Rodeo Austin Takes Home an ADDY

RodeoAustin.com is an interactive website complete with event details, pictures and video with a western twist.

SINCE THE RE-LAUNCH IN 2009, RodeoAustin.com has received international recognition and in 2011, the website was awarded an Austin Advertising Federation award known as the ADDY. One of the highest honors to receive in the advertising world, the ADDY Awards are reserved for the top advertising and media agencies in the industry.

Rodeo Austin joins the ranks of GSD&M Idea City and Milkshake Media, among others, that have developed exceptional advertising campaigns and multimedia platforms.

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The Star of Texas Fair and Rodeo, a 501 (c)(3) non-profit organization, contributes more than $1.9 million annually to the youth of Texas with the help of over 2,000 volunteers, donors and sponsors. Through its acclaimed Livestock Show, Fair, Rodeo and other fundraisers, the Star of Texas Fair and Rodeo continues to work towards the advancement of its mission, Promoting Youth Education — Preserving Western Heritage. While delivering superior entertainment and boasting an economic impact that exceeds $68 million annually, the Star of Texas Fair and Rodeo is an established community tradition founded in 1938. Staying true to the official sport of Texas, Austin is home to the world’s 5th largest indoor, regular season ProRodeo known as Rodeo Austin.
The picturesque view of The Oasis set the scene for the Star of Texas Fair & Rodeo’s first ever Off the Vine Wine Tasting & Silent Auction held February 26th. Wine novices and aficionados alike took to The Oasis’ Starlight Room overlooking Lake Travis to enjoy premium select wines served by the experts.

Top wineries from across the country provided exceptional samples and expertise to those in attendance. From Chardonnay to Zinfandel, guests experienced selections from Napa Valley and Sonoma Valley in California as well as Texas’ own Hill Country wineries. Side by side samplings allowed enthusiasts to compare body, complexity, tannins and finish.

Offering the finest products from their vineyards, wineries competed for people’s choice awards including Best Red and Best White. Salado Creek Winery & Vineyard earned the Best White Award for their 2005 Texas Salado Sweet Red, a non-traditional Rosé with hints of steeped raspberries and a Cabernet base which gives it a crimson undertone. “G” Wine Cellars’ took home Best Red for their 2007 Mountain Reserve Cabernet with new world fruit on the front end and a well-structured mid-palate including hints of spicy blueberry, cigar box and espresso.

A silent auction including exclusive specialty wine packages, spa treatments and one-of-a-kind getaways, gave guests the opportunity to shop for gifts. While enjoying top notch selections, guests also listened to the musical samplings of Blender Band who provided the perfect pairing to a sunset wine sipping evening.
THE 74TH STAR OF TEXAS FAIR & RODEO was another record-breaking year for Austin’s third largest event economic driver. The organization produced 26 all-time records and six first time successes. Over 300,000 guests visited the Fairgrounds. For the second year in a row, both ProRodeo & Concert sales as well as Carnival sales topped all-time highs. ProRodeo & Concert ticket sales saw an increase of 14% with Carnival sales reaching an increase of 45%. The carnival’s 50 rides and games were a favorite with families and perfect weather throughout the duration of the 16 days helped break Carnival sales records. March 23rd witnessed 2011’s most popular performance, country act Josh Turner, with nearly 7,000 fans packed in for a standing room only show. Patrons experienced non-stop, dirt flying action as 651 rodeo contestants competed for purse money that reached $412,458.

While cowboys and cowgirls took the main stage in the arena, they weren’t the only competitors at the Star of Texas Fair & Rodeo. Over 14,600 youth participated in events ranging from livestock competitions to art contests. 5,303 young folks entered in the Livestock competitions, 661 youth competed in the Horse Shows, 118 Calf Scramble participants tried their luck at catching a calf in the Rodeo Arena and 12 of Texas’ most talented beauties competed in the Miss Rodeo Austin Scholarship Contest. Of’ McDonald’s Barn and Luedecke Arena weren’t the only places for youth participation. 7,569 eager minds came to the Fairgrounds during the School Tours Program, 428 youngsters raced around the Fairgrounds opening weekend in the Rodeo Rumble 1K, 113 students.

THE HIGHLY ANTICIPATED Grand Champion Steer Drive took place Wednesday, March 23rd on the dirt of Luedecke Arena. Top exhibitors from each steer class eagerly congregated before ProRodeo fans for the Champion selection.

The crowd cheered as Cuatro Schauer of Bee County 4-H was selected as the Grand Champion Junior Market Steer Exhibitor. Cuatro, who’s Grand Champion Steer received the day’s highest winning bid of $60,000 at the Youth Auction from Doug Maund, remarked he would use his winnings to purchase an animal for next year’s competition and put the rest towards an education at Texas A&M University.

