Since the Houston Livestock Show and Rodeo™ began in 1932, more than $500 million has been committed to the youth of Texas and education, through scholarships, junior show exhibitor support, educational program grants and graduate assistantships.

Since 1957, more than 19,000 scholarships have been awarded.

In 2019, nearly half of the Rodeo scholarship recipients were the first in their family to attend college.

- 39% STEM
- 19% AG
- 15% Health
- 13% Business
- 9% Humanities
- 5% Other

CURRENT SCHOLAR MAJORS
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As I look forward to my third and final year of serving as the Rodeo’s chairman of the board, I want to say thank you for your continued support of the Houston Livestock Show and Rodeo™.

2019 was truly an exciting time at the Houston Livestock Show and Rodeo. There were more than 2.5 million total attendees during our 24-day event, and we were proud to welcome visitors from 75 countries, which is a remarkable achievement. We would not be able to successfully host the world’s largest livestock show and rodeo without the support of our community and our incredible volunteers.

As a longtime Rodeo volunteer myself, it is especially meaningful that we reached 35,000 volunteers this year, our highest number ever. With these dedicated individuals giving considerable time and energy to the Houston Livestock Show and Rodeo, we are able to increase our support of Texas youth and education year after year.

We committed $27 million to scholarships, junior show exhibitors, educational program grants and graduate assistantships for 2020, which means that the Rodeo surpassed $500 million in our total commitment to youth and education since 1932. With more than 19,000 scholarship recipients to date, including 2,300 current scholars, the Houston Livestock Show and Rodeo is one of the largest scholarship providers in the country, and this diverse group of scholars represents more than 80 different Texas colleges and universities.

2019 was also a successful year for our dedicated livestock exhibitors. Our livestock and horse shows drew more than 34,000 entries and our junior auction sales totaled more than $17 million. Several of our Grand Champion and Reserve Champion lots set world or Rodeo records and it was an honor to see so many of our exhibitors rewarded for their tireless work and preparation for the world’s largest livestock show.

When I first started volunteering with the Houston Livestock Show and Rodeo in 1980, I knew I was part of something truly special and unique to the city of Houston, and I consider myself lucky to have been part of this great organization for more than 30 years.

The Houston Livestock Show and Rodeo is so honored to be such a beloved tradition in this community. We are grateful for the support given by our hard-working volunteers, donors, sponsors, community partners, elected officials and of course, those who call Houston, and Texas, home.

It’s because of the amazing contributions from our volunteers that our organization can successfully host our annual event and make such a significant impact on the educational aspirations of Texas students.

The Rodeo and the people I have met throughout my years of volunteering hold a very special place in my heart, and I am truly honored to be among the 35,000 volunteers who share a passion for supporting the Rodeo and its charitable mission.

As I enter my final year of my tenure, I want to say thank you for your continued support of the Houston Livestock Show and Rodeo. Serving as chairman of the board has been quite a ride, now let’s get ready for another great year.

JIM WINNE, CHAIRMAN OF THE BOARD
As we look ahead to the 2020 Houston Livestock Show and Rodeo, it’s important that we reflect on the tremendous success of our record-breaking 2019 Rodeo.

Thanks to the support of our 35,000 volunteers and more than 2.5 million visitors who participated in our community-wide celebration of Western heritage, once again we were able to successfully host the largest annual event in Houston.

The 2019 Rodeo provided a tremendous boost to the local economy, generating a total economic impact of $227 million and total economic activity of $391 million in Greater Houston.

By staying true to our mission of promoting agriculture, supporting Texas youth and education, and providing world-class entertainment with one of the most diverse lineups in RODEOHOUSTON® history, I am excited to share that we will close 2019 even stronger.

This year, the Rodeo reached an extraordinary milestone in our longstanding support of Texas students. I am proud to announce that the Houston Livestock Show and Rodeo surpassed $500 million in our commitment to education. It’s because of your unwavering support and our dedicated volunteers that we have reached such a monumental chapter in Rodeo history.

Along with reaching new heights in our commitment to education, we also drew record-breaking crowds during several RODEOHOUSTON performances and made Rodeo history at many of our livestock and horse show competitions.

Three RODEOHOUSTON performances landed on the list of the top 25 paid rodeo/concert attendance records, and George Strait’s concert-only performance broke the NRG Stadium record with a paid attendance of 80,108. Our livestock and horse show competitions drew 34,474 entries, and junior auction sales generated more than $17 million. Eleven Grand Champion and Reserve Grand Champion lots set world or Rodeo records, including, for the first time in 16 years, the Grand Champion Junior Market Steer record.

2019 was one of the biggest years in the history of the Houston Livestock Show and Rodeo, and I sincerely thank you for your continued support.

JOEL COWLEY, PRESIDENT AND CEO
OUR FOUR PILLARS

1. AGRICULTURE
Established as the Houston Fat Stock Show in 1932, the Houston Livestock Show and Rodeo has grown into the world’s largest event of its kind.

2. EDUCATION
Since the Rodeo began in 1932, more than $500 million has been committed to the youth of Texas and education.

Our Mission
The Houston Livestock Show and Rodeo promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community.
EDUCATIONAL COMMITMENT

In 2020, $27 million will be distributed through scholarships, junior show exhibitors, educational program grants and graduate assistantships.

$14.2M+ Scholarships
$3.7M+ Educational Program Grants
$8.3M+ Junior Show Exhibitors
$660K+ Graduate Assistantships

1932 The first Show is held at the Democratic Convention Hall.
1938 The first rodeo, horse show and downtown parade are held in conjunction with the Show.
1942 Gene Autry, the “Singing Cowboy,” debuts as the Rodeo’s first star entertainer.
1957 Houstonian Ben Dickerson is presented the Rodeo’s first major educational scholarship, a $2,000 award.
1961 The organization’s name officially changes to the Houston Livestock Show and Rodeo.
1966 The Houston Livestock Show and Rodeo moves from the Sam Houston Coliseum to the Astrodome complex.
In 2019, the Houston Livestock Show and Rodeo announced a historic milestone in its total educational commitment since 1932, surpassing more than $500 million in support of Texas students and education.

**VOLUNTEERS**

The Houston Livestock Show and Rodeo, a nonprofit organization, is supported by

35,000

Volunteers

serving on more than

100

Committees

With these dedicated individuals giving considerable time and energy to the Houston Livestock Show and Rodeo, we are able to increase our support of Texas youth and education year after year.

1966

The Houston Livestock Show and Rodeo moves from the Sam Houston Coliseum to the Astrodome complex.

1974

The first World’s Championship Bar-B-Que Contest is held.

1982

Total attendance reaches 1 million.

2003

The 71st Houston Livestock Show and Rodeo celebrates its first year in its new home: Reliant Stadium and Reliant Center (now NRG Stadium and NRG Center).

2010

Total attendance reaches 2 million.

2018

For the first time in more than 30 years, RODEOHOUSTON unveiled a new, state-of-the-art, star-shaped concert stage.

2019

Rodeo announces milestone in its total educational commitment since 1932, surpassing more than $500 million in support of Texas youth and education.
In 2019, an Economic Impact Study was conducted on the Rodeo. Below is an estimate based upon the results of the study following the 2019 Rodeo.
**Joel Cowley**  
President and CEO

Joel Cowley serves as the president and chief executive officer of the Houston Livestock Show and Rodeo, where he is responsible for the efforts of 35,000 volunteers and more than 120 full-time staff in conducting a 23-day event that draws nearly 34,000 livestock show entries and an annual attendance of more than 2.4 million. He began working at the Rodeo in 2005 as the Executive Director of Agricultural Exhibits and Competitions, and was promoted to president and CEO in 2013.
# BOARD OF DIRECTORS

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### Additional Notes

- The board of directors consists of such number of members as shall be nominated each year by the Nominating Committee for election to the board at the annual meeting of the membership for such year, being not more than 350 and not less than the minimum number of directors fixed by the bylaws.

- The board of directors shall consist of such number of members as shall be nominated each year by the Nominating Committee for election to the board at the annual meeting of the membership for such year, being not more than 350 and not less than the minimum number of directors fixed by the bylaws.

- The Houston Livestock Show and Rodeo board of directors is primarily responsible for the performance and operations of the Rodeo. The board also elects members of the Executive Committee and officers.

- The Board, and Lifetime Vice Presidents shall each be a member of the Board of Directors and entitled to vote.
The Houston Livestock Show and Rodeo board of directors is primarily responsible for the performance and operations of the Rodeo. The board also elects members of the Executive Committee and officers.

The board of directors shall consist of such number of members as shall be nominated each year by the Nominating Committee for election to the board at the annual meeting of the membership for such year, being not more than 350 and not less than 190 members. In addition, the Chairman of the Board, Chairman Elect of the Board, Vice Presidents, Past Chairmen of the Board, and Lifetime Vice Presidents shall each be a member of the Board of Directors and entitled to vote.

