

Rodeo AUSTIN

2016
ANNUAL
REPORT





2016 ANNUAL REPORT

Rodeo Austin®
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Info@RodeoAustin.com

*Photographs by Mark Matson, Susan Beth Sloan,
Kirt Steinke, Show Photo by Katina*

EXECUTIVE COMMITTEE

- Brian Lehne, President
- Eddie Ledesma, President-Elect
- Lance Lively, Secretary-Treasurer
- Travis Asklund
- Keith Berdoll
- Hap Feuerbacher
- Brian Hill
- Steve Jennings
- David Kardosz
- KaLyn Laney
- Stacy Looney
- Bryan Teich
- Craig Teykl
- Shaun Tuggle
- Gilbert Turrieta
- Stan Voelker
- Fred Weber
- Kerry Wiggins
- Brian Yarbrough
- Jim Sharp, Chief Operating Officer

STAFF

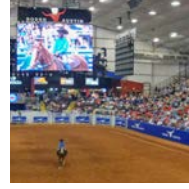
- Jim Sharp, Chief Operating Officer
- Katy Blankinship, Senior Manager
- Jennie Glenn, Senior Manager
- Katie Richmond, Manager
- Mark Weston, CPA, Finance Manager
- Vanessa Richmond, Assistant to CEO
- Jerry Walker, Operations Coordinator
- Sarah Stotz, Graphics Coordinator
- Stephanie Mazurkiewicz, Competitions Coordinator
- Julie McWright, Ticket Coordinator
- Hollye Simpson, Exhibits Coordinator
- Presley Holloway, Marketing Coordinator
- Elsie Cline, Sponsorship Coordinator
- Alyssa Dotson, Assistant to COO

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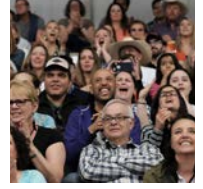
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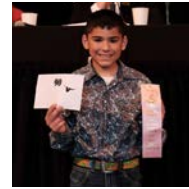
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A MESSAGE FROM THE PRESIDENT

Where Weird Meets Western was the theme for Rodeo Austin 2016. The fairgrounds shifted dramatically this year to make way for Rodeo Austin's brand new stand alone event, BBQ Austin. Held March 4-5, 2016, the event attracted more than 20,000 guests to enjoy a weekend of carnival fun, live music and world class BBQ.

The Fair and Rodeo took place March 12-26, 2016, and featured nearly 90 live concerts, one of the nation's top 10 junior livestock shows and Austin's largest carnival.

Rodeo Austin's *Ride For The Brand Cowboy Tournament* returned for a second year to showcase the world's top 96 ProRodeo athletes in each event competing for \$520,000 in prize money. More than 64,000 fans filled the arena to witness the action play out in the progressive bracket-style format featuring Qualifying, Playoff and Final Rounds. Rodeo fans who couldn't attend live watched the Playoff and Final Round performances broadcast on Longhorn Network.



The Competitive Events Department boasted more than 8,000 exhibitors. Due to entry growth, the livestock schedule was expanded to accommodate a two-day Heifer Show. The Youth Auction was held on March 25, 2016 and awarded more than \$1.2 million to junior livestock exhibitors and Youth Western Art Show students.

Rodeo Austin is made up of dedicated volunteers, staff, corporate sponsors and donors, who all contribute time, money and effort to help make the various events successful. As a result of their efforts, **Rodeo Austin is proud to award nearly \$2 million to the youth of Texas in 2016** through scholarships, auction proceeds and other forms of giving.

Thank you for supporting the Rodeo Austin mission, *Promoting Youth Education – Preserving Western Heritage*.

Best,

A handwritten signature in blue ink that reads "Brian Lehne". The signature is fluid and cursive, written in a professional style.

Brian Lehne
2016 Rodeo Austin President

ABOUT RODEO AUSTIN



Rodeo Austin President Brian Lehne tips his hat during the 2016 Fair and Rodeo.

Rodeo Austin, a 501 (c)(3) non-profit organization, contributes nearly \$2 million annually to the youth of Texas with the help of more than 1,000 volunteers, donors and sponsors. Through its acclaimed Livestock Show, Fair, Rodeo and other fundraisers, Rodeo Austin continues to advance its mission, *Promoting Youth Education - Preserving Western Heritage*.

While delivering superior entertainment and boasting an economic impact that exceeds \$77 million annually, Rodeo Austin is an established community tradition founded in 1938. Staying true to the official sport of Texas, Austin is home to one of America's top 10 ProRodeos.

Rodeo Austin is one of the largest non-profit collegiate scholarship providers in central Texas.

ANNUAL REPORT

The Rodeo Austin Annual Report is a compilation of historical data and analysis from multiple sources. The demographic information was derived from a survey conducted during the Fair and Rodeo in March 2015 by the Digital Media Research and Development Laboratory in the Department of Agricultural Leadership, Education, and Communications at Texas A&M University. There were 1,091 surveys conducted on the fairgrounds with 56% taken in proximity to an entrance gate, 28% taken within the Rodeo Arena and the remaining 15% taken at various locations throughout the fairgrounds. Rodeo Austin partnered with TXP in 2014 - 2015 to analyze and compute the economic and tax revenue impact Rodeo Austin has on the local economy. TXP is an economic analysis and public policy consulting firm based in Austin, Texas. Lastly, Texas State University's M.B.A. Program conducted a survey of 184 Rodeo Austin volunteers.

This annual report documents volunteers, financial and relevant data with the goal of providing valuable insight into Rodeo Austin's operations and present data on the supporters of the organization's mission, *Promoting Youth Education - Preserving Western Heritage!*

TOTAL GIVING



*An additional \$728,435.77 in Market Livestock Proceeds were given to Junior Livestock Exhibitors

BOARD OF DIRECTORS

Jim Achilles	Jeff Dodd	Justine Howe	Stacy Looney	Stan Ray	Gilbert Turrieta
Joel Anderson	Mike Eledge	Sterling Howry	Monica Masters	Bill Rhyan	Alex Valdes
Travis Asklund	Jerry Epps	Dauphen Jackson	Greg Maphet	Marie Richter	Steven Voelker
Kurt Bender	Jay Evans	Steve Jennings	Tia Miller	Steve Skinner	Stan Voelker
Keith Berdoll	Hap Feuerbacher	Mary Lou Jones	Steve Mills	Paige Smith Morgan	Larry Walker
Benny Boyd, Jr.	Bobby Finley	David Kardosz	Dale Mitschke	Melvin Sobotik	Russell Waters
Aaron Cabaza	George Fritz	Bill Knolle	Frosty Moore	Joe Straub	Fred Weber
Curtis Callhoun	Charles Graham	KaLyn Laney	Ted Nagel	Hil Stroup	Kerry Wiggins
Verlin Callahan	Tyler Graham	Rick Lange	Gary Newman	Jim Taylor	Corey Wilson
Calley Callahan Asklund	Haskell Griffin	Ashley Ledesma	Courtney Oldham	Bryan Teich	Brian Yarbrough
Tommy Carlson	Terrell Hamann	Eddie Ledesma	Chris Padgett	Craig Teykl	
Bob Carroll	Greg Hamilton	Brian Lehne	Gene Patalik	Manny Trinidad	
Drew DeBerry	Brian Hill	Paul Linehan	Trey Powers	Shaun Tuggle	
Jeff Denton	Shawn Hohnstreiter	Lance Lively	Latus Prikryl	Terry Turner	



HONORARY BOARD OF DIRECTORS

Community leaders and influential partners supporting Rodeo Austin.

Art Acevedo, <i>Chief of Police, Austin Police Department</i>	Eric Maund, <i>Manager, Charles Maund Volkswagen</i>
Steve Adler, <i>Mayor, Austin City Council</i>	Doug Maund, <i>Owner/Chief Financial Officer, Maund Automotive Group</i>
Bill Boone, <i>Founder & Chief Executive Officer, Food Service Management Systems</i>	Mike McCarty, <i>The McCarty Corporation</i>
Bill Bordelon, <i>Vice President of Product Support, HOLT CAT Power Systems</i>	Stacie McCollum, <i>Director, Programming and Acquisitions, Longhorn Network</i>
Bama Brown, <i>KVET</i>	Sid Miller, <i>Commissioner of Agriculture, Texas Department of Agriculture</i>
Murray Callahan, <i>Former Rodeo Austin Board of Director</i>	Elliott Naishtat, <i>Representative, Texas House of Representatives</i>
Gregorio Casar, <i>Council Member, Austin City Council - District Four</i>	Jason Nassour, <i>KOKE FM</i>
Bob Cole, <i>KOKE FM</i>	Marc Ott, <i>Austin City Manager</i>
Gerald Daugherty, <i>Commissioner, Travis County Commissioners Court - Precinct Three</i>	Mike Perrin, <i>Interim Athletic Director, The University of Texas Athletics</i>
Ron Davis, <i>Commissioner, Travis County Commissioners Court - Precinct One</i>	Chris Plonsky, <i>Athletics Director, The University of Texas Athletics</i>
Sarah Eckhardt, <i>Judge, Travis County Commissioners Court</i>	Leslie Pool, <i>Council Member, Austin City Council - District Seven</i>
Laura Estes, <i>Director of Sales & Marketing, H-E-B</i>	James Prinz, <i>Former Rodeo Austin Board of Director</i>
Jason Fearneyhough, <i>Deputy Commissioner of Agriculture, Texas Department of Agriculture</i>	Nelson Puett, <i>Rodeo Austin Endowment Donor</i>
Greg Fenves, <i>President, The University of Texas</i>	Victoria Ramirez, <i>Museum Director, Bullock Texas State History Museum</i>
Kevin Fowler, <i>Triple 8 Management</i>	Sabino Renteria, <i>Council Member, Austin City Council - District Three</i>
Sheri Gallo, <i>Council Member, Austin City Council - District Ten</i>	Walt Roberts, <i>Assistant Commissioner, Texas Department of Agriculture</i>
Delia Garza, <i>Council Member, Austin City Council - District Two</i>	Michael Rollins, <i>President, Greater Austin Chamber of Commerce</i>
Dan Gattis, <i>Judge, Williamson County Commissioners Court</i>	Reese Ryan, <i>Owner/Chief Financial Officer, Round Rock Express Baseball</i>
Ed Goble, <i>Executive Senior Associate Athletics Director, The University of Texas Athletics</i>	Brigid Shea, <i>Commissioner, Travis County Commissioners Court - Precinct Two</i>
Margaret Gomez, <i>Commissioner, Travis County Commissioners Court - Precinct Four</i>	Jim Sylvester, <i>Chief Deputy, Travis County Sheriff's Office</i>
John Graham, <i>Executive Senior Associate Athletics Director, Frank Erwin Center</i>	Mark Tester, <i>Director, Austin Convention Center</i>
Sara Hensley, <i>Director, Austin Parks and Recreation</i>	Powell Thompson, <i>Executive Vice President, American Bank of Commerce</i>
Nestor Ho, <i>General Counsel, Silicon Labs</i>	Bruce Todd, <i>Bruce Todd Public Affairs</i>
Peter Holt, <i>Chief Executive Officer, Spurs Sports & Entertainment</i>	Kathie Tovo, <i>Mayor Pro Tem, Austin City Council - District Nine</i>
Ora Houston, <i>Council Member, Austin City Council - District One</i>	Ellen Troxclair, <i>Council Member, Austin City Council - District Eight</i>
Mark Hussey, <i>Dean & Vice Chancellor, Texas A&M University</i>	Amy Villarreal, <i>Vice President and General Manager, KEYE-TV</i>
Ann Kitchen, <i>Council Member, Austin City Council - District Five</i>	Kirk Watson, <i>Senator, Texas Senate</i>
Bob Lander, <i>President/Chief Executive Officer, Austin Convention and Visitors Bureau</i>	Don Zimmerman, <i>Council Member, Austin City Council - District Six</i>
Lee Leffingwell, <i>Former City of Austin Mayor</i>	
Mark Madrid, <i>President & Chief Executive Officer, Greater Austin Hispanic Chamber of Commerce</i>	



DIRECTOR EMERITUS

A distinguished honor bestowed upon a Director who has demonstrated exemplary service and leadership.

2012 Inductees

Marvin Hamann
Billy Fred Platt

2013 Inductee

Richard Hill

2014 Inductee

Bill Benton

2015 Inductees

Bob Avant
Don Holcomb

HALL OF FAME

Leaders who have demonstrated a long-term dedication to advancing the mission, Promoting Youth Education - Preserving Western Heritage.

2012 Inductees

Jimmy Callahan
Verlin Callahan
Jay Evans
Bill Knolle
Mike Levi
Ted Nagel
Robert Sneed

2013 Inductees

Mike Eledge
Terrell Hamann
L.J. Luedecke

2014 Inductees

Curtis Calhoun
Dr. Charles W. Graham
Haskell Griffin
Hil Stroup

2015 Inductees

Hadley Barrett
Stan Voelker

2016 Inductee

Tommy Carlson

LIFE MEMBERS

Gary Adams
 Hebert Adams
 Bill Aleshire
 Violet Alexander
 Joe Alexander
 Aaron Anderson
 Luis Argueta
 George Arnold
 Rick Assunto
 Doyne Bailey
 Gary Baker
 Jerry Ballard
 Gonzalo Barrientos
 Logan Bartz
 Keith Berdoll
 Samuel T. Biscoe
 Brad Blaine
 Joe Blissit
 Harvey Bloom
 Dana Boehm
 Wolf Bouldin
 Leonard Bouldin
 Brad Boyett
 Michael Braley
 Betty Braley
 Robert Brandes
 Bill Brandes
 Danette Bray
 John Braziel
 Katie Brice
 Greg Browning
 Douglas Burns
 Willie Mae Burns
 William Bush

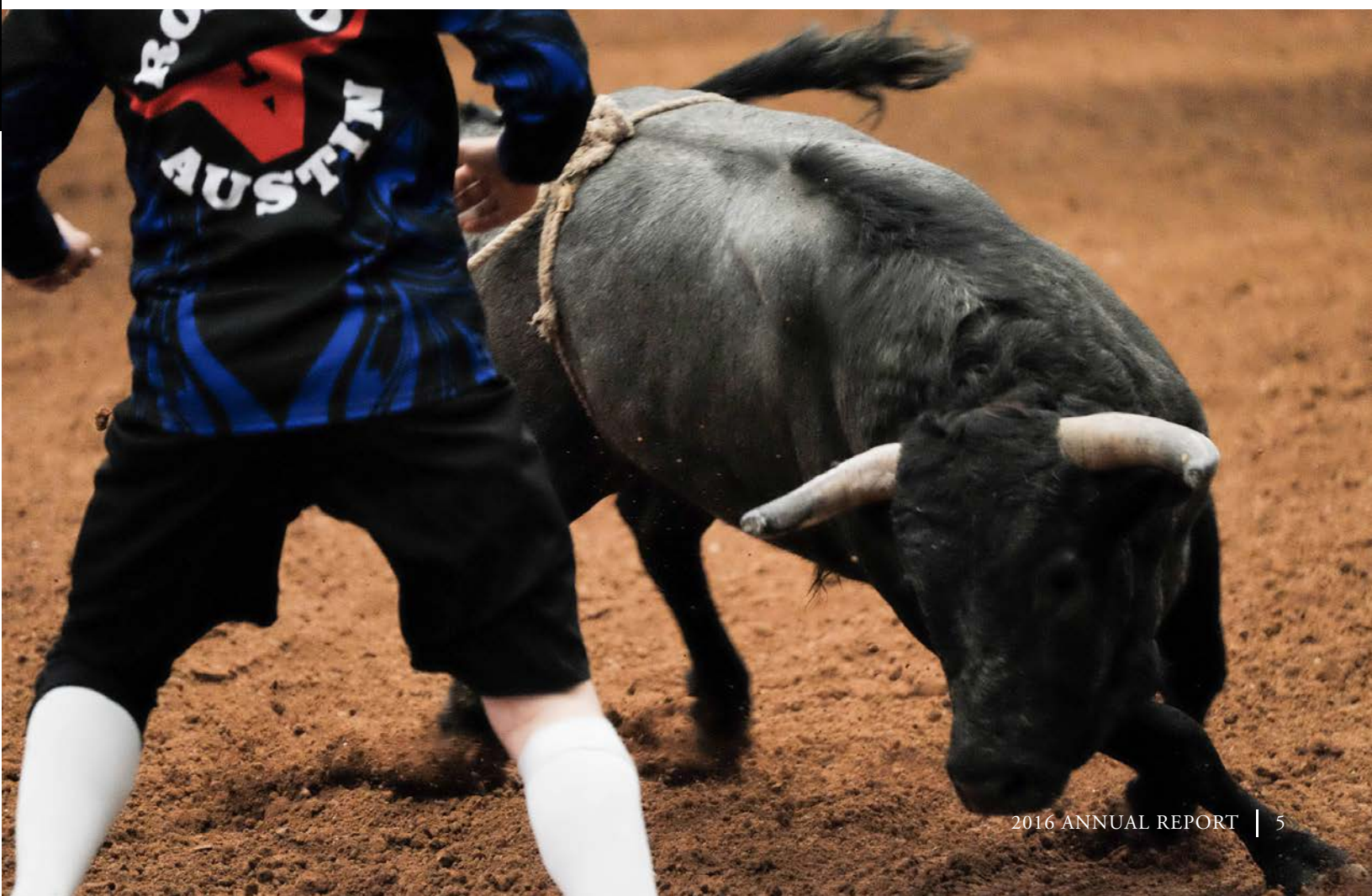
Ron Chandler
 Dwain Coffey
 J.V. Cohorn
 Jack Cook
 Donald Cooper
 Jeanette Courtright
 Dr. Exalton Delco
 Mrs. Exalton Delco
 Larry Deuser
 Brant Dickerson
 Jeff Dodd
 Helen Dodson
 Marcus Dodson
 Lloyd Doggett
 Charles Ducote
 Roger Durden
 Barbara Earle
 Allison Engel
 Tonya Eppright
 Wanda Ethridge
 Kenneth Fairly
 Janice Forney
 David Forwood
 Michelle Fox
 James Francis
 Debbie Frazier
 Lee Garner
 James Garrison
 Craig Gatewood
 Gerri Gayner
 David Gray
 Cassie Graydon
 James Grimm
 Dale Grimmitt

Donna Hale
 Jan Harrell
 Laura Hayes
 Theresa Hayes
 Andrew Hayes
 Janet Hees
 Kenneth Hees
 Kermit Hees
 Lydia Hees
 Novella Heffington
 Daniel Hernandez
 Scott Heselmeyer
 Karen Hickam
 Gerald Hill
 Donald Hipple
 Courtney Hoffman
 Bob Honts
 R.W. Hooper
 Charles Horn
 Sterling Howry
 Amy Hudson
 Carol Huntsberger
 Bill Hyman
 Billy Inman
 Frederick Jackson
 Doug Jackson
 Julie Jalufka
 Amy Jarmon
 Kenny Jastrow
 John Jenkins
 Bill Jerman
 Mary Lou Jones
 Leonard Jones
 Stanley Keeling

David Kendall
 Charlie King
 John Kinzell
 Mark Knolle
 Lee Ann Knox
 Sharen Kohuttek
 Tom Kouri
 Edward Krenek
 Elizabeth Kupferer
 Sandy Kurtzman
 Bucky Lamb
 Ernest Lawrence
 Larry Lay
 Sara Lisch
 Susan Longley
 Don Mabry
 Megan Maund Houser
 Delbert McKenzie
 Temetria McVea
 John Meadows
 Lester Meier
 Clarence Melber
 Betty Melber
 John Merritt
 Richard Meyer
 Dr. Barbara Mink
 Michael Monaghan
 James Morgan
 Lloyd Morrison
 Charles Mott
 Laurie Moyer
 Jean Mueller
 William Murphy
 Bill Murphy

James Nagy
 Tom Nall
 Gilbert Nauert
 Harvey Nauert
 LaQuita Nauert
 Steve Newberry
 Sarah Noteboom
 Dick Obenhaus
 Robert Ochoa
 Steve Orsborn
 Gene Patalik
 Matthew Payne
 Gary Pena
 Bert Pence
 Rick Perry
 Alan Peters
 Tim Petty
 Richard Plumb
 Bill Pohl
 Dick Polk
 Tommy Powers
 Brenda Preston
 Mark Prinz
 James Prinz
 William Pruitt
 Tray Rankin
 Jim Reeves
 Penny Reeves
 Jerry Reeves-Goff
 Richard Reynolds
 Harry Rivera
 Ann Rogers
 Jennifer Rogers
 Shelby Rogers

Coni Ross
 Kelly Ryan
 Jake Rymer
 N. Wesley Sanders
 George Sanders
 Charlie Schnabel
 Mark Schram
 LeAnne Schram
 Gloria Sharp
 Carolyn Shumaker
 Harold Simpson
 Chris Slahetka
 Joe Solansky
 Jack Stockton
 Earlene Sullivan
 Marty Tanner
 Sandy Taylor
 Jim Taylor
 Lee Turner
 Dr. Charles Urdy
 Mrs. Charles Urdy
 Melanie Uribe
 Don Ward
 Watt Wardlaw
 Russell Waters
 Cindy West
 Jeremiah Williams
 Ron Young





CORPORATE FOUNDERS

46 Cattle, LLC
 Air Wise, Inc.
 All State Plumbing
 Alta Builders, Inc.
 American Constructors, Inc.
 Austin Engineering Company
 Austin Region Sovereign Bank
 Austin Underground, Inc.
 Baker Drywall Austin, LTD
 Bank of America Merrill Lynch
 Bar Ten Creek Ranch
 Berry - Gammon Partnership
 BMC Select
 Border States Electric
 Box & Associates
 Bradley Bryan & Associates
 Brown Distributing Company
 Callahan's General Store
 Calvin's Electric, LLC
 Capital Land & Livestock Company
 Capitol Aggregates, Inc.
 Capitol Beverage Company
 Captex Development Company
 Carpenter & Associates, Inc.
 CCA
 Centex Materials
 Central Texas Diesel
 Chasco Constructors, LTD
 Comerica Bank
 Crawford Electric Supply Company
 Craig Cherico
 Curtis & Carolyn Calhoun Family
 Partnership, LTD
 Cypress Valley Preserve
 Dewey Electric, Inc.
 Dickey & Son Concrete, Inc.
 Don Wilson Jewelers

Dr. O.B. Jackson, Jr. M.D.
 DRW Electric, LLC
 Ed Padgett Company, Inc.
 Elgin Breeding Service
 Ergon Asphalt & Emulsions, Inc.
 Factory Mattress Sales
 Farm Credit Bank of Texas
 Floyd's Glass Company
 Foodservice Management Systems, Inc.
 Fox Service Company
 Georgetown Innerloop Self Storage
 GGI Technologies
 Gracy Title Company
 Granite Antler Ranch
 Graves, Dougherty, Hearon & Moody
 Greater Ausitn Development
 Greenwood Harkins, Inc.
 Griffin Motors
 Guthrie Lumber Sales, Inc.
 Hapbach, LLC
 Hardin Interests
 Harrell Enterprises, Inc.
 Hayden Concrete, Inc.
 Hellas Construction, Inc.
 Henna Chevrolet, LP
 Herzog Foundation Drilling, Inc.
 Hunter Industries, LTD
 Ironwood Enterprises
 Jackson Livestock & Ranches
 Jacobs Engineering
 Jay Evans Company, LTD
 Jeffery L. Nash Family, LP
 Jerry Deese and Company
 Jimmy Evans Company
 K L Specialties
 K.R.M. Concrete
 Kendrick Land Investment

Key Sprinkler Company
 Knolle Management, LC
 KVET/KASE
 KVUE Television, Inc.
 Lago Builders, Inc.
 Lanford Equipment Company, Inc.
 Lariat B Ranch, LTD
 Lauren Concrete, LP
 Leif Johnson Ford II, LTD
 Lewis Sign
 Locke Lord Bissell & Liddell, LLP
 M Rathmann, LLC
 Margie Joseph & Associates Realtors
 Martine Properties, Inc.
 Maund Automotive Group
 Maverick Excavating
 Maxwell Locke & Ritter, LLP
 McNeil FFA
 Miscellaneous Steel Industries, Inc.
 MK Development
 Moore & Moore Enterprises, LTD
 Mr. Inspector
 Norton Rose Fulbright, LLP
 Pacesetter Personnel
 Pepsi Beverages Company
 Powell Ebert Smolik PC
 Prater Automotive Company, Inc.
 Ramming Paving Company, LTD
 Ranger Excavating
 Reinhardt's, Inc.
 Republic National Distributing Company
 RGC Advanced Glass, Inc.
 Riata Enterprises
 Riveille Peak Ranch
 River City Drywall, LLP
 River City Hose & Supply, Inc.
 River Beasley Mazda, Inc.

