

The Man Behind The Brand

Welcome to the 2011 Trailblazer Gala



The mission of the American Advertising Federation-Houston is to advance the advertising profession in the greater Houston area by supporting industry recruitment and education; by communicating to the regional business and professional communities, as well as to governmental organizations, the economic and social value of advertising; by fostering improvement of its effectiveness; and by promoting ethical self-regulation.

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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.



Dear Friends of AAF-Houston,

Welcome to our 2011 Trailblazer Gala where we are all gathered to honor Mr. Leroy Shafer of the Houston Livestock Show and Rodeo. What an incredible man, fellow Aggie, and real champion of the Houston community. It has been my pleasure, indeed honor, to chair this year's event. And thanks go to all of the dozens of volunteers, donors, and sponsors that were crucial to make this evening possible and beyond exciting. So relax, enjoy the dinner, stroll the silent auction, and prepare yourself for a presentation that is worthy of The Man Behind The Brand.

*Sincerely,
Mike Albrecht
Trailblazer Chairman, 2011*



The 2011 Trailblazer Award Gala Schedule

THE MAN BEHIND THE BRAND

August 18, 2011

Honoree - Leroy Shafer

Chief Operating Officer - Houston Livestock Show and Rodeo™



6:30 p.m., cocktails & silent auction begins

7:30 p.m., dinner

8:45 p.m., silent auction ends

**9:00 p.m., award presentation starts
in the Wortham IMAX Theatre**

Currently, more than 2,000 students, attending over 100 different Texas colleges and universities, are on Show scholarships, valued at approximately \$30 million. Here, Leroy proudly continues that commitment as he congratulates a very grateful young recipient.

Credit: Houston Livestock Show and Rodeo





"Shafe" at a Glance

Leroy Shafer is The Man Behind The Brand. His first day on the job was April Fool's Day, 1973, and Leroy's never looked back. When Tommie Vaughn hired him, Leroy told him he'd leave when he wasn't having fun anymore. Well, he's still having fun.

Since its beginning in 1932, the Houston Livestock Show and Rodeo has committed more than \$265 million to scholarships, research, and other educational and youth programs.

Given this success, The Man Behind The Brand still inspires the belief in others that each year can be improved upon.

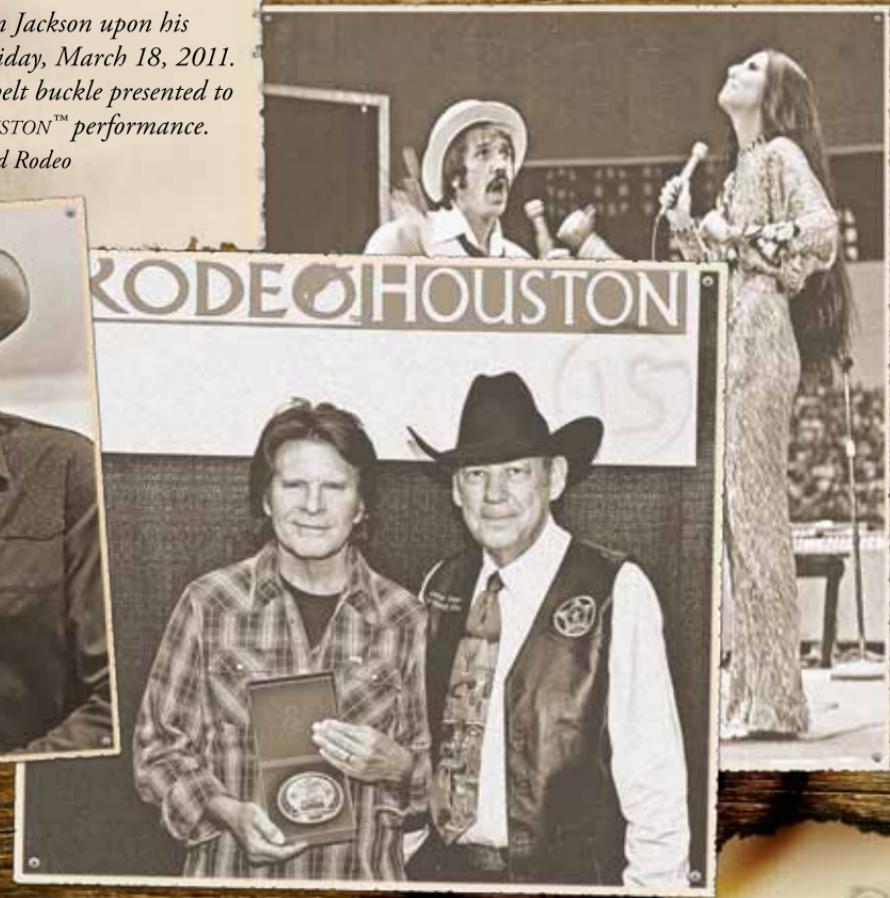
"The Show is going to stay on the cutting edge of presentation technology. Even though we are a charity and an educational and civic event, the Houston Livestock Show and Rodeo has to be just as good in our presentation as MTV or any of the rock shows on tour if we expect our crowd to come out here in record numbers or to watch our telecasts," observed Leroy in 1995.

