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Folder Title:
Houston [TX] Livestock Show 2/28/92 [OA 7568]

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YOUTH**
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2-28-92
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11



February 12 — March 1, 1992

HOUSTON® **Livestock Show and Rodeo**

Astrohall • P.O. Box 20070 • Houston, Texas 77225-0070 • (713) 791-9000 • FAX (713) 794-9528

Scheduling
December 24, 1991
2/17/92
2/19/92

CONTACT:
KIM

The President of the United States
The White House
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Dear Mr. President:

We were recently made aware that the Andean Pact Heads of State are to attend a Summit in early 1992, and potentially that meeting could take place in Houston this coming February.

We feel that the 1992 Houston Livestock Show and Rodeo would be a wonderful background for such a significant gathering, and take this opportunity to extend an invitation to the Show and to offer our support in the event that the planned Summit should be confirmed for Houston.

The most advantageous dates for hosting the Heads of State and/or contingencies from the Andean Pact countries would (at this time) appear to be the following dates:

Monday, February 17, 1992
Tuesday, February 18, 1992

During this time period, the Show will along with Texas A&M University co-host the International Livestock Congress, attended by a number of representatives from the pact countries. It is our understanding that an invitation has been extended for you to attend the closing session and address this group on the morning of February 19th.

Our livestock show, also in progress during the dates above, is expected to post international attendance of 1,500 delegates. Of the approximately 50 countries represented--the major portion of which are South American countries--our International Committee serves as liaison for these visiting world agriculture leaders and has developed an excellent environment for international livestock trade.

Rodeo performances, held in the Astrodome and featuring major artists in concert, are scheduled concurrent with the dates above. As you may remember from previous visits,

the crowds are enthusiastic and large in number (often more than 50,000 spectators for a single event). We posted a new record evening attendance last year with 57,247 for the performance featuring country entertainer Garth Brooks.

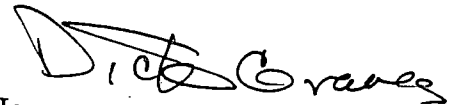
We are so pleased to add our support and assistance in any measure to facilitate the Summit, should it be determined to coincide with the 60th Anniversary of the Houston Livestock Show and Rodeo. Although we have suggested dates which would provide maximum benefit for international guests, our invitation to you is certainly not limited to those days and we stand ready to work with Greater Houston Partnership in any way requested.

Your kind support and friendship through the years has helped bring this organization to the forefront as a moving force in agriculture, an educational charity and entertainment extravaganza. Whether or not you are able to be with us this year, we want you to know that we'll remember you and your contribution to our celebration of sixty great years.

Sincerely,



Hal Hillman
Chairman of the Board



James R. "Dick" Graves
President

cc: Judge Jon Lindsay
Mr. Robert Lanier
Mr. John H. Lindsey
Mr. Miguel R. San Juan
Dr. William R. Mobley

HH/JRG/lr

THE WHITE HOUSE
WASHINGTON

January 24, 1992

Dear Mr. Janke:

This is in follow up to your letter regarding the 60th anniversary of the Houston Livestock Show and Rodeo. We appreciate your invitation and have received many letters of endorsement regarding this request. I wanted you to be aware that we are still keeping the Houston Livestock Show in mind as we plan the coming weeks.

I did want to touch base and let you know that the President and Mrs. Bush will be unable to participate as the parade as Grand Marshalls on February 15. As I know you can appreciate, the constraints on both of their schedules are especially demanding.

My office will contact you in the near future as soon as the next few weeks of the President's calendar become more definite. I appreciate your patience in awaiting our final decision.

With best wishes,

Sincerely,



KATHY L. SUPER

Deputy Assistant to the President
for Appointments and Scheduling

Mr. Jim Janke
Parade Chairman
Houston Livestock Show
and Rodeo
Astrohall
Post Office Box 20070
Houston, Texas 77225-0070



HOUSTON® Livestock Show *and* Rodeo

31 DEC 13 A9:07

October 1, 1991

The Honorable George H.W. Bush
President of the United States
The White House
Washington, D.C. 20500

Dear Mr. President,

Once again the Houston Livestock Show and Rodeo is kicking off its festivities with Houston's largest parade, which will be held on February 15, 1992 at 10 AM.

This being the 60th anniversary of the Stock Show, I would like to invite you and Mrs. Bush to be our parade Grand Marshalls.

As you know, the Livestock Show and Rodeo is the largest event Houston hosts every year which raises over one million dollars in scholarship money. This money helps high school students over the great state of Texas to continue their higher education.

After working with you in 1988 as Grand Marshall, I know how much Houstonians love you and I'm sure it would be a great time to "come home".

Hope to hear from you soon regarding your acceptance.

Sincerely,

Jim Janke
Parade Chairman

MRS. TOBIN ARMSTRONG

January 9, 1992

Ms. Kathy Super
Presidential Scheduling
The White House
Washington, D. C. 20500

Dear Kathy:

Hope you have started off on a very happy 1992.

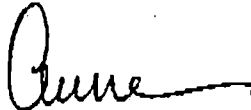
The President has received an invitation from the International Livestock Congress, jointly sponsored by Texas A&M University (site of the presidential library) and the Houston Livestock Show, to address their meeting in Houston February 16-19. I enclose a letter to Tobin describing the meeting and listing the names of some of the invited speakers.

I have been asked to contact the President's scheduler to see if there is any hope of his accepting. I am told he may be in Houston for other events around that time in February.

I know personally that this is a fine organization and under the right circumstances would be an excellent forum for the President, especially if he wants to address agriculture or agricultural trade.

Please advise, and many thanks in advance for your help on this.

