

Commercial Exhibitors Newsletter

THURSDAY, MARCH 15, 2018



Attendance

Third Wednesday of Show:

2017 Total: 112,261
2018 Total: 157,562

Weather

High 75
Low 66



Don't Miss Out On These Events

Junior Market Steer Show

8 a.m.
NRG Center,
Main Arena

Cowboy Mounted Shooting

8 a.m.
NRG Arena

Junior Market Barrow Champion Selection

7:30 p.m.
NRG Center,
East Arena

HOUSTON DISC DOGS CELEBRATE RESCUE ANIMALS AT HOUSTON LIVESTOCK SHOW AND RODEO™



Frisbees flew and dogs dashed during Wednesday night's Houston Disc Dogs performance in NRG Center. The company, owned by Pennie Mahon, performs at venues all across the nation, showcasing their award-winning dogs' talents.

Disc dogs did not disappoint as they performed tricks like backward flips, handstands and juggling multiple frisbees with their human counterpart.

The relationship between owner and dog was evident, as the pair seamlessly performed routines without hesitation.

"There are countless hours spent training," Mahon said. "The dogs learn how to read our body language and know exactly what we want them to do. It is truly like dancing—we are partners."

The dogs are all different breeds, but they all share a common bond as rescued pets. All were found in a shelter or on the streets and were trained to be world-class athletes.

The dogs they choose are not often suitable as a family pet.

"We go to shelters looking for dogs people don't want," Mahon said. "They are hyper, athletic, smart and energetic. We take these behaviors and channel their energy by giving them a job."

See the Houston Disc Dogs perform in the main arena of the NRG Center at 7 p.m. on Thursday, 7:30 p.m. on Saturday and 5:00 on Sunday.

Vendor Highlight



Folks, we've got a Houston native studying Civil Engineering at Texas A&M Prairie View, and he's giving his Spring Break to shine your shoes and put himself through school.

Addison Green is working at his uncle's spot, Joe's Shoe Shine, just inside the NRG Center Lobby outside of Hall E.

Go find Green for a shoe shine at L5 in the NRG Center, at Location Marker 31.

JUNIOR MARKET BARROW SHOW DRAWS STIFF COMPETITION TO NRG CENTER

When a student raises a livestock project to exhibit at the Houston Livestock Show and Rodeo™, it's not only the student's effort on display but also the financial and time commitments of their family. A team effort, exhibitors often rely on their family members or mentors to help them chase their dream of receiving top honors at the world's largest livestock show. Winning in Houston is a feat that is truly commendable considering approximately 2,800 barrows stepped out on to the green shavings during the Show in 2018.



"This is what these young people enjoy doing; they are chasing their dream," said Chris Boleman, Ph.D., Executive Director of Agricultural Competitions and Exhibits.

The Texas 4-H and FFA programs supporting these families in raising barrows and other livestock projects are a crucial arm for information on raising show animals. They also encourage moral development, critical thinking skills and excellent manners for moments of stress as the competitors think on their feet in the show ring, Boleman said. At the Houston Livestock Show and Rodeo, these attributes are as worthwhile as anything else on display.

"The kids in these programs are more resilient and adaptable," Boleman said. "It's been proven through 4-H research. By the time they're finished [raising their livestock project], they have this level of skill development that's unique."

The Junior Market Barrow Show is the largest of its kind, and as such, all of the students showing animals at the Show are competing at the highest levels.

"To get to this one spot, the top of the top, it takes a tremendous amount of work," Boleman said. "This is their moment, this is their Friday Night Lights."

The selection process for the championship title is extensive because the winner is guaranteed a premium of \$40,000 from the highest bidder at the Junior Market Barrow Auction, a prize that will prepare a bright, educational future for the 664 students who qualify for the auction. Don't miss the Junior Market Barrow Show Champion Selection tonight at 7:30 p.m. in the Main Arena.



RODEOHOUSTON® Entertainer KEITH URBAN



Australian native Keith Urban first moved to Nashville to record music in 1992. Since then, he has produced more than 20 No. 1 Billboard hit singles and was inducted into the Grand Ole Opry in 2012.

He is the artist with the most consecutive top 10 songs on Billboard's Country Airplay Chart.

Urban will take the stage in NRG Stadium at approximately 8:45 p.m., following the rodeo performance which begins at 6:45 p.m.

The Hideout Entertainer GLEN TEMPLETON



Glen Templeton's guitar opens to songs that feel and sound like you've known recordings of his voice for years. His voice melts into lyrics that carry the classic yet modern country accompaniment

that one expects from a Nashville up-and-comer.

The Hideout opens at 6 p.m., and Templeton performs at 10:15 p.m.