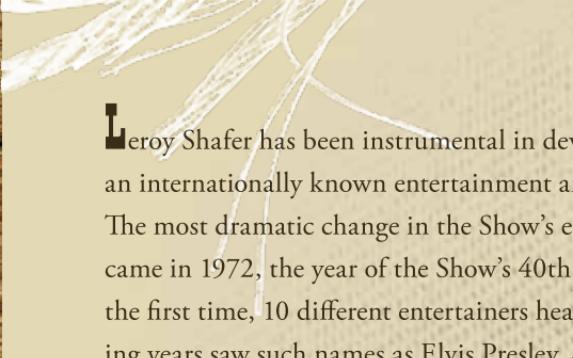
- 1967** - Graduates from Texas A&M with degree in agricultural journalism and would develop student intern program benefiting hundreds of A&M students
- 1970** - Begins tour of duty as helicopter pilot with 12th Combat Aviation Group, Republic of Vietnam
- 1973** - Begins career with HLS&R on April Fool's Day as assistant manager of public relations; tells Tommie Vaughn he'll leave when he's not having fun anymore
- 1981** - Named assistant general manager, responsible for all marketing operations. Under Leroy's direction, first large-screen replay system in stadium sports and concert-quality sound introduced for concerts and rodeo performances in Astrodome
- 1990** - Originates "Go Tejano Day" to expand and diversify fan base, and orchestrates special Rodeo for the Economic Summit of Industrialized Nations, bringing worldwide attention to Houston



*(Below left) Leroy Shafer congratulates Alan Jackson upon his induction into the Show's Star Trail of Fame Friday, March 18, 2011.
(Below right) John Fogerty shows off his Rodeo belt buckle presented to him by Leroy Shafer following his RODEOHOUSTON™ performance.*

Credit: Houston Livestock Show and Rodeo





"Shafe" at a Glance

Leroy Shafer has been instrumental in developing the Show into an internationally known entertainment and sports extravaganza. The most dramatic change in the Show's entertainment line-up came in 1972, the year of the Show's 40th anniversary, when, for the first time, 10 different entertainers headed the bill. The following years saw such names as Elvis Presley, Sonny and Cher, the 5th Dimension, the Jackson Five, Doc Severinsen and Enrique Iglesias.

“During the first years in the Astrodome, rodeo officials took the best general draw stars available and worked from experience and gut reactions,” Leroy explained. “That philosophy worked fine, especially when a surge in the popularity of country and western music and the ‘urban cowboy’ mania swept us to multiple sellouts in 1982,” he said.