2011: A YEAR FOR THE RECORD BOOKS

Katie Crews
2011 Miss Rodeo Austin
$15,000 scholarship

Stephanie Revels
2011 Miss Rodeo Austin Princess
$10,000 scholarship
Live Action, Live Music, Live Stock

from across the state submitted recycled and fine art pieces for contests and 188 young buckaroos took the ride of their lives during the fan favorite — Mutton Bustin’.

Horseman, ranchers and showman from across Texas exhibited their prize stock by participating in the Open Livestock Shows. Open Livestock Show entries hit 610 and the Open Horse Show boasted 668 entries. Some of Austin’s best BBQ was served up during the 2011 BBQ Cook-Off March 18th and 19th. 56 teams cooked up tasty dishes, great entertainment and raised $230,000 for the Star of Texas Fair & Rodeo mission thanks to tip jar donations.

Live Action, Live Music, Live Stock was the prominent theme during the 16-day affair. This year over 4,500 people walked on water in a plastic ball, the perfect way to stir up an appetite for tasty treats from the 20+ food vendors on the Fairgrounds. Hungry guests at the Star of Texas Fair & Rodeo consumed 25,059 corn dogs, 15,000 funnel cakes and 8,450 cotton candies.

Staying true to Austin’s Live Music Capital of the World reputation, the Star of Texas Fair & Rodeo spotlighted live music on the Fairgrounds all 16 days. From Blue Grass to Doo Wop, music was in the air as 113 live concerts rocked out on the Rockin’ A Stage, 100X Club, Main Stage and during the BBQ Cook-Off. With the help of Rodeo Austin’s iPhone and Android Applications, fairgoers were able to plan their schedules and track down the hottest entertainment. 3,980 iPhone users and nearly 500 Android users interacted with the 2011 Fair & Rodeo in a whole new way.

The Star of Texas Fair & Rodeo raises funds to support youth education and provide collegiate scholarships to deserving Texas students through various programs. The Miss Rodeo Austin Scholarship Contest awarded Katie Crews (2011 Miss Rodeo Austin) of Texarkana with a $15,000 scholarship and Stephanie Revels (2011 Miss Rodeo Austin Princess) of Decatur with a $10,000 scholarship. The 2011 Youth Auction, held March 25th, witnessed an increase of 16% over last year for a total Auction giving of $805,854. Forty-six deserving Texas students will receive a record $442,000 in new scholarships this summer, while 60 current scholars will continue to pursue higher education on Star of Texas Fair & Rodeo scholarships.

The Star of Texas Fair & Rodeo is proud to present a premiere event to the community. With the help of gracious supporters and sponsors, outstanding volunteers and excited crowds, the Star of Texas Fair & Rodeo is able to further the mission Promoting Youth Education — Preserving Western Heritage. The total youth giving of all Star of Texas Fair & Rodeo education programs for 2011 exceeds $1.9 million.
IN KEEPING WITH TRADITION, the Star of Texas Fair & Rodeo awarded Stacy Looney the 2011 Volunteer of the Year — Top Hand Award.

Stacy has been a dedicated volunteer of the organization for many years with efforts that include working in many areas including Bullet Proof, Gala, Backstage, 100X, Cowboy Classic Golf Tournament, Shoot Out Sporting Clay Tournament, Scholarship and Executive Committee.

As someone who is always willing to lend a helping a hand, Stacy’s outgoing personality and positive attitude shines through, whether she’s working the arena or answering phones in the office. This year Stacy chaired the Ticket Sales Committee and led her team to great success as Xtreme Seat sales witnessed an all-time high in 2011 with an increase of 60% from 2010. The epitome of a team player, Stacy excels in challenging situations and plays an important role in the success of the organization.

The Star of Texas Fair & Rodeo thanks Stacy for her hard work and dedication to the mission Promoting Youth Education — Preserving Western Heritage.

THE 2011 RODEO ROUND-UP & ANNUAL MEETING is a celebration of the year’s successes and an opportunity to recognize outstanding volunteers whose commitment and dedication remains the foundation of the Star of Texas Fair & Rodeo.

This year’s event featured live music by Jesse Jennings and awards for the following categories: Sponsors, Youth Auction Buyers, Volunteers and a new category for 2011, Lone Rangers.

The Volunteer Awards are a significant part of the Annual Meeting as they recognize those who have shown the most commitment. All 1,500 volunteers may cast their ballot for several categories. This year’s Volunteer Awards Winners are:

Lisa Nannola, Most Dedicated Volunteer — Lisa’s been a powerhouse on the Information and Souvenir Committee for 10 years and is always on the lookout for the next “big thing” in merchandise.

