



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

MAGAZINE

The front cover is a familiar place for Western artist Mark Storm, but it's seldom his face we see.

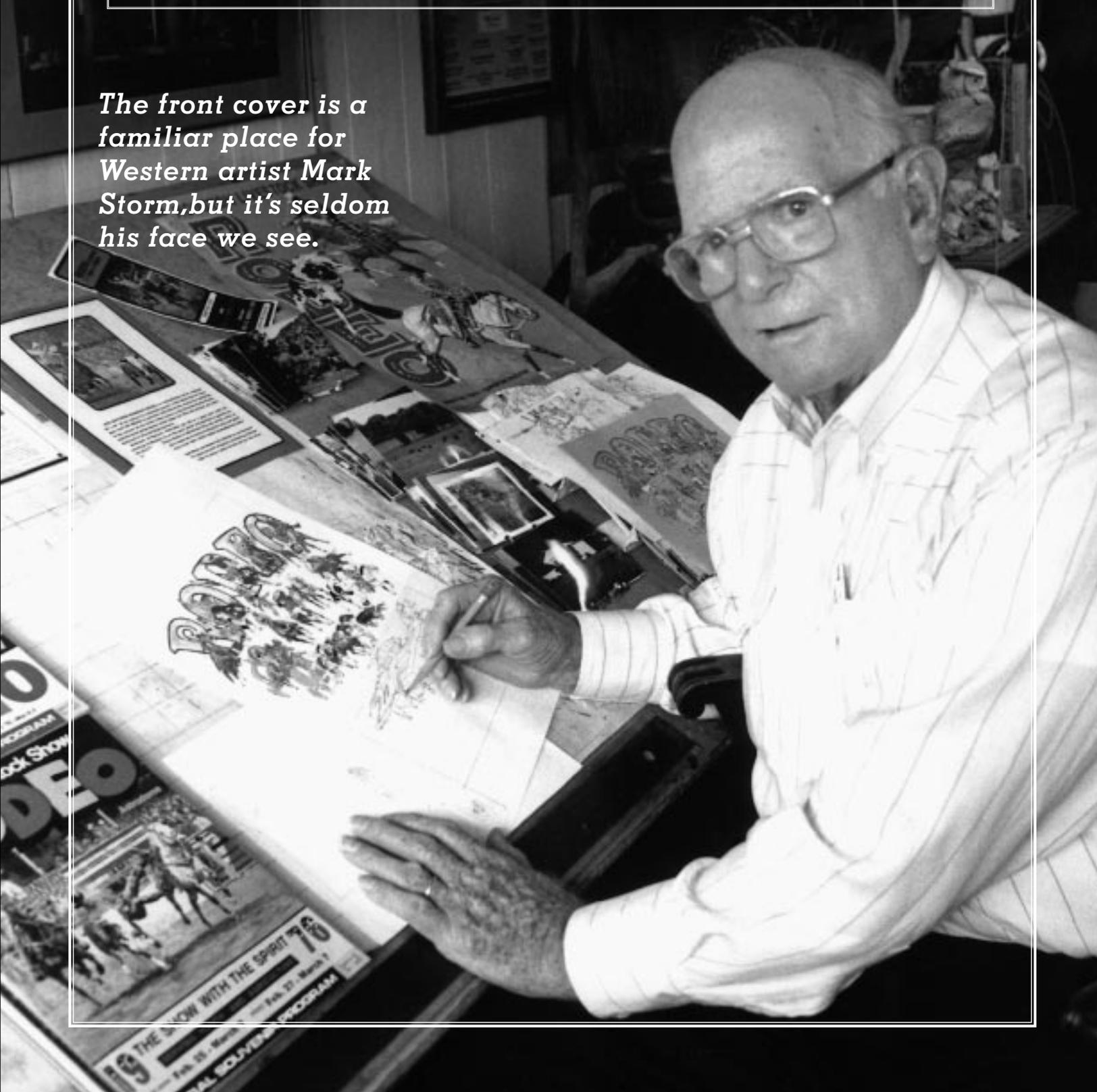


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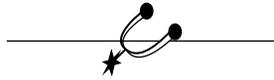
Cover Photo

Sam Pierson



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A MESSAGE FROM THE PRESIDENT



Gene Autry. Roy Rogers. George Strait. If your heroes have always been cowboys, you'll probably be as excited as I am by the announcement that we're building a permanent display area to honor our entertainers over the years. They represent, in the best way possible, that you can be famous and talented and still be one of "the good guys."

Many of us grew up with Gene and Roy. We learned a lot of things from them, like keeping our word, standing up for our friends and treating people the way we would want them to treat us. They taught us that it's possible to be both strong and fair. And just when we thought we would never see their kind again, a young singer named George Strait came along — a real, honest-to-goodness cowboy, rancher, Texas good guy.

We flew that young man in here for the first time in 1983 as a replacement for another entertainer, and he's still the sincere, hard-working cowboy, doing what he loves, that he was then. Of course, he's a lot more famous now, and our Show has grown considerably. Yet, we're still the same dedicated bunch of volunteers we were then.

Unfortunately, all 11,000 volunteers can't be put in our star area, even though you deserve it. You're heroes to a lot of Texas youngsters, even though they may not put your faces on their T-shirts. When they walked up to their college registration lines last month, and their tuition was paid by the Houston Livestock Show and Rodeo, they thanked you. When they were able to buy a few more heifers for their future herds of registered cattle, because you guaranteed them top money for their auction animals, they remembered our Show. When art students start a new project with a little extra confidence because they received recognition at our school art show, they're part of our legacy, too.

You volunteers are also heroes to these kids' parents. We hear time and time again about the family who never would have been able to send a promising young man or woman to

college if it hadn't been for a Show scholarship. Moms and dads tell us about students who do better in school because they have a heifer or a steer or a pen of chickens that they feel responsible for, and they just don't have time to get into trouble. These boys and girls have a goal — they can see themselves winning a trophy at the Houston Livestock Show.

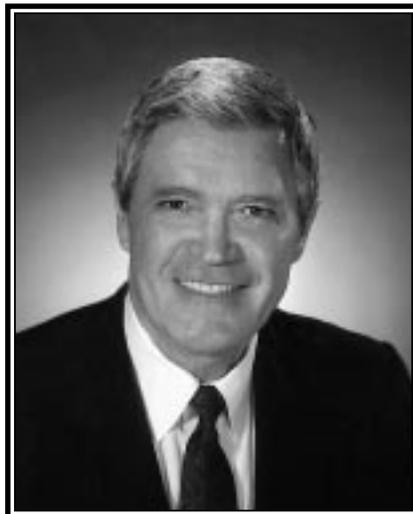
There are other kinds of heroes involved in our Show — agricultural science teachers and county extension agents who take extra time to help the 4-H and FFA members prepare for the big event; teachers at all levels who explain Western heritage and agricultural roots to their students so they can participate in our art and photography contests; and community and business leaders who help us add even more to what is already the best family entertainment available.

You'll see many of these folks this year wearing a special insignia — the VIP badge. There's a photo of it later in this issue and I ask you to study it carefully. It's a sign that the person wearing it gave something significant to our Show — promotional efforts, advertising, money, equipment or other services. Many of these people are our corporate sponsors, making it possible to keep ticket prices low while adding more attractions. Many are scholarship donors, helping to send more Texas youngsters to school. When you see someone at the 1996 Show wearing the VIP badge, take a moment to thank them. They're an important part of our Show family.

We have had thousands of heroes in our 64-year history, some famous, but more just everyday folks. We'll dedicate the permanent entertainer display area during the 1996 Show; but when you walk by it, whether

you're wearing a gold committee volunteer badge or a VIP badge, remember that you're the foundation, the heart, of this Show. It's exciting to honor our shining stars, but Roy and Gene and George would be pretty proud of you, too.

Kaye Marvins Photography



DON D. JORDAN
PRESIDENT

PICTURES WORTH A THOUSAND WORDS



Story by
Nancy Burch

As a child, Mark Storm says he drew a horse before he ever saw one in the flesh. Today, at the age of 84, he's still drawing cowboys and horses. When time permits, he also continues to saddle up his favorite mount, Andy, and go for a ride.

Much of the history of the Houston Livestock Show and Rodeo over the last half century is represented by the rich visual panorama of Mark Storm's artwork. Walk through the Show offices and meeting rooms, and you see his posters from past rodeos along with his paintings of Show officials. Just outside the offices stands Storm's sculpture of past Show president Stuart Lang Jr.

His appearance and drawl are as typically Texan as any Hollywood prototype, but Storm was actually born in Valdez, Alaska, where his father was on assignment as a mining engineer. He recalls that as a child living in Juneau, he was excited by the horse ridden by a man who delivered the groceries.

When the family moved to Ashland, Ore., a few years later, Storm said, "That's where I got hooked on the rodeo. I can still remember my favorite rider, a Nez Perce Indian named Sundown Jackson who went on to be enshrined in the Rodeo Cowboy Hall of Fame."

The mining business took the family far south to Mazatlan, Mexico, and the silver lodes in the Sierra Madre mountain range. It was here that Storm learned to speak Spanish, as well as how to ride and rope, and how to handle mules and burros.