**Board of Directors**

Philip L. Leggett, M.D.
Kevin Leck
Kelly J. Larkin, M.D.
Tom Laird
David Koonce
Tricia Koch
Tucker Knight
Robert Kneppler*
Larry Kerbow Sr.*
G.W. “Jerry” Kent
Thomas Mark Kelly
Regan Miller Katz
J.K. Kelly Joy
Don D. Jordan*
Bill Jordan
Russell Jones
Monte Jones
Jeff M. Jones*
Curtis Jones
Parker Johnson*
Diane Johnson
Alicia Jimerson
Jessie Jewell
Michelle Iversen Jeffery
Kirby Janke
Jim Janke*
Robert “Bob” Hux*
Janice Hutchinson
R. E. “Bob” Hunter
Mason Hunt
J.P. “Hap” Hunnicutt*
Eric Huegele
Dick Hudgins*
Wayne Hollis*
John E. Hollis
Jackie Hodges
Wayne Hinton
G. R. “Ray” Hinsley*
D. Scott Hinsley
Jeffery D. Hildebrand
Brad Hildebrand
Jerry H. Hickman*
Arthur “Al” Herring
Don Neuenschwander*
Gary R. Nesloney*
Rob K. Neblett
Demetrius “Deme” Navarro
Rob K. Neblett
Gary R. Nesloney*
Don Neuenschwander

**O**

Mike O’Kelley*
Kelly O’Shieles
R.L. “Bud” O’Shieles
W. Allen Owen*

**P**

Ann Page
Robert E. Paine
William “Billy” Parker
Gary E. Parks*
Pat Pennington
Harry A. Perrin*
Pat Perry
Trisha Hillman Philipp
Pat Mann Phillips*
Garry Pigg
Mike Pillow
Tim Ping*
Bob Porter
Eric R. Potts
Ozell Price
Terry R. Pruitt
Milton B. Purvis

**R**

W.L. “Red” Ramsey
Steve Ranson
Jen Marie Rau
Dudley Ray
Gregg M. Raymond
Kevin K. Rech
Kyle Roppord
Tony Rich*
Chris Richardson*
Gordon Richardson
Todd Riddle
Cynthia “Cyndy” Roberts
C.A. “Andy” Robinson
C.R. “Butch” Robinson*
Steve Roe*
Darrell Rogers
Lee Rountree
Mac Ruffen
Pete A. Ruman*
Gina Rumore
Randy D. Russell
Mike G. Rutherford Jr.

**S**

Dwayne Sablatura
Julie Sacco
John A. Sandling*
Elise Sartwelle
James D. Sartwelle Jr.*

**T**

Justin Tankersley
Laurie Torres
Jim Bob Taylor*
Bill T. Teague*
Archie R. Thompson*
Randy Trehan
D. Wayne Turner
Rich Tyler

**U**

Chris Underbrink
Duncan Underwood
Michael J. Upchurch

**V**

Wendy Vandevert*
Jim VanHooser*

Joe Van Matre*
Joe Vara
James Verbois

W

Pat Walker*
Scott Walker
Tommy Walker
Sharleen Walkowski*
Wesley Ward
Michelle Verbois Wasaff
Donna Webster
Richard Weiman
Lance P. Welch
P. Michael Wells*
Mike Wells Jr.*
Tommy Wells
Taylor Whitaker
Constance White
Justin C. White*
Robby White
Jamie Whitfill
Samm Wiggins
Greg Willbanks*
Jason Price Williams
Rodney "Rod" Williams
Kirk E. "Emrie" Williamson
James M. “Jim” Windham*
Griffin D. Winn*
Jim Winne*
Brian J. Wischnerksy
Ken Wise
Betty Wiserman
Dennis Wolford
Michael Wollam
Mel Wright

Y

David Yates*
William A. "Bill" Yates*
Neil O. Yelderman
Robin Young-Ellis
Tonya Yurgenson-Jacks

Z

Todd Zucker

Lifetime Vice Presidents are denoted with *
2019 HERITAGE PARTNERS

Coca-Cola  
Ford  
reliant

Miller Lite  
Mattress Firm

2019 TITLE SPONSORS

ConocoPhillips  
TDECU  
COMCAST BUSINESS

BHP  
HESS  
OXY  
Shell

bp  
Crown Royal  
Texas Farm Bureau Insurance
2019 OFFICIAL PROVIDERS & SUPPLIERS

CAT Lift Trucks

DARR Equipment Co

Ford

Houston Methodist Leading Medicine

Verizon

RTIC

Mustang CAT

Waste Management

Ricoh imagine. change.

STI Graphics.com

Sysco

lyft

Shoppa’s

John Deere
I learned what hard work meant and learned how to actually care for an animal. The Calf Scramble Program is the best program I have ever participated in by far. If I had the chance to tell any kid to participate in it then I would. It changes lives because it changed mine.”

KYLE KELLY
Calf Scramble Participant
Eleven junior auction Grand Champion and Reserve Grand Champion lots set world or Rodeo records. The prices for the top winners in the junior market and school art auctions were:

**JUNIOR MARKET BARROW**
- Grand Champion: $245,000 (world record)
- Reserve Grand Champion: $195,000 (world record)

**JUNIOR MARKET GOAT**
- Grand Champion: $183,000 (world record)
- Reserve Grand Champion: $100,000

**JUNIOR MARKET STEER**
- Grand Champion: $625,000 (world record)
- Reserve Grand Champion: $367,000 (world record)
Established as the Houston Fat Stock Show in 1932, the Houston Livestock Show and Rodeo has grown into the world’s largest event of its kind.

With more than 34,000 livestock and horse show entries recorded, the Rodeo hosts exhibitors of all ages from across Texas, as well as several international competitors, trying for a chance to become a Houston champion.

The Houston Livestock Show™ is organized by three categories of competitions: Junior Show, Open Show and Youth Show.
Each year, the Houston Livestock Show draws thousands of Texas 4-H and FFA exhibitors to compete at the world's largest livestock show. These students bring various species of livestock — from rabbits and poultry to goats and steers — each hoping to take home the coveted title of Houston Champion. Each exhibitor works several months to prepare for competition among the finest junior livestock the state of Texas has to offer.
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COMPETITIONS
Breeding Beef Heifers
Breeding Gilts
Breeding Sheep
Dairy Cattle
Market Barrows
Market Broilers
Market Goats
Market Lambs
Market Steers
Market Turkeys
One of the wildest, most spirited and heartwarming events at RODEOHOUSTON® is the calf scramble. With the drop of a cowboy hat, 15 calves are released into the arena for 30 youngsters to chase and attempt to catch. Each student who catches a calf is awarded a $1,750 certificate to purchase a registered beef heifer or market steer to show at the Houston Livestock Show the following year.
When 16-year-old Kalyn Kelly signed up to participate in the RODEOHouston Calf Scramble with her best friend, she had no idea she was about to establish a life-changing relationship between her family and the Houston Livestock Show and Rodeo.

Kalyn caught a calf in the Calf Scramble during the 2012 Rodeo. Three years later, her brother, Kyle, followed in her footsteps, and in 2017, her youngest brother, Kerry, also participated in the program. At the time of each catch, the Kelly kids were active in the Sheldon FFA program in Houston.

“To have three of our children participate and catch is surreal,” said Leslie Kelly, mom of Kalyn, Kyle and Kerry. “My kids have learned so much. They now know what it is like to have something depend on them for everything.”

In addition to the daily responsibilities of raising their animals, requirements include writing a monthly report to their donor, submitting essays on beef-related topics, and developing a business plan. Students who successfully complete these projects are then eligible to participate in the Calf Scramble Progress Show and the Rodeo the following year.

“I learned what hard work meant and learned how to actually care for an animal,” Kyle said. “The Calf Scramble Program is the best program I have ever participated in by far. If I had the chance to tell any kid to participate in it then I would. It changes lives because it changed mine.”

In addition to the knowledge he gained raising his calf, the program helped him establish an impactful relationship with his donors, a bond which remains strong today. Kyle enrolled in San Jacinto College and hopes to become an operator at a chemical plant in the Houston area.
Kalyn graduated from Sam Houston State University with a bachelor's degree in animal science. She knows that her experience with the Calf Scramble Program and raising her Charolais steer will one day help her with her career.

"I believe it is a rewarding program to introduce young individuals to the cattle industry," Kalyn said.

"I know that without this program, I would not have been able to ever own or raise a steer."

After watching his older brother and sister participate in the Calf Scramble Program, Kerry was encouraged to do the same.

"The experience they had, especially with my brother being the first catch of the night, was a great inspiration," he said. According to his mom, "the pressure was on" when Kerry decided to participate, but he didn’t let it affect him.

"This program has helped and will continue to help my ability to try harder and push myself, the same way I pushed myself the night of March 22, 2017, when I caught a calf at the Houston Livestock Show and Rodeo," he said.
JUDGING & CONTESTS

The Houston Livestock Show hosts several contests and judging competitions that provide middle, junior, and high school students, and college students an opportunity to establish a solid foundation for cultivating and practicing decision-making skills. While the majority of contests are only applicable for Texas 4-H and FFA members, some contests are open to all eligible Houston students.

### COMPETITIONS

- Agricultural Mechanics Project Show
- Agricultural Science Fair
- Ag Robotics Contest
- Beef Quiz Bowl
- Food Challenge
- Junior Commercial Steer Contest
- Poster Contest
- Public Speaking Contest
- Ranching & Wildlife Archery Contest
- Ranching & Wildlife Young Guns Clay Shoot
- State Tractor Technician Contest
- Veterinary Science Contest

### JUDGING CONTESTS

**4-H AND FFA**
- Dairy Judging
- Floriculture
- Horse Judging
- Livestock Judging
- Meat Judging
- Nursery Landscape
- Poultry Judging
- Range and Pasture Plant Identification
- Wildlife Habitat Evaluation
- Wool Judging

**INTERCOLLEGIATE**
- Livestock Judging
- Meat Judging
- Wool Judging

### Agricultural Mechanics: Competitions Showcase Tomorrow’s Talent

Each year during the Rodeo, the State FFA Tractor Technician Contest and Agricultural Mechanics Project Show highlight thousands of high school students with the ability to fabricate and maintain agricultural and industrial equipment at a professional level.

During the State FFA Tractor Technician Contest, students compete to put their teamwork, problem-solving and technical skills to the test in a hands-on competition to diagnose mechanical malfunctions on actual tractors. Each tractor has the same five malfunctions and each team is given a work order describing the issues. Once the work order is received, each team has 30 minutes to diagnose and repair all malfunctions. During the competition, tension builds as competing teams begin cranking their engines, eliciting cheers from the crowd. Once the tractor cranks, it must make a complete lap around the arena before the clock stops. Scoring involves factors that are necessary in a real working environment: using knowledge and skill to complete a job properly, safely and efficiently.

During the Agricultural Mechanics Project Show, hundreds of showroom-quality trailers and agricultural and industrial equipment fill the northeast corner of NRG Center. Visitors and newcomers to the Rodeo are often blown away once they realize these large, complicated pieces of machinery were built basically from scratch by students.