Sincerely,



Anne Armstrong

Enclosures (2)

International Stockmen's Educational Foundation

Department of Animal Science
Texas A&M University
College Station, Texas 77843-2471
(409) 845-3808; FAX (409) 845-6433

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Coordinator

September 6, 1991

**Mr. Tobin Armstrong
Armstrong Ranch
P. O. Box 1358
Kingsville, Texas 78364-1358**

Dear Tobin:

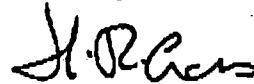
The International Livestock Congress, sponsored by Texas A&M University and the Houston Livestock Show and Rodeo, is a new program concept developed to provide a global industry forum for leaders in agriculture to discuss issues of international importance. The 1992 Congress is scheduled for February 16-19, 1992, at the Sheraton Astrodome Hotel, in Houston, Texas. The program is being structured to be timely and informative but also to help leaders communicate and mold industry change through active participation. This requires that we solicit the support and attendance of our world industry leaders.

You are recognized as the type of leader who we hope to attract, and this letter is a personal invitation to you to attend the 1992 Congress. This is a bold concept, and we plan to develop the International Livestock Congress as the program to attend and the place to go to visit with those most influential in our animal agriculture industries.

Please review the enclosed flier which gives you a preliminary look at the beef section of the Congress. Some of the invited speakers include: President George Bush, Ms. Carla Hills (U. S. Trade Representative), Mr. Phil Seng (U.S. Meat Export Federation), Lars Hoelgaard (ECC), Burton Eller (National Cattlemen's Association), and other prominent national and international industry leaders. We will send the final program to you as soon as it has been completed.

We would like to count on you as one who will attend and help us develop a leadership forum that positions animal agriculture issues in a truly global concept that will aid our national interests.

Sincerely,



H. Russell Cross
Department Head, Professor
and E. M. Rosenthal Chairholder

PL/yb

Enclosure

DOUGLAS L. DOYLE
800 BERING DRIVE • HOUSTON, TEXAS 77057

91 DEC 13 A9:07

October 2, 1991

The Honorable George H.W. Bush
President of the United States
The White House
Washington, D.C. 20500

Dear Mr. President:

As Vice Chairman of the Parade Committee and member of the Board of Directors of the Houston Livestock Show & Rodeo, I, along with Parade Committee Chairman Jim Janke, would like to invite you and Mrs. Bush to serve as Grand Marshals of the 1992 Houston Livestock Show & Rodeo Parade. The attached fact sheet and Jim's letter provide some information on the Livestock Show & Rodeo and parade.

We were very honored when you served as grand marshall of the 1988 parade. However it would be twice as nice if you will be able to join us for the 60th anniversary of the rodeo and the 54th parade.

In the event you are able to join us, I will be working with your staff to accommodate your requirements and I assure you we will have our finest parade ever.

Thank you for your consideration. We very much look forward to hearing from you.

Very sincerely,

Douglas L. Doyle

*Tony -
Jack Steele dropped this off for
Potus. Kathy asked me to show
you -
Should we staff or put on
long range*

1992 HOUSTON LIVESTOCK SHOW AND RODEO PARADE

" _____ Theme to be announced later _____ "

The 1992 Houston Livestock Show and Rodeo Parade will be held on Saturday, February 15, 1992. The Parade is an event which has been a Houston tradition for 53 years.

Last year we celebrated the 53rd Anniversary of the Parade and the media announced that it was the best ever! The Conoco Rodeo Run, with over 8,000 runners, started the parade downtown and finished at the Astrodome. The V V A Color Guard led the Parade with the Grand Marshall, Nolan Ryan following. Other city and state dignitaries rode horseback, including our own Mayor Kathy Whitmire. Also featured were over 113 entries being made up of trail riders, marching bands, eye catching floats and colorful clowns.

This colorful pageant helps kick off the opening of the Houston Livestock Show and Rodeo and is an exciting reminder of our rich western heritage.

The Parade draws an estimated 450,000 spectators annually, and is televised live by one network affiliate, KTRK-TV (Channel 13), and one independent station, KRIV-TV (Channel 26). The arbitron and Nielsen ratings indicated the 1991 Parade was viewed on Channel 13 and Channel 26 by 400,000 people.

The Parade floats are a colorful sign of the support which local and national organizations and businesses give to the Houston Livestock Show itself. Ranging in size from 30 to 80 feet, the majority of the floats are designed and built by Parade's Etc., a local business specializing in float designing and construction.

In addition to the exposure the float sponsors receive during the Parade and from live television Parade coverage, the sponsors' names also are displayed during each Rodeo performance on the famous Astrodome Scoreboard and trophies are presented on the floor of the Astrodome at a Rodeo performance. Four different awards are given in conjunction with the Parade for the most outstanding floats, trail riders and marching bands.

The excitement and energy provided by the Parade and the Show are not solely based on the actual event. An underlying cause helps contribute to their momentum - the goal of benefiting youth and supporting education. The Houston Livestock Show and Rodeo is the largest donor of agricultural scholarships in the world!

Currently more than 1,000 students across the state receive financial assistance through the Show's generous scholarship program at a commitment of more than \$1 million. Additionally, several Texas colleges and universities share in \$225,400 worth of funding for research projects and graduate assistantships. Since 1957, the

students have received Show-sponsored scholarships at a commitment exceeding \$24 million. The total amount of money committed by the Show to fund research projects since 1970 exceeds \$1.9 million.

These financial donations are made possible in large part by the efforts of almost 9,000 Show volunteers who dedicate extensive time and energies to ensure the event's success.

Additionally, the impact of this event on the city's economy is tremendous. According to a show conducted study updated in 1989, the annual economic impact to the city, exceeds \$206 million.

Known as the world's largest livestock show, the Houston Livestock Show attracts more than 27,000 entries annually. The Houston Rodeo draws more than 825 rodeo contestants each year, with an annual payout topping \$366,660, after awards given by the Show.