It wasn't until his high school years that he became a Texan. The Storm family settled in central Texas so the five boys could attend Austin

schools. Summers, however, were spent on the family ranch in New Mexico's Ruidoso Valley, near where the fabled Geronimo ranged. "We drove back and forth in an old sports car, a 1917 Velie," Storm says. "I worked on the ranch and competed in local rodeos." He is still proud of the highlight of his brief rodeo cowboy career. "On July 4, 1933, at the Fort Stockton Rodeo, I won first place in the saddle bronc event and took home a \$25 prize."

As a student at the University of Texas, Storm studied art in the architectural school, but majored in English. Right out of college, finding no market for a Western artist in post-depression Houston, he began working in a photoengraving shop. His talent was soon recognized by none other than Humble Oil Company, known

today as Exxon. He was one of the artists selected to work on Humble's Texas Centennial Exhibit at the State Fair in Dallas, a project which included several relief maps of Texas.

In the mid-1940s, while working as a commercial artist for Wetmore and Company, a Houston printer, Storm's association with the Show began. His posters of Gene Autry, Roy Rogers, Hopalong Cassidy, the Cisco Kid and other famous cowboy stars of that era heralded their appearances at Houston's rodeo in the old downtown Coliseum. "The first program cover I did," he reminisces, "had the great all-around cowboy Larry Mahan on the cover."



Sam Pierson



Billboards throughout the city also featured his illustrations.

Storm recalled when assistant general manager Leroy Shafer started the tradition of commissioning an original painting each year, to be used on the program cover and all the collateral print materials. Not surprisingly, Storm's first painting depicted his favorite event — saddle bronc rider John McBeth on a paint horse named K.O. Sundown. Succeeding covers featured outstanding competitors in other events.

With one exception, these original paintings were presented to the cowboys they portrayed at the

following year's Show. "I had painted the Canadian chuck wagon driver, Slim Helmlle," he remembers. "He was very ill and not going to be able to return to Houston, so the late Dick Weekley, former general manager of the Show, took the portrait to Canada and gave it to Slim at the Calgary Stampede."

Storm went out on his own as a Western artist in 1952, establishing his studio in the Rice University area. More than 40 years later, he still works in the same spot, surrounded by a treasure trove of extraordinary work and memories. He has twice been named "Texas Cowboy Artist of the Year."

Without missing a beat, Storm recounts the many portraits of Show presidents and officials he has painted — Buddy Bray, Norwin Gerhart,

Al Parker, Louis Pearce, Gail

Whitcomb and Bill Williams — just to name a few.

Busy at work on the Show's 1996 artwork by the beginning of the summer, he began with a rough pencil sketch, based on ideas arising from an initial brainstorming session with Show staff. Moving through a process of revisions and approvals to a final sketch and then a watercolor rendering, he produced the final version using gouache, an illustrators medium he describes as opaque watercolor. The new design will appear on posters, postcards and, of course, the souvenir program cover.

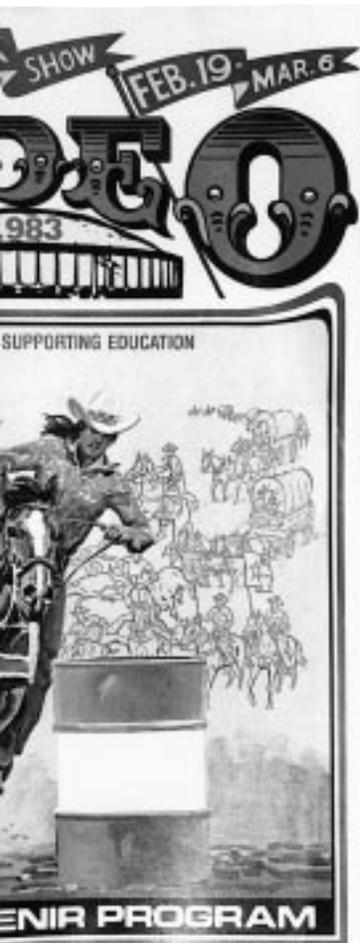
Storm also is a longtime volunteer with the Show. He is a charter member of the School Art Committee, judging the work of students enchanted with the world of cowboys, horses and other Western themes, just as he was as a young boy and still is today. He is also a charter member of the Speakers Committee and served on the Paint Horse

Committee for a number of years. The Show volunteer tradition continues in the Storm family — Eve Bailey serves with her grandfather on the School Art Committee.

Like everyone associated with the Houston Livestock Show and Rodeo, Mark Storm is an evangelist, spreading the word. While most of us are limited to words, his pictures tell the story in a very special way.



Mark Storm highlights a different rodeo event or historical aspect of the Show for each year's souvenir program cover, poster and other promotional materials.



EVOLUTION OF THE BADGE



Story by
Sam Allen

Ever since its inception as the Houston Fat Stock Show in 1932, this organization has issued badges to the men and women who have participated as volunteers in this annual event. However, the nature and function of those badges and the people receiving them have changed dramatically over the years.

The earliest Show badges were paper rather than the metal types used today. The badges originally served as passes to allow the officers, directors and others involved in the Show to gain admittance into the main arena and other areas requiring their attention. Committee personnel did not receive

badges in those early days.

The first metal badge was produced in the 1940s. Every year since that time a different design has been utilized on the official badge. In the early 70s, the badge began to feature the signature logo of the Houston Livestock Show and Rodeo—the bowlegged “H.” The last forty years has seen emblems representing everything from wagons, stars and the state of Texas to belt buckles and the Astrodome complex on the badge.

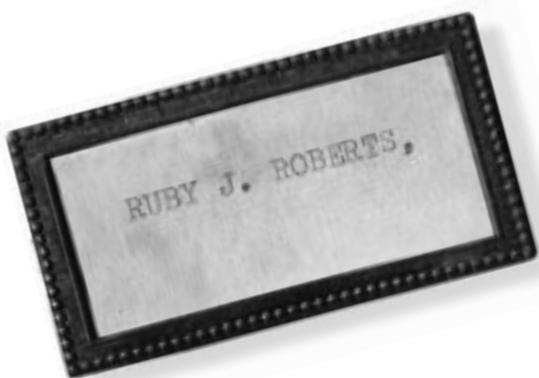
The selection of the badge design is an informal process. Typically, six or seven designs are presented to the Executive Committee by various artists. The Executive Committee then selects the design of the badge to be produced. Some of the artists are solicited by the Executive Committee, while others submit designs on their own. For instance, artist Mark Storm (see pages 4-5), has been commissioned to design three different badges for the Show.

The first badge was manufactured by the Nelson-Bringhofs Company

(now Nelson-Silvia Company, Inc.) located in Houston. The company still has samples of the dies originally used to stamp the first badges. The Nelson-Bringhofs badges were bronze with either gold or silver plates and die struck with a 350-pound trip hammer. The designs were selected by the Executive Committee, while Nelson-Bringhofs produced the die and stamped the badges. In the early days, fewer than 2,000 badges were produced each year. Rick Silvia, grandson of the founder of the company, noted that they produced more “guest” badges than “committeemen” badges.

Badges issued to the Executive Committee, officers and directors always have been gold. Later, the Show began issuing silver badges to committee volunteers. The silver badges were issued both to differentiate the officers and directors from the committee members and to serve as an incentive to volunteers. Although any badge was certainly a prized possession, a committee member wearing a silver badge knew that with hard work and dedication to the organization, he or she could earn the right to wear a gold badge.

After moving from the Coliseum to the Astrodome in 1966, the Show eliminated the silver badges. Since that time, all committee volunteer and official badges have remained gold.



Photos by Sam Pierson

The gold badges issued to the directors and officers always have permitted free admittance into the rodeo; however, the committeemen's badges have not always provided general admittance. The silver committeemen's badge originally allowed volunteers to enter the rodeo arena only to carry out their committee duties and responsibilities. Although that remained the formal policy of the Show for several years, throughout the years committee personnel were allowed access as needed.

As the Show's committee volunteer membership increased, more of the volunteers began attending the rodeo free using their badges. Although there was an effort in 1962 to cease the "free admittance" policy for volunteers, the policy was short-lived. To this day, the privilege of attending the rodeo free remains in effect for the hard-working group of committee members.

The badges issued to members of the Executive Committee, officers and directors represent literally a lifetime of achievement and service to the organization. For the Show's thousands of committee volunteers, gold badges represent far more than gold identification; it is a symbol of dedication and service. It is a testimony to their time and effort put into

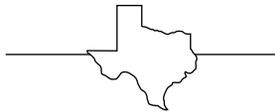
making the Show a success...year after year. Susan Pietrowski, a member of the Graphics and Signage and Souvenir Program committees, said, "Earning a badge gives a person a genuine feeling of acknowledgment of the services provided to help so many others."

"I really feel privileged to be on a committee," said Mark Swoden, a member of the Llama committee. "It gives me the ability to share something with the youth of Texas and lets them participate in the Show in a way that they otherwise would not be able to."

That sentiment seems to be consistent among the 11,000 individuals who work year-round, not only to ensure that the two-week event is more spectacular each February and March, but to represent this charitable organization every day of the year so that more young people in Texas can attend college.