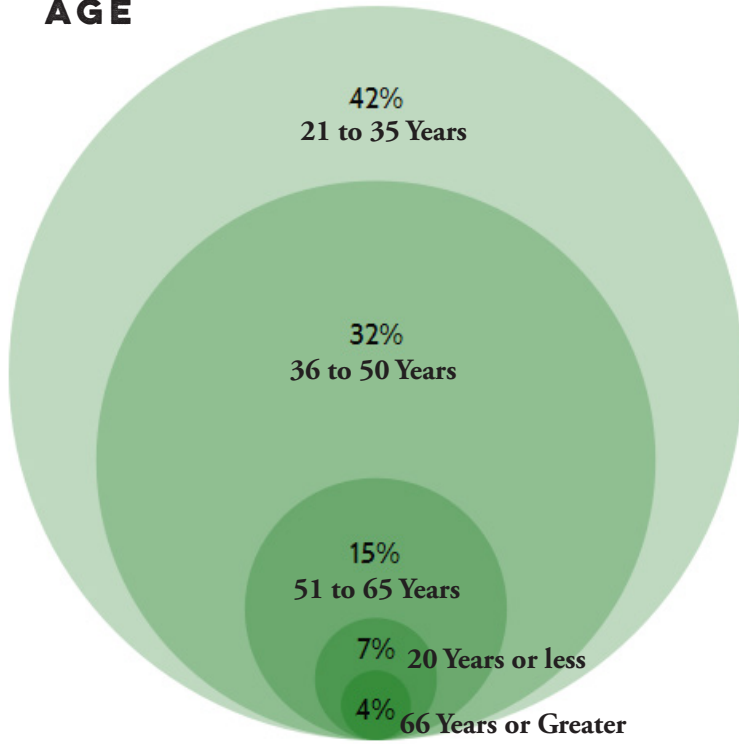
Rosendin Electric
 S.S. Petroleum
 Schmidt Electric Company, Inc.
 Schmidt Ranch
 Schneider Ranch
 Skinner Transportation, Inc.
 Smith Excavating & Paving, Inc.
 Solis Security, Inc.
 Southside Wrecker
 Spencer Construction
 Sterling Custom Homes, Inc.
 Stock Building Supply
 Stroup Corporation, LLC
 Sundance Metal Fabricators
 Teeple Partners, Inc.
 Tex-Con Oil Company
 Texas Corrugators
 Texas Enterprise, Inc.
 Texas Surety
 The Grass Patch, Inc.
 The Luedecke Group Realtors
 The McCarty Corporation
 The Sleep Shop
 The Whitley Company
 Thyssen Krupp Elevator
 Tiemann Land & Cattle Development, Inc.
 Tim's Acres, LTD
 Twin Oaks Game Ranch, LLC
 TXOGA Insurance Agency, Inc.
 Voelker Welding & Construction, Inc.
 Waterloo Development, Inc.
 Wells Fargo Advisors
 Westlake Orthopaedics
 Westmoreland Plumbing Company
 YB Ranch

INDIVIDUAL FOUNDERS

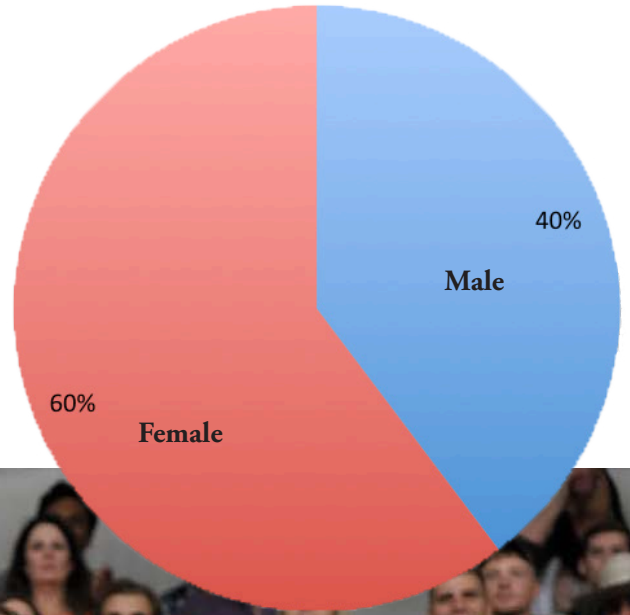
Jim Achilles	Joe Colbert	Preston Harvey	Michael Lucas	Steve Popkoff	Terry Struble
Joel Anderson	David Collier	Perry Heath	Ronald Lucas	Ronald Pries	Floyd Stull
Jennifer Anderson	Jerry Conway	Joe Heffington	Travis Lundgren	Edward Priemeyer	Steve Summers
Tricia Argust	Marty Cook	Steve Held	Don Lundgren	Latus Prikryl	Rick Talley
Kenneth Arnold	Jessica Cooper	Junior Henson	Gail Lupton	Nelson Puett	Bill Tamm
Jim Arnold	Jorge Cortez	Marilyn Hernandez-Honea	Chris Luton	Rena Pylant	John Taylor
Travis Asklund	Perry Coughlin	Odeen Hibbs	Jaime Lynn	Paul Quinn, Sr.	Bryan Teich
Bob Avant	Tommy Cowan	Steve Hickman	Jason Magdalena	Paul Quinnm Jr.	Bill Thompson
Robin Bailey	Allison Craig	B.W. Hickman	Jack Martin	Bill Radford	Tony Tijerina
John T. Baker	Delton Cravey	Scott Hickman	Gavin Massingill	Will Ramirez	Michelle Tobias
Milton Bankston	Keith Crawford	Sharon Hightower	Monica Masters	Jonea Raney	Jim Tracey
Sue Barker	Charles Croslin	Richard Hill	Dick Matz	Adlinie Rathman	Adrian Trevino
Ben Barnes	Laura Culin	Brian Hill	Mark Maund	Jim Ray	Steve Trevino
Vicki Bayer	Rob Cullen	David Hill	Mike Mays	Randy Rehmann	Manny Trinidad
John Beasley, Jr.	Barry Cunningham	Dianne Hill	Jeff McDaniel	Mike Reynolds	Shaun Tuggle
David Benson	Gary Daniel	Kelly Hill	Wayne McDonald	Steven Rhodes	Kenneth Tumlinson
Jane Ann Benton	Drew DeBerry	Linda Hinkle	Ray McEachern	Bill Rhyan	B.L. Turlington
Bill Benton	Michael Deckers	Colin Hodges	Kent McEntire	E.B. "Sonny" Richards	Stacy Turlington-Dollar
Dan Berdoll	Todd deClairmont	Mike Hodgson	Jim McNabb	Wayne Riddell	Ricky Turner
David Bethke	Jeff Denton	Mark Hodgson	George Meihaus, III	Steve Rivers	Terry Turner
Mike Black	Ken Dickensheets	Paul Holcomb	James Merideth	Justin Roan	Jim Turner
Diron Blackburn	Laura Dodd	Don Holcomb	Bryan Millard	Randal Robbins	Sharon Turner
Ron Blackmore	Danny Doering	Michael W. Holloway	Tia Miller	Rick Roberts	Gilbert Turrieta
Joe Bland	Robert Dorsett	Robert Jackson	Steve Mills	James Robinson	Ronnie Urbanczyk
Kaye Blount	Mickey Dorsey	Terry Jackson	Josh Mitchell	Melody Robinson	Alex Valdes
Benjamin BoBo	Benjamin Doyle	Darla Jackson	Chris Mitchell	Karen Robinson	Gary Valdez
Brooke Samuel Boothe	Kenny Dryden	Jimmy Jacobs	LeighAnn Moehring	David Roche	Melissa Valerio
Mike Boston	Patricia Eckert	Ron Jacoby	Jim Monaghan	Gary Rodgers	Rachel Vasquez
Kevin Boswell	Tom Eckols	Dennie Jagger	Elaine Monaghan	Roland Rodriguez	Bert Vasut
Korby Bourne	Helen Eichblatt	JP Jansen	Victor Moreno	John Rogers, Jr.	Clarence Vinklarek
Jim Boyce	Mike Eledge	Anita Janszen	Kerry Morris	Ronald Roithner	Edward Volek
Rhonda Boyce	Robert Elizondo	Charles Jehl	Bubba Morrison	Doug Rummel	Wayne Voswinkel
Benny Boyd, Jr.	Chris Elliott	Steve Jennings	Mike Moyer	Nolan Ryan	Marlene Wahl
Donna Brady	Tom Ellis	Virginia Jett	George Murfee	Larry Sandlin	Kristie Waid
Dane Braun	Craig Engelmann	Norman Johnson	Ted Nagel	Clint Sayers	Suann Waight
Rick Brinnel, Sr.	Michael Enoch	Tristan Jones	Jerry Naiser	Scott Schenk	Larry Walker
Schandra Brock	Joe Bob Everett	Randy Jones	Bill Napier	Buddy Schroeder	Justin Walker
Gary Brown	Les Findeisen	Wylie Jones Jordan	Glenn Neans	Brian Scott	Steve Watson
Lisa Brown	Mary Lou Fitzpatrick	Joe Joseph	Gary Newman	Dennis Scott	Mike Weaver
JP Bryant	Greg Forbes	Steve Kallman	Al Niece	James Scott	Bill Webb
Steve Bryson	Bruce Franks	Matthew Kaplan	Frank Niendorff	Danny Seay	Fred Weber
Lee Buckley	Scott Freng	Matt Kirk	Van Nimrick	Dan Seeds	Steve Whitaker
Aaron Buford	Mike Furry	Carol Kitchens	Michael Nixon	Susan Sheehan	Don White
Wes Burch	Robert Garrett, III	Kristy Krenek	Conna Nye	John Shelton	Dana White
Wayne Burkland	Joe George	Sharon Kunz	Robert Ochoa	Mike Shipper	Stephanie Whitten
Kevin Burks	Bruce Germer	Royce Lacey	Linda Oertli	Jason Shoumaker	Roselind Wieland
Janis Burrow	Tim Gillespie	Terri Lacy	Wayne Orender	Wade Shumaker	Cassandra Wiggins
Aaron Cabaza	Kathy Girling-Odom	Greg Lander	Carroll Overton	Dannie Simons	Kerry Wiggins
Verlin Callahan	Tyler Graham	KaLyn Laney	Juanita Pearson	Tiffany Simons	Laura Wilkes
Mike Callahan	Charles W. Graham, DVM.	Rick Lange	Will Peckham	Michael Sloan	Duke Williams
Murray Callahan	Cindy Gray	Randy Lawrence	Debra Pena	Mack Smith	Michael Willingham
Jimmy Callahan	Karis Gray	Dale Layne	Paul Pennybacker	Harvey Smith	Randy Willis
Leora Callahan-McCarthy	Galt Graydon	Eddie Ledesma	Melinda Perez	Anna Sneed	Jaymes Willoughby
Allison Cambell	Dennis Green	Linda Lee Dubuisson	Peggy Peterson	Elaine Sobotik	Jerry Winetroub
Tommy Carlson	Cindy Greenwood	Brian Lehne	Mark Petrusek	Melvin Sobotik	Whitney Withers
Suzanne Carper	H.A. Guerrero	Erin Leon	Brent Pfluger	Leilani Solberg	Cliff Woerner
Bob Carroll	Shawn Hagler	Mike Levi	Leonard Philipp	Jay Southworth	Chris Woods
Matt Carson	Leslie Hamann	Paul Linehan	Deke Pierce	Barbara Staley	Brian Yarbrough
H.C. Carter	Marvin Hamann	Leah Linney	Billy Platt	David Stevens	Rebecca Young Montgomery
Margaret Cathey	Terrell Hamann	Lance Lively	Nola Plumb	Shane Stevens	Angelo Zottarelli
Traci Cavender	Mo Hamann	Lynn Lollar	Jennifer Poehl	Brad Stewart	
Walter Chamberlain	Lorraine Hammett	Todd Longwell	Lori Polk	Steve Stolle	
Laurie Chandler	Richard Hampton	Stacy Looney	Shawn Polk	Craig Stoppenhagen	
William Cloud	Robert Harlan	Tommy Love	Stacie Pollard	Joe Straub	

RODEO AUSTIN FANS

AGE

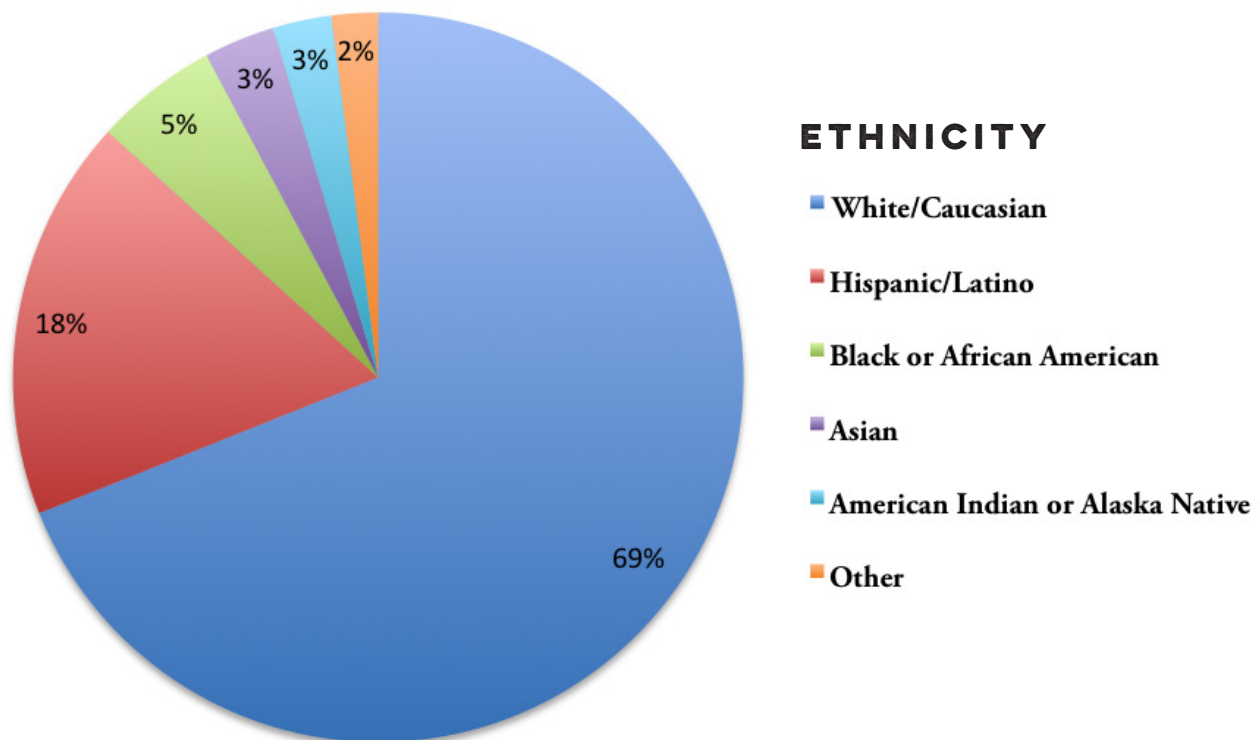


GENDER





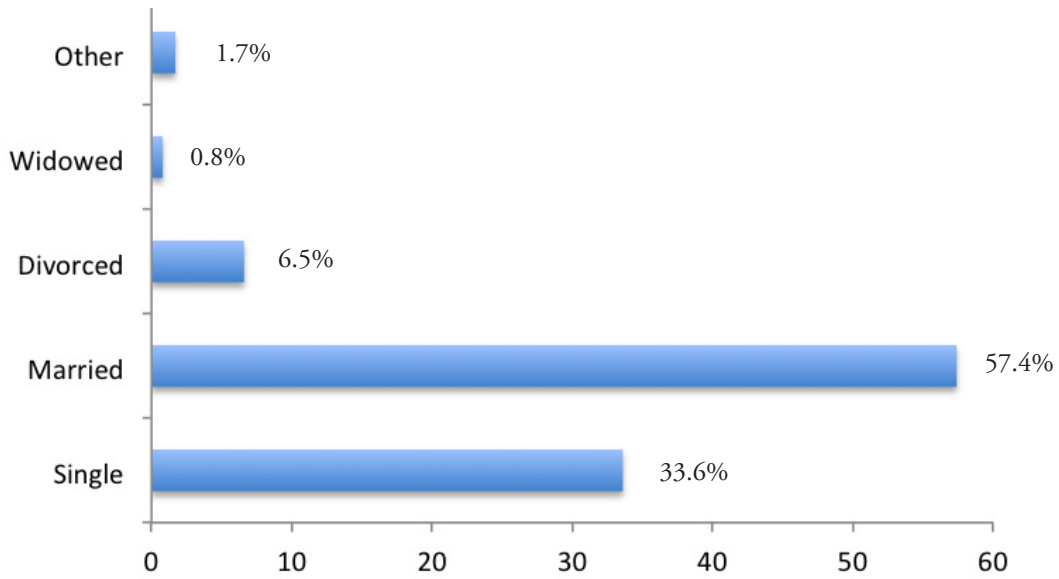
88% of attendees visited the Fair & Rodeo with a group of people



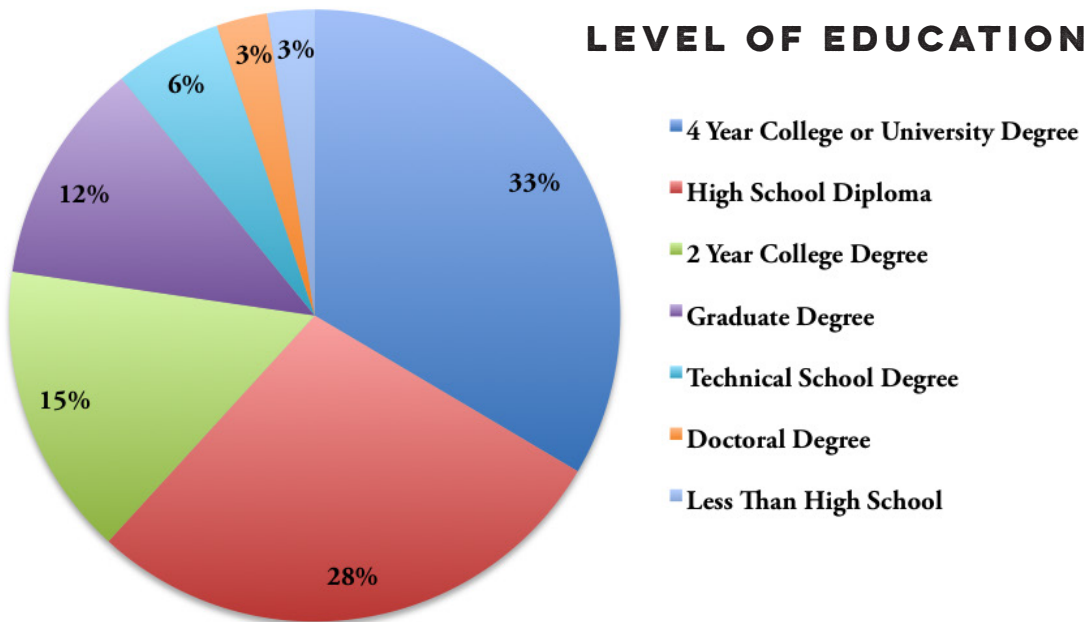


MORE THAN 235,000 GUESTS ATTENDED BBQ AUSTIN & RODEO AUSTIN IN 2016

MARITAL STATUS



57% of fairgoers reported a household income exceeding \$70,000



63% of fairgoers reported they have a college degree

RODEO

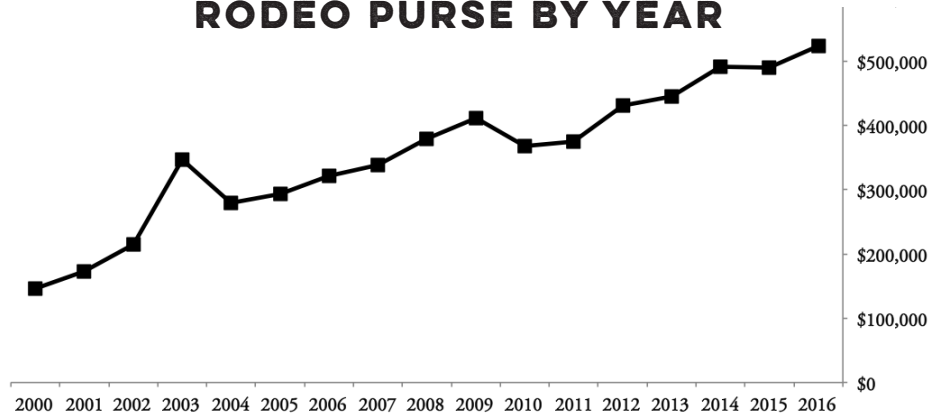
The Rodeo Austin Ride for the Brand Cowboy Tournament™ returned for the second year, paying out a record \$523,486 to contestants.