Students receive exposure to state-of-the-art techniques and industry professionals while learning teamwork, patience, persistence and other attributes that will open doors to successful careers. Both competitions prove the talent is strong and the future is bright for the American mechanical industry.
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JUNIOR MARKET AUCTIONS

The Houston Livestock Show and Rodeo junior market auctions reward young Texas 4-H and FFA students for their hard work year-round. Volunteers on the four auction committees ensure that all exhibitors who make the auction receive above-market prices for their junior market animals.

2019 JUNIOR MARKET AUCTION CHAMPION BUYERS

Jackie and Jon Hodges have been buyers at the Houston Livestock Show and Rodeo since 2003 and Grand Champion buyers since 2008. Jackie Hodges said they enjoy helping FFA and 4-H students through the auction because of the hardships she faced in college.

“I struggled to get through college. I had to work and take out student loans,” said Jackie Hodges.

Now that the Hodgeses have successful careers, they made it a priority to contribute to what is most important to them — youth scholarships and education. Jackie said this is her favorite time of year, but as a member of the Swine Auction Committee, she gets to sell year-round.

“It is just a great show and it is exciting, and I am just so honored and blessed to be a part of it,” she said.
**GRAND CHAMPION BROILERS**
Exhibitor: Logan Grimm, 18
Hometown: Tomball, Texas
Club/Chapter: Tomball FFA
Price: $220,000 (world record)
Buyers: Kristina and Paul Somerville
World Record: $220,000 (2019)

“I have been doing this for 40 years and have seen the success of kids I have already supported,” said Paul Somerville. “I hope they get ahead and accomplish all the goals they have.”

**RESERVE CHAMPION BROILERS**
Exhibitor: Abigail Harmon, 16
Hometown: Conroe, Texas
Club/Chapter: Montgomery County 4-H
Price: $165,000 (world record)
Buyers: Jeff Aronoff, Budweiser, Victoria and Parker Johnson, and Gregory Miller
World Record: $165,000 (2019)

“I have done this for 21 years and love every minute of it,” said Gregory Miller. “It is a special thrill to help these kids. They are our future leaders.”

**GRAND CHAMPION GOAT**
Exhibitor: Turner Matkin, 13
Hometown: Boerne, Texas
Club/Chapter: Kendall County 4-H
Price: $183,000 (world record)
Buyers: Mary and Ken Hucherson, Anne and Chris Richardson, Kristina and Paul Somerville, and Pam and Archie Thompson
World Record: $183,000 (2019)

“It means a lot to me,” said Chris Richardson. “I received a scholarship for my college, and hopefully, these kids will use this money to go to college and better themselves.”

**RESERVE CHAMPION GOAT**
Exhibitor: Cody Sells, 16
Hometown: Thrall, Texas
Club/Chapter: Williamson County 4-H
Price: $147,000 (2016)
Buyers: John Cangelosi, Lauren and Chris Lewis, Amy and Mark Melton, and April and Scott Townsend

Some of the kids that come out of here are the first that are going to have the opportunity to go to college,” said John Cangelosi. “So supporting them financially to achieve their dreams is important and necessary.”
GRAND CHAMPION LAMB
Exhibitor: Jaylin Smith, 17
Hometown: Eastland, Texas
Club/Chapter: Eastland FFA
Price: $325,000 (world record)
Buyers: Mindy and Jeff Hildebrand, and the Hildebrand Family in memory of Dr. Tommy and Ruth Ann Hildebrand
World Record: $325,000 (2019)

RESERVE CHAMPION LAMB
Exhibitor: Madellyne Adams, 16
Hometown: Brownwood, Texas
Club/Chapter: Brown County 4-H
Price: $120,000
Buyers: Tammy, Peyton and Mitchell Barrier; Michelle Iverson Jeffery; KCEF Foundation – Cookie Michael; and Pamela M. Logsdon, CPA
World Record: $145,000 (2015)

GRAND CHAMPION STEER
Exhibitor: Lillyan Digby, 18
Hometown: Hermleigh, Texas
Club/Chapter: Scurry County 4-H
Price: $625,000 (world record)
World Record: $625,000 (2019)

“Our mother and father were passionate about lamb and goats at the Houston Livestock Show and Rodeo,” said Jeff Hildebrand. “I think this embodies everything it means to be American. They work hard, the effort, the passion — they’re looking for a hand-up, not a hand-out, and that goes to show the ideals of America still exist today.”

“The one thing that no one can take away from any of these students is their education,” said Kristina Somerville. “What we are here to do is help them get that education. I think everyone deserves a chance.”
Ellie Francisco, a buyer for the Champagne Cowgirls, said they received letters from past exhibitors who say they would not be able to attend college or further their education without the support of buyers at the auction.

“That is what means so much to us. We are all about helping these kids because they are our future,” Francisco said.

The Grand Champion Junior Market Turkey sold for another world-record-breaking $190,000 to Wade Gibson, Scott Walker, Sheri and Rob Walker, and R.L. Walker Transport. Scott said supporting exhibitors at the Houston Livestock Show and Rodeo is important because they are the future.

“I love these kids,” Walker said. “I hope this gives them a great start.”
From across the U.S. and Texas, exhibitors of all ages come to the Houston Livestock Show each spring for a chance at a championship title. Also included in the Open Show are youth-only competitions, which allow youngsters the chance to exhibit at the largest livestock show in the world and experience the show ring from an early age.
OPEN & YOUTH SHOW

From across the U.S. and Texas, exhibitors of all ages come to the Houston Livestock Show each spring for a chance at a championship title. Also included in the Open Show are youth-only competitions, which allow youngsters the chance to exhibit at the largest livestock show in the world and experience the show ring from an early age.

COMPETITIONS

Beef Cattle
Breeding Rabbits*
Dairy Cattle
Dairy and Boer Goats*
Llamas and Alpacas*
Meat Pen Rabbits*
Rabbits and Cavies
Sheep and Goats
Sheep Dog Trials
Specialty Cattle*

*Includes youth classes

H Calf Program

H Calf is an educational program for Rodeo members dedicated to providing education, support and skills to aid in decision-making related to beef cattle production for beef producers, weekend ranchers or anyone who wants to learn something new from top agricultural experts.
One of the most prestigious horse shows in the world fills NRG Arena with top-notch horses. From cutting competitions and Ranch Rodeo events, to breed shows and one American Quarter Horse Association (AQHA) World Championship Show, there is always fierce competition to be seen in the horse barn.
This scholarship reaffirmed that I am worthy of receiving a great education and I hope to give that feeling back in the future. It has inspired me to be a scholarship donor to give other students the chance to feel so supported and appreciated for their perseverance and hard work in school.”

ELLEN G.
2012 Rodeo Scholar
2020 EDUCATIONAL COMMITMENT

In 2020, $27 million will be distributed through scholarships, junior show exhibitors, educational program grants and graduate assistantships.

- **$14.2M+** Scholarship
- **$8.3M+** Junior Show Exhibitors
- **$3.7M+** Educational Program Grants
- **$660K+** Graduate Assistantships

SCHOLARSHIPS

Each year, the Rodeo awards more than 800 scholarships to Texas students. Since the first scholarship was awarded in 1957, the Rodeo has presented nearly 19,000 scholarships. Currently, more than 2,300 students are on Rodeo scholarships, attending more than 80 Texas colleges and universities. The value of these scholarships is approximately $50 million.
Since the Rodeo began in 1932, more than $500 million has been committed to the youth of Texas and education.

**OUR SCHOLARS**

*At a glance:*

- **MORE THAN 44%**
  - ARE THE FIRST IN THEIR FAMILY TO ATTEND COLLEGE

- **MORE THAN 24%**
  - ARE THE FIRST IN THEIR FAMILY TO GRADUATE FROM HIGH SCHOOL

### 2019 MAJORS BY TYPE

- **40.65%** STEM
- **17.84%** Agricultural & Natural Resources
- **13.12%** Humanities
- **12.47%** Business
- **11.38%** Health
- **2.16%** Education
- **1.25%** Fine Arts
- **1.13%** Undeclared

Since the Rodeo began in 1932, more than $500 million has been committed to the youth of Texas and education.
The Rodeo presented 420 deserving Texas students with $8.4 million in educational scholarships during the annual Scholarship Banquet on May 22, 2019, held at NRG Center.

As a result of the tremendous support received from our volunteers, staff, donors, auction buyers, sponsors and attendees, the Houston Livestock Show and Rodeo is incredibly proud to reward a remarkable group of scholars as they strive to achieve their educational goals. We are confident that this investment in their future will be returned to our community many times over.”

JOEL COWLEY
Rodeo President and CEO
Rodeo officials presented 79 students from across Texas with nearly $1.6 million in scholarships during the Area Go Texan Scholarship Banquet.

May 29, 2019

79 scholarship recipients
Nearly $1.6 million in scholarships
$20,000 scholarships

STUDENTS REPRESENT 68 AREA GO TEXAN COUNTIES SURROUNDING HOUSTON, DIVIDED INTO 11 DISTRICTS

70% female
30% male

36% are first-generation college students
Scholars attend 19 different Texas universities and colleges
These students major in 39 different fields of study

The top three schools these students attend are Texas A&M University, The University of Texas at Austin and The University of Texas at San Antonio

The top three chosen majors are Biology, Nursing and Computer Science

“These talented students represent the 68 Area Go Texan counties surrounding Houston, and we are extremely proud to support their educational journey as they pursue their dreams at some of the finest colleges and universities across our great state.”

JOEL COWLEY
Rodeo President and CEO
Rodeo officials presented 70 students from the Texas 4-H program with $1.4 million in scholarships during the 4-H Roundup in College Station, Texas.

July 13, 2019

The Houston Livestock Show and Rodeo is proud to recognize the achievements of these outstanding Texas students. Because the Texas 4-H program shares the Rodeo’s focus of developing youth and promoting agriculture through hands-on experience, it is an honor to help these dedicated scholars and future leaders continue their education.”