One ticket allows the spectator access to the Astrohalls, Astroarena and Astrodome, with each of their individual attractions. It is an opportunity to take in livestock show and horse show competition, commercial exhibits, and a rodeo performance complete with chuck wagon races, a calf scramble and a concert given by a top musical talent.

Two of the facilities housing these attractions, the Astrohalls and the Astroarena, were built and paid for by the Show at no cost to taxpayers. The buildings, costing the Show \$21,962,596 in construction, function as show-time residences for the great commercial exhibits. During months when the Show is not held, trade shows, sporting events and conventions take up residence in these facilities, again boosting the city's economy.

The 1992 Houston Livestock Show and Rodeo Parade expects to attract more than one million spectators/viewers. We would like to invite you to participate!

1992 INTERNATIONAL LIVESTOCK CONGRESS

February 16-19, 1992 · Houston, Texas

MISSION

The International Livestock Congress, sponsored by Texas A&M University and the Houston Livestock Show and Rodeo, is a new program concept adopted to provide an industry forum for leaders to discuss issues of national and international importance.

The changes of the '90s force each animal agriculture industry (beef cattle, dairy and horses) to become consumer-driven and global in thought and action. Those leaders who anticipate new challenges and plan accordingly will make a difference in the success of our industries well into the next century.

Program topics for beef cattle are outlined below:

- ***Session I European Community Ban on U.S. Beef***
Discussion will be led by supporters and opponents of the EC's bans and moratoriums on the use of growth hormones in beef cattle and other livestock species and the EC's refusal to accept meat from the United States and other countries that use growth regulating hormones.
- ***Session II North American Free Trade Agreement - Implications and Impacts***
Key agricultural leaders from Canada, Mexico and the United States will share their perspectives of current and pending trade policies.
- ***Session III Genetic Evaluation of Beef Cattle - Issues vs Industry Application***
Leading U.S. research scientists and producers will address the issues of how genetic evaluation and biotechnology will affect all phases of the beef industry and how to plan for the future in an uncertain social and political environment.
- ***Session IV Political, Environmental and Marketing Aspects of Beef in the United States***
Governmental and industry spokespersons will discuss environmental issues facing beef, the relative success of GATT and address the question of "How can agriculture be successful in light of the 'building-down' political agenda for agriculture?"

PROGRAM INFORMATION

The 1992 International Livestock Congress is scheduled for February 16-19, 1992, at the Sheraton Astrodome Hotel, in conjunction with the Houston Livestock Show and Rodeo. Registration information is available from Pat Lee, Program Coordinator, Department of Animal Science, Texas A&M University, College Station, Texas 77843-2471 (Telephone: 409/845-3808; Fax: 409/845-6433).

190-21

THE HOUSTON LIVESTOCK SHOW AND RODEO

The strides made by the 1991 Houston Livestock Show and Rodeo were extraordinary -- the highest revenue recorded in Show history (\$20.4 million), more spectators than ever before (1,366,598), a record number of committee volunteers (9,000+) and a commitment to education never before seen by the Show for one year (\$1.4 million). It's been called "the standard" for all other livestock show and rodeos, "a major financial supporter" by grateful scholarship recipients and "my way of giving back to the community" by committee volunteers. This organization is concerned with education, fair competition and entertainment, consistently proving its commitment to all three.

The Show's impressive numbers translate into generous scholarships for more than 1,000 Texas students annually. A (501)(c)(3) charity, the organization's net proceeds fund scholarships and research projects throughout the state. This event also boasts an annual economic impact to the city exceeding \$200 million.

Additionally, Houston's most significant civic event also is a competitive landmark for livestock professionals, as well as for young exhibitors. The livestock show held in Houston is the largest in the world, recording more than 28,000 entries in 1991. This show features competition among agricultural professionals whose employment depends on the future of the livestock industry. These participants compete in the open show division of Houston's livestock show, held in the Astrodome, where competition literally is open to the world.

Just as competitive, if not more so, is the junior show division, featuring the talents and knowledge of Texas 4-H and FFA youngsters exhibiting their prize-seeking livestock. Entries can be varied -- steers, heifers, barrows, lambs, turkeys, chickens, rabbits or goats.

Junior show competitors must personally care for and feed their animals many months prior to the Show, under the supervision of agricultural science teachers or county extension agents. These exhibitors must be in the third grade or from 9 years old to 19 years old to enter.

Ribbon-winning animals are allowed to enter the junior market auctions, held beginning the last Thursday of the Show. It was this auction ring where \$221,000 was paid to the exhibitor of the grand champion steer and the grand champion barrow netted \$57,000 for its young exhibitor in 1991. Each of the four junior market auctions -- the steer, lamb, swine and poultry -- combined for a total exceeding \$3 million in market animal purchases in 1991.

Next door to the Astrohall is the 6,000-seat Astroarena, where horse show competition runs non-stop for 18 consecutive days.

With prize money annually exceeding \$150,000, Houston's horse show features competition from the following breeds: Appaloosa, Arabian and Half Arabian, Paint, Palomino and Quarter Horse.

Each division features both performance and halter classes as well as classes in the western and English disciplines. While youth classes also are found in each breed division, the Quarter Horse Show features a special Junior Quarter Horse Show with entries limited to youth exhibitors.

Additionally, two separate cutting horse competitions are scheduled -- the Houston Horse Show cutting contests and the National Cutting Horse Association World Championship Finals.

Horse sales, the Go Texan Team Penning Contest, Texas Reining Horse Association classes, miniature horse show competition and donkey and mule shows also enliven Astroarena activities for both competitors and spectators.

In the Astrodome, more than 800 rodeo contestants enter the Houston Rodeo annually, where payout exceeds \$350,000. Six rodeo events are scheduled: bareback bronc riding, saddle bronc riding, barrel racing, bull riding, steer wrestling and calf roping.