The Qualifying Round took place March 12-23, 2016, and spotlighted eight contestants each night in the bareback riding, saddle bronc riding, tie-down roping, team roping, steer wrestling, barrel racing and bull riding events. \$230,400 was split between these 12 rounds. The top 16 athletes overall advanced on to the Playoff Round.

The Playoff Round took place March 24-25, 2016. Each night, eight athletes competed per event for a total of \$140,000.

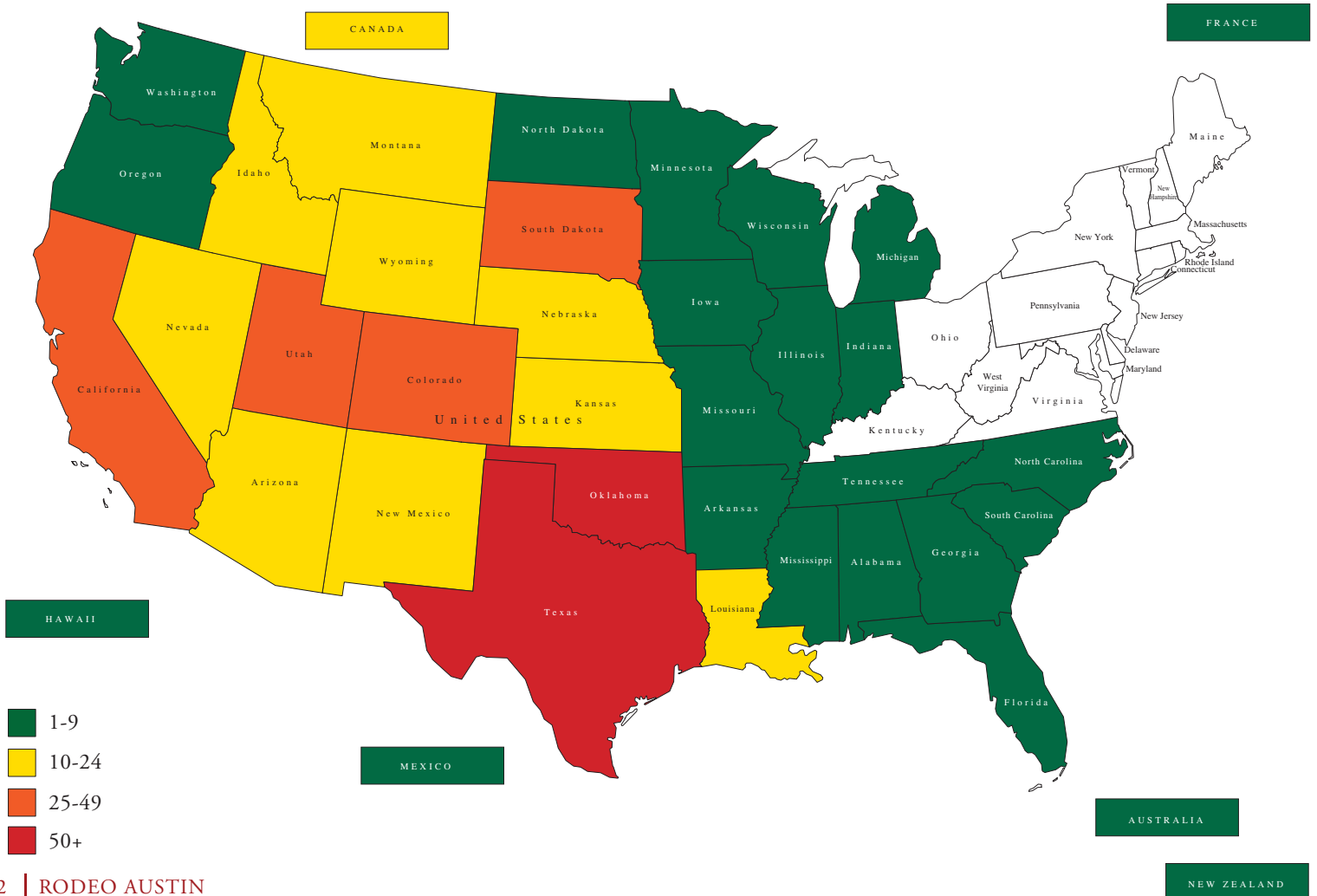
The Final Round hosted the top eight athletes from each event, paying out a total of \$200,000. The winner of each event received a Rodeo Austin branding iron and the title of Champion.

RODEO PURSE BY YEAR



Rodeo and concert ticket sales reached \$2.3 million. Three performances were recorded and broadcast on the Longhorn Network. Once again, Rodeo Austin offered live-streaming of all rodeo performances and competitive events via YouTube to fans all over the world. With a total of 20,429 views from 99 different countries, Rodeo Austin was watched from New Zealand to Japan.

2016 PRORODEO ENTRIES BY STATE





COWBOY TOURNAMENT

QUALIFYING ROUND
96 ATHLETES X 7 EVENTS

PLAYOFF ROUND
16 ATHLETES X 7 EVENTS

FINAL ROUND
8 ATHLETES X 7 EVENTS

- SATURDAY
MARCH 12, 2016

- SUNDAY
MARCH 13, 2016

- MONDAY
MARCH 14, 2016

- TUESDAY
MARCH 15, 2016

- WEDNESDAY
MARCH 16, 2016

- THURSDAY
MARCH 17, 2016

- FRIDAY
MARCH 18, 2016

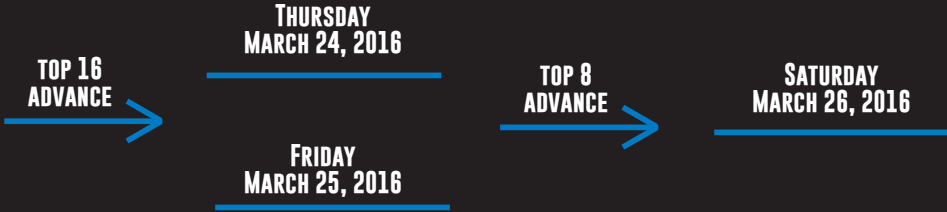
- SATURDAY
MARCH 19, 2016

- SUNDAY
MARCH 20, 2016

- MONDAY
MARCH 21, 2016

- TUESDAY
MARCH 22, 2016

- WEDNESDAY
MARCH 23, 2016



- THURSDAY
MARCH 24, 2016

- FRIDAY
MARCH 25, 2016

- SATURDAY
MARCH 26, 2016

RIDE FOR THE BRAND CHAMPIONS

Bareback Riding
Jake Vold

Steer Wrestling
Logan Gledhill

Team Roping Header
Cale Markham

Team Roping Heeler
Billie Jack Saebens

Saddle Bronc Riding
Nat Stratton

Tie-Down Roping
Marcos Costa

Barrel Racing
Abby Penson

Bull Riding
Shane Proctor



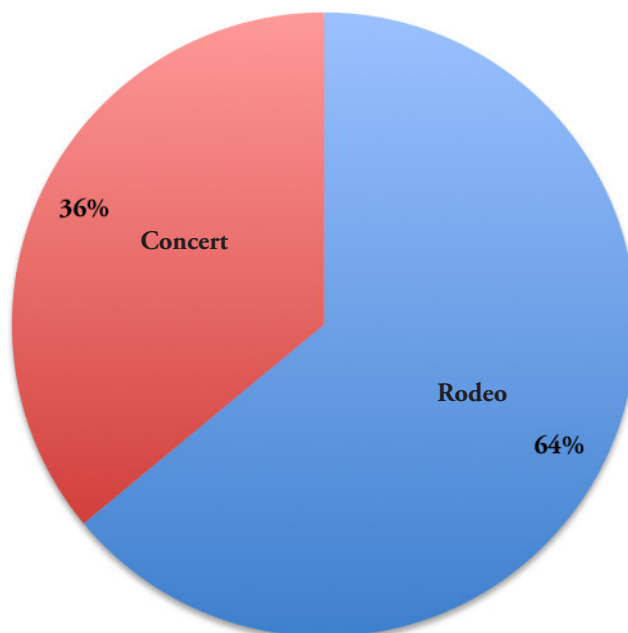
RODEO COMMITTEE

The purpose of the Rodeo Committee is to provide a fair and safe event for contestants and world class entertainment for fans.

Ricky Masters, Chair
 Tyler Graham, Vice Chair
 Jeri Leseman, Vice Chair
 Dale Mitschke, Vice Chair
 Travis Randig, Vice Chair
 David Kardosz, Executive Liaison

Dane Andress	Jason Krenek	Jeffrey Pruitt
Jason Andress	Kurt Landry	Dana Randig
Lloyd Bjorgo	Tiffany Landry	Travis Randig
Alyson Falk	Frank Lawhon	Walter Randig
Kelsey Greiner	Melanie Ledesma	Richard Reinap
Rebecca Horne	Charles Leseman, Sr.	Ali Rhyan
John Jackson	Jardin Loeffler	Michael Rogers
Leslie Jackson	Jon Lollar	Susan Ronshausen
Ellerie Jackson	Lynn Lollar	Lynda Smith
Anita Janszen	Kirsten Lollar	Bill Tamm
Mike Jones	Daniel Madera	Krystal Towery
Sascha Kardosz	Manny Mancias	Cathie Tuggle
Dennis Kelley	Danny Masters	Tommy Ward
John Kelley	Dalton Moore	Callie Ward
MJ Kelley	Frosty Moore	Fred Weber
William Kelley	Terry Ochoa	
Megan King	Lauren Prikryl	

WHY DID YOU PURCHASE A RODEO & CONCERT TICKET?

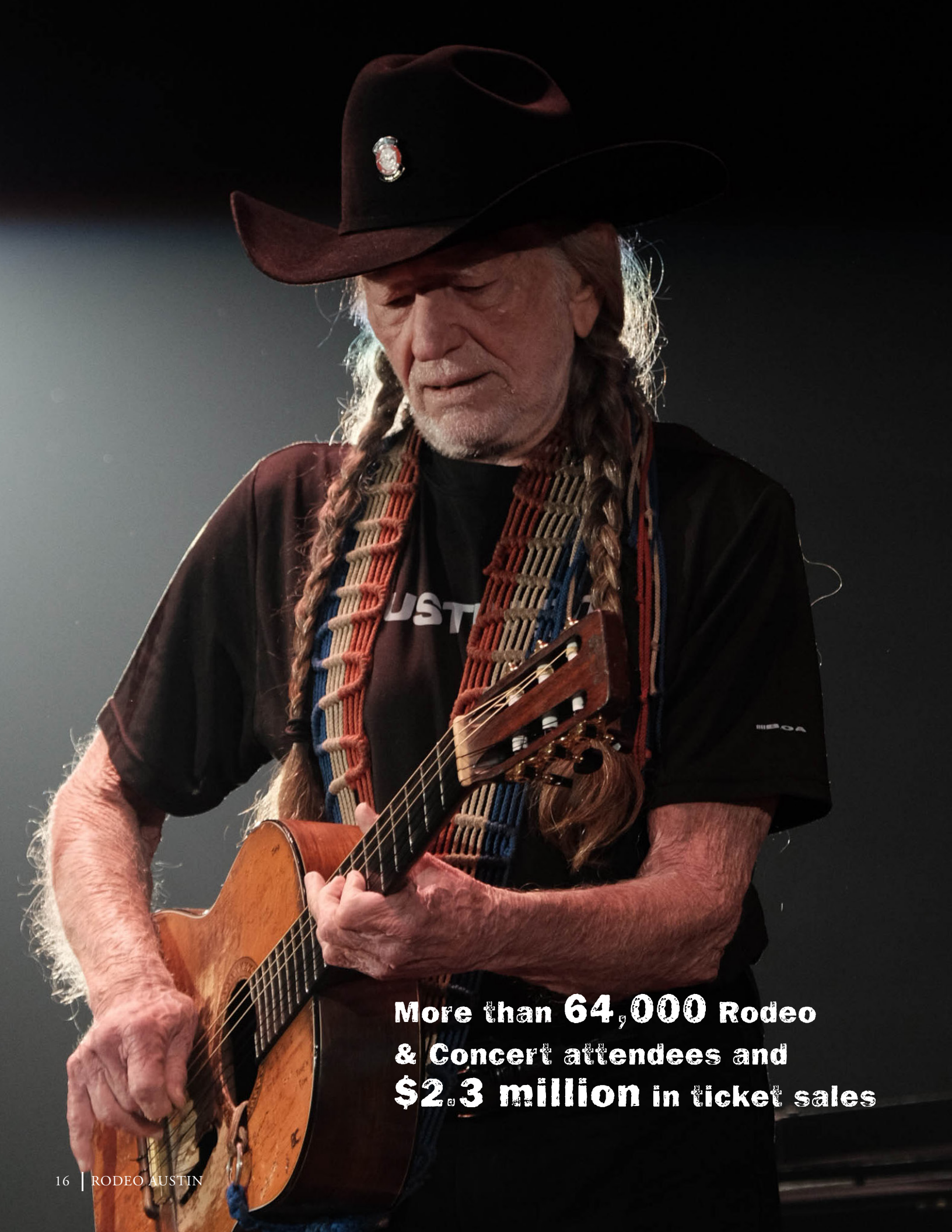


EVENT STAFF COMMITTEE

The purpose of the Event Staff Committee is to provide guest hospitality, take tickets and ensure world-class entertainment for fans.

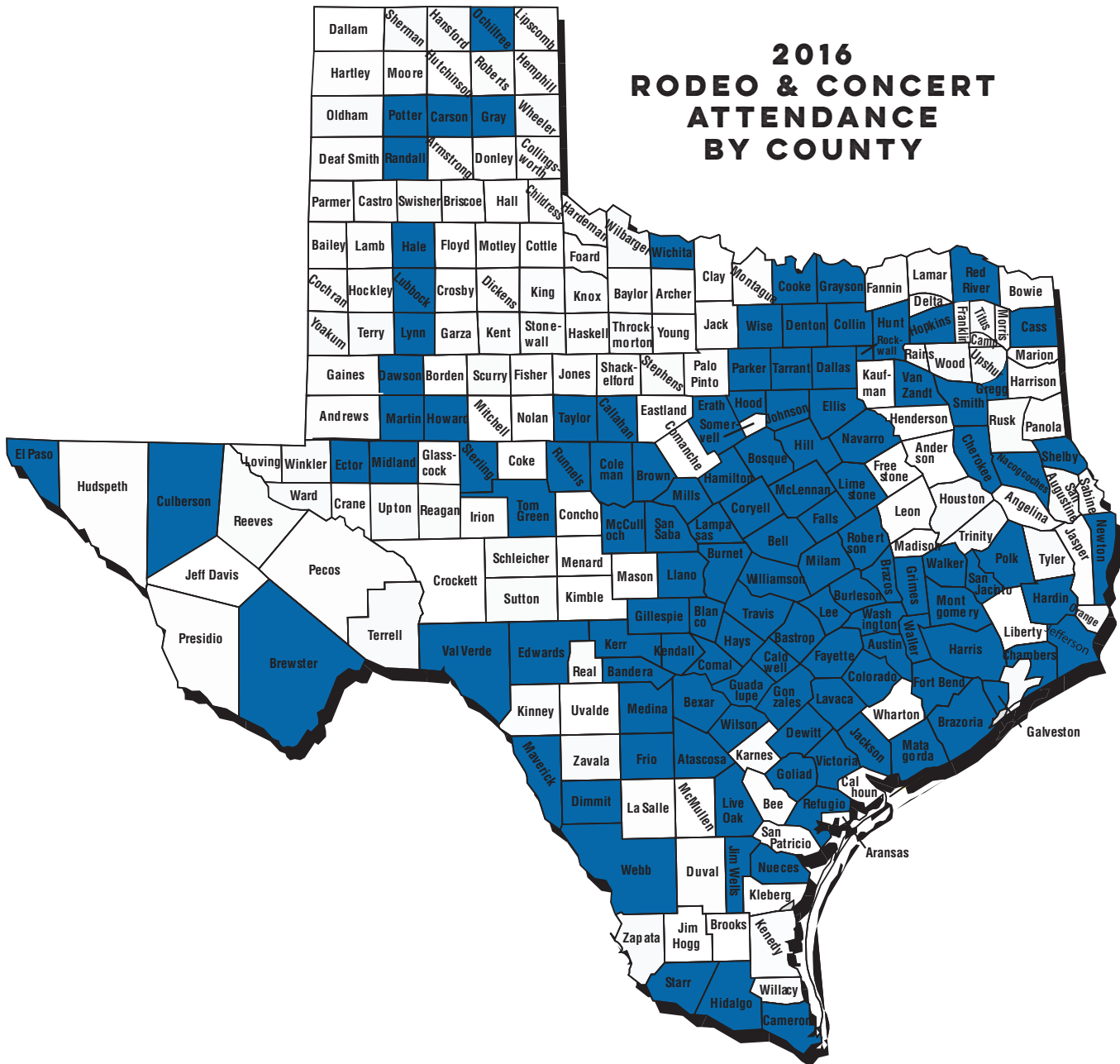
Terry Turner, Chair
Kara Garrett, Vice Chair
Novella Heffington, Vice Chair
Leonard Jones, Vice Chair
Tia Miller, Vice Chair
Brian Hill, Executive Liaison