JOEL COWLEY
Rodeo President and CEO

70 scholarship recipients
$1.4 million in scholarships
$20,000 scholarships

STUDENTS REPRESENT 4-H MEMBERS ACROSS THE STATE

59% female
41% male

Scholars attend 21 different Texas universities and colleges
These students major in 50 different fields of study
The top two schools these students attend are Texas A&M University and Texas Tech University
The top two chosen majors are Animal Science and Mechanical Engineering
Seventy Texas FFA members were presented with $1.4 million in scholarships from the Rodeo during the 91st Texas FFA State Convention in Fort Worth, Texas.

**FFA SCHOLARSHIP BANQUET**

The Houston Livestock Show and Rodeo awarded its very first scholarship in 1957 to a member of Texas FFA. We are proud to continue this tradition today by supporting the efforts of these talented and dedicated FFA members as they pursue their educational goals.”

JOEL COWLEY
Rodeo President and CEO

**70 scholarship recipients**

**$1.4 million in scholarships**

**$20,000 scholarships**

**STUDENTS REPRESENT 47 COUNTIES ACROSS THE STATE**

- **59% female**
- **41% male**

**Scholars attend 12 different Texas colleges and universities**

- The top two schools these students attend are Texas A&M University and Texas Tech University
- The top two chosen majors are Animal Science and Mechanical Engineering

**July 17, 2019**
HOUSTON AREA SCHOLARS

The Houston Area scholarship program provides financial assistance to Houston-area students from public school districts who have demonstrated academic potential, leadership and financial need, and meet the criteria of the program. In 2019, the Rodeo awarded 350 four-year, $20,000 scholarships to students in the metropolitan Houston area of Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery and Waller counties.

ACHIEVEMENT SCHOLARSHIPS

FOR CURRENT RECIPIENTS

In 2019, the Rodeo awarded $1.2 million in Achievement Scholarships to 100 current Rodeo scholars who have achieved academic excellence in their college career.

“In an era of rising tuition costs and increasing student debt, the Achievement Scholarship was created to help the most dedicated of our scholars across the academic finish line. The Houston Livestock Show and Rodeo is very proud to further support these talented students as they progress toward their educational goals.”

JOEL COWLEY
Rodeo President and CEO
EXHIBITOR SCHOLARSHIPS
The Exhibitor scholarship program provides financial assistance to deserving students participating as an exhibitor in one of the 16 eligible Houston Livestock Show and Rodeo shows. In 2019, 30 four-year, $20,000 scholarships were presented to students who were graduating seniors.

HILDEBRAND FAMILY SCHOLARSHIPS
The Hildebrand Family scholarship program was originated by the Lamb Auction Committee, to honor the memory of Mrs. Hildebrand’s unselfish personal devotion and contributions to the Rodeo and to the youth who exhibit at the Rodeo. In 2019, 15 four-year $20,000 scholarships were awarded based on an endowment agreement with the Hildebrand family.

SCHOOL ART SCHOLARSHIPS
The School Art scholarship program provides financial assistance to deserving students participating in the Rodeo’s School Art Program. In 2019, 15 four-year $20,000 scholarships were awarded to help these students pursue a degree in a subject of their choice at a Texas college or university.

MILITARY SCHOLARSHIPS
The Rodeo awards five four-year, $20,000 scholarships to students who are a dependent of a service member in active duty, reserve, honorably discharged veteran or the National Guard.
VOCATIONAL SCHOLARSHIP FUNDING
The Rodeo’s Vocational Scholarship Awards program selects local technical schools to receive funds based on the type and cost of technical programs offered, allowing them to award students with vocational scholarships. Since the program’s inception in 2015, the Rodeo has awarded 268 scholarships totaling $1,101,000. Annually, the Rodeo awards $300,000 in Vocational Scholarship funding.

TEXAS A&M UNIVERSITY COLLEGE OF VETERINARY MEDICINE
The purpose of this scholarship program is to provide financial aid to senior students enrolled in the College of Veterinary Medicine at Texas A&M University who have a demonstrated need. Six one-year $16,000 scholarships are awarded annually.

TEXAS CHRISTIAN UNIVERSITY RANCH MANAGEMENT PROGRAM
Four one-year $2,500 scholarships are awarded each year to students enrolled in the Texas Christian University Ranch Management Program. Funding supports students from Texas, preferably from livestock backgrounds and ranch families. Students can be enrolled in either the Certificate Program or the Undergraduate Program at the university.

“As the demand for skilled labor continues to grow, the Houston Livestock Show and Rodeo is committed to supporting students who are intent on developing their technical skills. The Rodeo’s Vocational Scholarships can be a game changer for students interested in exploring a nontraditional postsecondary education, and we are proud to work alongside our technical school partners as they strive to offer high-quality vocational education and training programs that will help prepare these students for a bright future.”

JOEL COWLEY
Rodeo President and CEO
"The Houston Livestock Show and Rodeo has been a major component in choosing my career path for the past few years of my livestock showing career, and this scholarship has made my career path an attainable opportunity. With my animal science degree, I would love to work in the beef cattle industry and give back to RODEOHOUSTON and the agricultural youth of Houston, in many of the ways that they have given to me. Without RODEOHOUSTON, college would not have been as realistic of an opportunity for me due to my insufficient college savings, but because of their scholarship, my future is bright!"

Elizabeth S. (2018)
Texas A&M University

"I am so blessed to have won the Houston Livestock Show and Rodeo scholarship. This opportunity has allowed me to focus on my grades and become involved in extracurricular activities. Thank you to all the volunteers who gave so selflessly of their time with endless hours of work to make the Rodeo such an awesome event. Thank you for believing in me and making my dreams a reality. This scholarship has made a difference in my life and I hope to one day be able to pay it forward."

Texas A&M University

“I’m Safa and I am a junior and MIS major at the University of Houston (Go Coogs!). I can’t express how thankful I am to receive my Rodeo scholarship, be able to attend college and make all of my dreams come true. Being the youngest in a family of immigrants, going to college was a dream I had for a very long time; however, paying for it was a different story. My family moved to Houston when I was seven months old and it has been a struggle ever since. However, with the help of the great people at the Rodeo and my college counselors back at Elaik High School, I applied and the rest is history. This organization has provided me with so many resources and opportunities and helped make my college goals a reality. I will be graduating in 2019 with honors and zero debt only because people believed in my dream as much as I did, and I could not be more thankful."

Safa V. (2015)
University of Houston
RODEO SCHOLARS:
WHERE ARE THEY NOW?

FARIDAT AGBOOLA

With nearly 19,000 scholarship recipients since 1957, the Rodeo boasts some of the most accomplished and driven people in the community, and Faridat Agboola is no exception. She exudes a quiet calm and confidence that, combined with her determination, desire to succeed and dedication to improve the lives of others, serves her community well.

Born in Houston to parents of Nigerian descent, Agboola is the oldest of five children. She graduated from Hastings High School in Alief Independent School District in 2016. In high school, when she wasn’t studying, you could find her playing in the school band, competing on the tennis team or earning volunteer hours for one of three honor societies. Being involved in these activities ultimately led to Agboola being awarded several college scholarships, including a Rodeo scholarship.

Though she would have attended college without the Rodeo’s generous financial support, it would have been a greater financial burden and incurred a lot more debt. “The Rodeo’s scholarship means a lot to me,” Agboola said. “It tells me people really care about me — they want me to go to college!”

As a young teen, Agboola felt a calling to help people and decided that she wanted to become a doctor when she grew up. She began volunteering in high school, realizing how she could start improving the quality of life for others, even before going to medical school, by giving of her time and talents.

She sees inequality, especially in healthcare coverage for children, and her service in the community allows her to experience the bigger picture.

“It’s about people helping people for a purpose. It’s about my community... It’s what the Rodeo does, and it’s what I do, too.”

FARIDAT AGBOOLA
Scholarship Recipient
COLTON BECKER

Colton Becker has marked the milestones of his life with the Rodeo culminating with his college education. His earliest memories include the Rodeo's Trail Riders stopping for the night at the gravel parking lot that surrounded his Little League baseball field.

At Alvin High School, his cousins raised animals while Becker participated in livestock judging competitions. Every year, a visit to the Rodeo was a ritual, and he loved to cheer for the cowboys on bulls as they twisted and turned to eject their riders.

“When I was 16 and could finally drive, I took my high school sweetheart to the Rodeo,” he said. So, as Becker was planning for college, it made sense that he looked to the Rodeo for support. It also helped that his cousin was awarded a scholarship about a decade earlier.

“I still remember when I got the email when I was in my fifth period anatomy class senior year,” he said. “The first thing I did was take a screenshot of my phone and send it to my parents with a bunch of exclamation marks.”

Becker said the scholarship “was transformative and led to where I am today,” which is an honors graduate in advanced nutritional sciences at The University of Texas at Austin. Instead of worrying about taking out student loans or balancing part-time jobs in addition to full schoolwork, Becker said he was able to fully experience campus life. “The scholarship enabled me to say ‘yes’ to opportunities on campus,” he said.

As he tries to decide between medical or law school for his next steps, Becker said he credits the Rodeo for giving him the tools to fully participate in campus life.

“Just being part of the Rodeo family is a source of pride for me,” he said. “I intend to volunteer and give back. It’s hard to put into words everything Rodeo means to me.”

The scholarship enabled me to say ‘yes’ to opportunities on campus.”

COLTON BECKER
Scholarship Recipient

Two-thirds of active scholars attend the top five schools:

1. Texas A&M University
2. The University of Texas at Austin
3. University of Houston
4. Texas Tech University
5. Sam Houston State University

Approximately 70% of active scholars attend the top five schools:

<table>
<thead>
<tr>
<th>Year</th>
<th>Alumni Association Members</th>
<th>Number Serving on Committees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>1,120</td>
<td>172</td>
</tr>
<tr>
<td>2019</td>
<td>1,403</td>
<td>265</td>
</tr>
</tbody>
</table>

AVERAGE AGE 31
35% HAVE GRADUATE DEGREE OR HIGHER
63% LIVE IN HOUSTON METRO AREA
3 DIRECTORS
2 CURRENT CHAIRS
1 PAST CHAIR

The Scholarship Alumni Association was established in 2014 to give all scholarship recipients a chance to continue and be a part of the Rodeo family. The association provides members a chance to give back to the community and organization, connect with current scholars and network with past scholars. Alumni who received a four-year, undergraduate Rodeo scholarship and graduated college with a degree are eligible for a complimentary Life Membership with the Rodeo.