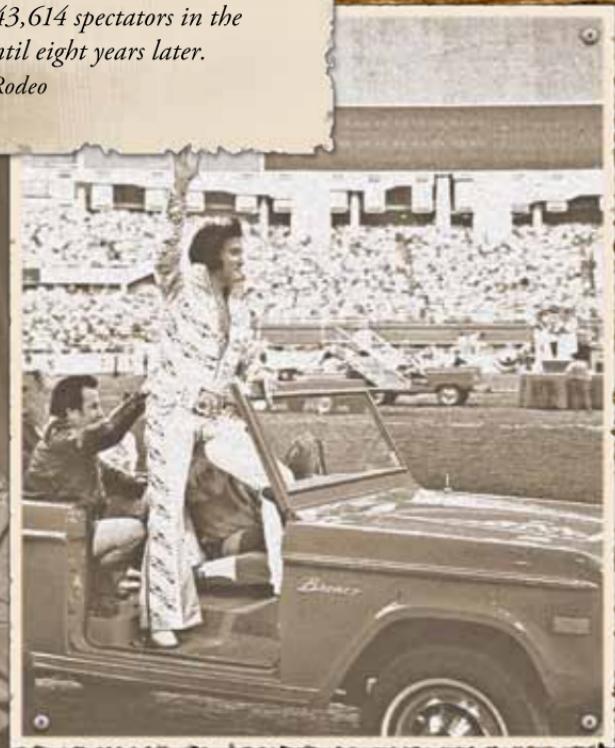
Of course, not all performances come off without a hitch. During one Rodeo appearance by Sonny and Cher, a major argument between the two stars occurred. Cher took to privacy and hid in her dressing room. A portable dressing room, that is. Knowing that the Show must go on, Leroy threatened to forklift Cher’s dressing room out of the area if she didn’t come out . . . She came out!

- 1996** - First time working with NASA in arranging live feed conversation with astronauts
- 2004** - Named chief presentation and operations officer: Oversees Marketing, Presentations, Operations, Agricultural Exhibits divisions and Rodeo and Concert Entertainment departments
- 2005** - Named vice president and chief operating officer, orchestrating a massive army of over 24,000 volunteers
- 2008** - Awarded Texas A&M University Agricultural Leadership, Education and Communications Alumni Excellence Award
- 2009** - Sends Janet Jackson a portrait of the 1974 Jackson Five performance in remembrance of Michael Jackson
- 2011** - Named American Advertising Federation-Houston “Trailblazer”
- 2022** - Shafe still having fun



Houston's own Beyoncé helped Leroy expand the Show's fan base while Selena's last performance at the Houston Livestock Show and Rodeo was featured in the film about her life story starring Jennifer López. Elvis Presley's February 27, 1970 performance sets an all-time attendance record with 43,614 spectators in the Astrodome, a record that remains unchallenged until eight years later.

Credit: Houston Livestock Show and Rodeo



Recognizing the changing face of America, Leroy set out to expand the Houston Livestock Show and Rodeo's fan base and attendees by including artists from other genres and segments of our community, such as Kool & The Gang, Intocable, and Houston's own Beyoncé. The Show was immortalized by being featured in the blockbuster film about Selena Quintanilla's life story starring Jennifer López. Other milestones include the creation of "Go Tejano Day" in 1990 and "Black Heritage Day" in 1993, both record-setting days, almost year after year. A true Trailblazer, Leroy didn't stop there.

In 1990, Leroy orchestrated a special rodeo and dinner for the Economic Summit of Industrialized Nations attended by Houston's own President George H.W. Bush, and Britain's Prime Minister Margaret Thatcher, along with various other heads of state. As such, Leroy's efforts brought forth worldwide attention to the city.





Leroy was actively involved in numerous aspects of the design and construction of the new Reliant Stadium and Reliant Center. Additionally, Leroy represented the Show in naming rights negotiations with Harris County and the NFL.

Credit: Houston Livestock Show and Rodeo



Past Trailblazer Award Recipients

Leroy was also instrumental in blazing trails with Reliant Energy in negotiations for Astrodome Complex naming rights. Always the straight shooter, Leroy reinforced Reliant's trust in him, easing their decision to proceed with the investment.

Leadership by example fits Leroy Shafer; he would never ask someone to do something he wasn't willing to do himself. Who else would be able to enlist a massive army of 24,000-plus faithful volunteers to help make the Show what it is?

That's a Trailblazer!



Leslie Alexander 2009

Walter Johnson 2008

George DeMontrond 2007

H-E-B 2006

Tilman Fertitta 2005

John Nau 2004

Jim McIngvale 2003

Bob McNair 2002

Richard Johnson 2001

Don Jordan 2000

Drayton McLane 1999

Randall Onstead 1998

Gordon Bethune 1997





The Show began video production in 1983 with one VCR and a monitor. Today, the production facility is a multimillion-dollar operation, providing footage to media, especially when they can't visit in person. Always the straight shooter with the media, Leroy says, "We never say 'no comment.' We get information to the media as soon as it's verified."