Seating capacity for the Astrodome's rodeo configuration exceeds 55,000 spectators. A total of 18 rodeo performances are held each year, with a concert entertainer scheduled during each performance.

Other feature acts include chuck wagon races, clown acts, posting of the colors and a special event called the calf scramble.

This skirmish for calves begins with 28 youngsters lined up in the center of the Astrodome. At the drop of a hat, half as many young calves are let loose and the pandemonium begins.

Each of the youngsters attempts to catch a calf, halter it and bring it to the winners' square. Once an animal is caught, the winner is presented with a \$1,000 certificate, good for the purchase of a registered beef or dairy heifer.

More than 300 purchase certificates are donated annually by generous individuals and organizations.

Once the calf is purchased, the winner must devote a year's worth of time to the animal, feeding, grooming and caring for it. The youngster also is required to keep accurate financial and narrative records on the animal project, submitting them to both the sponsor and to the Show office.

When the year of care is complete, the heifer is entered in special Houston Livestock Show competition, seeking additional prize money and awards.

Since 1942, 12,144 animals have been raised by Texas youngsters at a cost exceeding \$2.9 million.

Texas youngsters also profit from the Show's generous scholarship program. There are nine types of scholarships annually awarded by the Show, ranging from four-year, \$8,000 awards to semester scholarships financed through earnings made on endowment funds provided to universities. The Show's annual scholarship program commitment exceeds \$1 million, with students attending more than 30 Texas colleges and universities.

The Show's financial donations also support agricultural research projects throughout Texas. Almost 30 research projects are funded annually, with topics ranging from the role of dietary mineral deficiencies in cardiovascular disease to the genetic characteristics of superior beef cattle.

Resultant project information can be beneficial to both the producer and the consumer.

These educational commitments made by the Show each year would be impossible without its committee volunteers. The Show attracts more than 9,000 volunteers annually whose dedication and support border on a passion.

They work on more than 70 different committees and responsibilities range from preselling auction animals to handling all aspects of the downtown parade. Other committee duties include promoting the Show in outlying communities through special contests and events, greeting livestock show exhibitors upon arrival, assisting with traffic flow both inside and outside the Astrohalla and Astroarena, conducting telephone and on-site surveys and selling group tickets.

Committee volunteers judge school art, deliver speeches, encourage international interest, handle all Go Texan contests and sell advertising space in the rodeo souvenir program. And these duties and responsibilities are only part of their annual efforts. To say the Show could not function without them would be a great understatement.

It's ironic that in 1931, amid stock market downturns and shaky economic conditions, seven men met for lunch in a downtown Houston hotel to discuss a proposed livestock exhibition. As it turned out, during one of the nation's worst economic times, one of Houston's most prosperous events was organized.

Strong community support, a goal of benefiting Texas youth and great enjoyment value have helped the Houston Livestock Show and Rodeo stand the test of time. After 59 years, it's still the finest and largest combination of family entertainment and livestock industry showcase found anywhere.

(Smith/Gershowitz)
February 25, 1992
Draft Four
TEXAS

PRESIDENTIAL REMARKS: LIVESTOCK SHOW
HOUSTON, TEXAS
FRIDAY, FEBRUARY 28, 1992
4:00 P.M.

CONFIRMED by Bea Baylen

Thank you, Don [[Jordan]], for that kind introduction. /

*CONFIRMED by
LARRY TOSIA*

Members and friends of the Houston Livestock Show and Rodeo. Let
me salute last year's winners of the Houston Calf Scramble -- now
celebrating its fiftieth year -- and also the 1991 Livestock and
Dairy Judging Contests. / Congratulations on using your \$800
certificate to help buy a heifer -- what's more, to help pay for
a year-long animal project. // My good friend Tom Glazier. /
Bill Ruckelshaus and his wife, Jill. / Judge Jon Lindsay. Rick
Perry -- our new Commissioner of Agriculture. Fellow
Houstonians, and Texans. My fellow Americans. /

*NAME CONFIRMED
by BEA BAYLEN*

First, let me thank Dick Graves, president of the Houston
Livestock Show and Rodeo, for the beautiful belt buckle. / ((In
this tough political season, I can't think of a more pleasant way
to get belted.)) //

I also want to say that today brings back memories of how
forty-four years ago, Barbara and I packed our red Studebaker and
took off for a place of big hearts, and big dreams. / Seems like
yesterday. / It's great to be home -- deep in the heart of
Texas. //

I went to my first Houston Livestock Show and Rodeo in the
early 1960s. I remember the sawdust / the daring / the thrills

and spills. / Then, there were the smells. / They didn't bother me. I'd already been around politics long enough to recognize bull. //

None of that has changed in the years since then. Not the heroism of the cowboys. Or the titanic size of Texas cattle. ((I was telling Bill Ruckelshaus: I don't think I've seen so much beef since the last time I was with Arnold Schwarzenegger.)) //

Seven years ago, I first attended the Houston Calf Scramble banquet. ((Kinda sounds like steak and eggs.)) // In 1988, you made me grand marshall of the Rodeo parade. Today, it's just as great a privilege to be here. / A couple of things please me. First, I like this show's timing. Maybe I can pick up some tips on how to herd Congress my way. / If that doesn't work, there's always roping and tying. / Also, I sort of like the name Astrodome. / There's another Astrodome down the road I think I'll enjoy even more come August. //

But the reason I'm most glad to be with you is a feeling that eclipses time, and place. It's the feeling you and I share as Americans, and as Texans. The feeling we get when we touch blue-stem and Bermuda grass, or spot cattle grazing in the distance, or see landscape that causes a catch in the throat -- and a tear in the eye. //

I mean our love for one another -- and our love of the soil -- above all, our belief in infinite possibility. // We Texans don't like limits of any kind. We know that sustained by the big

things -- things like family, home, school -- church, community, country -- we can remake America in Texas' image. / Generous. / Self-reliant. / Enterprising. / Proud.