Since 2014, membership has grown from 200 members to more than 1,400. Rodeo scholars can upload their photo and share their story at mystory.rodeohouston.com, and connect with other Rodeo scholars and alumni on social media.

Tag us: #RHScholar
2020 GRANT RECIPIENTS:

Junior Show Exhibitors

Education also happens outside the classroom, which is why the Rodeo supports young Texans who accept responsibility and demonstrate leadership in everyday life. More than $180 million has been committed to exhibitors through premiums and calf scramble certificates since 1932.

Graduate Assistantships

Graduate Assistantship funds are awarded to specific graduate programs at various Texas universities. Each university program administers the graduate assistantship application and selection process. Since 1922, $14 million has been awarded to graduate assistantship programs in Texas.

Angelo State University
Sam Houston State University
Stephen F. Austin State University
Sul Ross State University
Tarleton State University
Texas A&M University
Texas A&M University – Commerce
Texas A&M University – Kingsville
Texas State University
Texas Tech University
West Texas A&M University

“Because of the Rodeo’s support, Texas students continue to have an amazing opportunity with NASA, scholarships and an opportunity to return as an intern and later as a Texas STEM professional making our economy the best in the world.”

NASA

“Thanks to the Rodeo’s ongoing support of the Al Henry Natural Resource Conservation Internship Program, Texas’ incredible wildlife and the habitats it relies on will be conserved for generations to come.”

TEXAS PARKS AND WILDLIFE FOUNDATION

“We could not do what we do without the generous support of the Rodeo. You are enabling these deaf and hard of hearing children to lead independent, successful lives.”

THE CENTER FOR HEARING AND SPEECH

“The Rodeo provides grants to 501(c)(3) charities and accredited institutions of higher education. In keeping with the mission of the Rodeo, all grant applications and awardees must benefit youth, support education, expand agricultural horizons and/or preserve and honor pioneer heritage and culture. The Rodeo has committed nearly $80 million in research, grants and educational programs to more than 100 organizations and institutions in Texas for 2020.”

2020 GRANT RECIPIENTS:

SERVICES TO PEOPLE WITH INTELLECTUAL AND DEVELOPMENTAL DISABILITIES

“The Rodeo supports young Texans who accept responsibility and demonstrate leadership in everyday life. More than $180 million has been committed to exhibitors through premiums and calf scramble certificates since 1932.”

NASA

“With the Rodeo’s support, we will double the low-income individuals with intellectual and/or developmental disabilities we serve in 2019, provide them with effective education, vocational training, and employment, and give this community of brilliant individuals an equal chance at success.”

THE H.E.A.R.T. PROGRAM
EDUCATIONAL PROGRAM GRANTS

The Rodeo provides grants to 501(c)(3) charities and accredited institutions of higher education. In keeping with the mission of the Rodeo, all grant applications and awardees must benefit youth, support education, expand agricultural horizons and/or preserve and honor pioneer heritage and culture. The Rodeo has committed nearly $80 million in research, grants and educational programs to more than 100 organizations and institutions in Texas for 2020.

2020 GRANT RECIPIENTS:

- AFA
- Alley Theatre
- Barbara Bush Houston Literacy Foundation
- Baylor Research Advocates for Student Scientists
- Big Brothers Big Sisters Lone Star
- Books Between Kids
- Borderlands Research Institute – Sul Ross State University
- Boys and Girls Clubs of Greater Houston
- Boys and Girls Country
- Breakthrough Houston
- Brookwood Community
- Camp For All
- The Center for Hearing and Speech
- Children’s Museum of Houston Council on Recovery
- Crime Stoppers of Houston
- Cristo Rey Jesuit College Preparatory School of Houston
- Girl Scouts of San Jacinto
- Glassell School of Art
- H.E.A.R.T. – Housing, Entrepreneurship and Readiness Training
- The Hobby Center Foundation
- Houston Ballet Foundation
- Houston Community College
- Houston Grand Opera
- Houston Health Foundation
- Houston Hispanic Forum
- Houston Police Foundation
- Houston SPCA
- Houston Symphony
- Houston Zoo
- King Ranch Institute for Ranch Management
- Medlife Houston
- Memorial Park Conservancy
- Miracle Farm
- NASA – Texas Aerospace Scholars
- Neuhaus Education Center
- Prairie View A&M University
- Project GRAD Houston
- The Rise School of Houston
- Sam Houston State University
- Schreiner University – Western Art Academy Workshop
- SIRE Therapeutic Horsemanship
- Small Steps Nurturing Center
- Teach for America – Houston
- Texas 4-H
  - State 4-H Congress
  - State 4-H Leadership Conference
  - Striving for Leadership
- Texas A&M University
  - Beef Cattle Short Course
  - Bush School of Government and Public Service
- - Entrepreneurship Bootcamp for Veterans
- Texas FFA Association
  - National Career Development Events
  - State Leadership Development Events
  - State Leadership Conference and Area Leadership Conferences
- Texas Parks and Wildlife Foundation
- Texas Ranger Association Foundation
- Texas Tech University
- Texas Wildlife Association Foundation
- Theatre Under The Stars
  - Community Engagement Programming
  - The River Performing and Visual Arts Center
- To Educate All Children – TEACH
- University of Houston – Clear Lake Center for Autism and Developmental Disabilities
- The University of Texas at Austin – UTeach
- The University of Texas Health Science Center at Houston
- Writers in the Schools
- Yellowstone Academy
- YMCA of Greater Houston

“There is a one in four chance that if a child is not reading at grade level by third grade, they are more likely to drop out of school. The case for quality teacher preparation programs, such as those at NEC, is key for our community. The Rodeo’s grant helps us support our mission of promoting reading success, because all students should have a trained reading teacher.”

NEUHAUS EDUCATION CENTER

“With the Rodeo’s support, we will double the low-income individuals with intellectual and/or developmental disabilities we serve in 2019, provide them with effective education, vocational training, and employment, and give this community of brilliant individuals an equal chance at success.”

THE H.E.A.R.T. PROGRAM
Sarah Brubaker’s goal was always to land at NASA and the Houston Livestock Show and Rodeo helped her on her mission. Brubaker realized her aerospace dreams at a young age, and thanks to NASA’s High School Aerospace Scholars (HAS) program, hosted by the Johnson Space Center (JSC), she was able to realize her childhood goal could become a reality.

“Over that summer, I fell in love with NASA,” Brubaker said. “What was really amazing about HAS was that I kind of left with a plan and what I needed to do to make it happen — go to college, what to study, what internships I needed.”

The HAS program begins with a 16-week online course that Texas high school students complete during the school year. From that group, HAS invites 270 of the best students to one of the six week-long summer camp programs filled with hands-on learning, mentorship and inspiration.

Thanks to the support of the Houston Livestock Show and Rodeo, it is completely free. “With the Rodeo’s funding, we’re able to provide an online and on-site experience to students across the state of Texas at no cost to them,” said Jessica Cordero with NASA’s Office of Science, Technology, Education and Mathematics (STEM) Engagement.

This past summer, the program was one to remember. July 20, 2019, was the 50th anniversary of the Apollo 11 Moon landing and the 20th year of the NASA and Rodeo partnership. This partnership supports the HAS program and training for the Artemis generation, NASA’s future explorers, with the goal of sending American astronauts to the Moon and to Mars. This past summer, students were able to celebrate this historic anniversary. “Apollo era briefers came out and spoke to the students,” Cordero said. “We had pieces of Apollo history to share with the students this summer.”
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Along with mentorship and instruction from NASA scientists and engineers, the students worked 12- to 14-hour days to plan a mission to Mars, build and launch a rocket, and more. “It’s a truly rewarding experience that helps to shape participants’ decision on what STEM-related degree they will pursue in college,” Cordero said.

During the six days, the students also learn about career paths, internships and even scholarships — and Brubaker took advantage of all three opportunities. With her plan solidified at HAS, Brubaker enrolled as an aerospace engineering major at The University of Texas at Austin. After an internship at NASA during college, she graduated in 2010 and began her career at JSC. Almost 10 years later, she is still living out her NASA dream and works on the team managing transportation to and from the International Space Station.

While the entire HAS program was influential for Brubaker, there is one moment she remembers changing her path. At the program’s closing ceremony, Brubaker and her dad were seated at a table with a representative from the Rodeo who told them all about the scholarship opportunities the organization provides. “Most people would think that the NASA part of my goals was going to be hard,” Brubaker said. “But, I knew that for me, graduating debt-free was going to be harder.”

Armed with the information about Rodeo scholarships, she applied and received a scholarship that allowed her to not only accomplish her dreams of launching herself toward NASA but also doing so without carrying excess cargo in the form of student loan debt. Brubaker now serves as a huge advocate for both HAS and the Houston Livestock Show and Rodeo. She serves as a mentor for the summer program and also volunteers on the Rodeo’s Speakers Committee. “I really felt called to give back since the Rodeo scholarship was so influential in my success. I wanted to give back and share my story,” she said.
Nestled in Houston’s historic Third Ward lies Yellowstone Academy, a nonprofit, faith-based school for pre-kindergarten to fourth grade students facing educational challenges. One of two schools within the Yellowstone educational system — which also includes Yellowstone College Prep, a charter school that opened in fall 2018 — Yellowstone Academy began with just 64 students, operating out of a local church.

When the school opened its doors to the community in 2002, the need for a school like Yellowstone was great, and the school grew by adding a grade level every year until eighth grade. Soon, the school outgrew the church grounds. When the opportunity presented itself for the Yellowstone founders to purchase the historic Douglass Elementary School building, Yellowstone Academy settled into its new home with room to expand.

