the hard work of the Show's more than 11,750 committee members.

The Executive Committee, President Don D. Jordan and all of the Show's officers thank these volunteers and honor their tireless contributions to the Show at the annual **Committeemen's Appreciation Bar-B-Que**, Sunday, June 9, beginning at noon in the Astrohalla. Come enjoy delicious barbecue and live entertainment, and know that this year's Show would not have been a success without you!

THE SHOW'S REAL REWARDS

The summer is a very special time for the Show, as the heart of this organization is truly expressed — the scholarship program.



Houston Metropolitan recipients will be honored May 21 at the Million Dollar Banquet, where \$1,170,000 will be presented to students.

Also, Houston-area Hispanic students will be collecting \$300,000 in educational scholarships on May 23. And Texas 4-H and FFA members will accept \$1,000,000 in scholarship awards this summer.




As a member of this organization, you have helped benefit the youth throughout Texas in achieving their educational dreams.

FFA SCHOLARSHIP PRESENTATION

This year, Houston will be the host city for the annual FFA State Convention. As Texas has the nation's largest number of FFA members, there will be approximately 6,000 delegates attending the event, which will be held in the Astroarena. The presentation of Houston Livestock Show and Rodeo educational awards always is a high point at the convention, as our Show is the largest single scholarship donor.

The Show's scholarships will be presented on Wednesday, July 10.

CALENDAR OF EVENTS

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

MAY EVENTS

- 21 - Annual Meeting, 3p.m.; Sales Pavilion
- 21 - Metropolitan scholarship presentation
- 23 - Hispanic scholarship presentation
- 30 - Board of directors meeting, 5p.m.; Show meeting rooms

JUNE EVENTS

- 4 - 4-H scholarship presentation; College Station
- 9 - Committeemen's Appreciation Bar-B-Que, noon; Astrohall

JULY EVENTS

- 1 - Final deadline to clear all outstanding accounts with the Show
- 4-5 - Show offices closed for Independence Day holiday
- 10 - FFA scholarship presentation; Astroarena



Houston Livestock Show and Rodeo
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 Houston, Texas 77225-0070

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