RESEARCH TODAY = DIVIDENDS TOMORROW



Story By
Larry Levy

For more than a quarter century, the Houston Livestock Show and Rodeo has invested in the future, not only for the rancher with thousands of head of cattle or farmers with acre upon acre cultivated for harvest, but with the end consumer in mind.

The Show has recognized the need to invest at the collegiate level, to provide financial support to students with ideas that may improve the quality of life. Whether any specific study results in an immediate breakthrough, Show dollars used in support of projects immediately pay off by training future ranchers, farmers and business people in the scientific process of investigation. The immediate dividend the Show receives from dollars invested today is the foundation for a tomorrow of educated ranchers and farmers. Agribusiness may be an industry, but it comes down to people who can think, who can ask questions and most importantly, who can find answers.

The image of research projects is sterile, fluorescent-lighted labs with people in white lab coats holding test tubes. Not so with these young men and women, who may spend little time in a laboratory. They get more than just their hands dirty while working to improve breeding methods of cattle, swine or sheep, their minds aware of the barnyard rather than lofty ivory towers. It takes a vision to see solid animal waste or poultry litter as a potential source of revenue.

Can you imagine the proposal written by students seeking a grant to turn waste residue into potting material or fertilizer? Or an investigator wanting to study a means to control creosote and tarbush shrubs, toxic forage for some animals, as part of a land management project. These are just some of the research topics supported in part by the Show.

A significant concern is how the consumer benefits from the research, and what do consumers ultimately

get out of these research projects. Well, let's take a look at ground beef, pepperoni, Texas grapes and broiler chickens. What do these four food items have in common? Although each might fall into one of these categories: the four basic food groups for a college student, the menu for a future dinner at the White House, or a few of the choices at the food court during the 1996 Show, all of these four items are involved in several of the research projects supported by the Houston Livestock Show and Rodeo.

GROUND BEEF: AMERICAN AS APPLE PIE



Here in Texas, hamburger may become a little healthier and tastier. What makes it tastier, what makes it healthier and how can the mixture of these characteristics be combined to produce a better meat product are all questions being asked because a Sul Ross State University student is studying low-fat ground beef. Once the meat packing industry can market a low-fat, high-flavor product, we all may enjoy that burger a little more. Now if something can be done with the fries.

PEPPERONI: THE STAPLE OF PIZZAS

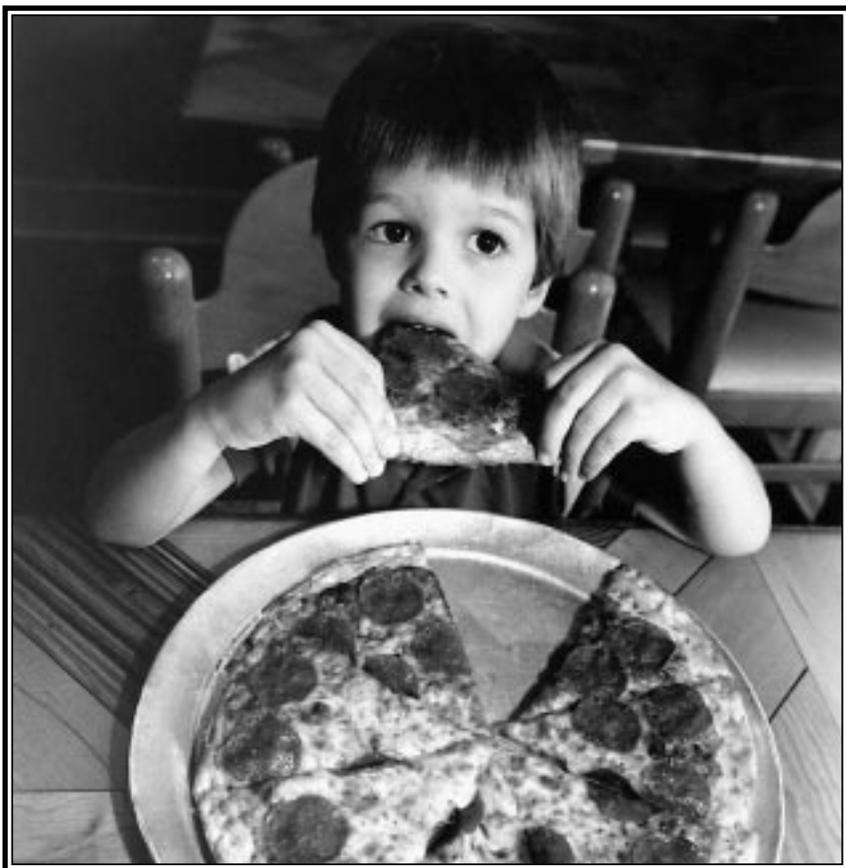


One of the most popular types of dry-sausage food consumed by Americans, pepperoni is also identified as a potential vehicle for illness-causing bacteria. Even though the Food and Drug Administration has established processing parameters for pepperoni, the Department of Animal Sciences at Texas A&M University proposed a study to determine not only if the FDA methods provide sufficient protection from these bacteria, but also what are the most effective treat-



Sul Ross State University

Research money to universities also provides hands-on opportunities for students, such as these Sul Ross students working in beef patty research.



Sam Pleison

Texas A&M University's research on pepperoni will definitely meet with enthusiastic approval from consumers of all ages.

ment process combinations to be followed. Next time you take a bite of that pepperoni pizza, know that safer processing methods are being developed thanks to the Houston Livestock Show and Rodeo.

**TEXAS GRAPES:
FRUIT OF THE VINE**



In the Texas Hill Country, traditional, established crops are subject to market-price fluctuations. Southwest Texas State University investigators have proposed grapes to be a new and alternative crop for ranchers to consider. It is hoped that successful grape harvests will help offset decreases in primary crop prices. A multi-year study, proposed in 1988, is researching the growing

of grapes in central Texas. A multitude of unknowns must be considered—the type of grapes that will grow in the climate of the area, treatment for black rot disease, control of fire ants and management of native flora recovery in cultivated tracts. Hill Country grape juice or wine will be a boost to the economy for the central Texas farmer and a boon to Texas consumers.

**BROILER CHICKENS:
A CHICKEN IN EVERY POT**



When something costs a lot of money, someone may say, “ ..that ain’t chicken feed...,” but at Stephen F. Austin State University, there is a great concern as to how much chicken feed really does cost. The longer a

broiler takes to reach market age, the more it eats. At SFASU, studies are being conducted to reduce that growth time, and therefore feed costs, all the while increasing the number of birds that reach the slaughter plant in a shorter amount of time. Being investigated is the regulation of light-cycles, that is, perception of day and night by the broilers, reducing growth times as well as allow feed cost savings, are being investigated. It is said that time is money. If a poultry breeder can hatch, raise and send to market broiler pens quicker and cheaper, then the cost to the consumer may be lowered, and that ain’t chicken feed!

In Texas, outstanding ideas are being generated and researched at schools of higher learning. The Show recognizes that dollars granted to the many schools across the state are invested for a variety of reasons. First of all, so students may gain an understanding of the learning process. Secondly, commercial applications may be generated from this research. Thirdly, serendipity results may be gained, which could outshine objectives of an original project. Without the Show’s funding, such accomplishments might never be achieved.

Last, and perhaps the most important reason, is the sense of respect and appreciation attained by the recipients of these research monies. In their own time, they too will give back to the Houston Livestock Show and Rodeo in the form of leadership, membership and as the successful ranchers, farmers and business people of our future. Generations will benefit from this vast, rich reservoir of experienced leaders. Investments made in research grants today, as in the past 25 years, are made with the understanding, expectation and hope of far greater returns in the years to come.



TUNE IN TO THE RODEO CHANNEL



Story By
Yahsmine
Catli-Cowan

The "Houston Fat Stock Show," which began in 1932 and drew a mere 2,000 spectators, has blossomed into one of the most popular events in the Southwestern region of the United States—the Houston Livestock Show and Rodeo. More than 1.8 million people enter the gates of the Show each year. However, during the 1995 season, 7,000 households in North America also opened their homes to the Show through cable and satellite television delivery.

"When speaking of television, electronic distribution and the Show, we must remember that the Show has used electronic augmentation since the late 1970s, when we began using big screens and new audio systems to enhance the quality of the performances," said Leroy Shafer, assistant general man-

ager of the Show's Marketing and Presentations Department.

"Since then, we've grown our electronic assistance program over the years to where you see it today," said Shafer. "If you sit in the upper seats in the Astrodome, you're going to see as good a show watching the big screens as you would watching a network production of the Superbowl. We want to give the people sitting in the upper seats that 'close-up' feeling."

Since purchasing the equipment to produce broadcast-quality audio and video in the early 1980s, the Show has produced and contributed to a number of television programs, including an Oak Ridge Boys special in 1984 that was broadcast in 21 states, and a George Strait special in the late 1980s which appeared on The Nashville Network. That program was select-

ed as the best cable concert of the year. In addition, many of the Show's video clips have appeared in music videos and in various network specials.

"However, the biggest thing our television equipment provides," continued Shafer, "is audio and video feeds to the local media. More than 70 percent of the rodeo action seen on television in Houston or in Texas comes off of our cameras and our feeds. It gives us millions of dollars of publicity every year."