TEACH (To Educate All Children) is a nonprofit organization dedicated to providing educators with intensive trainings on classroom management, focusing on areas such as de-escalation, conflict resolution, building students’ self-image, and nonverbal communication.

The organization helps more than 1,000 teachers and 17,500 students in 27 schools across the Houston Independent School District. The program’s rigorous curriculum offers a distinct method in improving learning time within the classroom.

According to Nory Angel, executive director and CEO of TEACH, receiving an educational grant from the Rodeo has facilitated TEACH to expand services into new schools at HISD, where there is currently a waiting list of schools requesting approval for the program.

Many of the kids who come to Yellowstone are several grade levels behind by the time they get to us,” said Thomas Parker, director of grants and communication at Yellowstone Academy. “Therefore, we have to work really hard to get them onto grade level and then push them even further, if possible.”
TO EDUCATE ALL CHILDREN — TEACH
2019 GRANT RECIPIENT

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“Education is the key to everything.”

The more we can do to create a safe place for students, the more they can learn and the more we can impact the trajectory of their life,” said Nory Angel, executive director and CEO of TEACH.

“Education is the key to everything.”
The School Art Program promotes an awareness of agriculture, Western heritage and Rodeo activities through artistic competitions for students. The program provides students the opportunity to compete in district shows, earn scholarships, travel to summer workshops and display artwork in the Hayloft Gallery during the Rodeo.

The program supports 143 school districts in approved public independent school districts and approved private schools in the Houston area. In 2019, the Rodeo received more than 200,000 entries, making the total more than 9.6 million entries recorded since 1965.

Schools participating in the School Art Program compete in district shows judged by the School Art Committee. The artwork is divided into three categories: elementary, junior high and high school. Best of Show, Gold Medal and Special Merit awards are selected in each category. All work is eligible for the School Art Auction.

SCHOOL ART AUCTION
The Rodeo’s School Art Program received 648 entries in 2019 with 72 students selected to participate in the School Art Auction.

QUICK DRAW CONTEST
The Quick Draw Contest is a competition against the clock. Contestants are given an 11-inch-by-14-inch piece of paper to sketch their masterpiece in 50 minutes. The contest is split into two divisions: still life drawings for junior high, and portrait or full-figure for high school.

CHILDREN’S HOSPITALS ART CONTESTS
The Rodeo’s School Art Committee hosts art contests at Texas Children's Hospital and MD Anderson Children's Cancer Hospital. The contests give young patients at Houston-area hospitals the opportunity to think beyond their hospital rooms by exploring their imagination and expressing themselves through art.

The Rodeo supports organizations such as the Houston Ballet, Houston Grand Opera and AFA (formerly American Festival for the Arts) as part of the Rodeo’s annual educational commitment.

The Houston Grand Opera has received funding from the Rodeo since 2000 to support “Opera to Go!,” “Storybook Opera,” and the Student Performance Series, matinee performances that reach more than 75,000 students through 180 performances each year.

The Houston Ballet has received an annual grant from the Rodeo since 2013, which facilitates community outreach to approximately 62,000 students through performances held at their schools as well as visits to Houston Ballet performances. The funding also helps provide financial assistance to students enrolled in the Houston Ballet Academy.

"Support from the Rodeo enables us to keep over 80 percent of our programming free to the community, which, in turn, allows us to target the schools and communities that need it most," said Lindsey Hurst, Houston Ballet director of institutional giving.

AFA, which provides a very hands-on musical experience for students, has received grant funding from the Rodeo that helps AFA provide more than 90 professional musicians who visit the schools to teach lessons throughout the year. Each year they hold the Summer Music Festival, which showcases more than 500 student musicians.

GLASSELL SCHOOL OF ART
The Glassell School of Art offers students two programs, the Glassell Junior School program and the Advanced Portfolio Preparation program.

The Glassell Junior School program is available to students, kindergarten through 12th grade, who received Best of Show, Gold Medal or Special Merit awards, and who qualify through an application process that is based on the student’s academic, extracurricular and artistic success. The instructional classes range from drawing and painting, to video and animation, to ceramics and fashion design.

The Advanced Portfolio Preparation program offers students hands-on experience to establish a portfolio while developing skills and a work ethic for future success. The 14-week program focuses on two-dimensional and three-dimensional visual arts.

WESTERN ART ACADEMY SCHOLARSHIP PROGRAM
The Western Art Academy Scholarship Program in Kerrville, Texas, gives students a unique opportunity to receive advanced art instruction, as well as prepare for college. Schreiner University directs the four-week immersion program and offers students college credit upon completion of the course work. The workshop gives talented students an exciting chance to receive personal instruction in oil painting, drawing and sculpting from respected professional artists and to enjoy outside activities, including field trips to local art studios.
SCHOOL ART PROGRAM

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George Buschardt said he and his family have been involved with the Rodeo since 1972 and are dedicated to supporting Texas youth.

“We are very blessed to get to share our blessings with these kids,” Paul Somerville said. “It is for the kids,” Paul Somerville said. “We are very blessed to get to share our blessings with these kids.”
I grew up going to the Houston Livestock Show and Rodeo. I can remember my grandparents taking me to see Charlie Pride when I was a kid and the pure joy and excitement it gave me. It’s just one of many memories I have. As I got older and began to understand how important RODEOHOUSTON is to my hometown, I knew I had to be a part of it. RODEOHOUSTON gives many kids a chance to go to college and become successful members of society and I’m a part of that.”

BRANDY P.
Committee: Gatekeepers
2019 FUN FACTS

2,506,263
Total attendance for all activities on the grounds, Feb. 21 – 23, 2019 (World's Championship Bar-B-Que Contest) and Feb. 25 – March 17, 2019 (Houston Livestock Show and Rodeo).

1,337,725
Paid Rodeo and concert attendance.

Approximately 61,000 people participated in a scheduled school tour or field trip to AGVENTURE.

More than 2.5 million rides were taken at the carnival.

More than 600,000 prizes were won at the carnival games.

Approximately 376,000 Oreos were battered, fried and dusted with powdered sugar.
ATTRACTIONS & ACTIVITIES INCLUDE:

AGVENTURE
CARNIVAL
THE JUNCTION
SHOPPING & DINING
MUSIC & CONCERTS
CHAMPION WINE GARDEN
WORLD’S CHAMPIONSHIP BAR-B-QUE CONTEST

SPECIAL DAYS & EVENTS
• Armed Forces Appreciation Day
• First Responders Day
• Black Heritage Day
• Go Tejano Day
• Special Needs Events
• University Days

RODEO UNCORKED! WINE EVENTS
• Roundup & Best Bites Competition
• International Wine Competition
• Champion Wine Auction & Dinner

The Rodeo has something for all visitors to enjoy, from star-studded entertainment and nightly rodeo action to carnival rides, shopping and food.
The Rodeo recycles cardboard, plastic, aluminum and grease.

<table>
<thead>
<tr>
<th>recycling items</th>
<th>quantity</th>
</tr>
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<tbody>
<tr>
<td>cardboard</td>
<td>259,720 POUNDS</td>
</tr>
<tr>
<td>plastic and aluminum</td>
<td>22,680 POUNDS</td>
</tr>
<tr>
<td>grease</td>
<td>9,967 GALLONS</td>
</tr>
</tbody>
</table>

The Rodeo strives to minimize its environmental impact during the Rodeo in multiple ways.
AGVENTURE

Presented by Occidental Petroleum

AGVENTURE is a great place for children and adults alike to learn all about agriculture. Nearly every species of livestock can be found inside this fun and educational area, with several live animal exhibits.

With about **600 DUMP TRUCK LOADS OF DIRT** needed to fill the floor and service level of NRG Stadium for RODEOHOUSTON, the Houston Livestock Show and Rodeo reuses the dirt year after year.

**BEDDING** that is used for the horse and livestock shows throughout the event is collected post-Rodeo and used to make mulch-type products.
CARNIVAL

During the 2019 Rodeo, the carnival midway featured more than 80 rides and 45 games, with more than 2.5 million rides taken throughout the annual event. Several unique food items were unveiled, including Hot Crunchy Cheetos Cotton Candy, Fruity Pebbles Shrimp Po’Boy Sandwich and Caramel Crack Fries.

SHOPPING & DINING

With more than 300 vendors, there is something for everyone to enjoy at the Rodeo.

LONE STAR MARKET

The Lone Star Market is an outdoor shopping location, located on the west side of the NRG Astrodome, featuring new local businesses throughout the Rodeo. A variety of products are featured, from leather goods to art pieces.
THE JUNCTION

The Junction is a kid-focused area filled with rides, games and fun exhibits.
Each night, once the Rodeo dust settles, a superstar takes the stage to entertain the crowds. Throughout the Rodeo’s 80-plus years, entertainers such as Elvis Presley, Reba, Usher, Taylor Swift and George Strait have performed on the RODEOHOUSTON stage.

Rodeo guests can enjoy live music and savor more than 70 wines at this oasis, located in Carruth Plaza at NRG Park.
More than 250 barbecue teams compete in the Rodeo’s World’s Championship Bar-B-Que Contest at NRG Park. Over the course of three days, teams from across the state of Texas and the world compete for champion titles in categories including Brisket, Ribs, Chicken, Go Texan and Dutch Oven Dessert.
RODEO UNCORKED!
WINE EVENTS

Rodeo Uncorked! highlights wine production in agriculture by hosting an International Wine Competition, a food competition and wine auction. During the Rodeo, award-winning wines from the International Wine Competition are served in the Champion Wine Garden.

ROUNDUP & BEST BITES COMPETITION
The Rodeo Uncorked! Roundup & Best Bites Competition is one of the largest gourmet food and wine events in the world. The event features award-winning wines from the International Wine Competition, including the Grand Champion and Reserve Grand Champion wines, paired with a sampling of signature dishes from Houston restaurants, chefs, caterers and food trucks.