Here's a story which shows what I mean. It's a favorite of our great United States Senator -- our friend Phil Gramm. / Phil tells of a good friend of his -- named Dickie Flatt / owns his own printing press / lives in the small town of Mexia [Ma HAY ya], population around 7,000. Dickie is Phil's barometer of what is right, and true. //

"Whether Dickie works 12 hours a day, six days a week," Phil says, "whether he's at Church on Sunday, at the Boy Scout meeting, or the Chamber of Commerce, he can never quite get that blue ink off his fingers." / So when a bill comes up in Congress, Phil asks: "Is it worth taking money out of the pocket of Dickie Flatt to spend on this program -- and let me tell you, there aren't a lot of programs that stand up to that test." //

My friends, to that I say Amen. // Ask yourself -- your neighbor: Wouldn't America be a better place if Congress thought a little more about people like Dickie Flatt? Wouldn't our lives be better -- our Nation greater -- if instead of government, we put the individual first? //

Dickie Flatt is like most Texans. We believe in good schools and safe streets. We believe in less government, low taxes, and a strong defense. // We believe that trapping people in dependency is wrong -- and that self-sufficiency is right. /

We believe that America is divinely blessed -- and that we should have voluntary prayer for our kids in the classroom. //

For, you see, this is us / this is America -- what we are, and why we live. // They are things worth fighting for -- as Texans have from San Jacinto to the Persian Gulf. // They are also things which don't change from one year to the next -- in our neighborhoods / churches / in our families / in ourselves. //

These things show why the American way of life is the greatest way of all -- that America / like Texas / will always be the "last real frontier." //

Thank you for asking us to be here on the golden anniversary of the Houston Calf Scramble. / May God bless this wondrous land -- the United States of America.

#

(Smith/Gershowitz)
February 24, 1992
Draft Three
TEXAS

PRESIDENTIAL REMARKS: LIVESTOCK SHOW
HOUSTON, TEXAS
FRIDAY, FEBRUARY 28, 1992
12:00 A.M.

Thank you, Don [[Jordan]], for that kind introduction. /

Members and friends of the Houston Livestock Show and Rodeo. Let
me congratulate the winners of the Houston Calf Scramble -- now
celebrating its fiftieth year -- and also the Livestock and Dairy

Judging Contests. / My good friend Tom Glazier. / Bill
Ruckelhaus and his wife, Jill. / Judge Jon Lindsay. Rick Perry
-- our new Commissioner of Agriculture. Bob Lanier -- the new
Mayor of this great city. Fellow Houstonians, and Texans. My
fellow Americans. /

First, let me thank Dick Graves, president of the Houston
Livestock Show and Rodeo, for the beautiful belt buckle he gave
me before the banquet. / ((In this tough political season, I
can't think of a more pleasant way to get belted.)) //

I also want to say that today brings back memories of how
forty-four years ago, Barbara and I packed our red Studebaker and
took off for a place of big hearts, and big dreams. // It's
great to be home in Texas. // ~~6-2-61~~

I went to my first Houston Livestock Show and Rodeo in 19__
I remember the sawdust / the daring / the thrills and spills. /
Then, there were the smells. / They didn't bother me. I'd

The "winners" are from '91. They are returning w/ their prizes

salute 1st year

1991

As of 2/25, it is not confirmed if Perry & Lanier will be attending

Moved to Houston in: 1959 (G.O. to G.G. by Shirley Greene in Pres

THE WHITE HOUSE

WASHINGTON

already been around politics long enough to get familiar with the aroma of fertilizer. //

None of that has changed in the years since then. Not the heroism of the cowboys. Or the titanic size of Texas cattle. ((I was telling Bill Ruckelhaus: I don't think I've seen so much beef since the last time I was with Arnold Schwarzenegger.)) //

Seven years ago, I first attended the Houston Calf Scramble banquet. In 1988, you made me grand marshall of the Rodeo parade. Today, it's just as great a privilege to be here. / A couple of things please me. First, I like this show's timing. Maybe I can pick up some tips on how to herd the Congress my way. / Also, I sort of like the name Astrodome. / There's another Astrodome down the road I think I'll enjoy even more come August. //

But the reason I'm most glad to be with you is a feeling that eclipses time, and place. It's the feeling you and I share as Americans, and as Texans. The feeling we get when we touch Bermuda grass, or spot cattle grazing in the distance, or see landscape that causes a catch in the throat -- and a tear in the eye. //

I mean our love for one another -- and our love of the soil -- above all, our belief in infinite possibility. // We Texans don't like limits of any kind. We know that sustained by the big things -- things like family, home, school -- church, community, country -- we can remake America in Texas' image. / Generous. / Self-reliant. / Enterprising. / Proud.

THE WHITE HOUSE

WASHINGTON

Here's a story which shows what I mean. It's a favorite of our great United States Senator -- our friend Phil Gramm. / Phil tells of a good friend of his -- name of Dickie Flatt / owns his own printing press / lives in the small town of Mexia [Ma HAY ya], population 6,933 (~~was~~ ~~around~~ 7,000) . Dickie is Phil's barometer of what is right, and true. // The population of Mexia, Texas, as of 1990 is: 6,933; the source is the 1992 World Almanac, and the figure was confirmed by the Tex. St. Dept of

"Whether Dickie works 18 hours a day, six weeks a week," Phil says, "whether he's at Church on Sunday, at the Boy Scout meeting, or the Chamber of Commerce, he can never quite get that blue ink of his fingers." / So when a bill comes up in Congress, Phil asks: "Is it worth taking money out of the pocket of Dickie Flatt to spend on this program -- and you know, there aren't a lot of programs that stand up to that test." //

Commerce;
there is NO
1991 or '92
figure(s)