Keith Berdoll, Most Dedicated Committee Chair — A member of Team Rodeo Austin for over 25 years, Keith ensures the Fairgrounds are in tip top shape at all times.

Caryn Moore, Most Spirited Volunteer — A member for two years, Caryn took home the Most Spirited award for her energetic attitude and enthusiastic sales approach in the Information and Souvenir booth.

Charles DiTullio, Rookie of the Year — Charles might be a rookie, but you’d never know it. His positive spirits, exceptional customer service and willingness to help are those of a Rodeo Austin veteran.

Lone Rangers are individuals who stand out from the crowd. As members of the seasonal staff, Lone Rangers embody positive leadership and an unyielding dedication to the Star of Texas Fair and Rodeo mission. The 2011 Lone Rangers are:

Brian Pogue, KST Electric — Brian ensures the Fairgrounds are energized and Lueddecke Arena’s newest top-of-the-line fixtures spotlight ProRodeo’s top talent.

Deb St. Clair, Ticketing — Deb keeps the ticketing lines at the gate moving. Her positive attitude keeps everyone at the ticket booths in high spirits.

Rachel Simmons, Parking — Rachel’s always on the move making sure cars are flowing to parking lots and fairgoers see a smiling face.

Tim Evans, Event Workforce/Pacesetter — Tim helps keep the Fairgrounds safe and clean for the 300,000 visitors over the 16 days and helps streamline the behind the scenes operations that make the Fair & Rodeo a success.
Agricultural Exhibits Join Ol’ McDonald’s Barn

The Star of Texas Fair & Rodeo proudly presented two new agricultural exhibits in Ol’ McDonald’s Barn for the duration of the Show. Avenue of Breeds and Row of Champions allowed fairgoers to take a closer look at some of the livestock breeds and species we share the land with in Texas.

Row of Champions displayed the Grand Champion Market animals from the Junior Livestock Show. This exhibit allowed fairgoers to view the superior specimens of livestock which merited blue ribbons and Grand Champion status.

Avenue of Breeds created an educational experience for passersby with informative panels describing each breed’s origin and history as well as fun facts relating to the specific animals. Some of the animals showcased in Avenue of Breed included:

- Duroc
- Hampshire
- Hereford
- Texas Longhorn

First Ever RAM Battle of the Bands

Ram Trucks Hosted the first-ever RAM Battle of the Bands competition designed to discover the next big act in country music.

Hundreds of amateur country artists from across the United States took on the challenge and entered the contest, uploading their music videos to RAM’s Facebook page for folks to view and vote on. By mid-February, the top ten highest voted groups were identified, and these lucky musicians went on to Round Two, where a panel of RAM judges selected two finalists: Justine Blazer from Detroit, Michigan and the Natalie Turgeon Band from Concord, New Hampshire.

On Sunday, March 20th, Rodeo Austin’s Rockin’ A Stage witnessed the final battle between Justine Blazer and the Natalie Turgeon Band. After two rockin’ country performances, the judges named Justine Blazer as the first place winner, taking home $5,000.
SCHOLARSHIP RECEPTION
August 11, 2011
Bob Bullock Texas State History Museum
Forty-six new scholars will join sixty existing young leaders as they receive their scholarships during this momentous occasion. Everyone is invited to celebrate the accomplishments of these deserving youth.
RSVP to (512) 919-3001 to reserve your space.

SHOOT OUT SPORTING CLAY TOURNAMENT
October 11, 2011
TDS Exotic Game Ranch & Pavilion
Sporting Clay exhibitors and outdoor enthusiasts alike will compete during this charity tournament for top awards and prizes. Online registration will open July 1 at www.RodeoAustin.com.

For more information on all these events, visit www.RodeoAustin.com.

RODEO AUSTIN CELEBRATES 75 YEARS OF
PROMOTING YOUTH EDUCATION — PRESERVING WESTERN HERITAGE

The Star of Texas Fair & Rodeo is proud to celebrate 75 years of serving the youth of Texas and is excited to announce the launch of the organization’s first-ever, commemorative history book. Rodeo Austin: Blue Ribbons, Buckin’ Broncs and Big Dreams follows the history of the Star of Texas Fair & Rodeo from its humble beginnings as the Austin Baby Beef Show in the World War II Era to one of Texas’ largest entertainment destinations today. This special keepsake takes readers through the organization’s interesting history including its successes, challenges and the impact it has made on Texas youth over the course of 75 years. Pre-order your book today at RodeoAustin.com.