INTERNATIONAL WINE COMPETITION
Wines from around the world enter the Rodeo’s elite, privately judged International Wine Competition held in November. The 2019 competition included 3,156 entries from 18 countries, including Argentina, Austria, Chile, France, Italy, Japan, Portugal and South Africa. Texas wineries represented 413 entries, and 370 entries came from the 2019 featured region, California’s Central Coast.

CHAMPION WINE AUCTION & DINNER
The Champion Wine Auction and Dinner includes a cocktail hour, silent auction and seated dinner paired with wines from the International Wine Competition.

2019 GRAND CHAMPION
Wine: Graham Beck Brut Rosé, Robertson NV
Price: $150,000
Buyers: Randa and Ray Gilliam, Kristina and Paul Somerville, Jennifer and Joe Van Matre, and Sheridan and John Eddie Williams
Rodeo Record: $232,000 (2015)

2019 RESERVE GRAND CHAMPION
Wine: Bodegas Muriel Reserva, Rioja DOCa, 2013
Price: $120,000
Buyers: Andrea and Bruce Bryant, Kathy and Gene Clark, Melinda and Pete Ruman, and The Wine Cru
Rodeo Record: $205,000 (2013)
The Rodeo celebrates what makes the city of Houston unique with several special days and events, including:

**ARMED FORCES APPRECIATION DAY**
Presented by BHP

Armed Forces Appreciation Day honors the brave men and women for their service in the U.S. military. Visitors are encouraged to come out, dress in red, white and blue, and show appreciation for the troops, past and present.

**FIRST RESPONDERS DAY**
Presented by BP

The Rodeo salutes the various public law enforcement, firefighters, EMS and other emergency services agencies in the Houston Metropolitan Area on First Responders Day. First responders from all branches and their families are invited to attend a special ceremony recognizing the First Responders of the Year and honoring the city's fallen first responders.

**BLACK HERITAGE DAY**
Sponsored by Kroger

Day-long festivities include live entertainment on the Stars Over Texas Stage from Houston's finest bands, choirs, dance teams, cheerleader teams, and fine arts groups; special entertainment at the Champion Wine Garden and in The Hideout; and historical and educational displays around the grounds of NRG Park.

**GO TEJANO DAY**

Go Tejano Day festivities include live entertainment on the Stars Over Texas Stage and in the Champion Wine Garden, and the Mariachi Invitational Semifinals in The Hideout. Enjoy Fiesta Charra in the NRG Center Main Arena, a colorful exhibition of traditional Mexican folk dance, music and horseback riding.

**INTERNATIONAL DAYS**
The Rodeo designates a series of International Days to express hospitality to its international guests. During the 2019 Rodeo, 2,592 guests from 75 countries registered as international visitors during International Days.

**SPECIAL NEEDS EVENTS**
The Rodeo's Special Children's Committee interviews social agencies and schools giving physically/developmentally challenged children and adults the opportunity to attend Houston's biggest event and participate in the Top Hands Horse Show or Lil' Rustlers Rodeo.

- **TOP HANDS HORSE SHOW**
The Top Hands Horse Show offers a variety of physically challenged riders of all ages the opportunity to compete in six events, including showmanship at halter, English equitation, Western equitation, trail, pole bending and barrel racing.

- **LIL' RUSTLERS RODEO**
Lil' Rustlers Rodeo gives children with special needs the opportunity to be a rodeo star with playful stick horse races, seesaws turned into bulls and hay barrels resembling steers.

**UNIVERSITY DAYS**
Uniting agriculture and education, the Rodeo celebrates Texas universities and encourages Rodeo attendees to show their school spirit and proudly wear their alma mater's colors.

As the nation's fourth largest city, Houston is home to a diverse range of cultures and demographics, welcoming millions of visitors from across the state of Texas, the U.S. and more than 70 different countries.
The Rodeo celebrates what makes the city of Houston unique with several special days and events, including:

**ARMED FORCES APPRECIATION DAY**  
*Presented by BHP*  
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**UNIVERSITY DAYS**  
Uniting agriculture and education, the Rodeo celebrates Texas universities and encourages Rodeo attendees to show their school spirit and proudly wear their alma mater’s colors.
I volunteer for the Houston Livestock Show and Rodeo because I support the Show’s mission and I’m able to have fun while giving back. As a born and raised Houstonian, I’ve been going to the rodeo for as long as I can remember. When I turned 21, my birthday gift was my Lifetime Membership. I look forward to the Rodeo year-round, similar to the way football fans count down the days from the Super Bowl until preseason.”

DANIEL W.
Committees: Speakers, World’s Championship Bar-B-Que Contest, Wine Garden
All Houstonians are invited to attend Rodeo Roundup, a kickoff to the weeklong celebration leading up to Opening Day. The free event, held in front of City Hall, kicks off with the mayor's official Go Texan Day proclamation. Attendees can enjoy food, live music, take their photo atop a Texas longhorn steer and visit with hundreds of Rodeo volunteers to learn more about the Houston Livestock Show and Rodeo.
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Each year, the Houston Livestock Show and Rodeo showcases Western heritage in the city of Houston, from trail rides and a Western parade, to traditional rodeo events.
WESTERN HERITAGE

TRAIL RIDES
In 1952, four men traveled on horseback from Brenham, Texas, to raise awareness of the Rodeo. Today, more than 2,000 trail riders participate each year to recreate the Old West.

GO TEXAN DAY
Traditionally held the Friday before the Rodeo begins, Go Texan Day is a city-wide celebration of Western heritage. Houstonians are encouraged to wear Western attire, such as jeans, cowboy boots, and cowboy hats. The Go Texan Day Contest encourages organizations to host events that promote and celebrate the Rodeo and Texas culture.

DOWNTOWN RODEO PARADE
Every February since 1938, the nation’s fourth largest city is transformed from a bustling metropolis to a down-home celebration of Western heritage. Decorative floats intermingle with thousands of men and women on horseback to fill the streets with hoof beats and marching bands. In February 2019, Houston Texans quarterback Deshaun Watson helped kick off the 2019 Rodeo season as grand marshal of the Downtown Rodeo Parade.
PONY EXPRESS RIDE
Members of the Harris County Sheriff’s Mounted Patrol ride on horseback from Houston to Austin to hand deliver Houston Livestock Show and Rodeo gold badges and invitations to elected officials on the steps of the Texas State Capitol.

RODEOHOUSTON COMPETITIONS
RODEOHOUSTON is comprised of two competitions: the Super Series and the Super Shootout®: North America’s Champions. Both competitions total a $2.17 million payout, with more than 325 contestants, and an average of 1.37 million fans.
2019 RODEOHOUSTON EVENTS

SUPER SERIES
The Super Series is a 19-day tournament-style competition that crowns an event champion in bareback riding, bull riding, saddle bronc riding, steer wrestling, tie-down roping, team roping and women’s barrel racing.

Beginning in 2019, RODEOHOUSTON is considered an official Professional Rodeo Cowboys Association (PRCA) rodeo and an official PRCA NFR® money event, with earnings from the RODEOHOUSTON Super Series counting toward qualification for the NFR, the season-ending championship event for the PRCA.

SUPER SHOOTOUT
Presented by Crown Royal
One of the richest one-day rodeos in the country, the Super Shootout features reigning champions in five traditional rodeo events from renowned rodeos in North America.

2019 RODEOHOUSTON EVENTS

Tie-Down Roping
Sponsored by Boot Barn

Bareback Riding
Sponsored by Chevron

Team Roping
Sponsored by Mrs. Baird’s/KHOU-TV

Saddle Bronc Riding
Sponsored by Energy Transfer

Steer Wrestling
Sponsored by Mattress Firm

Barrel Racing
Sponsored by TransCanada

Bull Riding
Sponsored by Taco Bell

Mares and Foals

Calf Scramble
Sponsored by Justin Boots and KPRC2

Chuck Wagon Races
Sponsored by Baylor College of Medicine, Chevron, Ford, Kroger, Mustang Cat and Shell

Mutton Bustin’
Sponsored by State Farm
The Rodeo would not be the well-run success that it is today without the vision, dedication and hard work of its volunteers. What began as a small group of people with a dream has developed into an event supported by the efforts of 35,000 volunteers serving on more than 100 committees.

Rodeo volunteers dedicate a total of

2.1 million volunteer hours based on

67.8 hours per volunteer

to represent a workforce of more than

51 million each year.

Their steadfast commitment to the Rodeo’s mission allows the Rodeo to continue to be one of the largest scholarship programs in Texas.
COMMITTEES