Wanting to stay abreast of the needs of local and network television stations, the Show became a member of the National Association of Broadcasters. It was at that organization's 1990 annual convention that the Show's marketing staff first heard of what would ultimately become direct television.

Said Shafer, "We already were very excited about the potential of direct television. By 1991, we began hearing about fiber optics, and that, by the turn of the century, fiber will be in every home for TV, telephones, data, news, shopping, etc. It became very obvious for those of us who project and plan for the future of this Show that when this wealth of entertainment is available at the push of a button, it will change greatly the way people at home receive entertainment."

In 1994, the Show's pay-per-view program debuted as a five-state regional (Texas and adjoining states) telecast. The original plan stated a three-year goal to break even with the electronic distribution program. Profits would begin in five years, and a direct satellite program would start shortly after.

"When we were doing our evaluation on how to market and set up our first pay-per-view system in 1993, we contracted Spring Communications of Los Angeles. John Rubey, the president, suggest-



Sam Pierson

Numerous video professionals are needed to produce the Show's pay-per-view telecast, the video feeds to the Astrodome's Diamondvision screens and the closed-circuit television system throughout the Astrodome complex.

ed we needed to develop a television and FM radio market simultaneously, since most people didn't have stereo receivers in their television sets. Besides, people love to hear a live concert, even if it's just on the radio," said Shafer.

During Rubey's attempt to find an FM radio network to carry the Show's performances, he approached the ABC Radio Network, which turned out not to be interested. However, his pitch fell on the ears of someone who was forming a new show for ABC called the In Concert Series.

Shafer added, "John Rubey was asked, 'Do you really, honestly, seriously have all of these stars appearing in one show? And will you have the ability to deliver stereo-quality sound and broadcast-quality video?' Rubey replied 'yes' to

each of these questions. As a result of that conversation, we ended up selling seven of our concerts to ABC's In Concert Series. We did all of the video and audio taping for those shows."

The sale of those seven performances made more money for the Show than all of the cable distributions, making the Show's electronic distribution program profitable the first year. However, what exceeded the Show's expectations was the news that the direct satellite companies were interested in the Show's pay-per-view programs.

In 1995, three direct satellite companies broadcast performances from the Show. "We hit our goal in two years of what I thought would be five to seven years down the road," said Shafer.

"The Show is going to stay on the

cutting edge of presentation technology. Even though we are a charity and an educational and civic event, the Houston Livestock Show and Rodeo is in competition for the entertainment dollar right along with all of the major sports franchises, theme parks and vacation destinations. We have to be just as good in our presentation as MTV or any of the rock shows on tour if we expect our crowd to come out here in record numbers or to watch our telecasts.

"Ultimately it's marketing, promotion and publicity that have helped propel the Show to the sell-out status it is now. We hope these same things will help bring us worldwide attention, expand the footprint of this Show around the globe and be another major revenue source to support our charitable activities and endeavors." 

1996 Pay-Per-View Telecasts

The Houston Livestock Show and Rodeo is proud to announce that during the 1996 rodeo, three pay-per-view shows are planned for broadcast in the five-state area and on all North American direct satellite systems (except Prime Star):

Friday, Feb. 23. Summary of the week's events and competitions, announcement of the current standings, live action of the night's competitions, followed by a live concert featuring George Strait.

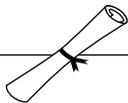
Thursday, Feb. 29. Wrap-up of the week's events and competitions, announcement of the current standings, live action of the night's competitions, followed by a live concert with Alabama and Patty Loveless.

Sunday, March 3. Live broadcast of the finals in its entirety.

Programs may be purchased individually for \$14.95 each or as a three-event package for \$29.90. Kroger stores will offer a certificate for \$5 off either an individual program or for the package.



WHERE ARE THEY NOW?



Stories By
Whitney
Horton



R o b e r t D r e i b e l b i s

Brothers Robert, James and Roland Dreibelbis grew up in San Juan, Texas, the fourth generation of farmers growing vegetables in the Rio Grande Valley. Robert and Roland were active in 4-H, while James worked with the FFA; all were state officers. The boys grew up showing steers, calves, heifers, lambs, hogs and chickens.

Each boy, through hard work and individual accomplishment, was awarded a Show scholarship, enabling him to attend Texas A&M University. The brothers agree that without the scholarships, attending college would have been "difficult at best."

"The impact these scholarships had on our family was unbelievable. Along with the awards and with each of us working during college, we were all able to graduate," Robert said. "What the Houston Livestock Show and Rodeo made possible for our family is beyond words."

Robert remembers receiving the scholarship as a great achievement: "When you graduate from Texas A&M, you are part of an elite group; but as one of the Show's scholarship

recipients—that is an even more exclusive group."

Robert earned a bachelor's degree in mechanized agriculture and returned to the "good life of farming." He remembers moving into an apartment in college and the electrical wiring being incomplete. He and an electrician friend wired the apartment and the electrician hired him on the spot. He also worked at an automotive parts store and with his brother James at the Texas A&M Poultry Science



J a m e s A .
D r e i b e l b i s

Center. Today, Robert works for Elmore and Stahl, a produce company that specializes in growing onions, cantaloupes, bell peppers and honeydew melons in Pharr, Texas. He and his wife Sherrill live in Mission, Texas, and have a 15-year-old daughter.

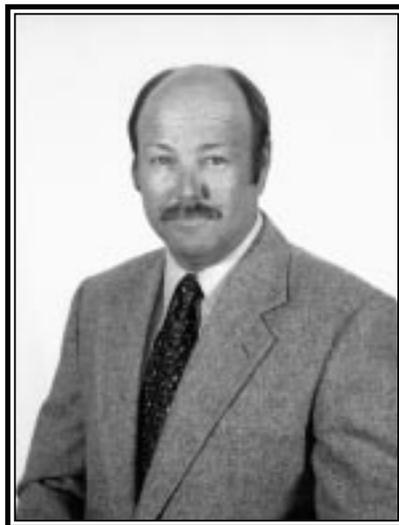
James earned his degree in agricultural education from Texas A&M University. During one of his college years, he worked as an intern with the Show. Following graduation, he taught school for a year, and then decided to go into banking. A big step from his first days as a teller,

James now is the president of First National Bank in Houston, Conroe and Willis.

"Without the opportunities the Show provided for our family, it would have been very difficult for all of us to attend universities," James said. "Because of the scholarships, we all have been able to achieve and succeed in life. My parents also are grateful."

James spends much of his time traveling from bank to bank. He and his wife Karol keep busy raising their three boys, Justin, 14, Ryan, 12, and Travis, 9.

The youngest Dreibelbis, Roland, graduated from Texas A&M University in December, 1982, with a degree in agricultural mechaniza-



R o l a n d D r e i b e l b i s

tion. He went home to farm with his father, who later encouraged him to take a job with the Texas Agricultural Extension office in Weslaco. Currently, he is a social worker for the Texas Department of Human Services. Although he has not attended in many years, Roland prides himself on keeping tabs on the Show. He is a director of the Rio

Grande Valley Winter Vegetable Show, is co-chairman of the lamb committee of the Rio Grande Valley Livestock Show and also works with the market goat division of that show. Roland's wife Terry also serves with him on the lamb committee.

Along with his commitment to the agricultural community, Roland serves as a Cub Scout den leader and a Sunday school teacher. He also is the parliamentarian of the parent teacher association at his son Royce's school.

"I feel a great sense of debt and pride for all the Houston Livestock Show and Rodeo has done for me and my family," Roland said.

M a r c u s C l e m m e r

Houston Livestock Show and Rodeo 1973 scholarship award winner Marcus Clemmer remembers his 4-H county extension agent encouraging him to apply for a Show scholarship. "I would have had to borrow lots of money and work full time without this award," Clemmer said. "It certainly enabled me to concentrate on my studies." Clemmer worked part time throughout college at the Texas A&M University Swine Center and lived in a dorm at the center. He earned his bachelor's degree in animal science in only three years, and went on to receive a master's degree in agriculture and swine production.

Growing up in Merkle, Texas, Clemmer raised pigs, cattle, lambs and ewes. He raised the pigs to pay for the lambs, but showed both animals. There was never a doubt that Clemmer wanted to be involved in agriculture.

When Clemmer graduated from A&M, he worked in Kansas and Georgia with a breeding stock com-

pany, where he learned as much as he could about improving and breeding animals. Today, Clemmer lives at the foothills of the Appalachian Mountains and is the general manager for R&R Farms. This agribusiness includes four farms and more than 2,400 breeding stock sows. Clemmer oversees 30 employees, and serves as a member of the Georgia Pork Producers Board.

Clemmer's wife Robin also works on the farm and holds bachelor's and master's degrees in science and a doctorate in agricultural science, specializing in swine nutrition.

The Clemmers have two children, Erin, 7, and Jessica, 5. They also own horses and look forward to their children raising and showing animals.



T o m m y E n g e l k e

Tommy Engelke considers himself to be a "walking ambassador" for the Houston Livestock Show and Rodeo. "The professionalism of the Show is what everyone in agriculture is judged by. This organization is an exceptional group."

