

An Invitation To Honor



The Man Behind The Brand

LEROY SHAFER

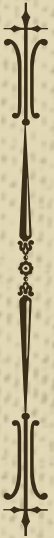
Chief Operating Officer -  **HOUSTON**® Livestock Show *and* Rodeo

The 2011 American Advertising Federation - Houston
Trailblazer Award Gala

Leroy Shafer, The Man Behind The Brand. A trailblazer if there ever was one, Leroy currently serves as vice president and chief operating officer for the Houston Livestock Show and Rodeo. But way before his Show days, “Shafe,” as he is known to his Rodeo family and friends, began blazing trails with his first steer in the old Sam Houston Coliseum when he was 11 years old.

A lot has happened since then. The Show and Houston are better off for it, thanks to Leroy Shafer.

The Man Behind The Brand began his career at the Houston Livestock Show and Rodeo in 1973 as assistant manager for public relations. Leroy was named chief presentation and operations officer in 2004, overseeing the Marketing, Presentations, Operations, and Agricultural Exhibits divisions and the Rodeo and Concert Entertainment Departments.



**Join the American Advertising Federation - Houston
for the 2011 Trailblazer Award Gala.**



Thursday, August 18th, 2011

6:30 pm cocktails and silent auction

7:30 pm dinner

8:45 pm award presentation in IMAX theater

Attire: Business Western

Houston Museum of Natural Science

5555 Hermann Park Drive, Houston, TX 77030



Always a RODEOHOUSTON™ favorite, the calf scramble is a popular event for those young and young at heart. A young Leroy Shafer caught his first calf in this event at the old Sam Houston Coliseum when he was 15 years old.
Credit: Houston Livestock Show and Rodeo

A true trailblazer, Leroy has been instrumental in developing the Show into an internationally known entertainment and sports extravaganza. Under his direction, the Houston Livestock Show and Rodeo has developed a complete in-house advertising and marketing agency, a radio and television production facility whose sophistication reminds one of NASA'S Mission Control, and a sponsorship program considered among the best in the sports and entertainment industry.

Like the Trailblazers before him, Leroy Shafer has not been afraid of trying new things or laying new ground. A firm believer in always being professional, Leroy knows a key to success lies in presentation. Under his direction in 1980, the first large-screen replay system in stadium sports and concert quality sound were introduced for the concerts and rodeo performances in the Astrodome.

Trailblazer Gala Host Committee

Michael Albrecht - *Love Advertising* (Committee Chair)

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Camille Bryan - *Locke Bryan Productions*

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Tami Weitkunat - *MediaComp*



Serving in the U.S. Army, Leroy Shafer completed a tour of duty in Vietnam as a helicopter pilot with the 12th Combat Aviation Group.

Credit: U.S. Army

Through the years, some entertainers needed a lot of “persuasion” to perform at a rodeo. Through the trailblazing efforts of Leroy Shafer, the Show continually attracts the biggest names in the business while breaking attendance records. Leroy’s particular genius for the use of lights, sound, and video has helped propel the Houston Livestock Show and Rodeo into a world-class concert venue and rodeo broadcasting pioneer.

On August 18, 2011, the American Advertising Federation - Houston will proudly honor Leroy Shafer with the Trailblazer Award, recognizing this influential business leader for enhancing the overall image of Houston through marketing. Well done, Leroy!

Past Trailblazer Award Recipients

Leslie Alexander 2009	Bob McNair 2002
Richard Johnson 2008	Walter Johnson 2001
George DeMontrond 2007	Don Jordan 2000
H-E-B 2006	Drayton McLane 1999
Tilman Fertitta 2005	Randall Onstead 1998
John Nau 2004	Gordon Bethune 1997
Jim McIngvale 2003	



Under Shafer's marketing and operation direction, RODEOHOUSTON™ continues to break attendance records each year. The rodeo itself attracts an international cast of cowboys and cowgirls. One special invitation-only event features a total purse of \$200,000, making it the richest one-day rodeo.

Credit: Houston Livestock Show and Rodeo

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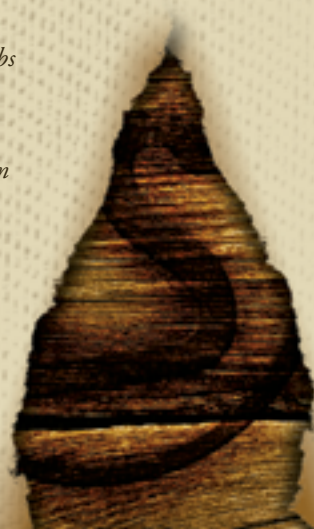
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Shafer's particular genius for the use of lights, sound, and video has helped propel the Houston Livestock Show and Rodeo into a world-class concert venue and rodeo broadcasting pioneer.

Credit: Houston Livestock Show and Rodeo

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celebrating 100 years

The Trailblazer Award, established in 1997 by the American Advertising Federation-Houston, recognizes an influential business leader for enhancing the overall image of Houston through marketing. Proceeds benefit the AAF-H educational and scholarship programs.



www.aaf-houston.org

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