Debby Abigt	Jann Dionne	Trisha Howard	Della Maxson	Pam Scarborough
Grace Adams	Mary Dobbs	Lori Hudson	Annette McCoy	LeAnne Schram
Charlotte Adams	Megan Domel	Michele Hulsey	Ginger McCready	Rebecca Schroeder
Fatima Badilla	Robert Doss	Rick Hulsey	Riley McKade	Patricia Schultz
Stacey Bain	MacLean Dove	James Jackson	Laura McKinney	Brenda Scott
Gary Baker	Carrie Esparza	Kathy Jackson	Valeriane McNeill	Ray Selvera
Jon Banks	Ashley Esser	Shannon Jacque	Shelly McWilliams	Stephanie Sharif
Liza Banks	Diana Everman	Marina Jaramillo	Julie McWright	Mack Sherrod
Vickie Barton	Sandie Faske	Amy Jett	Davina Merkel	Geni Silvey
Breana Barton	Melissa Faught	Donna Johnson	Deborah Milam	Royana Sims
Lori Baugh	Stacey Fenton	Jackie Johnson	Kasi Miller	Melanie Sims
Adriana Becerra	Pat Finlay	Linda Johnson	Laurie Miller	Joe Small
Sheri Beggs	Pamela Flynn	Leonard Jones	Bobby Miller	Lynda Smith
David Benson	Peter Ford	Niki Jones	Ginny Miller	Cheryl Smith
Ponda Bethke	Shauntal Fort	Cyleada Jones	Norman Miner	James Smith
Shirley Bibles	Michelle Fox	Joan Judy	Michelle Morris	Curtis Smith
Shawna Bluth	Cindy Frank	Paul Jundt	Nancy Moxley	Leilani Solberg
Marie Boatright	Doug Frank	Eugenio Justo	Michelle Moxley	Donald Solberg
Karen Boes	Londa Freeman	Ryan Kaderka	Liz Mundell	Glenn Spradlin
Valentina Bogdanova	Ann Fulcher	Scott Kaderka	Dian Myers	Laura Spradlin
Judith Bolles	Marty Galliard	Aaron Kaderka	Katrina Nance	Michael Stathem
Cheryl Bonorden	Michelle Garcia	Khan Kammerer	Jason Nehring	Brooke Stevenson
Christy Bonugli	Shirley Garvel	Mike Kelly	Cecelia Noll	Steve Summers
Billie Bonugli	Robert Gebhardt	Ashley Kelm	Edward Nunez	Randall Surrey
Sharon Boone	Billy Giles	Terry Kinnell-Maletta	Karen Nunez	Robin Surrey
Victoria Brady	Cynthia Gillespie	Denise Kirkham	Steve Orsborn	Julie Swink
Amanda Briggs	Dorothy Gillette	Traci Kitchen	Karen Parker	Pete Tamez
Johnathan Brockway	Dawn Goldberg	Harry Klein	Laura Parunak	Christopher Tatsch
Scotta Brooks	Stu Goldberg	Christine Klein	Wesley Pearson	Joan Tatum
Ande Brophy	Anthony Gomez	Norma Klein	Paul Pennybacker	Rebecca Taylor
Ashley Brown	Dianne Gomez	Mark Knolle	Margie Petru	Allison Terry
Ruth Bullock	Hernan Gonzalez	Kristi Koch	Mark Petrusek	Ricky Tindell
Beth Bunch	Norma Gonzalez	Tiffany Koenig	Beverly Petrusek	Sonja Tindell
Jim Bunt	Kathy Gossett	Leola Lamb	Christopher Petrusek	Lee Tracy
Janice Burch	Elaina Griffiths	Susan Lambert Lindley	Jordan Phillips	Samantha Truchsess-Stathem
Wes Burch	Debbie Grona	Brad Lancaster	Gail Pitchford	Debbie Trumble
Steve Burnett	Michael Grooms	Christi Lancaster	Robert Pitchford	Tammy Tschirhart
Michael Butler	Pam Grooms	Kevin Lancaster	Paul Prudden	David Urban
Allison Cambell	Debe Guerra	Maryanne Lancaster	Linda Pryer	Alicia Vardo
Deanna Campos	Eddie Guerra	Marie Landon	Greg Pryer	Jimmy Vasquez
Mike Carter	Dianna Gunn	Megan Landon	Savannah Pryer	Irene Venegas
Karen Cavin	Carol Gwynn	Kelly Larson	Robert Puente	Gina Villarreal
Phillip Chappell	Diane Hagan	Anne Layton	Junie Quilty Henderson	Marj Waley
Melissa Claborn	Lisa Hammond	Gregory Ledenbach	Hope Ramirez	Mitch Walker
Andrea Cleveland	Susan Hansen	Frances Ledenbach	Elena Ramirez	Donna Wallace
William Cleveland	John Harris	Caren Lee	Eleno Ramirez, Jr.	Stephanie Ward
Andrea Coles	Stacey Harris	Taylor Leos	Hugh Ramsey	Walker Webb
Priscilla Collister	Kit Haverland	Becky Linam	Bruce Raney	Gayl Webb
Shawn Colson	Novella Heffington	Leah Linney	Jan Redd	Carl Wentzel
Ronda Comer	Hadley Hempel	Veronica Lopez	Jenieve Rose Reed	Emily Wethington
Daniel Contreras	Rosalie Henry	Matthew Maas	Marcia Reed	Susan Wheeler
Robbie Cook	Tracy Henson	Shelly Maas	David Reineke	Teresa Williford
Erica Cook	Linda Hickman	Wanda Maas	Nancy Retzloff	Gaynell Wilson
Sara Coon	Jessie Hickman	Christina Mabrey	Norma Reyna	Ashley Winslett
Sharon Cooper	Jacqueline F. Hickman	Raymond Maddux	John Reyna	Brian Winslett
Melissa Corliss	Brenda Highsmith	Kelley Markert	Mallory Richter	Darrell Winslett
Mitch Corliss	Cynthia Hill	Sergio Marquez	Hilary Roberts	Laura Winslett
Jean Crawford	Cynthia Hilt	David Mason	Evelyn Robinson	Dawn Wuthrich
Lisa D'Amato	Leonard Hilt	John Mason	Donna Roland	Syed Zaman
Pam Daniel	Sue Holmes	Sheryl Mason	James Rucker	
Kathy Danielson	Rodney Homer	Thomas Mason	Ruth Rucker	
Michelle Desormeau	Diana Hood	Cat Mattingly	Ashley Scarborough	

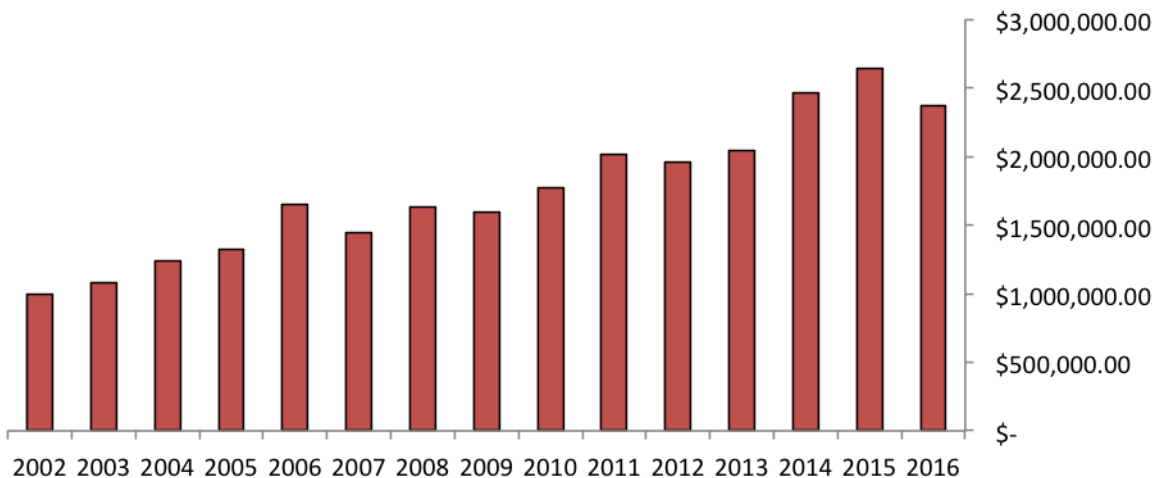


**More than 64,000 Rodeo
& Concert attendees and
\$2.3 million in ticket sales**

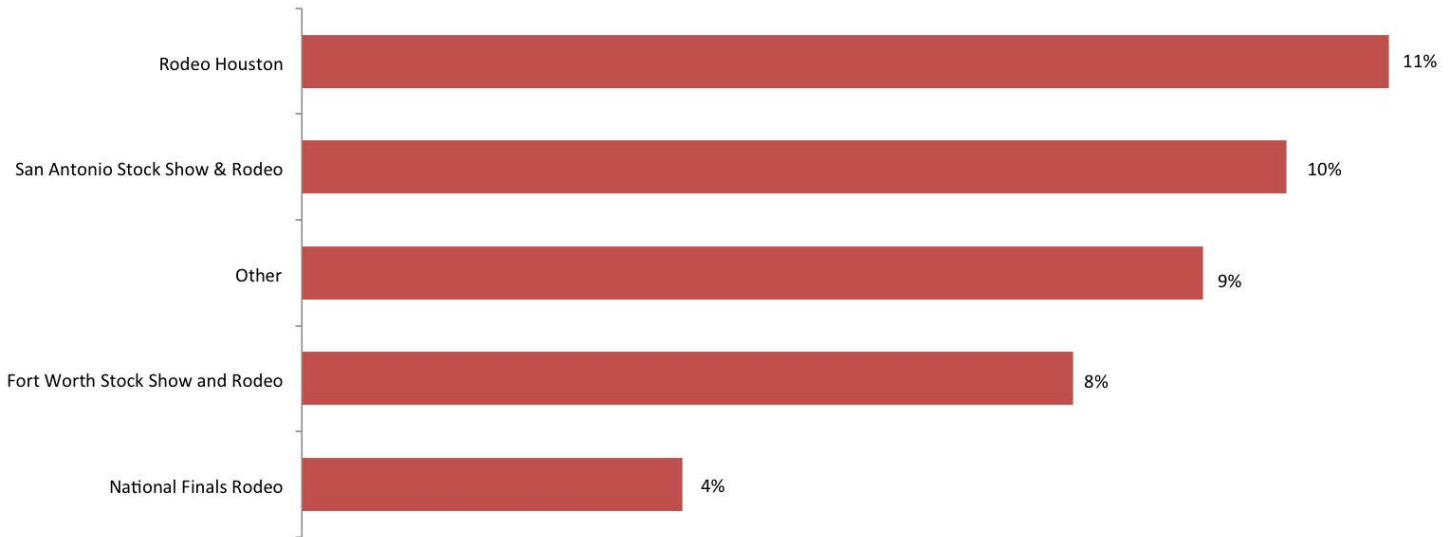
2016 RODEO & CONCERT ATTENDANCE BY COUNTY



RODEO & CONCERT TICKET SALES



WHAT OTHER RODEOS DO YOU PLAN TO ATTEND?

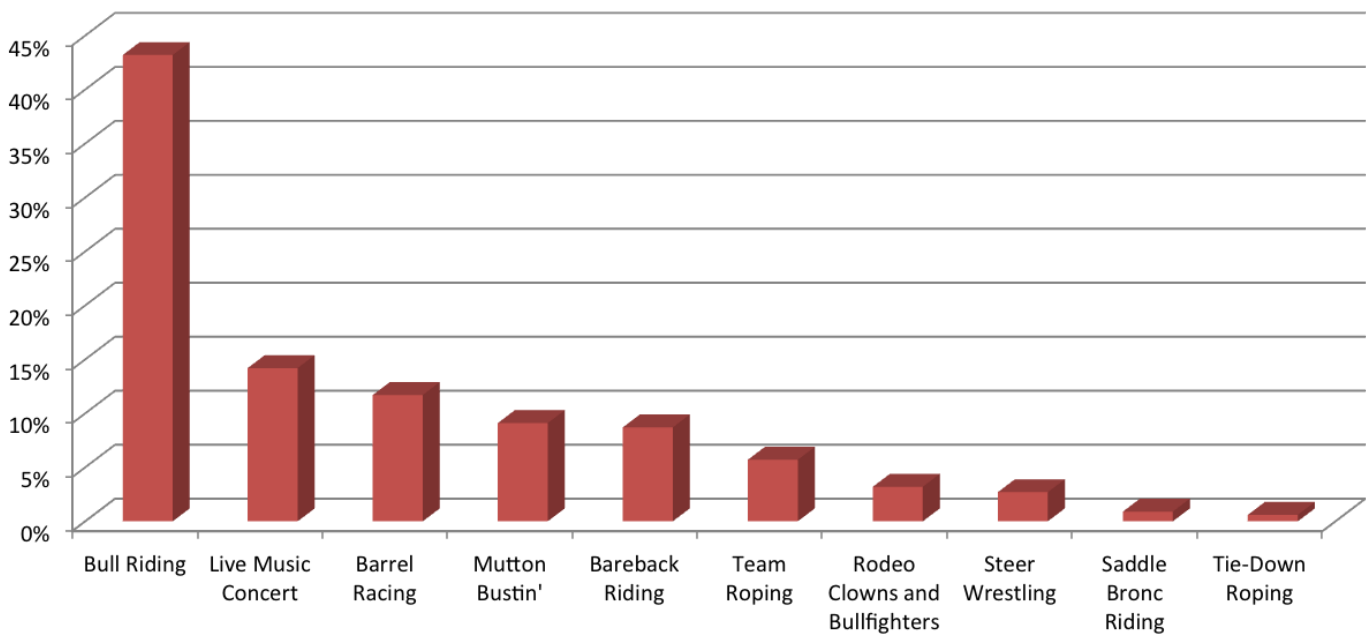


WHAT OTHER AUSTIN EVENTS DO YOU PLAN TO ATTEND THIS YEAR?

- **ROUND ROCK EXPRESS** **32%**
- **UNIVERSITY OF TEXAS FOOTBALL GAME** **26%**
- **CEDAR PARK CENTER** **26%**
- **FRANK ERWIN CENTER** **26%**
- **ACL MUSIC FESTIVAL** **26%**
- **SOUTH BY SOUTHWEST** **20%**
- **FORMULA 1** **16%**
- **I DO NOT PLAN TO ATTEND ANY OF THESE EVENTS** **25%**



WHAT IS YOUR FAVORITE RODEO EVENT?



LIVE MUSIC

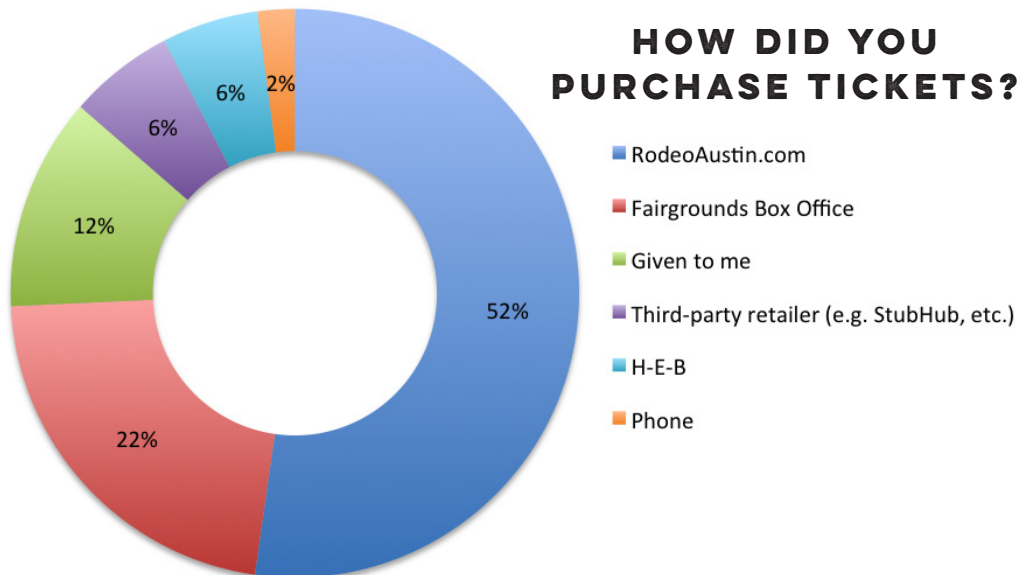


Staying true to Austin's *Live Music Capital of the World* mantra, Rodeo Austin featured **nearly 90 live concerts** over the course of the 15-day Fair and Rodeo. Hosted on the KASE/KVET Stage, 100X Club Stage, Main Stage, and at the Bullet Proof Party, the concerts featured bands ranging from traditional country to R&B.

Main Stage entertainers included: Willie Nelson & Family, The Mavericks, Grouplove, Gary Allan, Andy Grammer, Josh Abbott Band, Turnpike Troubadours, Cam, Tanya Tucker, Diamond Rio, Smokey Robinson, Brett Eldredge, Eli Young Band, Josh Turner and Kevin Fowler.

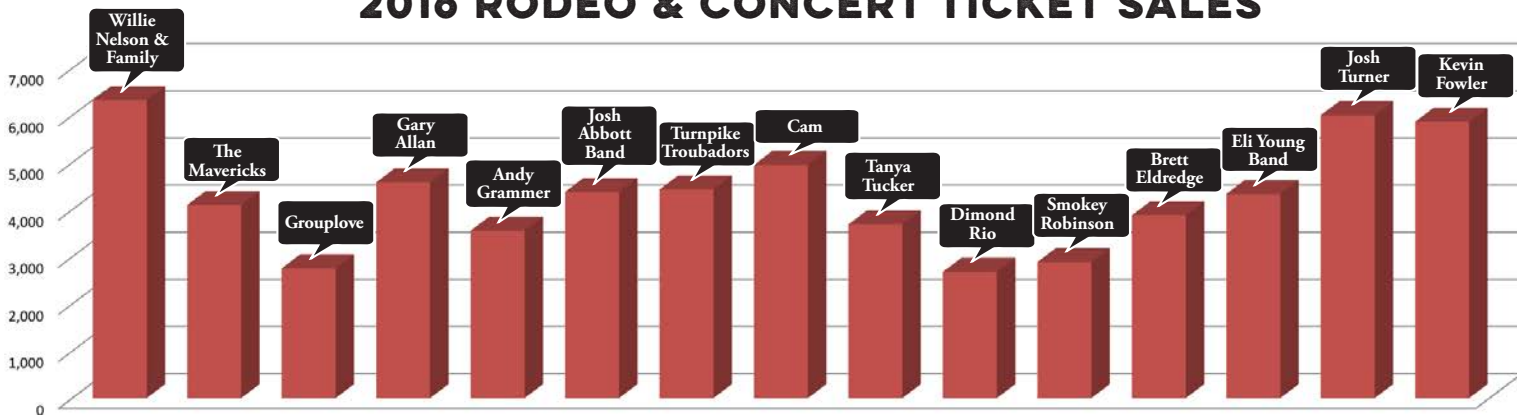


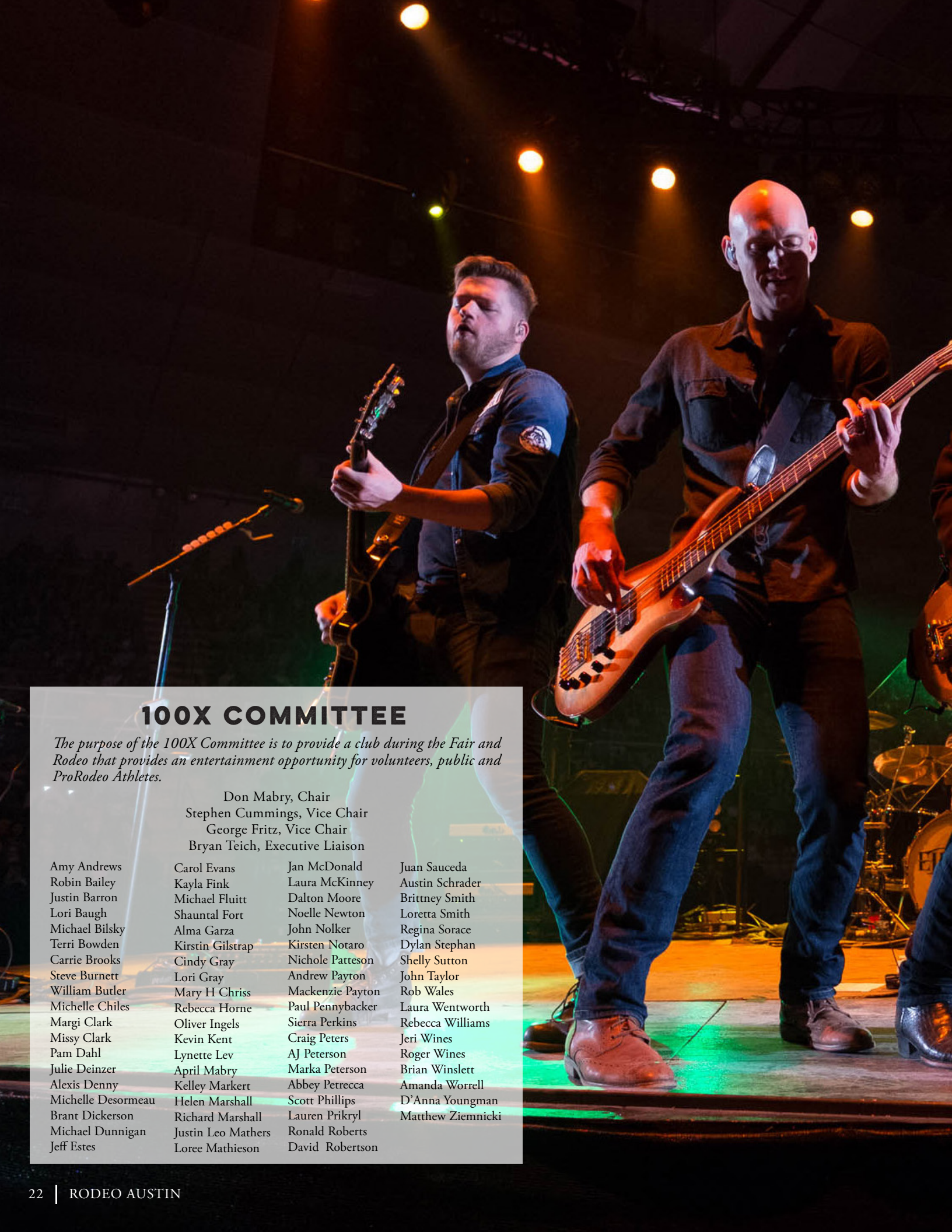
HOW DID YOU PURCHASE TICKETS?



Rodeo Austin fans purchased their tickets in a variety of ways, with the most common being RodeoAustin.com. The four top-selling concerts of the year were Willie Nelson & Family, Josh Turner, Kevin Fowler and Cam.

2016 RODEO & CONCERT TICKET SALES





100X COMMITTEE

The purpose of the 100X Committee is to provide a club during the Fair and Rodeo that provides an entertainment opportunity for volunteers, public and ProRodeo Athletes.