Originally from Luling, Texas,

Engelke attended Texas A&M University and earned his bachelor's degree in agronomy. He received his graduate assistantship scholarship in 1975 and ultimately received his master's degree in agricultural development with an emphasis in agricultural journalism.

"Receiving a Show scholarship gave me a relationship with the Houston Livestock Show and Rodeo," Engelke said. "It's like being in a fraternity."

Engelke also worked with the Show as a college intern. "During that time, I was exposed to working professionals, learned what to expect in the workplace and saw the highest degree of professionalism."

But before he even was awarded the scholarship and prior to working with the Show, he already had established a special relationship with the organization. Engelke caught a calf in the Show's calf scramble event in 1969. With his calf purchase certificate, he bought a Guernsey dairy heifer and exhibited that cow for three years in Houston.

Today, he works for the Texas Agricultural Cooperative Council in Austin. The council works as a united voice lobbying and representing the interests of farmers and others in agribusiness.

Never a stranger to the agricultural industry, Engelke is a past state FFA officer and served as Texas FFA president for two years. He is a member of the Professional Agriculture Workers of Texas and state parliamentarian of the Texas Federation of Square and Round Dancers.

Engelke lives in Manor, Texas, with his wife Audrey and a new baby girl, Joanna. He claims that he cannot measure the value of his experience with the Show, and delights in continuing to spread the good word.



BADGES—GOLD AND SILVER FOR '96



The Houston Livestock Show and Rodeo gold badge is the modern-day equivalent of a white hat — it signifies that the individual wearing it is a genuine good person. The gold badge says that the wearer gives something to the youth of Texas that money can't buy — tons of time and a heartfelt dedication.

of the loss. Also, as always, the gold badge is non-transferable and the numbering system makes this issue especially important. No one wants to be misrepresented by someone else wearing a gold badge with his or her unique number on it.

The gold badge truly represents

gold badge, each committee volunteer will receive one gold badge no matter how many committees on which they serve. All volunteers who receive gold badges also must be over the age of 21.

The Houston Livestock Show and Rodeo gold badge is a sign of distinction, and it's a ticket for a lot of fun: it provides admission for the badge holder and one guest per performance to the rodeo, the World's Championship Bar-B-Que Contest, livestock shows, horse shows and all educational and commercial exhibit areas in the Astrohalla, Astroarena, Rodeo Plaza and Astrohalla Plaza. It also provides, for the bearer only, free round-trip shuttle bus transportation from any official Houston Livestock Show and Rodeo/METRO shuttle location.

To have a guaranteed seat in the rodeo, the badge holder must still have a ticket, and to gain admission into various restricted areas, such as the executive suites, fifth level/press level, sixth level/loge level, sky boxes, Corral Clubs, rodeo grand entry, rodeo chute area, entertainer dressing rooms, judging rings/arenas, etc., the badge holder must have other types of credentials. Badge holders also must respect our handicapped guests and not take seats in the handicap seating areas, even if these seats are unoccupied.

COMMITTEEMEN'S BADGE



This year, the gold badge takes on even greater significance — it will be given only to committee volunteers. In the past, other Show supporters have received gold badges, but in 1996, another badge has been created for these special people. This ensures that the gold badge is unique to committee volunteers.

"We would probably give the President of the United States a gold badge if he dropped in for the Show," said Dan Gattis, general manager of the Show, "but there really won't be many exceptions to the 'committee members only' rule. We want the public to know that when they see the gold, there's a heart of gold behind it."

Gold badges will be the only badges allowing access for the wearer and one guest to the Astrodome during rodeo performances.

Committee volunteers, please take note! To keep track of these valuable commodities, each gold badge will be coded, with each committee person identified with the number of the badge he or she receives. It will be even more important in 1996 to submit a statement in writing to the Show's general manager if a badge is stolen or lost documenting the circumstances

the committee volunteer in 1996. Duplication of or attempts to reproduce the badge, or the accompanying parking stickers, are strictly prohibited. In an effort to protect the integrity of the gold badge and the 11,000 volunteers it represents, violators of this policy will be permanently expelled from Show membership.

To maintain the exclusivity of the



THE VIP BADGE



What about the special people who aren't members of a committee, but support the Show in so many other ways? "VIP" is an often overused expression these days,

but “Very Important Member of Our Show Family” is somewhat cumbersome! These special people will receive a brand-new, unique badge designed exclusively for them to honor their participation in and support of our Show.

This beautiful silver badge allows each VIP and one guest admission to the World’s Championship Bar-B-Que Contest, livestock shows, horse shows and all educational and commercial exhibit areas in the Astrohalla, Astroarena, Rodeo Plaza and Astrohalla Plaza. The VIP badge does not, however, provide admission into the rodeo.

VIP badges will be provided to the following groups of people:

Sponsors:

Rodeo tickets gain extra value each year because generous corporations and individuals underwrite added attractions in the Rodeo and all over the Astrodome complex. Indoor fireworks, petting zoos, a milking parlor, special star entertainers, the recycling program and so many more “extras” are part of the Houston Livestock Show and Rodeo entertainment package because of these sponsors.

Corporate Contributors: This distinguished group of individuals and companies, who each donated a minimum of \$10,000 in support of four-year scholarships, combined to contribute \$919,134 to our scholarship programs this year. They allow the Show to continue to expand its educational program to include more types of learning opportunities for the young people of Texas.

Donors: It takes a lot of equipment to move all the dirt and sup-

plies at the livestock show, a lot of money to make sure every calf scramble winner receives a \$1,000 heifer purchase certificate and a lot of trophies and other awards to make the Houston Horse Show a prestigious event. These items and many more are provided by helpful donors at all levels in our Show.

Champion Buyers: Auction buyers spent more than \$4,545,349 on

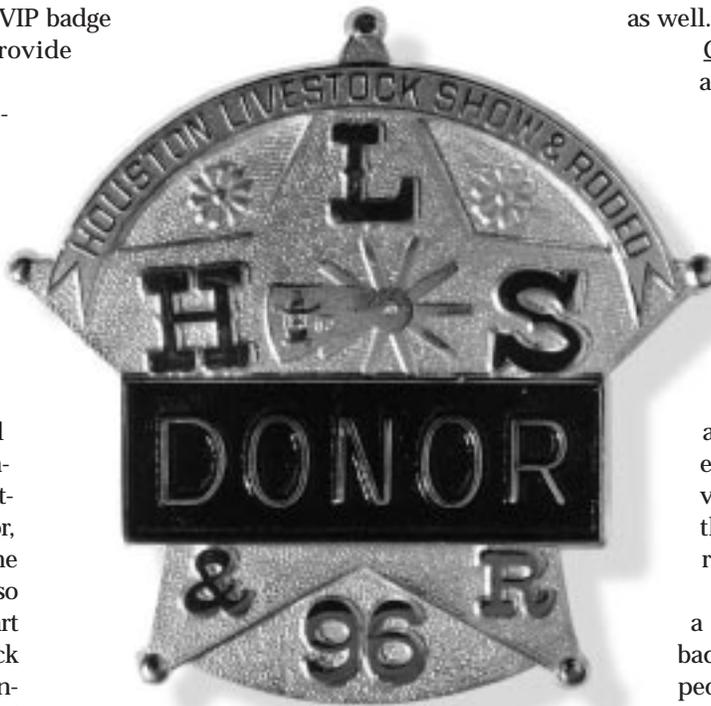
sions of the Show. These exceptionally-qualified individuals come from cities throughout the country to decide the winners in Houston’s tough livestock competitions.

Officials: In addition to the Show’s staff and the more than 11,000 volunteers, this event requires many additional workers to facilitate the complete operation of the Show during its two-week run. Also, many leaders from top livestock shows and expositions from around the world attend the Show as well.

Guests: In addition to the almost two million annual visitors, the Show also hosts numerous distinguished official guests at the Astrodome complex to be a part of “February Fever.” U. S. senators, Texas governors, sports, television and film celebrities and even a U. S. president and vice president have graced the Astrodome during rodeo time.

Whether they’re wearing a committee volunteer badge or a VIP badge, these people all share one common force — an incredible generosity of spirit.

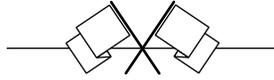
Many of them don’t get a lot of public recognition; that’s not why they’re here. So give those committee volunteers a thumbs up, or a “job well done” pat on the back when you see their gold badges during the Show. They worked hard to earn them. And take a moment to tell the corporate and individual VIP participants that you’re glad they’ve joined the Houston Livestock Show and Rodeo team — “The Show with a Heart.”



prize-winning animals at last year’s junior market auctions. Six world’s record prices were broken, and as a result of the auction cap program, the young 4-H and FFA exhibitors took home \$3,125,575 and \$1.3 million was placed in the Show’s Educational Fund.

Judges: The world’s largest livestock exposition draws top-quality professionals to judge competition in both the open and junior divi-

A NEW LOOK IN 1996



Exotic-leather boots, shrimp and crab cocktails, gourmet Italian food, hand-painted tuxedo shirts, traditional Texas barbecue, designer ice cream and custom-made silver and gold jewelry—it's all right in the middle of the world's biggest and best livestock exposition, richest regular-season rodeo and prestigious horse show.