My friends, to that I say Amen. // Ask yourself -- your neighbor: Wouldn't America be a better place if all of us were like Dickie Flatt? Wouldn't our lives be better -- our Nation greater -- if instead of the government always, we put the individual first? //

Dickie Flatt is like most Texans. We believe in good schools and safe streets. We believe in less government, low taxes, and a strong defense. // We believe that dependency is wrong -- and that self-sufficiency is right. / We believe that America is divinely blessed -- and that we should have voluntary prayer for our kids in the classroom. //

For, you see, this is us / this is America -- what we are, and why we live. // They are things worth fighting for -- as

Texans have from San Jacinto to the Persian Gulf. // They are also things which don't change from one year to the next -- in our neighborhoods / churches / in our families / in ourselves. //

These things show why the American way of life is the greatest way of all -- that America / like Texas / will always be the "last real frontier." // Few events show that more than the Houston Livestock Show and Rodeo. So let me talk, in closing, about what we celebrate today. //

I think of the winners of the Houston Calf Scramble. Work helped you catch a calf, halter it, and bring it across the finish line. // I think of the winners of the Livestock and Dairy Judging Contests. Here, too, initiative has made today special in your lives. //

^{has used} Some of you will ~~use~~ your \$1,000 certificate to help buy a heifer. ^{has} ^d All of you will use it to conduct a year-long animal project. // ^{congratulate you, and how you've discovered} I wish you good luck. ~~I know you'll discover~~ how education includes caring for animals, and each other. / But most of all, Barbara and I appreciate you letting us bask in your success. //

Thank you for asking us to be here on the ^X ^X golden anniversary ^X ^X of the Houston Calf Scramble. / May God bless this wondrous land -- the United States of America.

#



HOUSTON Livestock Show and Rodeo

DELIVERY ADDRESS:

ASTROHALL, 2000 SOUTH LOOP WEST
HOUSTON, TEXAS 77054

MAILING ADDRESS:

P. O. Box 20070
HOUSTON, TEXAS 77225-0070

TELEPHONE: (713) 791-9000

FAX: (713) 794-9528

FACSIMILE TRANSMISSION

DATE: 2-20-92

TO: GARY GERSHOWITZ

DEPARTMENT: WHITE HORSE STAFF

FAX #: 202+456-6218

COMPANY NAME: _____

FROM: TOM GLAZIER

NUMBER OF PAGES INCLUDING THIS COVER SHEET: 4

ADDITIONAL INFORMATION/SPECIAL INSTRUCTIONS: _____

PLEASE CALL IF I CAN HELP.

1992 HOUSTON LIVESTOCK SHOW AND RODEO

HORSE SHOW: FEB. 13-MARCH 1

LIVESTOCK SHOW: FEB. 15-MARCH 1

RODEO: FEB. 16-MARCH 1

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Baker

GARY - PER YOUR REQUEST.

1985 - ATTENDED CALF SCRAMBLE
BANQUET

1988 - ATTENDED PARADE AS GRAND
MARSHALL

LIST OF DIDS THAT HAVE BEEN
INVITED TO BANQUET

Tommy Stewart

CALF SCRAMBLE BANQUET
SPECIAL GUESTS

HOUSTON LIVESTOCK SHOW & RODEO

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LINDSAY, JOHN & GUEST, LINDSAY INTERESTS
STEELE, JACK & GUEST,



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DEPARTMENT: PRESS WRITING

FAX #: 202/456-6218

COMPANY NAME: _____

(213-791-9000)

FROM: KIM GREEN

NUMBER OF PAGES INCLUDING THIS COVER SHEET: 5

ADDITIONAL INFORMATION/SPECIAL INSTRUCTIONS: _____

GARY, IN THE INTEREST OF TIME, I AM

FORWARDING THIS "PRESS KIT" INFO PER YOUR

REQUEST; I AM IN THE PROCESS OF OBTAINING OTHER

INFO; 1992 HOUSTON LIVESTOCK SHOW AND RODEO SHOULD
HAVE IN A HORSE SHOW: FEB. 13-MARCH 1 HALF HOUR

LIVESTOCK SHOW. FEB. 15-MARCH 1
RODEO: FEB. 16-MARCH 1

KIM

HOUSTON LIVESTOCK SHOW AND RODEO HISTORY

The city of Houston has great reasons to boast. It's home to the Lyndon B. Johnson Space Center of the National Aeronautics and Space Administration and a center of the aeronautics industry. It ranks as one of the top leaders in the performance of heart transplants and the treatment of cancer. Houston is the nation's third busiest port in terms of tonnage handled and is known as the center of the petroleum industry. Agriculturally speaking, it's also the market and processing center for rice, cattle and cotton grown in the surrounding area. It's the nation's fourth largest city and was recognized as one of the fastest growing cities between 1970 and 1980. Houston is vibrant, sophisticated and dynamic and is recognized as a city which meets every challenge head-on.

Yet it's distinct in another way. Along about February each year, most Houstonians trade their "working clothes" for blue jeans, hats and boots and instantaneously become cowboys and cowgirls. It's all because of one event -- the Houston Livestock Show and Rodeo.

THE START OF THE SHOW

Little did the seven men who organized the Show know the impact this organization would have on future Texans' lives. In 1931, these seven individuals met in the Texas State Hotel in downtown Houston to form the Houston Fat Stock Show. Headed by J. W. Sartwelle, the organization was guided by two initial goals -- to establish Houston as a cattle marketplace and to hold a livestock exhibition to promote an exchange of information among cattle raisers.

These goals became reality one year later. The first Houston Fat Stock Show was held in the Democratic Convention Hall April 30 through May 4, 1932, drawing 2,000 spectators.

Early shows placed a priority on entertainment but the likes of George Strait were a long way off. Those first years, trick horses, dog races, circuses and bands made up the Show's live entertainment.