Don Mabry, Chair
Stephen Cummings, Vice Chair
George Fritz, Vice Chair
Bryan Teich, Executive Liaison

- | | | | |
|--------------------|--------------------|------------------|-------------------|
| Amy Andrews | Carol Evans | Jan McDonald | Juan Saucedo |
| Robin Bailey | Kayla Fink | Laura McKinney | Austin Schrader |
| Justin Barron | Michael Fluit | Dalton Moore | Brittney Smith |
| Lori Baugh | Shauntal Fort | Noelle Newton | Loretta Smith |
| Michael Bilsky | Alma Garza | John Nolker | Regina Sorace |
| Terri Bowden | Kirstin Gilstrap | Kirsten Notaro | Dylan Stephan |
| Carrie Brooks | Cindy Gray | Nichole Patteson | Shelly Sutton |
| Steve Burnett | Lori Gray | Andrew Payton | John Taylor |
| William Butler | Mary H Chriss | Mackenzie Payton | Rob Wales |
| Michelle Chiles | Rebecca Horne | Paul Pennybacker | Laura Wentworth |
| Margi Clark | Oliver Ingels | Sierra Perkins | Rebecca Williams |
| Missy Clark | Kevin Kent | Craig Peters | Jeri Wines |
| Pam Dahl | Lynette Lev | AJ Peterson | Roger Wines |
| Julie Deinzer | April Mabry | Marka Peterson | Brian Winslett |
| Alexis Denny | Kelley Markert | Abbey Petrecca | Amanda Worrell |
| Michelle Desormeau | Helen Marshall | Scott Phillips | D'Anna Youngman |
| Brant Dickerson | Richard Marshall | Lauren Prikryl | Matthew Ziemnicki |
| Michael Dunnigan | Justin Leo Mathers | Ronald Roberts | |
| Jeff Estes | Loree Mathieson | David Robertson | |



BACKSTAGE COMMITTEE

The purpose of the Backstage Committee is to provide a safe, secure and relaxed environment to the main stage performer, as well as their crew, band and family, for the date they are under contract.

Jenny Meyer, Chair
Kevin Drake, Vice Chair
Temetria McVea, Vice Chair
Stacy Looney, Executive Liaison

John Barrows	Ryan Kaderka	Gary Pena
Terri Bowden	Keith Karpinski	Sierra Perkins
Scotta Brooks	Ashley Karpinski	Rachael Pierce
Gary Brown	Sara Kilventon	Jennifer Pierce
Tawanna Carver	David Kilventon	Deke Pierce
Margi Clark	Kristen Kirkpatrick	Ann Pierce
Erica Cook	Victoria Lee	Rena Pylant
Heather Cron	Matthew Maas	David Robertson
Richard Daniels, Jr.	Alesha Marburger	Loretta Smith
Jamie Evans	Richard Marshall	Randall Surrey
Marisa Garcia	Helen Marshall	Lynne Tames
Patricia Genton	Laura McFadden	Susan Thompson
Rebekah Glanville	Ginny Miller	Doug Treuter
Cindy Guzman	Valerie Moreland	Steven Urban
Mike Hearn	Steve Moreland	Laura Wentworth
Rick Hulsey	Julie Nichols	Jeri Wines
Mary Lou Jones	John Nolker	Dana Woods
Scott Kaderka	Sandra O'Connor	Amanda Worrell

FAIRGROUNDS


















Fairground attendees enjoyed a wide variety of attractions, including: Swifty Swine Pig Races, Tomás Garcilazo - The Charro, Kidstown, and new in 2016, Team Ghost rider, a popular show featuring monkeys riding dogs.

The fairgrounds offered a diverse variety of delectable foods, top-notch shopping and exhilarating rides and games provided by Crabtree Amusements, GMC Concessions, 43 independent food vendors and 98 commercial vendors. Fifty-seven carnival rides and 32 carnival games and attractions offered something for everyone. Combined gross sales for these concessions and attractions for 2016 exceeded \$3.8 million.

The School Tours program entertained eager minds as 7,952 students, teachers and chaperones enjoyed the educational opportunities offered March 21-25, 2016.

More than 215,000 guests visited the fairgrounds during the Fair & Rodeo. Adult admission was \$8 and child admission was \$5. Parking was \$10 per car.

WEATHER REPORT

SAT. 3/12 High: 73 Low: 57 	SUN. 3/13 High: 85 Low: 55 	MON. 3/14 High: 88 Low: 46 
TUES. 3/15 High: 86 Low: 66 	WED. 3/16 High: 80 Low: 55 	THURS. 3/17 High: 79 Low: 66 
FRI. 3/18 High: 79 Low: 58 	SAT. 3/19 High: 62 Low: 44 	SUN. 3/20 High: 63 Low: 39 
MON. 3/21 High: 66 Low: 32 	TUES. 3/22 High: 77 Low: 38 	WED. 3/23 High: 80 Low: 65 
THURS. 3/24 High: 70 Low: 47 	FRI. 3/25 High: 73 Low: 39 	SAT. 3/26 High: 73 Low: 40 

OPERATIONS COMMITTEE

The purpose of the Operations Committee is to support all committees logistically through setup, execution and completion of each committee's respective events.

Rick Lange, Chair
JR Andrews, Vice Chair
Kurt Bender, Vice Chair
Jeff Denton, Vice Chair
Andrea McFarland, Vice Chair
Steve Mills, Vice Chair
Eric Pugh, Vice Chair
Brian Yarbrough, Executive Liaison

Michelle Adams-Walton	Andrew Hayes	James Meador
Bradley Andrews	Brian Hill	LaQuita Nauert
Kelly Bender	Jeremy Hohnstreiter	Michael Orman
Keith Berdoll	Shawn Hohnstreiter	Jennifer Orman
Steve Burnett	Hershell Johnston	Rick Roberts
Steve Chisholm	Mike Kelly	Clayton Robinson
Richard Daniels, Jr.	Debby Lawrence	Israel Rodriguez
Paxton Davies	Randy Lawrence	Jesse Sandoval
Cynthia Dear	Adam Lewis	Ashley Suhler
Douglas Dear	CC Lopez	Terry Turner
Todd deClairmont	Katherine Lutter	Roger Vazquez
Robert Everett	Greg Maphet	Leticia Vazquez
Jasmin Fine	David Matlage	Ronald White
Glenn George	Kevin McPherson	Catherine Wiggins





Rodeo Austin was proud to unveil a new and improved event, BBQ Austin on March 4-5, 2016. BBQ Austin featured an expanded BBQ competition with 91 teams that competed for the title of “BBQ Austin Grand Champion.”

More than 20,000 guests also enjoyed carnival fun at Austin’s largest carnival and listened to live music by eight

bands headlined by Whiskey Myers and Josh Abbott Band.

Overall, the event raised \$125,761 for the Rodeo Austin mission. Teams competed with samplings from brisket and ribs to bloody mary drinks. The top three fundraising BBQ teams were 5-0 Cookers, Pit Stop and Texas Smoke ‘Em, respectively.

BBQ COMMITTEE

The purpose of the BBQ Committee is to host the annual BBQ Cook-Off and annual BBQ Auction & Concert.

Melvin Sobotik, Chair
 Brad Boyett, Vice Chair
 Paul Hermesmeyer, Vice Chair
 Shayne Lockhart, Vice Chair
 Rick Plumb, Vice Chair
 Keith Berdoll, Executive Liaison

Lauren Adkins
 Michelle Allen
 Amy Andrews
 Norma Babcock
 Steve Babcock
 Tess Baker
 Shelly Baker
 Steve Baker
 Tommy Barker
 Kevin Barnes
 Justin Barron
 Brittany Baugh
 Lori Baugh
 Jenny Beattie Dorsey
 Gregg Bickwermert
 Karen Boes

Cheryl Bonorden
 Amber Bortle Brenning
 Linda Botello
 Susan Boyett
 Danielle Boyett
 Victoria Brady
 Dewy Brooks
 William Butler
 Susan Carlson
 Nance Carmack
 Cheryl Carrabba
 Melissa Claborn
 Margi Clark
 Cecil Clawson
 Luis Cuellar
 Laura Culin

Pam Dahl
 Deanna Davis
 Julie Deinzer
 Nicole Dockrey
 Mickey Dorsey
 Susan Dorsey
 Terry Dorsey
 Michael Dunnigan
 Lisa Edwards
 Scott Edwards
 Kendra Edwards
 Riley Edwards
 Helen Eichblatt
 Carol Evans
 Diana Everman
 Belinda Flores

Londa Freeman
 Marty Galliant
 Evelyn Garnett
 Alma Garza
 Cynthia Gillespie
 Mary Chriss
 Jennifer Hage
 Brent Harrell
 Wanda Hawkins
 Theresa Hayes
 Steve Hays
 Alicia Hebert
 Margaret Hermesmeyer
 Brian Hill
 David Hill
 Trudy Hill
 Carol Huntsberger
 Felicia Jackson
 Kathy Jackson
 Shannon Jacque
 Ryan Kaderka
 Scott Kaderka
 Pat Kennedy
 Dale Kern
 Kelli King
 Angel Kirk
 Leslie Knudsen
 Leola Lamb

Tom Langley
 Doug LaPlante
 Sonny Lawter
 Christie Laycox
 Glenda Lee
 Victoria Lee
 Ron Little
 Julie Little
 Kim Lockhart
 Katy Logue
 Kathy Long
 David Lord
 Katherine Lutter
 Matthew Maas
 Shelly Maas
 Wanda Maas
 Susan Mahan
 Kelley Markert
 Ginger McCready
 Cade McGibboney
 George McGraw
 Timothy McMillan
 Dustin Merkel
 Mike Mikeska
 Kristin Miner
 Melanie Mitchell
 Oscar Montoya
 Tracy Montoya

Caryn Moore
 Julie Moore
 Paulette Morris
 Davy Munsterman
 Jerry Naiser
 John Nolker
 Sue Nordhausen
 Kathy Oglebay
 Brianna Oglesby
 David Palmer
 Jennifer Parker
 Sherry Payne
 Margie Petru
 Island Phillips
 Ryan Pierce
 Nola Plumb
 Richard Plumb
 William Pruitt
 Rena Pylant
 Juan Resendez
 Fernando Rivera
 Rick Roberts
 David Robertson
 James Rucker
 Matt Rutherford
 Michele Ryon
 Mike Ryon
 Juan Saucedo

Eric Schoenduby
 LeAnne Schram
 Mark Schram
 Melanie Sims
 Eleaine Sobotik
 Leilani Solberg
 Donald Solberg
 Sandra Steadham
 Shelly Sutton
 Christopher Tatsch
 John Taylor
 Rebecca Taylor
 Gina Treuter
 Susan Turrieta
 Paula Walker
 Kreg White
 Ronald White
 Sue Wiehe
 Rebecca Williams
 Audrie Wilson
 Gaynell Wilson
 Jeri Wines
 Gina Wood



The Bullet Proof Party closes out the annual Fair and Rodeo with food, drinks, live music and a silent auction. This exclusive two-day event is a great way to show groups of friends and clients a good time. The event raised \$87,201 towards Rodeo Austin's mission.

BULLET PROOF COMMITTEE

The purpose of the Bullet Proof Committee is to provide a contributor-driven private party the last two nights of the Fair and Rodeo.

Steven Voelker, Chair
 Jeff Dodd, Vice Chair
 Jason Magdalena, Vice Chair
 Jeffrey Rutkowski, Vice Chair
 Brian Schultz, Vice Chair
 Ashley Ulbricht, Vice Chair
 Stan Voelker, Executive Liaison

Robin Bailey
 Kevin Barnes
 Justin Barron
 Karen Boes
 Cheryl Bonorden
 Linda Botello
 Susan Boyett
 Danielle Boyett
 Carrie Brooks
 Frank Bucher
 Vanessa Bucher
 William Butler
 Luis Cuellar
 Ava Denton
 Michelle Desormeau
 Jann Dionne
 Megan Domel
 Hilary Dominguez

Michael Dunnigan
 Helen Eichblatt
 Carol Evans
 Melissa Faught
 Melinda Fiebig
 Michael Fluit
 Carla Ford
 Alma Garza
 Javier Garza
 Lori Gray
 Susan Greer
 Jerry Greer
 Ericka R Gregor
 Scott Grumbles
 Jennifer Hage
 Andrew Hayes
 Theresa Hayes
 Steve Hays

Alicia Hebert
 Brian Hill
 Jodi Holtz
 Rick Hulsey
 Kathy Jackson
 Tom Jennings
 Kevin Kent
 Angel Kirk
 Harry Klein
 Mark Kohring
 Kathy Korte
 Leola Lamb
 Sonny Lawter
 Christie Laycox
 Victoria Lee
 Jason Lewis
 Ron Little
 Julie Little

Kathy Long
 CC Lopez
 Alexis Manley
 Justin Leo Mathers
 Matthew May
 Kathi McAdoo
 Cade McGibboney
 Laura McKinney
 Timothy McMillan
 Laurie Miller
 Melanie Mitchell
 Art Moore
 Paulette Morris
 Jason Nehring
 Kathy Oglebay
 Jennifer Parker
 Kaylee Payne
 Sherry Payne

Melinda Perez
 AJ Peterson
 Marka Peterson
 Hannah Rabuse
 Austin Reynolds
 Ronald Roberts
 Eddy Ronshausen
 Pamala Rutkowski
 Juan Saucedo
 Michael Schroeder
 Rebecca Schroeder
 Caitlyn Shumaker
 Brittney Smith
 Leilani Solberg
 Donald Solberg
 Shelly Sutton
 Travis Thorne
 Gina Treuter

Charlie Ulbricht
 Cynthia Valadez-Mata
 Scott Voelker
 Lynne Weber
 Brandon Weber, II
 Michael Wehmeyer
 Michelle White
 Kreg White
 Ronald White
 Sue Wiehe
 Braylon Wilcott
 Rebecca Williams
 Audrie Wilson
 Gina Wood
 D'Anna Youngman

PROMOTING YOUTH EDUCATION -



Pictured above: Grand Champion Steer Exhibitor Anna Grace Bourgeois poses with

**90 cents of every dollar
spent at Rodeo Austin
goes toward the mission**



the winning steer in front of the Texas Capitol during the Youth Auction.

COMPETITIVE EVENTS

The Competitive Events Department attracts youth and adults from across the United States to participate in a diverse set of educational and character building competitions. In total, there were 8,023 entries for the Junior Livestock Show, Open Livestock Show, Horse Show, Ultimate Scramble Championship, Youth Western Art Show and Miss Rodeo Austin Scholarship Contest.

Today, Rodeo Austin is home to one of the nation's top ten junior livestock shows.

The Ultimate Scramble Championship (USC) was held March 19, 2016, with 160 young competitors. Multiple heats led to the championship round in the Rodeo Arena. A total of \$116,000 was awarded to USC competitors.



COMPETITIVE EVENTS COMMITTEE

The purpose of the Competitive Events Committee is to provide a safe level of competition during the Livestock and Horse Shows throughout the 15-day Fair and Rodeo. The committee prides itself on promoting agriculture with live demonstrations and displays while preserving western heritage.

Bob Carroll, Chair
Bobbie Bishop, Vice Chair
Andy Feild, Vice Chair
Chris Mellenbruch, Vice Chair
Greg Schultz, Vice Chair
KaLyn Laney, Executive Liaison

Debby Abigt
Joe Alexander
Violet Alexander
Kelly Bender
David Benson
Bob Bishop
Brooke Bishop
Bradley Blaylock
Michael Blelinger
Melissa Bond
Mark Bonner

Jaye Chasteen
Nida Chompunich
Shelley Conran
Stephan Conran
Jerry Cooke
Jeremy Deutsch
Jeff Dodd
Ernie Dominguez
Harold Eubanks
Tom Feild
Will Feild

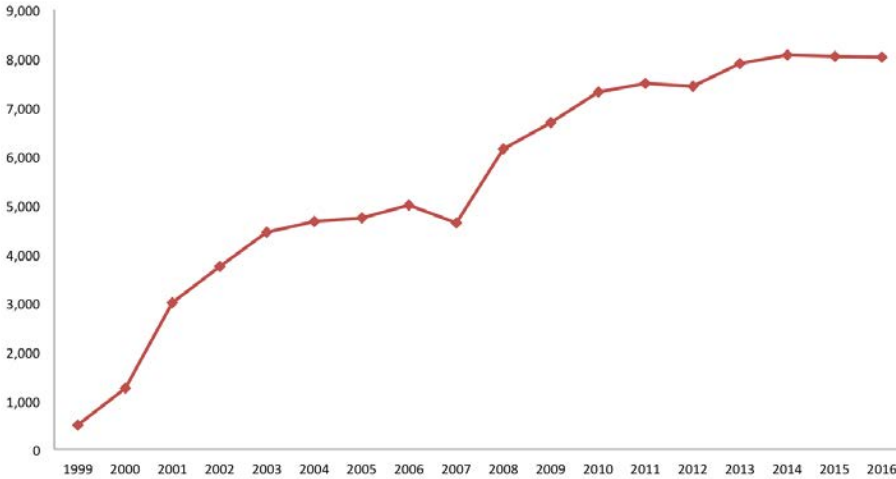
Lindsey Fetty
Kayla Fink
Karen Flowers
Milton Flowers, III
Melissa Forbes
Brenda Foss
Kyleigh Ann Futrell
Brant Gibson
Katie Gibson
Cindy Gray
Ericka R Gregor

Terry Grona
Diane Hagan
Lucy Hanks
James Haugen
Wanda Hawkins
Novella Heffington
Nathan Hendricks
Sarah Hendricks
Nathan Hendricks
Brandon Henkes
Paul Hermesmeier
Chuck Hess
Janine Hess
Brian Hill
Vernon Hodde
Jason Hodde
Billy Inman
Felicia Jackson
Amy Janecka
Tom Jennings
Pamela Kardosz
Kari Jo Kelso
Dusty Kiggins
Terry Kinniell-Maletta
John Kinzell
Kristi Kitchens
Heath Kitchens

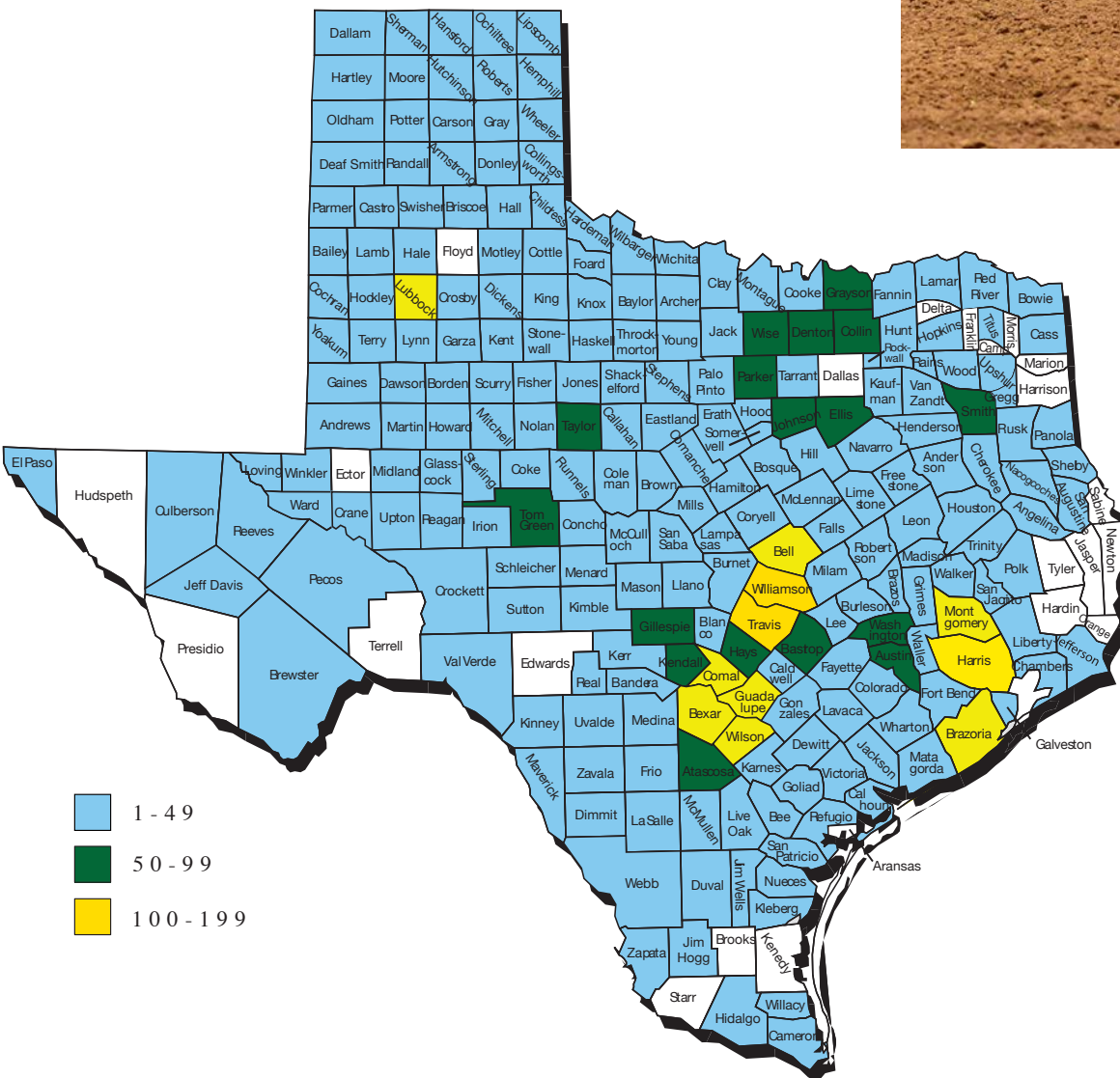
Amanda Kowalski
Tiffany Landry
Kelly Larson
Amy Lindner
Bernadette Lingo
Mary Luedeker
Betty Marak
Sharon Marcon
Marty Martinez
Leslie Mayher
Mike McCauley
Marilyn McCauley
Danny McDaniel
Jan McDonald
Paige Morgan
JJ Murphy
Laura Parunak
William Peckham
Jolee Pekarek
Marie Pesch
Margie Petru
Ann Pierce
Kara Powers
Shirley Pruitt
Crystal Pugh
Penny Reeves
Michael Rogers

Joy Roman
Robert Sanchez
Julie Scully
Becky Silco
David Silco
Melanie Sims
Melvin Sobotik
Michael Stathem
Amanda Sudduth
Dest Sudduth
Colby Talley
Rickey Talley
Pete Tamez
Sandy Trevino
Kellie Trinidad
Jesse Trocino
Jessica Twohig
Lauren Vanderlaan
Ryan Vickers
Doug Vrabel
Donna Wallace
Fred Weber
Corey Wilson
Shirley Winsier
Tammy Young
Phyllis Youngdahl

COMPETITIVE EVENTS ENTRIES BY YEAR



2016 COMPETITIVE EVENTS ENTRIES BY COUNTY



CALF SCRAMBLE COMMITTEE

The purpose of the Calf Scramble Committee is to raise funds to award 4-H/FFA students certificates to purchase a livestock project of their choosing and show at the next year's event. The committee administers the Ultimate Scramble Championship event at Rodeo Austin.