It's almost 6 acres transformed into a most unique Western shopping center. And for a few weeks in February and March, the Astrodome complex—with its smorgasbord of food, beverages, souvenir items, clothes, crafts, jewelry, furniture and everything in between—rivals the contents of any shopping mall in the world.

For the 1996 event, much of the complex has undergone a "facelift." Show management has worked with both the Commercial Exhibits and the Directions and Assistance committees in redesigning the layout of the event's exhibits and attractions. The most significant modification to the layout is in the Astrohalls, where the goal of the redesign was to significantly improve traffic flow and to create "themed" shopping areas for Show visitors.

ASTROHALL WEST WING



The West Wing of the Astrohalls will feature larger exhibits with top-notch merchandise, where Western-wear stores' booths have been greatly expanded. "These enlarged exhibits actually will look like small stores," said Janice Spencer, director of commercial exhibits. Several Western-wear stores will be moving into this area and taking significantly more space than they have in their previous locations.

NORTH LOBBY



The North Lobby has been restructured to utilize two wide aisles, rather than three narrower aisles, as in the past. This area will spotlight non-profit and educational exhibits, such as the Texas Farm Bureau and the Texas Department of Agriculture. Eight food and beverage booths will be located in the back portion of the North lobby.

"Revamping the commercial exhibits in the Astrohalls enabled us to create a new element and a new look that we've never had before,"
 – Skip Wagner,
 assistant general manager

WESTERN HERITAGE GALLERY



A new addition to the Show's shopping menu, the Western Heritage Gallery, will be located in the East Wing. The Gallery will feature the colorful school art display, handmade quilts and winning photography from the Show's Go Texan contests. Adding to the fanfare will be the spectacular "Remington at the Rodeo" exhibit in conjunction with the Houston Museum of Fine Arts. Additionally, working artists will be on site as well as 25 other art and art-related exhibits.

OTHER AREAS



This year, all automotive exhibits will be located near the main judging arena along with agricultural exhibits, where breeders and ranchers can shop for everything from trim chutes and cattle pens to gates, tractors and farm equipment.

Show patrons will again be able to choose tasty treats from the many food booths located in Rodeo Plaza, as well as from the food court area located between the Astrohalls and the Astroarena.

Astrohalls Plaza will be the site of the new and fascinating Rodeo University attraction as well as the entertaining Country Music Midway, pony rides, pig races, elephant rides and a major food court.

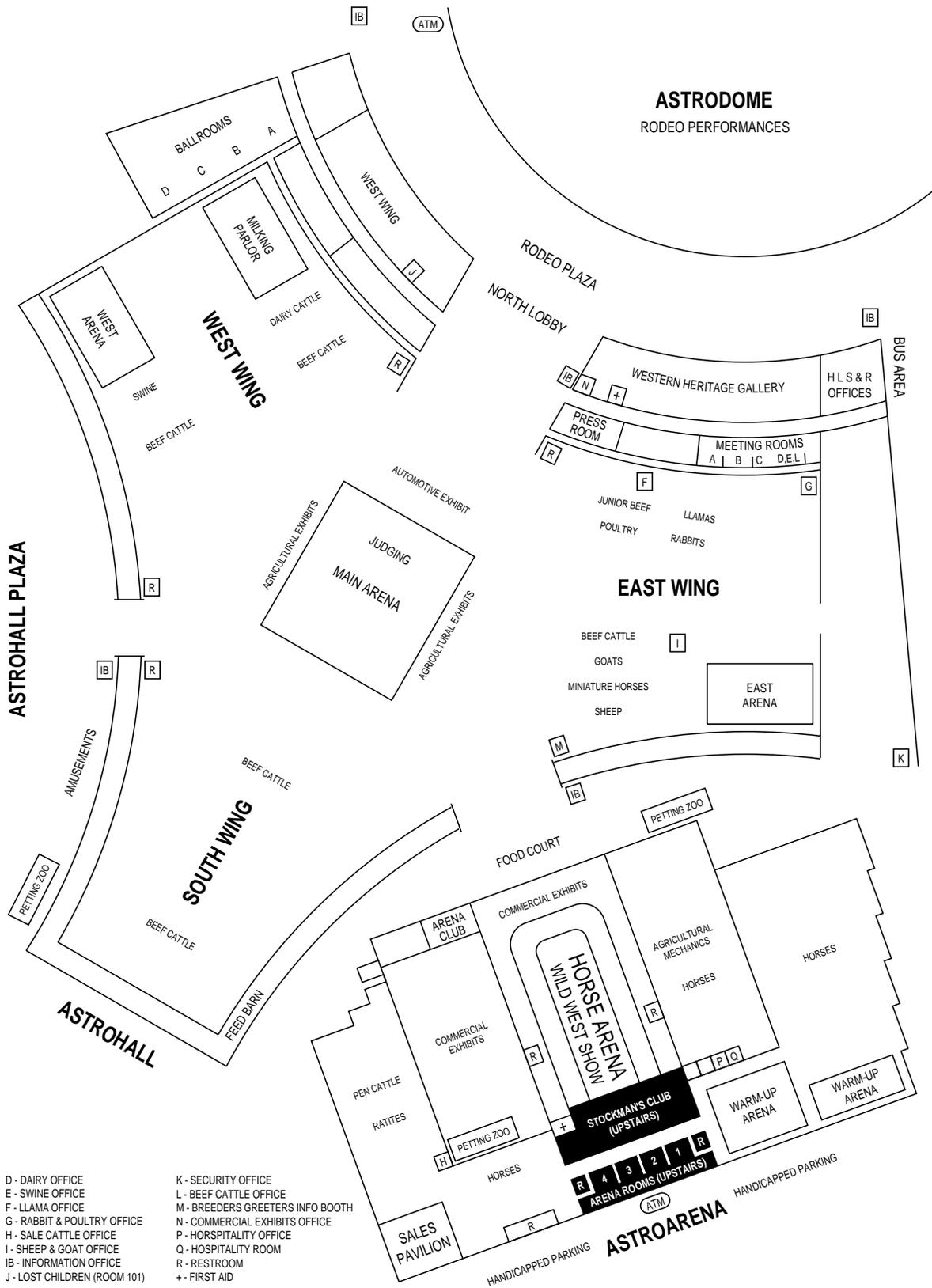
"Revamping the commercial exhibits in the Astrohalls enabled us to create a new element and a new look that we've never had before," said Skip Wagner, assistant general manager of operations.

But not only will Show visitors notice a dramatic change in the physical makeup of the exhibits and attractions, they will have an easier time getting where they would like to be with the color coding of different areas and improved signage throughout the grounds.

"Through each element—the redesign of the Astrohalls, the regrouping of exhibits and the tremendous enhancement of signage—we have improved the overall look and feel of the Show's exhibit areas," Wagner added. "These improvements are part of our continuous effort to do a better job of educating and entertaining our public. We also think it'll be even more fun."



1996 BUILDING GUIDE



COMMITTEE SPOTLIGHT



Breeding Poultry Committee

Story by
Beth Johnson

Of the thousands of Show volunteers, not many would say that the Show is for the birds, but for the 36 members of the Breeding Poultry Committee, it's quite a fowl affair.

As one of the rodeo's oldest committees—it's been around since the Coliseum days—the Breeding Poultry Committee strives to put on a successful, colorful two-day exhibit for the public while also keeping its entrants happy.

Very different from the standard white birds in the market poultry division of the Show, breeding poultry have brightly colored feathers, feathers on their feet or some other fun feature.

"We strive for one thing: to put together the best show and the best display we can, and we work hard to keep our exhibitors coming back," said newly-appointed committee chairman Raymond Picha, who has

not only been a member of the committee for 15 years, but also is a breeder himself. "We let the exhibitors know their entries are important to us, and we'll take good care of their birds as well as of them."

This extra-special treatment includes everything from making trips across the parking lot to help exhibitors unload their cars and get their birds in cages to tracking down hotel accommodations when necessary.

The birds are judged on the first day of the exhibit and are on display the following day. Last year, thousands of visitors came through the exhibit to view the colorful poultry.

All the birds are strictly breeding poultry, so the champions and reserve champions are never auctioned. They are divided into two categories: standards and bantams, which are smaller domestic fowl. Each of these two categories is then

classified into about 50 more varieties based on size and coloring.

"They put on a first-class breeding poultry show that's very popular among attendees and is well-respected nationally," said officer in charge George A. DeMontrond III. "I wasn't familiar at all with the committee when I first became involved with it. They've taught me everything I know, and it's still not much! It's been a real learning experience, and I'm glad to be a part of it. Most of the members have been involved for a long time, and it's a fun committee."

Almost all of the Breeding Poultry Committee's 36 volunteers are breeders themselves and are quite familiar with the business. The Show receives between 1,100 and 1,400 entries each year from across the United States and sometimes even from other countries.

The committee's main function is gathering and setting up all the cages necessary to hold the birds, which can be a massive effort. Members work closely with the Rabbit Committee because the two groups share cages. The Breeding Poultry Committee borrows about 700 cages from the Houston Poultry Club, to which most members belong, and the remainder are provided by the Show, which also furnishes litter to line all the cages.

"We usually have one work day to get all the cages set up and organized, then we'll come back the next day and finish up by skirting the tables and taking care of the details," Picha said.