AGRICULTURAL MECHANICS
AGRICULTURE EDUCATION
ALL BREEDS
AREA Go Texan
ARMED FORCES APPRECIATION
ASSET DISTRIBUTION
AUCTIONS ASSISTANCE
BLACK HERITAGE
BREEDERS GREETERS
CALF SCRAMBLE ARENA
CALF SCRAMBLE DONORS
CALF SCRAMBLE GREETERS
CARNIVAL TICKET SALES
COMMERCIAL EXHIBITS
COMMUNICATIONS & SPECIAL SERVICES
CORPORATE DEVELOPMENT
CORRAL CLUB
  • DIVISION I
    • AT LARGE
    • AUCTIONS & RECEPTIONS
    • BEVERAGE SERVICES
    • EQUIPMENT
    • SUPPORT
    • TICKET SALES
  • DIVISION II
    • COMMITTEEMEN’S CLUB
    • THE HIDEOUT
    • MAIN CLUB
    • STOCKMAN’S CLUB
  • DIVISION III
    • THE CANTINA
    • CHAIRMAN’S CLUB
    • CHUTE CLUB
    • CLUB LEVEL EAST
    • CLUB LEVEL WEST
    • DIRECTORS’ CLUB
    • SKY SUITES
    • SUITES EAST
    • SUITES WEST
DIRECTIONS & ASSISTANCE
EQUIPMENT ACQUISITION
EVENTS & FUNCTIONS
FACILITY SERVICES
FEED STORE
GATEKEEPERS
GO TEJANO
GRAND ENTRY
GRAPHICS & SIGNAGE
H CALF
HEALTH
HORSE SHOW
  • CUTTING HORSE
  • CHUCKWAGON
  • DONKEY AND MULE
  • HORSE SHOW EQUIPMENT
  • HOSPITALITY
  • PAINT HORSE
  • QUARTER HORSE
  • RANCH RODEO
  • TEAM PENNING & RANCH SORTING
  • WORLD SHOWS
  • YOUTH HORSE
HORTICULTURE
HOUSTON GENERAL Go Texan
HOUSTON METRO Go Texan
INFORMATION SERVICES
INTERNATIONAL
JUDGING CONTEST
JR. RODEO
JUNIOR COMMERCIAL STEER FEEDING AND MANAGEMENT CONTEST
LAMB & GOAT AUCTION
LEGAL ADVISORY
LIFETIME VICE PRESIDENTS
LIVESTOCK
LLAMA AND ALPACA
MAGAZINE
MEDICAL AND SAFETY
MEMBERSHIP
MUTTON BUSTIN’
PARADE
POULTRY AUCTION
RABBIT
RANCHING & WILDLIFE
RECYCLING
RODEO CONTESTANT SERVICES
RODEO EXPRESS
RODEO MERCHANDISE
RODEO OPERATIONS
RODEO RUN
RODEOHouston® SPORTS MEDICINE
SCHOLARSHIP ADMINISTRATION
SCHOOL ART
SCHOOL ART AUCTION
SHEEP & GOAT
SOUVENIR PROGRAM
SPEAKERS
SPECIAL ATTRACTIONS
SPECIAL CHILDREN’S
STEER AUCTION
SWINE AUCTION
TICKET SERVICES
TOURS
TRAIL RIDE
TRAILBLAZER
TRANSPORTATION
VETERINARIAN
WESTERN ART
WINE COMPETITION
WINE EVENTS
WINE GARDEN
WINERY RELATIONS
WINE SALES
WORLD’S CHAMPIONSHIP BAR-B-QUE

*New for 2020

Their steadfast commitment to the Rodeo’s mission allows the Rodeo to continue to be one of the largest scholarship programs in Texas.
Many Rodeo volunteers have been involved since childhood, whether it was watching the Downtown Rodeo Parade, participating in the trail rides, supporting Go Texan events or attending rodeo performances. Four individuals have dedicated 50 or more years of continuous service to the Rodeo as active committee members. Jim Bloodworth, Don Jordan, Ed McMahon and P. Michael Wells are among this elite group of individuals who, during the past half century, have committed their time, talent and generosity to the Rodeo.

**JIM BLOODWORTH**

James O. “Jim” Bloodworth always had a love for horses and joined the Rodeo in 1967 as a member of the Quarter Horse Committee. He was promoted to General Horse Show chair in 1981 and served as vice president and officer in charge of the Horse Show Committees from 1984 to 1986.

He had the honor of filling the initial first vice president position created in 1995 when the Rodeo experienced unprecedented growth in all areas, and the leadership felt he had the acumen to develop a long-range planning committee.

Bloodworth served as the Rodeo’s 18th president from 1997 to 1999, after which he served as chairman of the board from 2000 to 2002. During his tenure, he had the honor of signing the agreement to move RODEOHouston from the Astrodome to NRG Stadium. Today, Bloodworth is an active member on the Rodeo’s Executive Committee.

**DON JORDAN**

Don Jordan first attended the Rodeo as a child when he traveled from his native Ingleside, Texas, to visit his uncle in Houston. Together, they attended the formerly named Houston Fat Stock Show. During his visit to the Rodeo, the Calf Scramble event made a lasting impression on him, so much so that he later joined his high school 4-H club and went on to participate in the event in 1948.

After graduating from The University of Texas at Austin in 1956, he returned to Houston to work for the Houston Lighting & Power Company, and shortly thereafter, joined the Rodeo as a lifetime member in 1960.

Jordan became a Rodeo director in 1974, was promoted to vice president two years later and has served on the Executive Committee since 1986. He was president from 1994 to 1996, at which point he was named chairman of the board, serving in that capacity until 1999. During his tenure as president, the Rodeo reached an attendance milestone of one million visitors.
The HLSR is a unique organization unlike any other. As a native Houstonian, the opportunity to volunteer and be an ambassador for the Show as well as represent the city in a positive light to first-time visitors is very fulfilling and heartwarming, not to mention the smiles and appreciation from the kids and agencies the Special Children’s Committee serves or the hundreds of very grateful recipients of scholarships the Rodeo awards every year. Incredibly, the hundreds of lifelong friendships I’ve made these past 36 years through my involvement are certainly second to none, and I’m proud of my rodeo family!”

RICHARD C.
Committees: Special Children’s, Lifetime Committeemen, Scholarship Judging
P. Michael “Mike” Wells began attending the Rodeo during the Sam Houston Coliseum days and joined as a member in 1965.

With a love of horses, Wells began active volunteer work on the Quarter Horse Committee in 1968, where he ultimately served as chair of the Quarter Horse, Cutting Horse, Palomino and Hospitality committees.

Wells served as a first vice president and he later served as president from 2000 to 2003, during which he was tasked with overseeing the Rodeo’s operations during the construction of NRG Stadium. After his term ended, the Rodeo restructured its management to address the growth and increasing complexity of its operations, and Wells became the first full-time president and chief executive officer in 2004.

As a lifetime member of the Executive Committee, he continues to remain active in Rodeo leadership.

ED MCMAHON

A member of the Executive Committee, Ed McMahon’s involvement with the Rodeo began at the Sam Houston Coliseum where he rode in the Houston Fat Stock Show Grand Entry with his father multiple times and shook hands with such stars as Roy Rogers and James Arness. The Rodeo’s agricultural mission has been near to his heart from an early age. Growing up, McMahon participated in the Lamar High School FFA chapter and the Rodeo Club. He also helped raise chickens, steers and a pig named “Arnold” on an acre of land owned by his grandmother.

In 1967, McMahon joined the Rodeo as a life member and became one of the 12 inaugural members of the Poultry Auction Committee. Throughout the years, he has continued his commitment to the Rodeo, supporting a broad range of committees, including Sky Box, Corporate Development, Western Art and Swine Auction.

He has held many leadership positions, including chair and officer in charge of the Poultry Auction Committee and chair of the Corporate Development Committee. He was inducted into the Poultry Hall of Fame in 1987 and received the Swine Auction Committee’s Head Hog award in 2003. McMahon was elected to the Rodeo’s board of directors in 1977, became a vice president in 1986 and was appointed to the Executive Committee in 2010, where he has served on subcommittees such as the Long Range Planning Committee.
COMMUNITY INVOLVEMENT

GIVING BACK: The Houston Livestock Show and Rodeo is a proud supporter of the city it calls home and is passionate about giving back to the Houston community — whether it’s raising awareness for important causes, supporting the arts, participating in cultural events or benefiting local youth.

HOWDY
Howdy is the Houston Livestock Show and Rodeo’s mascot, who visits local hospitals, schools and sports events throughout the year, including:

- Archdiocese 5K Run
- MD Anderson’s Boot Walk
- Houston Texans football games
- Thanksgiving Day Parade
- Rice University Baseball
- Houston Marathon
- Katy Half Marathon
- Houston Sports Awards
- Rodeo in the Park
- Super Star Rodeo
- Baytown Special Rodeo

NATIONAL FINALS RODEO
During the National Finals Rodeo in December 2019, Rodeo Live was presented by RODEOHOUSTON at Cowboy Christmas, bringing talk show style entertainment to rodeo fans. Cowboy Christmas, open daily at the Las Vegas Convention Center, gave Rodeo fans the opportunity to visit the Rodeo’s booth located in Rodeo Way, where they could grab RODEOHOUSTON swag and also enter to win NFR tickets.
BOOT ART CONTEST
The Rodeo’s 2019 Boot Art Contest encouraged Houston-area artists to submit their designs for a 6-foot, 3-D fiberglass boot statue. Eight local artists’ designs were selected, and their boots were showcased on Rodeo grounds in a display known as “Boot Row” during the 2019 Rodeo.

BOOT WALK
The Rodeo supported MD Anderson’s annual Boot Walk to help MD Anderson’s mission to eliminate cancer in Texas, the nation and the world. Many of the Rodeo’s volunteers and staff members participated in the 1.2-mile walk around the Texas Medical Center and the Rodeo’s Speaker’s Committee joined the festivities helping to raise funds that support critical research and patient programs.

FESTIVAL CHICANO
The Rodeo’s Go Tejano Committee participated as an exhibitor in the 39th Annual Festival Chicano, a premier Latino cultural celebration that celebrates Chicano music and Latino culture in Houston.

FIESTAS PATRIAS
Fiestas Patrias is an international celebration of the city’s great diversity, pride of the rich culture, great heritage and the many contributions of Hispanics in the U.S. The Go Tejano Committee sponsored the 50th Annual Fiestas Patrias Awards Breakfast and the Distinguished Hispanic Award Presentation. The committee also created a festive float to represent Hispanic culture and heritage that was displayed during the annual Fiestas Patrias International Parade in downtown Houston.

COMMUNITY INVOLVEMENT
**RODEO RUN**
Presented by ConocoPhillips
Run for a cause! Proceeds from the event benefit the Houston Livestock Show and Rodeo.

The 2019 Rodeo Run had more than 9,000 participants in the wheelchair race, 10K race and 5K fun run/walk.

Since 1988, nearly $5 million has been contributed to the Rodeo.

**THANKSGIVING DAY PARADE**
The Houston Livestock Show and Rodeo returned as a sponsor for the 69th Annual H-E-B Thanksgiving Day Parade, sponsoring the "Houston is Tradition" segment. Two Rodeo-themed floats represented the four pillars of the Rodeo — Agriculture, Education, Entertainment and Western Heritage. The floats were unveiled during the parade in downtown Houston. The Rodeo’s Go Tejano Committee also joined in on the festivities and marched in the parade.