Joe Straub, Chair
 Ashley Ledesma, Vice Chair
 Travis Asklund, Executive Liaison

- | | |
|-----------------------|------------------|
| Amy Andrews | Eddie Ledesma |
| Steve Babcock | Timothy McMillan |
| Douglas Burns | Mike Moyer |
| Michelle Chiles | JJ Murphy |
| Krishna Cook | Terry Ochoa |
| Michelle Desormeau | Jennifer Orman |
| Mary DeWitt-Rodriguez | Michael Orman |
| Jessica Embry | Scott Phillips |
| Kayla Fink | Shirley Pruitt |
| Cindy Gray | Ronald Roberts |
| Paul Hermesmeier | Roland Rodriguez |
| Jason Hodde | Susan Sheehan |
| James Hoskins | Tim Smith |
| Dauphen Jackson | Brittney Smith |
| Ellerie Jackson | Jake Straub |
| Amy Janecka | Krystal Towery |
| Anita Janszen | Kellie Trinidad |
| Kevin Kent | Manny Trinidad |
| Brittany Ledesma | Gloria Velasquez |

YOUTH AUCTION

The Youth Auction, held on March 25, 2016, at the Bullock Texas State History Museum, awarded a total of \$1,203,845; of that \$1,145,125 went to Junior Livestock exhibitors and \$58,720 was awarded to Youth Western Art Show students.

The Grand Champion Steer was exhibited by Anna Grace Bourgeois from Fredericksburg FFA and was purchased by Goaters Buyers Group, AT&T, Heifer Trap, Benny Boyd Auto Group, Austin Underground, Inc., Morris Glass, Bison Global Logistics, H-E-B, BBQ Boys Buyers Group, Buck Wild, and Beutler & Son Rodeo Co. for \$62,500.

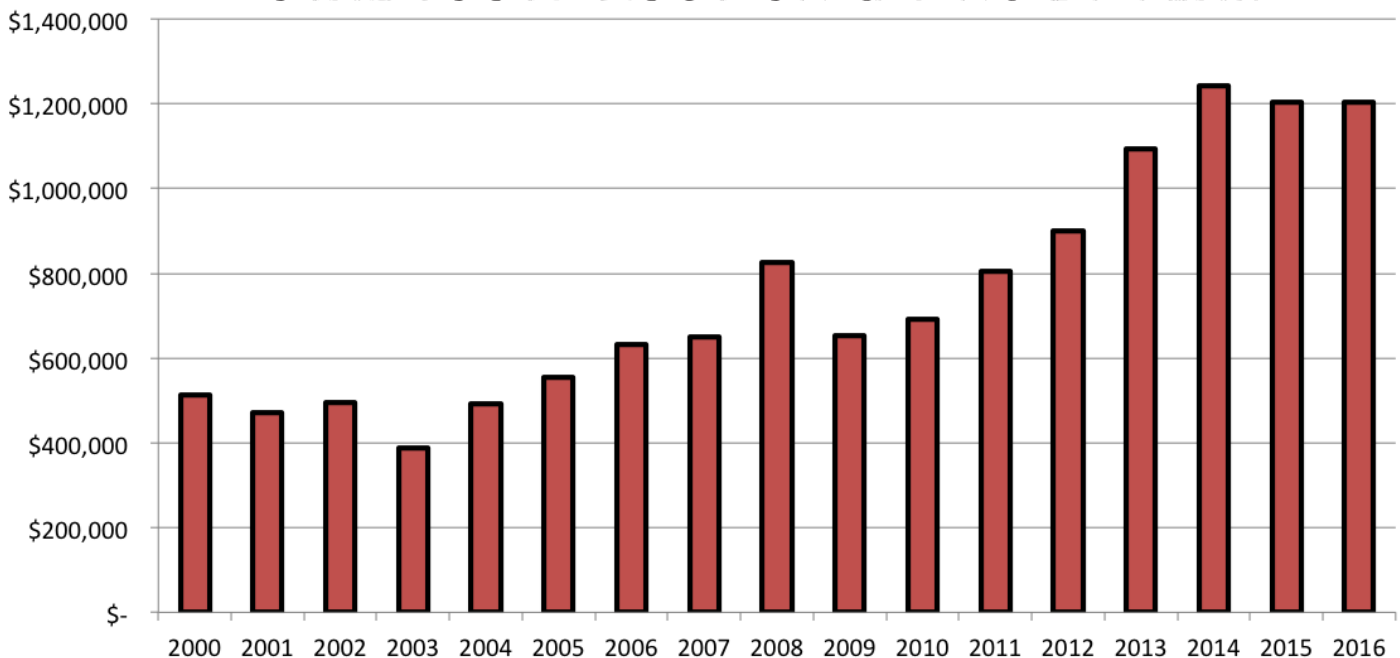
YOUTH AUCTION COMMITTEE

The purpose of the Youth Auction Committee is to support the projects of the youth of Texas and the Rodeo Austin Scholarship Fund, through fundraising, organizing and administering the Youth Auction event.

Craig Teykl, Chair	Norma Babcock	Kelly Larson	Tricia Sullivan
Gene Patalik, Vice Chair	Christy Bowen	Jeri Leseman	Ashley Teykl
Sterling Howry, Vice Chair	Jed Evans	Dawn Liesmann	Connie Teykl
Bill Rhyan, Vice Chair	Jamie Evans	Jennifer Lopez	Susan Thompson
Matt Berry, Jr., Vice Chair	Sandie Faske	David Mattlage	Sandy Trevino
Russell Waters, Vice Chair	Melissa Forbes	Patti Maund	Terry Turner
Trey Powers, Vice Chair	Ricky Gonzales	Andrea McFarland	Ashleigh Vanderveer
Chris Padgett, Vice Chair	Novella Heffington	Jolee Pekarek	Cassandra Wiggins
Benny Boyd, Jr., Vice Chair	Marilyn Jones	Ryan Pierce	Jennifer Wooderson
Ashlee Arnold, Vice Chair	Kari Jo Kelso	Ali Rhyan	
Amelie Cabaza, Vice Chair	Heath Kitchens	Hilary Roberts	
Craig Teykl, Executive Liaison	Kristi Kitchens	Sheila Slagel	



TOTAL YOUTH AUCTION GIVING BY YEAR



BLUE RIBBON DONORS

Lone Star Cattlemen

RED RIBBON DONORS

Goaters Buyers Group
Goathounds Buyers Group
Benny Boyd Auto Group
President's Club Buyers Group
Tommy Dodd Memorial Buyers Group

WHITE RIBBON DONORS

Oink, Inc Buyers Group
Pit Stop BBQ
H-E-B
Pappa Cluck Buyers Group

GREEN RIBBON DONORS

High Tech Buyers Group
Gala Buyers Group
Lehne Construction, Inc.
Capitol Cleaners
Brisket Brothers Buyers Group
Sun Coast Resources
Comanche Holdings, LLC

YELLOW RIBBON DONORS

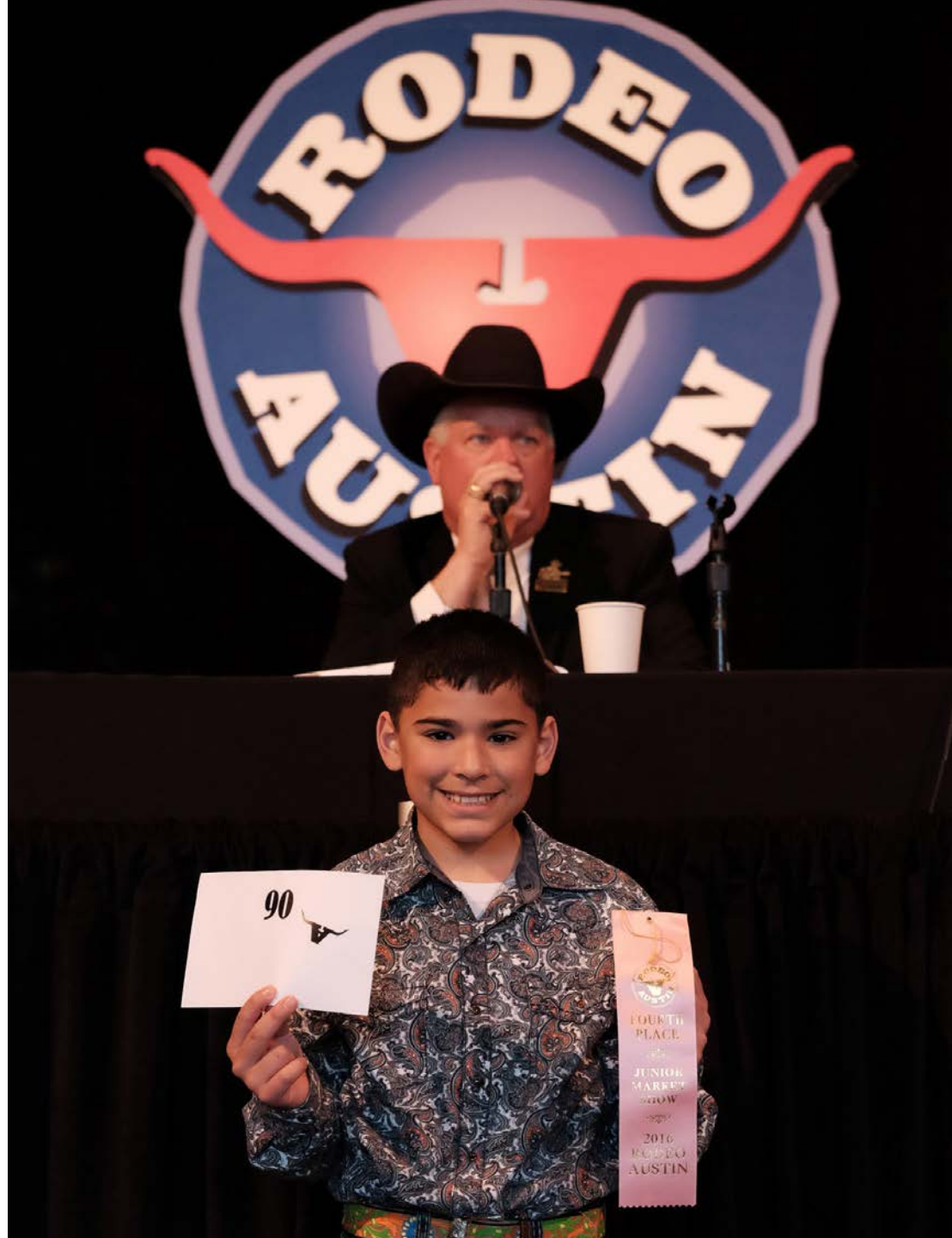
Heifer Trap
Morris Glass
BBQ Buyers Group
Event Staff Buyers Group
Milano Livestock Exchange
Austin Underground, Inc.
Hellas Construction, Inc.
Dell
PlainsCapital Bank

PINK RIBBON DONORS

Acts & Exhibits Buyers Group; Holt Cat of Texas; BBQ Boys Buyers Group; Aaron Concrete; Big State Electric; Chasco; Bill Tamm; Bremond MacDougal; Pork Belly Buyers Group; Gilbert & Susan Turrieta; Matt Berry, Sr. and Matt Berry, Jr.; Fat Cat Boatworks; Ambassador's Buyers Group; First State Bank Central Texas; Down in the Dirt Buyers Group; Campers Direct; Ramming Land; Gillespie County Wild Game Dinner; Shane P. Anthony; Arnold Oil; Buck Wild; Jim Taylor; Lammes Candies; Oil Dog Pile; Angels Above Buyers Group; R Bank; GMC Catering; Williamson County Buyers Group; Capital Concrete Pumping; David & Sascha Kardosz; Lance Lively; Rhyann Technology Services; Aquaholics Watercraft Rental; Bison Global Logistics; Cops 4 a Kid's Future; Crossroads Cattle Company; Grotefeld Hoffmann; Lone Star Family Farms; RJC Farms; AFP; Westlake Medical Buyers Group; Executive Committee; Beutler & Son Rodeo Co.; John Seymour; Jay & Lynn Evans; Silver Creek Ranch; Bell County Buyers Group; Ditch Witch of Central Texas; Capital Farm Credit; Caldwell County Buyers Group; Horizon Bank; Kidd Roofing; Smith Turrieta Engineering; Voelker Custom Homes; Martin Marietta; Dauphen Jackson Cattle Co; Bonnie Whiteis; Susan & Mickey Dorsey; Lauren Concrete; Royalty Clearinghouse; Directional Guidance; Dahlstrom Show Lambs; Fuquay, Inc.; Randig Insurance Agency; Tex-Con Oil; Buena Vista Foundation; 100X Buyers Group; KEYE TV; Pigs 4 Kids; Billy Atwell; Alpha Painting; RMD Crew; C Jason Spence; MidTex Materials; Fred Weber; Koppfow Construction; Mechanical Reps; Triple H Field Services

CONTRIBUTING DONORS

Hamilton Commission Company; Dr. John Davidson; Dr. Steven Golla; Pruitt Cattle; Steve Skinner; JAG Trucking, Inc.; Tatschs Cafe; Cowley Livestock; John Alford; Malitz Construction; Curtis Calhoun; Joe Bland Construction; Tyler Graham; Jimmy Callahan; Jeff & Tina Ripley; Joe & Kendra Lee; Mo & Millie Hamann; Statewide Materials Transport; Travis County Youth Show Board; Lonesome Dove Enterprises; Robin Gerlich; State Farm Insurance; Reinforcing Steel Supply; A&G Electric; Callahan's General Store; Reynolds Nationwide; Rodeo Committee; Christine Hasha; Woodmen of the World; Barta Construction; Robert Wood; Jason Hodde; Temple College; Zara River Lamb



ANNUAL EVENTS



SHOOT OUT SPORTING CLAY TOURNAMENT

The Shoot Out Sporting Clay Tournament was held on October 6, 2015 on Rodeo Austin and City of Austin park land. Outdoor enthusiasts, local businesses and volunteers alike participated in this unique fundraiser to support the Rodeo Austin mission.

The event was complete with friendly competition, prizes, awards and an auction featuring weekend getaways and sporting packages.

In total, 315 people participated on 63 teams throughout the day. The event brought in \$125,842 in net income.

SHOOT OUT SPORTING CLAY TOURNAMENT COMMITTEE

The purpose of the Shoot Out Committee is to host the annual Sporting Clay Tournament. The Shoot Out is designed to generate revenue to further the mission of Rodeo Austin.

Caleb Stafford, Chair
Mickey Foster, Vice Chair
Charles Hamilton, Vice Chair
Ashley Ulbricht, Vice Chair
Brian Hill, Executive Liaison

Mark Baker
Kristin Carpenter
Emily Dietman
Caley Dorsett
Laci Ehlers
Larry Ehlers
Diana Everman
Michael Fluitt
Jennifer Hage
Debbie Hees
Novella Heffington

Haley Hogan
Rodney Homer
Kristen Kirkpatrick
Sonny Lawter
Mark Maund
Patti Maund
Larry Miller
Melanie Mitchell
Dalton Moore
Art Moore
Frosty Moore

Gary Newman
Kirsten Notaro
Jose Pena
Tommy Rakowitz
Robbie Rakowitz
Austin Reynolds
Eddy Ronshausen
Pamala Rutkowski
Nancy Shedenhelm
Rick Shedenhelm
Sabrina Stafford

Terry Turner
Susan Turrieta
Charlie Ulbricht
Gloria Velasquez
Michael Wehmeyer
Catherine Wiggins
Corey Wilson
Matthew Ziemnicki

RODEO AUSTIN GALA



RODEO AUSTIN GALA COMMITTEE

The purpose of the Rodeo Austin Gala Committee is to support the youth of Texas and the Scholarship Fund of Rodeo Austin by working year round to secure auction items and table sales for the annual Rodeo Austin Gala.

One of the city's largest black-tie affairs, the Rodeo Austin Gala is a can't miss event for many of Austin's most influential individuals. Held at the Palmer Events Center on February 6, 2016, around 2,250 guests enjoyed performances from Kacey Musgraves and special guest Steve Wariner, while they shopped for luxury gifts in the silent and live auctions. Some of the packages included an African Safari, a weekend dove hunting trip and a 14K gold diamond necklace.

The live auction raised \$40,900 and the silent auction raised \$67,225. Overall, the Rodeo Austin Gala generated \$294,687 toward the mission.

Joel Anderson, Chair
Calley Callahan Asklund, Vice Chair
Hilary Dominguez, Vice Chair
Jardin Loeffler, Vice Chair
Monica Masters, Vice Chair
Courtney Oldham, Vice Chair
Karen Robinson, Vice Chair
Tricia Sullivan, Vice Chair
Fred Weber, Executive Liaison

Michelle Allen
Jennifer Johnson Anderson
Norma Babcock
Victoria Brady
Jennifer Bremer
Brooke Browning
Mary Chriss
Missy Clark
Monica Cook Steed
Christine Duke
Carol Evans
Alyson Falk
Zoe Feuerbacher
Javier Garza
Cindy Guzman
Theresa Hayes

JoAnne Hendricks
Tina Holloway
Blair Hunter
Kellie Janice
Pat Kennedy
Lee Ann Knox
Doug LaPlante
Christie Laycox
Gregory Ledenbach
Frances Ledenbach
Katherine Lutter
Julie Masek
Abby Monk
Paige Morgan
Nichole Patteson
Jose Pena

Helen Pena
Melinda Perez
Robbie Rakowitz
Tommy Rakowitz
Marcel Sendejo
Mark Shaw
Rebecca Taylor
Krystal Towery
Cynthia Valadez-Mata
Amy Vleck
Michelle White
Audrie Wilson
Erin Woodard

FASHION & FINE ART



The Bullock Texas State History Museum hosted the Youth Western Art Show and Miss Rodeo Austin Style Show and Coronation on January 23, 2016.

The first part of this special event featured the student gallery of Youth Western Art Show pieces including photography, digital art, traditional art and 3-D. The Youth Western Art Show attracted 304 entries from aspiring young Texas artists. High school students submitted their entries in hopes of earning one of the top 23 spots in the Youth Auction.

Following the Youth Western Art Show, the Miss Rodeo Austin Style Show and Coronation showcased eight young ladies who competed for the title of Miss Rodeo Austin and Miss Rodeo Austin Princess. Tianti Carter of Fort Worth, Texas, was crowned Miss Rodeo Austin 2016. Madison Ward of Weatherford, Texas, was crowned Miss Rodeo Austin Princess 2016. The Miss Rodeo Austin Royalty will serve as ambassadors for the Rodeo Austin brand throughout the year. Both winners received a \$16,000 scholarship.

FASHION & FINE ART COMMITTEE

The purpose of the Fashion and Fine Art Committee is to promote and facilitate the Miss Rodeo Austin Scholarship Contest and the Youth Western Art Show.

Laurie Chandler, Chair
 Karis Gray, Vice Chair
 Cheryl Lively, Vice Chair
 Susan Turrieta, Vice Chair
 Gilbert Turrieta, Executive Liaison

Ashley Bergfield
 Linda Botello
 Kathryn Brady
 Jennifer Bremer
 Allison Cambell
 Vicki Carr
 Mary H. Chriss
 John Chriss
 Jean Crawford
 Jamie Evans

Zoe Feuerbacher
 Kyleigh Ann Futrell
 Karis Gray
 Emily House
 Kellie Janice
 Lee Ann Knox
 Ashley Ledesma
 Shawn Lehne
 Jeri Leseman
 Dawn Liesmann

Amy Lindner
 Jamie McWright
 Sandra O'Connor
 Rachael Pierce
 Jennifer Pierce
 Kim Straub
 Cindy Teich
 Susan Thompson
 Cassandra Wiggins
 Jeri Wines

BBQ AUCTION & CONCERT

The Rodeo Austin BBQ Auction & Concert was held at ACL Live at Moody Theater on November 14, 2015. The evening kicked off with a happy hour, a BBQ buffet and a silent auction. Following dinner, guests bid on live auction items including hunting trips, fishing charters, golf packages and more. Guests danced the night away to the tunes of Restless Heart. The event generated \$76,811.



COWBOY BREAKFAST

More than 4,000 Austinites attended Cowboy Breakfast on March 4, 2016, at the Long Center. The breakfast included an assortment of food items for the public, including biscuits, sausage wraps, brisket tacos, pancakes, donuts and even Catfish toes. Western entertainment included music, a trick roper, wood carver, two stepping lessons, a farrier and a Longhorn.



COWBOY BREAKFAST COMMITTEE

The purpose of the Cowboy Breakfast Committee is to plan, organize and coordinate Rodeo Austin's Cowboy Breakfast.