RODEO ADDITION

In 1937, there was no Show held as the Democratic Convention Hall was demolished so that the Show's future home, the Sam Houston Coliseum, could be built. One year later, in 1938, the first rodeo was held along with the first rodeo parade downtown. In June of the same year, memberships were sold to individuals to provide the financial support and volunteer basis necessary for the organization's survival. Fifty-four years later, more than 24,000 individuals are Stock Show members.

Gene Autry's performance as the Singing Cowboy marked the appearance of the Show's first star in 1942. More than 160 stars have appeared at the Houston Show since Gene Autry's time, yet their appeal and entertainment value is just as strong as it was in 1942.

Also in 1942, the calf scramble event was held and became a permanent addition to the rodeo.

GO TEXAN PROMOTIONS

"Go Texan!" cries overtook Houston during the 1950s. An advertising gimmick begun by an ad agency executive, Go Texan Days meant goin' western by dressing in stetsons, boots, bandannas and string ties to promote the Show. Nowadays, six committees are involved in spreading the Go Texan fever, armed with posters, brochures and bumper stickers. Everything from barbecue contests to dances are held all over a 61-county area in Texas to stir up Show interest and involvement.

The first trail ride, the Salt Grass Trail Ride, made its debut in the 1950s, attracting tremendous public support and much publicity. The 14 trail rides now boast more than 6,000 riders, and some cover distances of more than 300 miles.

SCHOLARSHIP PRESENTATIONS, NAME CHANGE

In 1957, the Show began its strong dedication to young people with the presentation of its first agricultural scholarship award. More than 3,000 scholarships have been given out since that time, with the Show ranked as the world's largest donor of agricultural scholarships.

Reflecting a trend toward the production and exhibition of leaner, more efficient animals in the agricultural industry, the Houston Fat Stock Show and Rodeo officially became the Houston Livestock Show and Rodeo in 1961. And although the Houston Livestock Show has grown into the largest livestock show in the world, even native Houstonians today still call it the Houston Fat Stock Show.

BUILDING PROGRAM

Houstonians and citizens of Harris County received a phenomenal gift in 1966. The Show built, paid for and moved all livestock into the 12-acre Livestock Exposition Building (called the Astrohall), donating it to the citizens of Harris County. Subsequent construction resulted in the Astroarena in 1975. A total of 30.1 acres now comprise these two facilities.

During the time of the year when the Show is not in progress, sporting events, industrial shows and conventions are held in this complex.

Livestock entries and attendance grew steadily in the 1970s. FFA and 4-H exhibitors from throughout Texas were given additional support when their market animals were

guaranteed to bring prices well above the going market rate, due to the hard work of auction committee volunteers.

INCREASED YOUTH SUPPORT

Yet support of Texas youth was expanded even further in the 1970s through the development of research programs and endowment funding. The first organization of its kind to fund agricultural research projects, the Show decided in 1970 to budget \$100,000 annually for this program. Since that time, more than \$2 million has been given to numerous Texas colleges and universities to fund projects.

A new type of scholarship assistance got its start from a very successful 1978 Show with the inception of the scholarship endowment program. Funds for scholarships are made as one-time gifts to the universities, with interest from this endowment money providing additional scholarships. During the current school year, more than 500 students will benefit from this support.

In the spring of 1989, 24 students each received an \$8,000, four-year scholarship as part of the new metropolitan scholarship awards. These awards were given to selected students from 20 public school districts in the Houston metropolitan area. These students are required to obtain a bachelor's degree from a Texas college or university.

The program was then expanded to 21 school districts and 26 scholarship recipients, increasing to 43 winners in 1991-92. The Show has committed to 71 scholarships, all four-year, \$8,000 awards, for the 1992-93 school year.

Hispanic students benefit from the Show's Go Tejano scholarship program, with 96 students sharing in \$100,000 for the 1991-92 school year. The Show contributed \$40,000 to this program initially, with the remaining funds raised by the Show's Go Tejano Committee.

The 1992 version of the Houston Livestock Show and Rodeo will continue a decade of progress and growth. Yet, the Show remains committed to its long standing goals of benefiting youth and supporting education while offering the ticket buyer the best entertainment package possible. With dedicated volunteers numbering more than 9,000, it's no wonder it remains successful, year after year.

CALF SCRAMBLE

The Houston calf scramble, celebrating its 50th year anniversary in 1992, is probably the most heartwarming but chaotic event held during the Show's two-week run.

This event is held during each of the 18 rodeo performances, with a standard scramble procedure: 28 boys and girls are lined up in the middle of the Astrodome. At the signal, 14 young calves are let loose and the bedlam begins. The procedure is standard, but the action is always unpredictable.

The contestants each struggle to catch a calf, halter it and bring it across the finish line. The animals have been properly brought in, tugged in, pushed in and even ridden in to the winner's square!

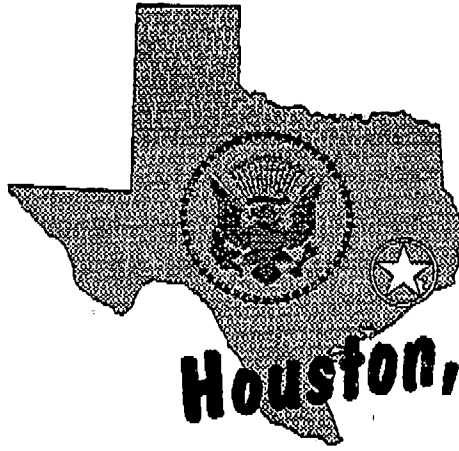
The situations and struggles in a calf scramble are spontaneous and exuberant. Although their main goal is to capture a calf, the scramblers most often capture the hearts of the crowd with their intense determination.