Putting all the details together and adding the finishing touches, the Breeding Poultry Committee puts on one of the most unusual and exciting exhibits at the Show. 



Sam Pierson

Mille Fleur d'ucle, Orphington Bantam, Black Australorp Large Fowl – just some of the fancy names for the exotic chickens, ducks and turkeys that Breeding Poultry Committee members assist judges with in the course of this popular contest.

Corral Club Committee

After a long, hard day of meeting with exhibitors, handling livestock or simply answering questions posed to you by any one of the 1.8 million people who attend the Show, it's likely that you might find many volunteers winding down in one of the Show's Corral Clubs.

Begun in the mid 1950s when the event was held at the Coliseum, the Corral Clubs have long been a place where Show members, committee volunteers and their guests go to socialize and relax. But while they're enjoying a brief respite from their duties, approximately 1,320 Corral Club Committee volunteers are feverishly working behind the scenes to ensure these havens are as comfortable and convenient as possible. And you can bet they do it with a smile, for service is to them what livestock is to the Show—a necessity.

According to officer in charge C.R. "Bob" Devine, "it's very important that our committee people have a friendly, service-oriented attitude. As a host committee, our primary duty is to set up the clubs, get the inventory there and ready to be served, monitor the doors and keep the various bars stocked. At the end of the evening, our committee people are responsible for accounting for the inventory that has come through the clubs to ensure that what was delivered equals what was served. They must also restock the clubs for the next day.

"It's not unusual for our committee people to be at the

Show until well after 2 a.m. on weekends, shutting down the clubs and getting things in order to open up the next morning," added Devine. "They are an enthusiastic group of people who love what they do and love interacting with the public and other committee people."

General Chairman Charles Grant oversees the entire operation. Assisting him with this huge task are three division chairmen: Richard Buddeke, Dan Boatman and Rick Gustafson. Each of these chairmen has two vice chairmen, who in turn have anywhere from four to seven different club chairmen reporting to him.

Although the committee is divided into three divisions with 16 separate committees, the entire group works like a finely-tuned fiddle.

Division I consists of all the sup-

port services committees such as Equipment, At-Large, Special Services, and Auctions and Receptions. Division II is comprised of the four clubs not located in the Dome — the Committeemen's and Main clubs in the Astrohalla, and the Arena and Stockman's clubs in the Astroarena. Division III handles the seven Astrodome clubs — Directors', Loge South, Loge North, Skybox, the Executive Suites, the Chute and Press clubs. Finally, seasoned Corral Club Committee members belong to the Corral Club General Committee which reports directly to Grant. This committee oversees the Corral Club Committee's involvement in special projects such as the Membership Dance and the Committeemen's Appreciation Barbecue.

According to Devine, the committee's goal is to provide better service to more people. "We're not trying to get bigger, just better," he added. Cross training its management and volunteers is one of the ways the Corral Club Committee intends to do it. From the division chairmen on down, there is more movement from division to division to ensure that everyone becomes better educated on the different aspects of the entire committee's operation.

There's no doubt about it — the Corral Club is big business to the Show. Driving this success are the committee volunteers who pour their heart and souls into making sure that every time you step into one of the clubs, you get the good service you desire and deserve.

Story by
Pam Malone



Sam Pierson

COMMITTEE SPOTLIGHT



Graphics and Signage Committee

Story by
Beverly
Rosenbaum

One of the biggest changes people will see at the 1996 Show will come about as a direct result of the efforts of members of the Graphics and Signage Committee and the Show's staff Sign Task Force. The Graphics and Signage Committee is working with staff to revamp all existing signage and produce new color-coordinated signs to facilitate movement around the complex.

Six large back-lit signs containing color-coded maps of the entire grounds will be strategically located at main entrances and the bus area. Additional signage with graphics in the appropriate colors for each zone will easily guide attendees to all events or booths they wish to reach. At each site, there will be attractive lamp posts displaying signs for the daily live-

stock show activities. A new computer-driven plotter added this year will provide additional graphics and scanning capabilities to enhance the overall look of the Show's directional signs.

The Graphics and Signage Committee was established only five years ago as a part of the Directions and Assistance Committee and designated as a separate committee two years ago. Thirty committee members worked only a few at a time on a single table cramped in Astrohall quarters to produce 1,200 signs the first year. Since this work was previously contracted out, their efforts saved the Show enough money to pay for two vinyl letter cutters and all the materials used that year. They continued their efforts in a small temporary building in the parking lot, and produced 4,700 signs and more than

100 banners for the 1995 Show.

An expansion of the facility at the north end of the parking lot, completed and donated to Harris County this summer, now houses a new storage and work area. This is particularly welcomed by the committee because members work year round, producing 40 percent of the signs during the actual run of the rodeo, and 60 percent during the rest of the year. A sign measuring 4 feet by 8 feet takes

four hours to produce, and 70 percent of the signs can be reused. The committee also produces banners and easel signs for all auctions, receptions and functions, including all Go Texan Committee events. Additionally, multilingual signs are prepared for the International Committee functions.

"This committee has progressed with the needs of the Show," said Frank Miller, who served as vice chairman the first three years under the Directions and Assistance Committee and then became the new committee's first chairman. While he has a graphics background, less than 10 percent of the volunteers have this experience. The vast majority of committee volunteers are given training in layout and graphic art, with the only requirements for this committee being dedication and enthusiasm. Although individual members each averaged about 60 hours of work last year, Miller and his captains log many more hours.

The committee now has 50 members, divided into teams under five captains. Vice chairmen are Pat Cook and Jan Brown, and Wayne Hollis serves as officer in charge. While they work as needed prior to the Show, members work full-time four-day rotations during the Show to provide 24-hour turn-around. Requests for signs from staff and other committees during the year are submitted two weeks in advance through the office of management coordinator Mike DeMarco and staff coordinator Charly Hubenak.

The capabilities of this committee are extensive and detailed, and Show patrons can expect the 1996 Houston Rodeo to have a very informative and exciting new look.



Committee vice chairman Pat Cook and chairman Frank Miller discuss the final details for completing one of the 4,700 signs the committee produces each year for Show meetings and special events.

Sam Pierson

EXECUTIVE COMMITTEE PORTRAIT



John O.
Smith

M eet me at the offices of Rosneftegazstroy International for the interview," were the words which opened the door to John O. Smith's fascinating world, which combines acting as a consultant to the Russian oil conglomerate, running his own energy company, managing real estate investments, ranching and serving his community. The broad scope of his work and volunteer involvement is indicative of the Show's leadership.

Smith's first trip to the Show was unique. His college friend, Stuart Lang III, invited Smith to a performance during his father's (Stuart Lang Jr.'s) tenure as chairman of the board. As Lang's guest, Smith went to the luxurious Hofheinz suite and believed that this was the way that everyone participated in the Show. Reality set in later, when Smith joined the Parade Committee and performed such tasks as loading and unloading bales of hay in and out of pickup trucks—a far cry from socializing in the Hofheinz suite.

Smith was "hooked," and rose to become chairman of the Parade Committee from 1982 through 1984, the first general chairman of the Corral Club in 1986 and 1987 and a Show vice president from 1988 through 1990. As a vice president, he oversaw the Commercial Exhibits, Corral Club, Health and Parade committees. In June, 1990, Smith was elected to the Executive Committee.

Smith attributes the Show's growth to a number of factors, including running the event more like a business, developing marketing strategies, bringing the participation of the corporate community

to the Show, reaching more people through such means as cable television and educating the community regarding the Show and its charitable goals.

Primarily, Smith feels that the Show's success is a result of the people who give of themselves to it and points out that unlike some other charities, the Show embraces the entire community rather than one segment.

Smith's creativity and farsightedness are exemplified by his business activities. As the owner of JOS Energy Corp., an independent oil and gas company, he was drawn to the opportunities available in Russia; however, his company was not positioned to immediately participate in a meaningful way. Undaunted, he became a consultant to Rosneftegazstroy, the Russian energy conglomerate, where he provides assistance to entities, large and small, who wish to do business in Russia. This role reflects a frontier spirit in Smith, who is a seventh generation member of a Texas ranching family.

Born, raised and educated in Austin, Texas, Smith received a degree in petroleum land management from the University of Texas. Smith and his wife Judy have two boys, ages 17 and 20. Judy also has been active in the Show, serving on the Ladies' Go Texan and Quarter Horse committees. Smith also enjoys hunting and playing golf.

His creed is that each person should give something back to his or her community and, preferably in a grassroots manner "to help someone else get started."

Smith recounted an extremely moving moment at a calf scramble, when a father had tears of happiness streaming down his face as his son pulled his calf into the winners' square in the Astrodome. The man



Sam Pierson

John O. Smith

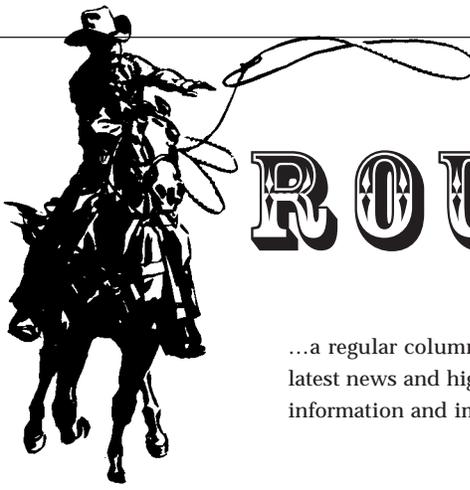
said that he had no idea what he would do without the Show; it had provided both of his sons the opportunity to learn and grow through catching scramble calves and raising them. The financial rewards from their hard work paid for them to attend college, something he otherwise would not have been able to provide.