Melinda Fiebig, Chair
 Ben Haley, Vice Chair
 Kristin Mattox, Vice Chair
 Stan Voelker, Executive Liaison

Adriana Becerra	Sherry Krupinski	Regina Sorace
Alexis Denny	Joe Lewright	Cynthia Valadez-Mata
Christine Duke	Jenny Meyer	Caitlyn Voelker
Helen Eichblatt	Kasi Miller	Rebekah Voelker
David Fiebig	Rob Miller	Sandra Voelker
Carla Ford	Helen Pena	Scott Voelker
Ellen Haley	Jose Pena	Stacey Voelker
Brent Harrell	Louise Reinhardt	Lisa West
Tom Jennings	Ralph Reinhardt	Emily Wethington
Ashley Kelm	Eddy Ronshausen	Syed Zaman
Ann Kinzell	Jeffrey Rutkowski	
John Kinzell	Mark Shaw	

RODEO ROUNDUP ANNUAL MEETING

Rodeo Austin celebrated another successful year and all of the volunteers who made it happen! Volunteers, sponsors and members of the community were invited to the Rodeo Roundup Annual Meeting on Friday, June 17, 2016, at the Dr. Charles W. Graham Western Heritage Center.

Evening festivities included live music by Doug Moreland and the Flying Armadillos, complimentary BBQ, Rodeo Austin's Official Annual Meeting and 2016 awards.



SPONSORS

Rodeo Austin extends tremendous gratitude to the 59 organizations who support the mission,
Promoting Youth Education - Preserving Western Heritage



MARKETING

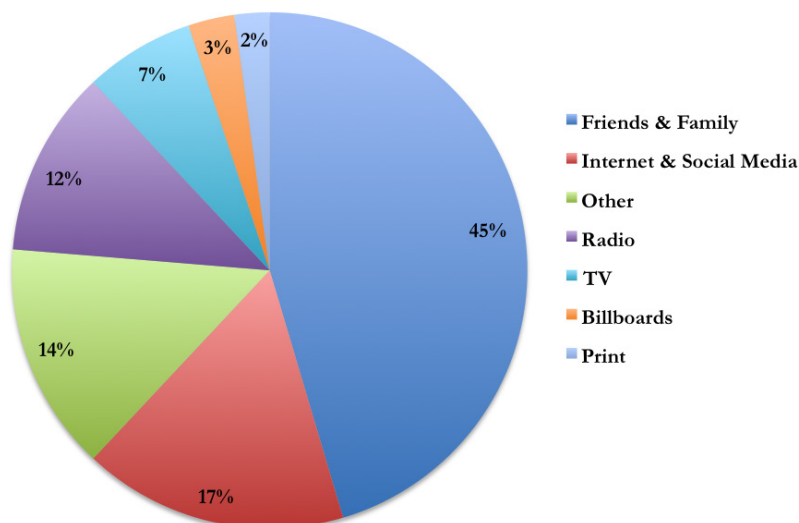


Rodeo Austin promoted the slogan *Where Weird Meets Western* again in 2016. Texans heard about the event from 663 TV commercials, 5,161 radio spots and 38 billboards that ran in the Austin area. Rodeo Austin also placed 47 light pole banners along Congress Avenue.

Social media provided another avenue for Rodeo Austin fans to get engaged. As of May 31, 2016, a total of 59,493 Facebook fans, 10,203 Twitter followers and 3,549 Instagram followers used social media to learn about daily activities, enter contests and share images.

RATV, Rodeo Austin's YouTube channel, streamed daily rodeo performances, competitive events, and entertaining promotional videos featuring Rodeo Austin's supporters. Rodeo Austin streamed a total of 126 hours of video content during the Fair and Rodeo.

HOW DID YOU HEAR ABOUT RODEO AUSTIN?



AMBASSADORS COMMITTEE

The purpose of the Ambassadors Committee is to provide brand promotion at community events, facilitate all School Tours, Rodeo Rumble, and the Junior Leaders Program, and host Public Tours during the Fair and Rodeo.

Ernie Dominguez, Chair
 Leslie Knudsen, Vice Chair
 Solitaire Lind, Vice Chair
 Marie Richter, Vice Chair
 Manny Trinidad, Vice Chair
 Steve Jennings, Executive Liaison

Corby Alfred	Lori Gray	Courtney Oldham
Joel Anderson	Ericka R Gregor	Andrea Peralez
Randy Bassett	Theresa Hayes	Jordan Phillips
Adriana Becerra	Mark Hodges	Ryan Pierce
Veronica Beyer	Emily House	Kyle Radford
Joshua Blake	Heather Huerta	Hugh Ramsey
Sharon Boone	Michele Hulsey	Hilary Roberts
Dewy Brooks	Trey Hulsey	Joy Roman
Brooke Browning	Blair Hunter	Matt Rutherford
Christina Bryant	Marina Jaramillo	Marcel Sendejo
Frank Bucher	Janie Johnson	Phyllis Siebert
Vanessa Bucher	Ashley Karpinski	Regina Sorace
Audrey Cedillo	Ashley Kelm	Tricia Sullivan
John Chriss	Kristi Koch	Cheri Trinidad
Julie Deinzer	Debby Lawrence	Roxy VanLoo
Jeff DeLeon	Stephanie Lemke	Gloria Velasquez
Alexis Denny	Katherine Lutter	Amy Vleck
Scott DeVetter	Gwen Martin	Hal Weatherford
Hilary Dominguez	Julie Masek	Tessa Weatherford
Christine Duke	Justin Leo Mathers	Susan Wheeler
Cary Dupuy	Loree Mathieson	Debbie Wieland
Kayoko Ellis	Mindy McArthur	Brian Winterton
Marco Escobedo	Taylor McBride	Erin Woodard
Jeff Estes	Ginger McCready	Syed Zaman
Carol Evans	Jamie McWright	Jamie Zerwas
Alyson Falk	Ginny Miller	
Kayla Fink	Kristin Miner	
Andrea Foster	Mark Mitchell	
Beverly Fox	Brad Monk	
Kyleigh Ann Futrell	Abby Monk	
Cindy Gray	Kirsten Notaro	

JUNIOR LEADERS

Samantha Akers	Carissa Jackson	Courtney Patridge-Lee, Jr.
Kaylin Bender	Payton Jones	Samantha Ramirez
Christy Burch	Starla Lawhon	Tristan Reyes
Elizabeth Chavez	Savannah Lawhon	Katerina Rigopoulos
Ricardo Chavez	Jessie Ledesma	Matthew Rosilier
Alex DiTullio	Kelsey Leseman	Bridgett Sullivan
Kylie Duett	Ryleigh Murphy	Norris Thomas, Jr.
Axel Fox	Loren Nevers	Olivia Twining
Sophie Fox	Kaitlynn Norsworthy	Cassandra Twining
Audrey Graham	Codi Ochoa	Kimberly VanLoo
Kelcy Horne	Cade Oldham	Denise Villalobos
Mikael Huerta	Austin O'Neal	
Elaine Jackson	Michelle Parker	



SOUVENIR COMMITTEE

The purpose of the Souvenir Committee is to sell Rodeo Austin merchandise on the fairgrounds and at all Rodeo Austin events.

Charles DiTullio, Chair
Deanna Davis, Vice Chair
Claire Ronner, Vice Chair
Steve Jennings, Executive Liaison

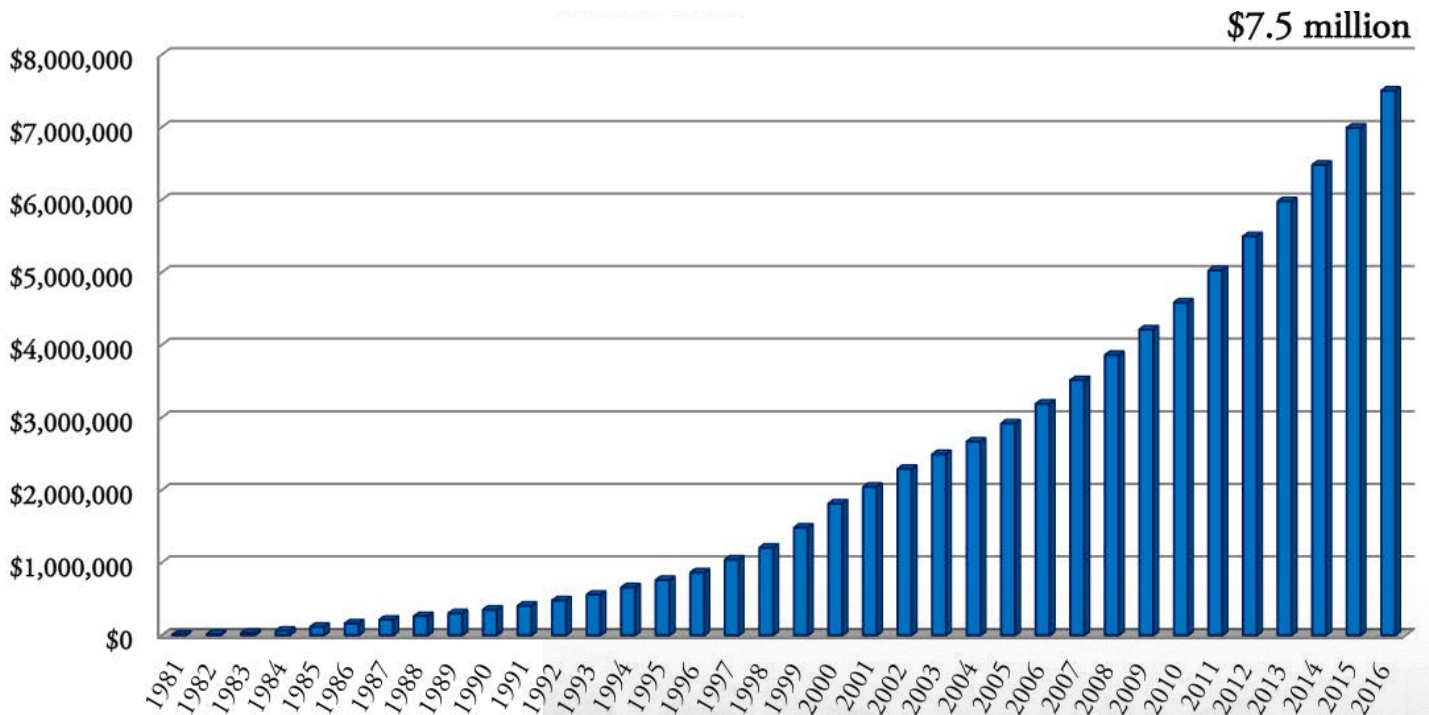
Ashlie Von Stroh
Bryan Adams
Roxana Adams
Anthony Cianciotto
Caryn Cluiss
Laura DiTullio
Candice Grumbles
Mary-Gail Hamilton
Rodney Homer

Niki Jones
Allan Jones
Rebecca Jones
Robin King
Katherine McCaston
Kristin Miner
Kailin Miner
Kathy Oglebay
Joy Roman

Nancy Ronshausen
Eddy Ronshausen
Alisha Ronshausen
Matthew Ronshausen
Sharon Trammell
Irene Venegas
Melissa Walker
Cindy West
Phyllis Youngdahl

SCHOLARSHIPS

TOTAL SCHOLARSHIP GIVING 1981-2016



Rodeo Austin will award \$512,000 in scholarships to 34 students in the summer of 2016.

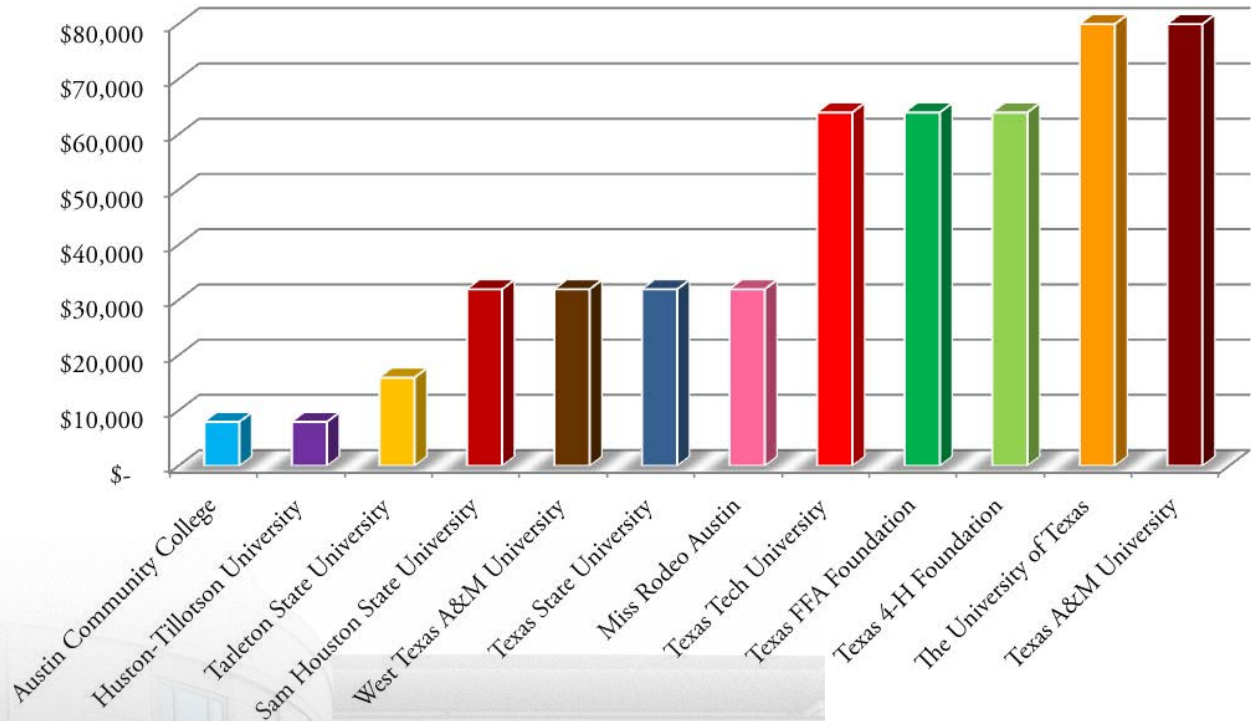
Since the Scholarship Program began in 1981, Rodeo Austin has awarded \$7.5 million in college scholarships to 2,345 Texas students.

QUICK FACTS

- 144 students studying 50+ majors at 20 universities
- 61% come from a household income of \$75,000 or less
- 2016 Rodeo Austin Scholarships average \$15,059



2016 SCHOLARSHIPS BY SCHOOL OR FOUNDATION



SCHOLARSHIP & ENDOWMENT COMMITTEE

The purpose of the Scholarship and Endowment Committee is to set policies for the Rodeo Austin Scholarship Program and to seek endowment donors.

Dauphen Jackson, Chair
 Rebecca McWilliams, Vice Chair
 Kerry Wiggins, Executive Liaison

Haskell Griffin
 KaLyn Laney
 Rick Lange
 Jeff Nash
 Latus Prikryl
 Stan Ray
 Fred Weber



ENDOWMENTS



TOTAL VALUE: \$1,332,859* **TOTAL: 37**

\$250,000+

Austin Endowment Society

\$100,000+

Wayne and Jo Ann Moore Foundation Endowment
Christine and Roger J. Engemoen Endowment

\$50,000+

1986B Travis County Endowment
Robert Sneed Endowment
Walker Rolf Texas Scholarship Endowment
Niley J. & Stephen W. Smith Endowment

\$25,000+

Rodeo Austin Board of Directors Endowment
Tommy Dodd Memorial Endowment

Brian & Shelley Hill Endowment
1985 Travis County Endowment
James & Clara Jo Huckaby Endowment
La Pasadita Endowment
Million Dollar Club Endowment
Classic – Brent Thurman Endowment
Earl Callahan Endowment
Ted & Harriet Nagel Endowment

UNDER \$25,000

1986A Travis County Endowment
ATCLS Endowment
Hank & Cathy Rothell Endowment
SAJE Endowment
Ruth P. Elliott FFA
David Kitchen's Endowment

Jack Carmody Endowment
Margaret A. Cathey Endowment
Oakes M. Plumber 4-H
Cynthia Eledge Endowment
Charlotte Dalton Memorial Endowment
Brandon Hicks Endowment
Classic – Rob Norton Endowment
McCoy Corp Endowment
Oakes M. Plumber FFA
Paleface Ranch Foundation
Phantom Endowment
Robert Hicks Jr. Endowment
Ruth P. Elliott 4-H
Past Presidents' Endowment

**Total value reflects unrealized market gain/loss as of 4/30/16. Individual endowments reflected based on corpus.*



VOLUNTEERS

NUMBER OF VOLUNTEERS

988

NUMBER OF COMMITTEES

23

AVERAGE AGE

48 years old

EDUCATIONAL LEVEL

66.7% have a college degree

EMPLOYMENT STATUS

88% Full-Time

3.3% Part-Time

**8.7% Retired/
Other**

AVERAGE AMOUNT SPENT PER VOLUNTEER ANNUALLY

\$2,208

AVERAGE YEARS OF SERVICE

9.4 years

VOLUNTEERS PLANNING TO RETURN

88.6% Yes

10.3% Maybe

1.1% No

AVERAGE HOURS OF ANNUAL SERVICE PER VOLUNTEER

69.8

TOTAL HOURS VOLUNTEERED ANNUALLY

68,962

TOTAL VALUE OF VOLUNTEER SERVICE

\$1,624,754

*The current national estimated value of volunteer time is \$23.56 an hour





Top Hand Award recipient Alex Valdes (middle center) stands with members of Team Rodeo Austin.

TOP COMMITTEE MEMBERS & NOMINEES FOR COMMITTEEMAN OF THE YEAR*

Billie Bonugli, Event Staff	Jeff Pruitt, Rodeo
Vicki Carr, Fashion & Fine Art	Shirley Pruitt, Calf Scramble
Carla Ford, Bullet Proof	Mark Shaw, Rodeo Austin Gala
Carla Ford, Cowboy Breakfast	Charlie Ulbricht, Shoot Out
Andrea McFarland, Youth Auction	Cindy West, Souvenir
Ginny Miller, Ambassadors	Jeri Wines, Backstage
Dalton Moore, 100X	Shirley Winsier, Competitive Events
Jennifer Orman, Operations	
Nola Plumb, BBQ	

**All top committee members selected by committee chairs are finalists for Committeeman of the Year.*

MEDIA PARTNER OF THE YEAR NOMINEES

Kylie McGivern, KXAN
Megan Snipes, KEYE
Heather White, iHeart Media

LONE RANGER AWARD NOMINEES

Jonathan Brooks, Wagner Consulting
Jim Bob Fisher, Ideal Video Productions
Sean Ford, Sunset Valley Police Chief

JUNIOR LEADERS CONTEST

Olivia Twining, Junior Leader of the Year
Cade Oldham, Rookie of the Year
Ryleigh Murphy, Junior Rookie of the Year

MOST DEDICATED COMMITTEE CHAIR NOMINEES

Joel Anderson	Dauphen Jackson	Melvin Sobotik
Laurie Chandler	Rick Lange	Caleb Stafford
Charles DiTullio	Lance Lively	Joe Straub
Ernie Dominguez	Don Mabry	Terry Turner
Melinda Fiebig	Ricky Masters	Alex Valdes
Haskell Griffin	Jenny Meyer	