Credit: Houston Livestock Show and Rodeo

Always striving to improve, Leroy earned a degree in agricultural journalism from Texas A&M University, along with a master's degree in technical journalism and mass communications from Iowa State University.

A loyal Aggie, Leroy developed a student intern program that has benefited hundreds of students at Texas A&M University. In 2006, "Shafe," as he is known to his Rodeo family and friends, was awarded the Texas A&M University Agricultural Leadership, Education and Communications Alumni Excellence Award.

"Ultimately it's marketing, promotion, and publicity that have helped propel the Show to the sellout status it is now. We hope these same things will help bring us worldwide attention, expand the footprint of this Show around the globe, and be another major revenue source to support our charitable activities and endeavors," reflected Leroy in 1995.

What was true back then is still true today. Congratulations, Leroy! It would appear you're still havin' fun.

Trailblazer Gala Committee

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Nancy Albrecht	Bob Livermore
Lisa Armstrong	Anne Mrok-Smith
Kenny Benitez	Alex López Negrete
Scott Black	Candace Pittman
Camille Bryan	Joe Pogge
Locke Bryan	Boyd Polhamus
Troy Burwell	Martin Ramirez
Kelly Cox	Moses Robles
Jackie Dryden	RoShelle Salinas
Lauren Fisher	Bob Tallman
David Glodt	Bob Vance
Jay Hagins	Tami Weitkunat
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(At left) The Man Behind The Brand acknowledges the Rodeo crowd during one of several popular Show performances.

(At right) Leroy proudly shakes the hands of service men and women as he welcomes them to the Show for some good food and fun times.

Credit: Houston Livestock Show and Rodeo

**Special thanks to the following folks who gave of their time and talents
to create the video honoring Leroy Shafer.**

RODEOHOUSTON

Suzy Martin
James Davidson
Johnnie Westerhaus
Gary Hazen
Clint Saunders
Bob Tallman
Boyd Polhamus
David Glodt
Sharon Gregston
Victoria LeFevre
Sarah Poole
Lisa Armstrong

Locke Bryan Productions

Camille and Locke Bryan
Kenny Benitez

AudioBob

Bob Vance

Pastorini-Bosby Talent

Fred Kennedy



Congratulations, Shafe.

Other people just blaze trails.

You light them up, put them on wheels, add a mariachi sound track, throw in a really nice bottle of wine, and invite Elvis (or Garth, or Selena, or Justin, or Michael and his brothers, or George, or...).

We've enjoyed riding this
fascinating trail with
you for your first
38 years.



Congratulations, **SHAFE!**

On Your Trailblazer Award



Many thanks for all you've done for
Reliant Park!
We're proud to call you
"Pard'ner!"



RELIANT STADIUM | RELIANT CENTER | RELIANT ARENA | HOUSTON TEXAS



**Congratulations
Leroy Shafer**

**Thank you, Leroy,
for being The Man Behind The Brand.**

We're honored to showcase **your story**
on your special night.

Trailblazer marketing concepts, graphics and
content created by 4 Guys Interactive, Inc.

Troy Burwell - *President/CEO*

Krista Ellis - *Art Director*

Chris McClean - *Designer*

Joe Fournet - *Writer - Ideas & MORE*

You are a true Trailblazer!



4 Guys Interactive, Inc
www.4guys.com

Here's to you, Leroy.

May you never stop *having fun!*

OUT WORKS.

Over 71% of travelers
often look at
Billboard Messages

- Source: Arbitron
In-Car Study 2009



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www.ldsystems.com

Congratulations, Leroy!

Congratulations, shafe!





Congrats, Shafe, for hangin' on longer than 8 seconds.
38 years and countin'.

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Hats off
to Leroy!



Congratulations,
LEROY

You have always been a *TRAILBLAZER!*

From your friends at the



1 0 0



celebrating 100 years



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TRAILBLAZER AWARD

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