However, the event itself is only a portion of the overall [calf scramble program]. There's a serious side to the competition that takes over once a youngster successfully catches one of those elusive animals. Each winner is presented with a \$1,000 certificate, donated by a firm or individual and good for the purchase of a registered beef or dairy heifer. This heifer becomes the basis for a yearlong animal project and will be entered into special competition [the following year.]

The top 20 high-point individuals in both the 4-H and FFA Livestock Judging Contest and the 4-H and FFA Dairy Judging Contest also receive \$1,000 purchase certificates. These youngsters also take on a yearlong animal project and compete with the scramblers in competitions [the following year.]

During the year, every individual who wins a certificate must purchase a calf and then groom, feed and fit the animal, keep a record of money spent on the project and submit a scrapbook to the Show to chronicle the animal's progress. The project is supervised by the winner's agricultural science teacher or county extension agent.

Each year, 296 purchase certificates are donated by sponsors. Since the program's beginning in 1942, 12,144 animals have been purchased at a cost exceeding \$2.9 million.



Houston, Texas

OFFICE OF PRESIDENTIAL ADVANCE COVER PAGE

TO: Sary Bershowitz

FROM: P. Green LOHITS

TOTAL NUMBER OF PAGES: 2

DATE: (including this cover page) 2/24

TIME: 4:30 P.M.

MESSAGE: _____

IF YOU HAVE ANY QUESTIONS OR PROBLEMS WITH THIS TRANSMISSION PLEASE CALL:

TELEPHONE NUMBER: Houston Staff Office

GARY:

Here are the answers to your questions to David Jones.

1. The event is a dinner at approximately 4:30 p.m.
2. The time for POTUS is 20 minutes
3. Introduction of Head Table Guests
4. Don Jordan, CEO, Houston Industries will introduce POTUS.
5. Not sure what you mean by staging until President is announced.
6. Formal program begins after POTUS leaves.

Hope this is what you are looking for. Sorry to be so late but David was delayed getting back to the office.

2/24/92
4:30 p.m.

Sharaton Astrodome Hotel
+ POTUS will speak at 4:00
CAIF Scamble Dinner

1400

639-WINNERS

GEORGE HERBERT WALKER BUSH

CHRONOLOGY

- June 12, 1924 Born at home, 173 Adams Street, Milton, MA, to Prescott and Dorothy Walker Bush.
- 1925 Moved to Greenwich, CT. (Summer vacations were always spent at Walker's Point, Kennebunkport, ME).
- 1929-37 Attended Greenwich Country Day School, Greenwich, CT.
- June 1942 Graduated from Phillips Academy, Andover, MA.
- June 12, 1942 Enlisted in the United States Navy as Second Class Seaman.
- Aug 1942-
Sept 1945 Active duty.
- June 9, 1943 Commissioned an Ensign and became youngest pilot in the Navy at the time.
- Sept 2, 1944 Shot down in the Pacific.
- Jan 6, 1945 Married Barbara Pierce, Presbyterian Church, Rye, New York.
- Sept 1945 Relieved from active duty. He was a Lt. (jg) and had flown 58 combat missions in the Pacific Theater, received the Distinguished Flying Cross and three Air Medals.
- July 6, 1946 Birth of son, George Walker Bush.
- June 1948 Graduated from Yale University, B.A. in Economics, Phi Beta Kappa.
- Final baseball game, NCAA College World Series, Kalamazoo, MI. Went on to West Texas to find a job and home.
- Summer 1948 Moved to Odessa, TX, with wife Barbara, son George, and dog in a Studebaker.
- 1948-1950 Salesman, Dresser Industries in West Texas; Huntington Park, Bakersfield, Whittier, Ventura, and Compton, CA.
- Dec 20, 1949 Birth of daughter, Pauline Robinson Bush (Robin).

service. Neither of the parents could drive any more. They went out only once or twice a week, but they went out now in comfort and safety, thanks to their children's thoughtfulness.

Some nice anniversary presents for older people are:

- A group family photograph, presented in a lovely frame
- A tray with their original wedding invitation painted on the tole surface
- A huge bouquet of flowers—perhaps the same flowers that were in the bride's original wedding bouquet
- A gold bracelet for her with each grandchild or great-grandchild's name and birthday engraved on a gold disc; a necktie for him with the children's names painted on the silk surface
- A small, nicely framed painting of their first home—made from an old photo
- A rental service on films—where the projectionist will come once a month with his equipment to show a movie of their choice (this would also give them a chance to entertain friends easily)
- A cassette player; the children and grandchildren and great-grandchildren can record messages on cassettes, which the couple could then play on their own player

Anniversary Gifts Pegged to the Year It is nice to be able to give an anniversary gift to a parent or a close friend or relative that fits the traditional gift for that specific anniversary:

1st	Clocks	15th	Watches
2nd	China	16th	Silver hollowware
3rd	Crystal, glass	17th	Furniture
4th	Electrical appliances	18th	Porcelain
5th	Silverware	19th	Bronze
6th	Wood	20th	Platinum
7th	Desk sets	25th	Sterling Silver Jubilee
8th	Linen, lace	30th	Diamond
9th	Leather	35th	Jade
10th	Diamond jewelry	40th	Ruby
11th	Fashion jewelry and accessories	45th	Sapphire
12th	Pearls or colored gems	50th	Golden Jubilee
13th	Textiles, furs	55th	Emerald
14th	Gold jewelry	60th	Diamond Jubilee

One does not have to take literally the symbol of the anniversary in selecting a gift either for one's spouse or for friends celebrating their anniversary. If you are bringing presents to friends celebrating their diamond jewelry anniversary, for example, you can bring "joke" presents festooned with

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ANALYSIS BY ANTHONY CORDESMAN

DANIEL J. BOORSTIN ON 500TH ANNIVERSARY OF
DISCOVERY OF AMERICA