It is this "giving back" which is the essence of the Show, that Smith so aptly typifies.



Story by
Ann Jacobs

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.

The 1996 Houston Livestock Show and Rodeo's new information and direction scheme will inform visitors what to see, where to see it and how to maneuver around the 30.1 acres we call our home. This has many facets, and we appreciate your help in supporting these efforts to help the public. Here's what's being offered in 1996:

A SPECTATOR INFORMATION NETWORK

Every visitor at the 1996 Houston Livestock Show and Rodeo will be greeted by an extensive audio/video system, providing them with the latest news and information. This new addition will inform, educate and entertain Show visitors.

Programming for the network will include daily schedules, directions to key attractions, livestock show and rodeo daily results, shuttle bus hours and locations, and music videos from current rodeo entertainers. Additionally, nightly news updates, provided by local television station personnel, will keep the public updated on current events outside the Astrodome complex.

Using the latest audio and video technology, the information can be updated instantly throughout the day. For example, if one petting zoo area is full, spectators will be directed, via this information channel, to the two other locations. Or, if the daily show parade has been scheduled for a later time due to

heavy traffic flow, the information will be delivered in a timely, accurate manner.

This network will be featured on approximately 50 separate television monitors and projection systems located in key areas throughout the Show grounds, including the shuttle bus tent area, the area between the Astrodome and the Astrohalla (Rodeo Plaza) and the area outside the south entrance to the Astrohalla (Astrohalla Plaza). Sixty additional monitors located in clubs, cafeterias and board rooms will have access to this information channel.

The network also will feature a companion audio system of premier quality and high fidelity, covering more than 10 surface acres.

SIGNS, GRAPHICS AND COLOR CODING

For many patrons, their one day visit to the Show is the only trip they make each year to our event. We want them to be able see all the sights in an organized and comfortable manner. At each of six locations, large YOU ARE HERE type maps will be available to give them a layout of the Astrohalla and Astroarena - and what they can expect to find within each facility. Committee volunteers will be on hand to answer any questions or provide further assistance.

Plus, kiosks with monitors will be located within these facilities to further provide information and directions.

Additionally, each wing in the Astrohalla and Astroarena will be color coded, with the coding reproduced on the maps, to clarify what types of exhibits and activities will be found in each area. For example, if Show visitors are interested in looking at Zebu cattle, the map and color coded wing will direct them to the site. Each main aisle will have signs to further identify key elements of each area.

Here at the Houston Show, we're fortunate to have a hearty group of volunteers who extend their courtesy and hospitality to spectators. But we're adding to this "welcome mat" concept by providing signs and banners to greet, welcome and thank Show visitors for attending our event and for contributing to our success.

N OFFICIAL VISITORS' GUIDE

This 32-page, four-color visitors' guide will be given to groups of Show spectators as they enter the grounds. Plus, we're exploring distribution channels through our Go Texan committees as well as at our shuttle service off-site locations. This guide will provide a complete Show schedule, maps and layouts (with the color codes for each significant area), indexes of exhibits and attractions and an explanation of special services. We intend this guide to become an outstanding reference for Show visitors while offering encouragement for them to attend our event more than once!



REMINGTON AT THE RODEO

The Houston Livestock Show and Rodeo will be adding a new exhibit for the 1996 Show entitled "Remington at the Rodeo." This exhibition will be done in conjunction with the Museum of Fine Arts and will feature 14 original works and six life-size photographic enlargements of paintings by Frederick Remington. The display will cover 320 square feet in the new Western Heritage Gallery, an area dedicated to art exhibitors and working artists. This area also will showcase the Hayloft Gallery along with winning photography and quilt contest entries. The Ladies Go Texan Committee will host the exhibit and distribute a self-guided activity flyer designed to educate people about Remington and his artistic works. The exhibit will be open during normal commercial exhibit operating hours beginning Feb. 16 through March 3.

GO ★ TEXAN

The 61 Area Go Texan counties will have even greater reason to celebrate in 1996 when we host the first Area Go Texan Scholarship Banquet. Scheduled for Friday, Feb. 9, in the Astroarena, this event will honor the lucky county scholarship winners as well as the Area Go Texan committee leaders. It's the Show's way of honoring the contributions of these outstanding counties while extending its tribute to the youth of these areas.

EVERYONE WINS!

See a rodeo winner, each performance, each event, each night! In 1996, you don't have to wait for the finals performance before seeing rodeo winners. All of the 19 Houston Rodeo performances leading up to the finals will feature an event winner for each of the seven rodeo events. These event winners will receive \$500 performance bonus checks in special presentations and interview sessions immediately following the events. In the rough-stock events (bull riding, saddle bronc riding and bareback bronc riding), the winner with the highest announced score takes home the check, while the timed events winners (team roping, calf roping, steer wrestling and barrel racing) are those with the fastest announced times.

The event winner must be present in order to receive the performance bonus money. As the presentation is made, the event sponsor will be recognized through a sponsor flag carried around the arena.

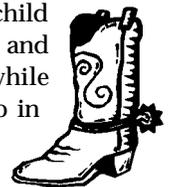
BAR-B-QUE

Are you ready to celebrate the World's Championship Bar-B-Que Contest one day earlier this year? That's right, this year's contest is slated to begin Thursday, Feb. 8, with all judging, cooking and culinary fun culminating Saturday, Feb. 10. Saturday also features the Go Texan contests, including horseshoe pitching, washer pitching, hay hauling and dominoes. Team penning is scheduled for Sunday, Feb. 11.

CHEAP THRILLS!

Rodeo ticket prices for general admission remain at the phenomenally low level of \$10 for 1996. However, we have had a increase in ticket prices for the following: Executive Suite seats increased from \$20 to \$23; booth box seats increased from \$14 to \$16; Sky Box seats increased from \$14 to \$16; the fifth level and loge level club seats increased from \$12 to \$15; arena and mezzanine seats, sold as season boxes, increased from \$10 to \$12. All pavilion, west temporary and upper level seats remain at \$10 per ticket. This increase will help us continue our high level of financial support of Texas youth and education while remaining a tremendous value for all of our ticket buying supporters.

Livestock show tickets increased from \$1 to \$2 per child (ages 6-12; children ages 5 and under are admitted free) while adult tickets remain at \$5. Also in 1996, season passes will be available for the livestock show at the cost of \$25 per pass.



MORE THAN JUST RIBBONS AND TROPHIES

The school art program offers more than just ribbons and trophies in 1996 when the first school art auction will be held. On the final Sunday of the Show, 35 to 50 pieces of art, selected by the judges of the School Art Committee, will be auctioned in the Sales Pavilion. The grand champion will receive \$3,000, reserve grand champion will receive \$1,500 and all other winners will receive \$300. All auction proceeds received above these premiums will be placed in the Show's Educational Fund.

CALENDAR OF EVENTS

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

- 4 - Newton County homecoming with parade and Go Texan contests*
- 9 - NASA / Clear Creek / Friendswood Fall Rodeo Dance*
- 11 - Lamar/Needville Bar-B-Que Cook-off and Go Texan contests*
- 11 - Rusk County Go Texan contests*
- 11 - Baytown Highlands Mr. & Miss Go Texan Pageant*
- 11 - Cy-Fair Go Texan Contests and Bake Sale*
- 11 - Crosby / Huffman Kick-off Dance*
- 15 - Deadline for committee appointments and roster changes
- 16 - Board of directors' meeting
- 16 - La Porte Golf Tournament*
- 18 - Bell County Go Texan contests and cook-off*
- 18 - New Caney/Splendor Bake Sale*
- 23 - 24 - Thanksgiving holiday - Show offices closed
- 30 - Aldine/Spring/Klein Rodeo Dance*

- 1 - Bell County Quilt Contest*
- 2 - Bell County Team Penning Competition*
- 2 - Kleburg County Go Texan events*
- 2 - Humble/Kingwood Golf-a-thon*
- 7 - Spring Branch/Memorial Wild West Dance*
- 16 - New Caney/Splendor Bake Sale*
- 25 - 26 - Christmas Holiday - Show offices closed

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

- 1 - New Year's Holiday - Show offices closed
- 6 - Spring Branch/Memorial Diamonds & Studs Gala, dinner, dance and auction*
- 12 - Jacinto City/Galena Park Go Texan contests and cook-off*
- 12 - 14 - Cy-Fair Go Texan Weekend with cook-off, contests and dance*
- 13 - Alief Southwest "The Dance" with live and silent auctions*
- 19 - Season box holders party
- 20 - Brazos County Go Texan events and cook-off*
- 26 - Aldine/Spring/Klein dinner, dance and auction*
- 26 - 27 - Houston General Go Texan Chili Cook-off*



Houston Livestock Show and Rodeo
 P.O. Box 20070
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