MOST DEDICATED COMMITTEE VICE CHAIR NOMINEES

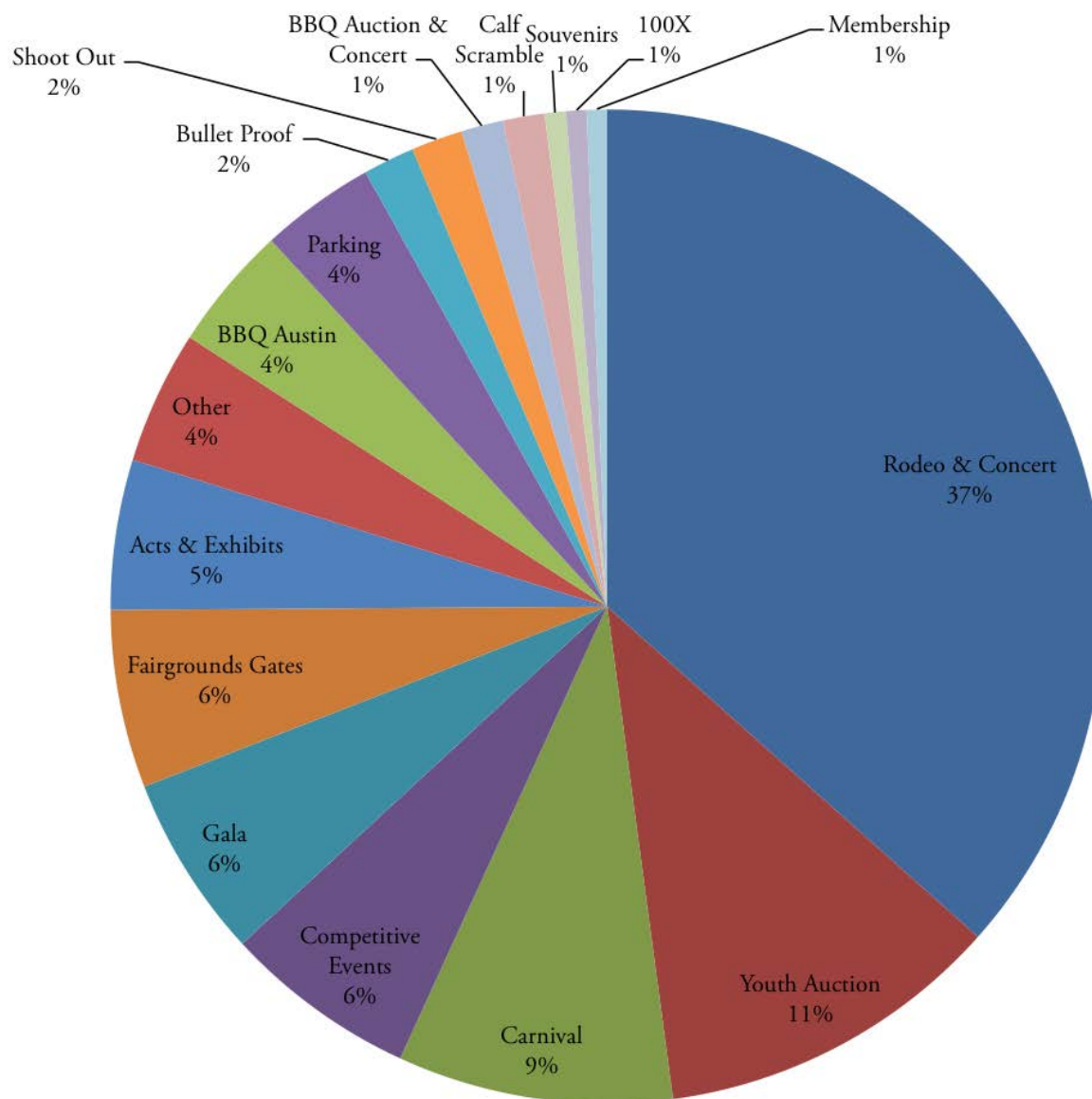
JR Andrews	Charlie Hamilton	Steve Mills
Ashlee Arnold	Novella Heffington	Dale Mitschke
Kurt Bender	Paul Hermesmeier	Courtney Oldham
Matt Berry, Jr.	Sterling Howry	Chris Padgett
Bobbie Bishop	Leonard Jones	Gene Patalik
Brad Boyett	Leslie Knudsen	Rick Plumb
Amelie Cabaza	Ashley Ledesma	Trey Powers
Calley Callahan Asklund	Eddie Ledesma	Eric Pugh
Stephen Cummings	Eddie Ledesma	Travis Randig
Deanna Davis	Jeri Leseman	Bill Rhyan
Jeff Denton	Solitaire Lind	Marie Richter
Jeff Dodd	Cheryl Lively	Karen Robinson
Hilary Dominguez	Shayne Lockhart	Claire Ronner
Kevin Drake	Jardin Loeffler	Jeff Rutkowski
Jerry Epps	Jason Magdalena	Brian Schultz
Andy Feild	Monica Masters	Greg Schultz
Mickey Foster	Kristen Mattox	Tricia Sullivan
George Fritz	Andrea McFarland	Manny Trinidad
Kara Garrett	Temetria McVea	Susan Turrieta
Tyler Graham	Rebecca McWilliams	Ashley Ulbricht
Karis Gray	Chris Mellenbruch	Russell Waters
Ben Haley	Tia Miller	Fred Weber

***Bold designates 2016 Award Winner.**



FINANCIAL OVERVIEW

FY 2016 GROSS INCOME



FINANCE COMMITTEE

The purpose of the Finance Committee is to provide financial oversight, set policies, develop the annual budget and monitor investments of Rodeo Austin.

- Lance Lively, Chair
- Shaun Tuggle, Executive Liaison
- Keith Berdoll
- Hap Feuerbacher
- KaLyn Laney
- Eddie Ledesma
- Brian Lehne
- Joe Straub
- Bryan Teich

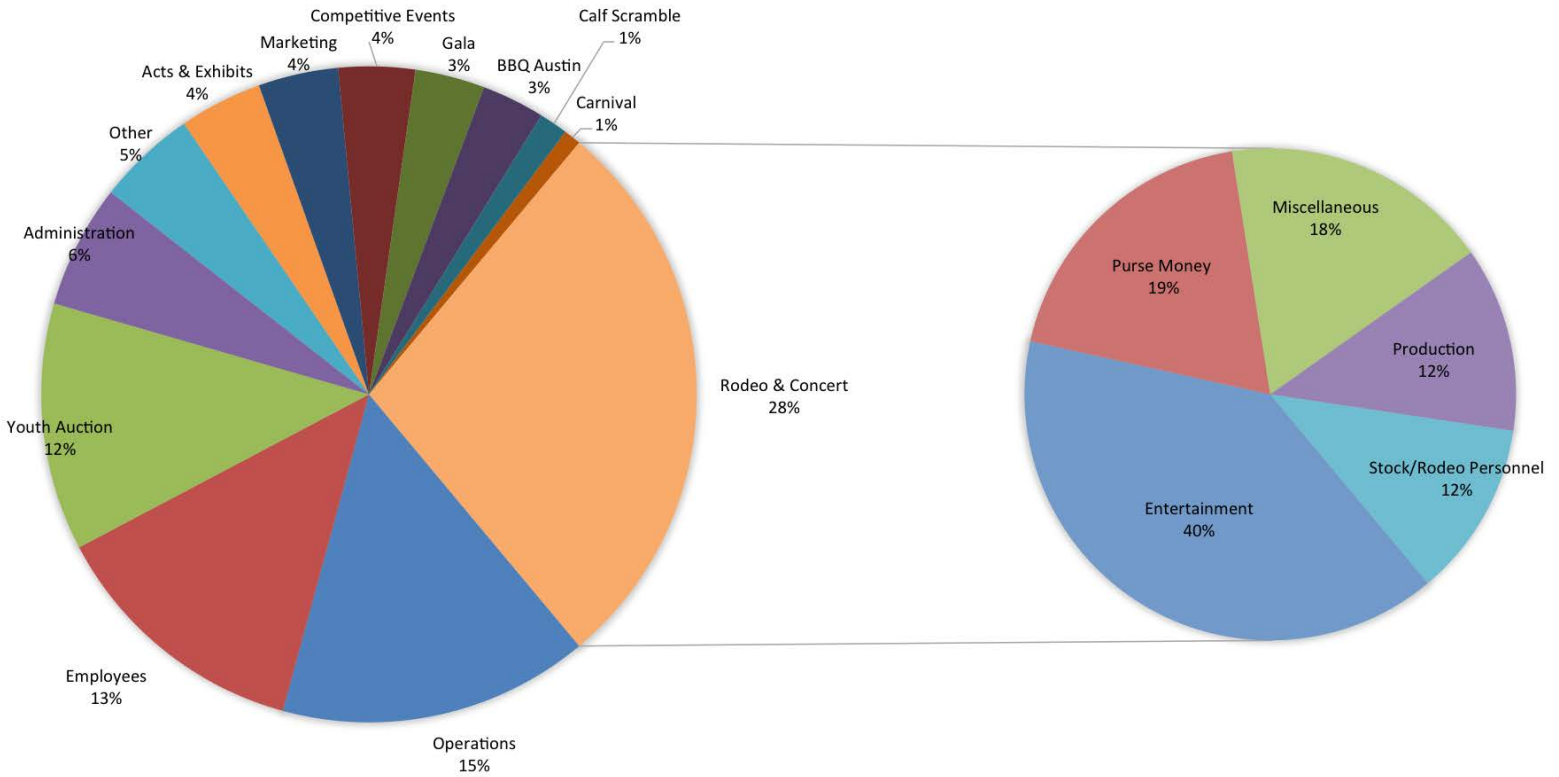
HALL OF FAME SELECTION COMMITTEE

The purpose of the Hall of Fame Selection Committee is to nominate and induct members into the Hall of Fame class as well as host an annual induction ceremony as necessary for the induction of new members.

- Brian Lehne, Chair
- Hap Feuerbacher, Executive Liaison
- Curtis Calhoun
- Verlin Callahan
- Jay Evans
- Haskell Girffin
- Bill Knolle
- Lance Lively
- Hil Stroup

**All financial information provided is subject to annual audit adjustment
 Does not include activity associated with the scholarship endowment trust

FY 2016 GROSS EXPENSE



LEGAL & SAFETY COMMITTEE

The purpose of the Legal and Safety Committee is to provide strategic guidance to assist Rodeo Austin in the management of its legal affairs.

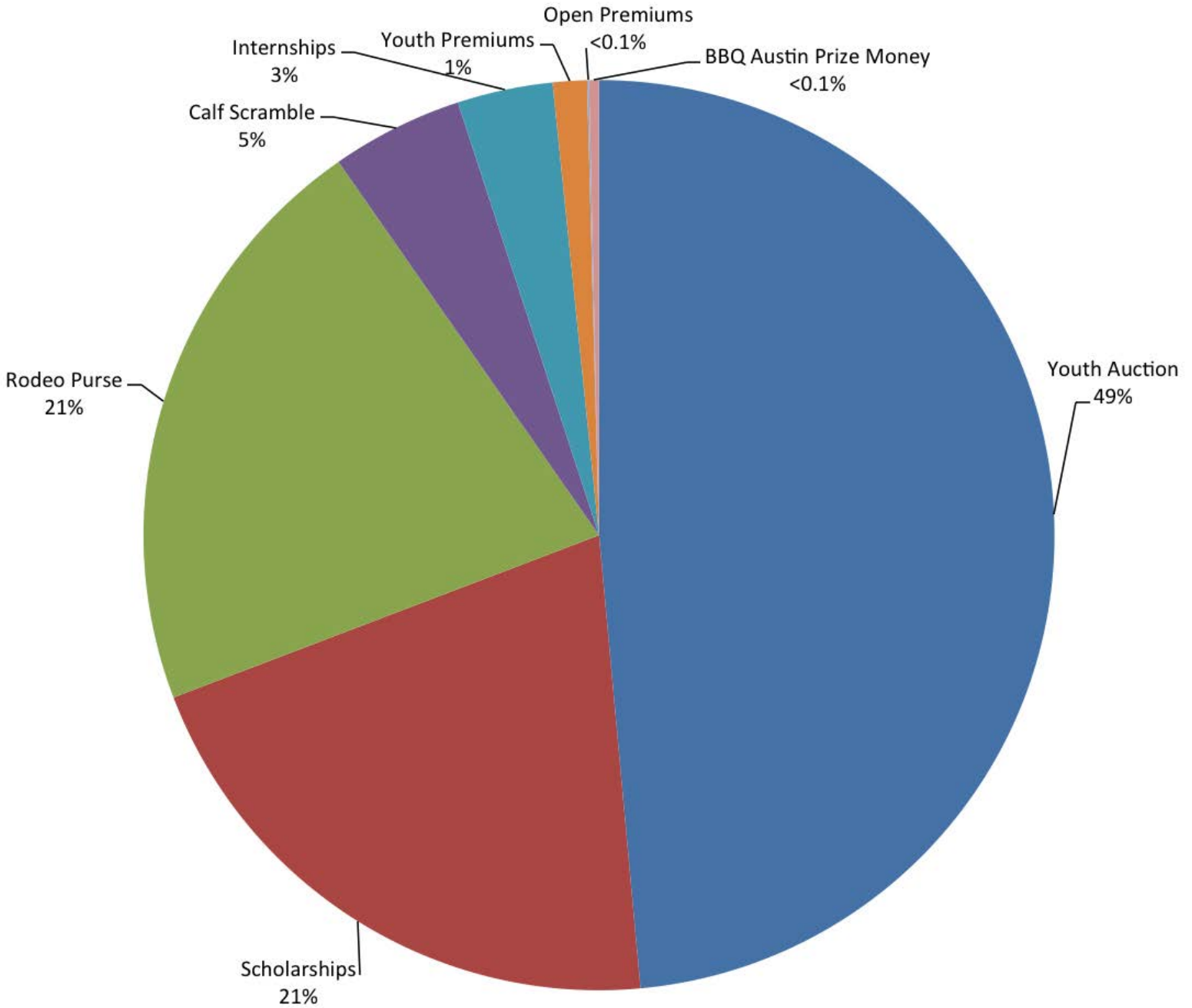
- Alex Valdes, Chair
- Jerry Epps, Vice Chair
- Shaun Tuggle, Executive Liaison
- Mike McCauley
- Tom Virr
- Latius Prikryl
- Mary Luedeker
- Marilyn McCauley
- Erin Woodard

**Does not include activity associated with the scholarship endowment trust*

Rodeo Austin awarded nearly \$2 million to the youth of Texas in 2016



FY 2016 TOTAL GIVING



\$ 1,945,885
\$533,822

PROMOTING YOUTH EDUCATION
PRESERVING WESTERN HERITAGE

\$2,479,707 TOTAL GIVING

*An additional \$728,435.77 in Market Livestock Proceeds were given to Junior Livestock Exhibitors

ECONOMIC IMPACT

Rodeo Austin's growth over the last 15 years has had an extremely positive affect on the Travis County and Austin community. Annually, Rodeo Austin hosts attendees from around the world during the 15-day event, proving its value to the Austin region. Total economic activity (including the ripple effects) attributable to the "importing" of external dollars into the community, spending by non-Austin MSA attendees and exhibitors, and normal operating expenditures of the organization yielded the following:

ESTIMATED ECONOMIC & TAX IMPACT OF RODEO AUSTIN

Output	Earnings	Employment	Tax Revenue
\$77.0 million	\$23.4 million	974 jobs	\$1.9 million

Since being founded in 1938, Rodeo Austin has become an important cultural event and tourism attraction for Central Texas. For over 75 years, Rodeo Austin's supporters, volunteers, and donors have raised millions for Texas youth, including \$7.5 million in scholarships. Not only have the annual attendance and fundraising efforts grown, but the scope and quality of events have solidified the Austin region's reputation as a premier location for livestock competitions and the sport of rodeo. As one of America's top ten professional rodeos, Rodeo Austin attracts competitors from North America, Europe, and Australia.

An additional benefit not easily captured in economic impact models is Rodeo Austin's role in expanding the region's overall tourism offerings. Rodeo Austin both directly attracts visitors to Austin and provides a secondary entertainment option for Central Texas tourists who are not western aficionados. In 2013, for example, nearly two-thirds of out-of-town survey respondents indicated Rodeo Austin was the primary reason for visiting the region. Approximately 20 percent of total survey respondents attended SXSW. These facts reinforce Austin's reputation as a premier entertainment destination – attracting visitors seeking a variety of entertainment options.

Rodeo Austin also has a commitment to working with local vendors and entertainers. In 2014, Rodeo Austin paid \$280,000 to over 100 Austin area musicians to perform during the fair and rodeo. The Rodeo spent a total of \$5.2 million with local businesses or roughly 50 percent of the organization's total annual budget.

Looking to the future, Rodeo Austin has maximized the growth potential at the Travis County Expo Center. Not only do the facilities need renovations and upgrades, but outdoor activities are susceptible to inclement weather. The decline in fair attendance in 2014, for example, was directly linked to rain. Rodeo Austin and the public sector will need to partner on facility solutions to ensure the rodeo remains a sustainable and growing community asset. A new arena and multi-use facility are necessary for the future growth and viability of this community asset.

ECONOMIC IMPACT

Building upon studies completed in 2005, 2008, and 2011, Rodeo Austin worked with TXP to update the findings for the 2014 - 2015 fair, rodeo, and other fundraising events held throughout the year. This analysis measures the aggregate economic and financial impact of all events and activities on the Austin MSA using an input-output economic model.

Much of the underlying data used in this analysis was obtained from annual surveys conducted by Rodeo Austin. While the annual surveys provide specific information required for the economic impact analysis such as average length of trip, spending by non-locals, and ticket sales, the surveys also capture the number of non-Austin MSA visitors and exhibitors. Based on this data, TXP was able to estimate the percent of total non-local attendees and visitors.

The following assumptions were used in the analysis of Rodeo Austin and related events:

- While many local residents enjoy Rodeo Austin, for economic impact analysis purposes, only the estimated spending that comes from attendees and exhibitors residing outside the region is used in the calculations.
- Rodeo Austin 2015 attracted over 255,000 attendees and 8,000 livestock and competitive event entries. Approximately 35 percent of attendees and 85 percent of livestock exhibitors were non-Austin MSA residents.
- The average non-local attendee/exhibitor spent \$185 per day on lodging, food, gas, retail goods, and other services.
- The average attendee spent 1.5 nights and the average exhibitor spent 2.0 nights in the Austin area.
- The ProRodeo portion of Rodeo Austin 2015 attracted 522 contestants from outside of the Austin MSA.

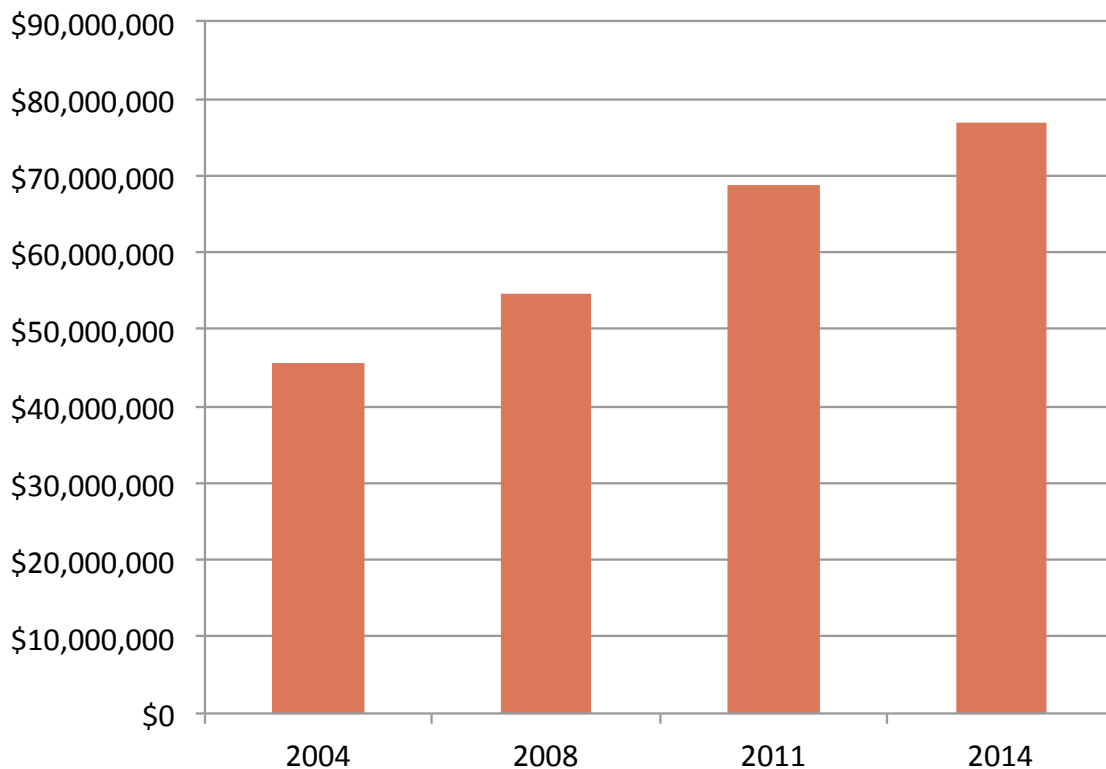
Sector	Output	Value Add	Earnings	Employment
Agriculture, forestry and hunting	\$34,963	\$12,078	\$4,474	0
Mining	\$188,746	\$95,587	\$39,455	0
Utilities	\$1,527,805	\$913,864	\$302,173	3
Construction	\$484,181	\$241,522	\$177,141	5
Manufacturing	\$1,981,452	\$738,162	\$403,970	8
Wholesale trade	\$1,902,233	\$1,283,103	\$593,635	9
Retail trade	\$8,199,289	\$5,370,954	\$2,792,794	114
Transportation and warehousing	\$1,042,073	\$567,420	\$394,620	10
Information	\$2,936,329	\$1,597,988	\$720,977	12
Finance and insurance	\$4,269,455	\$2,473,938	\$1,177,257	21
Real estate and rental and leasing	\$7,073,760	\$5,237,841	\$528,276	24
Professional, scientific, and technical	\$3,060,450	\$2,046,564	\$1,432,531	23
Management of companies and enterprises	\$432,605	\$268,494	\$177,997	2
Administrative and waste services	\$1,977,619	\$1,307,200	\$858,162	38
Educational services	\$430,100	\$244,047	\$176,903	7
Health care and social assistance	\$2,603,152	\$1,612,594	\$1,223,682	34
Arts, entertainment, and recreation	\$10,960,731	\$6,745,990	\$3,824,387	200
Accommodation	\$11,759,665	\$7,569,345	\$3,447,324	135
Food services and drinking places	\$14,278,579	\$7,428,752	\$4,525,851	303
Other services	\$1,857,789	\$946,813	\$565,442	23
Households	\$0	\$31,494	\$31,494	3
Total	\$77,000,976	\$46,733,752	\$23,398,545	974

Beyond the direct, indirect, and induced economic impacts detailed herein, Rodeo Austin generates tax revenue for local and state taxing jurisdictions through direct attendee taxable spending as well as supporting local firms that pay property tax. Total local sales tax, hotel tax, and other revenues attributable to Rodeo Austin are approximately \$1.9 million.

ESTIMATED LOCAL TAX IMPACT OF RODEO AUSTIN

Tax	City of Austin	Travis County	Total
Sales Tax	\$430,095	N/A	\$430,095
Hotel/Lodging Tax	\$789,864	N/A	\$789,864
Other Taxes/Fees	\$420,721	\$287,001	\$707,722
Total Revenues	\$1,640,679	\$287,001	\$1,927,680

ESTIMATED ECONOMIC IMPACT OF RODEO AUSTIN BY YEAR



RAM

**97% of fairgoers would recommend
the event to a friend**



SEE YOU MARCH 11-25, 2017!



