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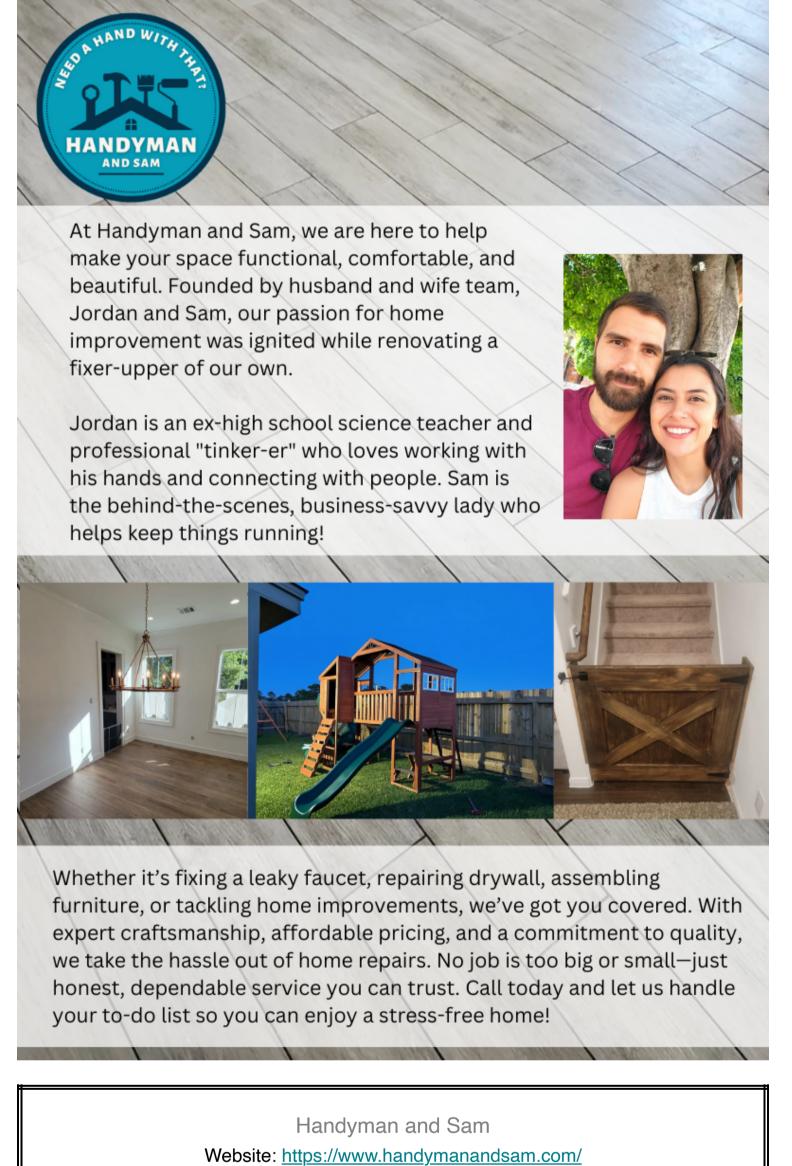
We bring community services and businesses to new homeowners.



2024 in Review

- We welcomed 2,786 families • We visited over 200 subdivisions in 5 different territories
- We sent our newsletter with valuable information for both our new residents and business' alike to over 2000 emails.
- We celebrated our 26th year in business.
- We received a 25 year membership award from The Woodlands Chamber of Commerce

Business Spotlight



Phone: (832) 263-1560 Email: info@handymanandsam.com



Another lucky homeowner will win a \$25 HEB gift card in our monthly drawing. Will it be you?

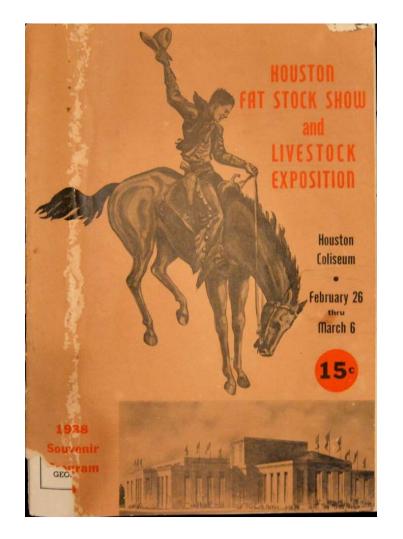


Houston Livestock Show and Rodeo

Since the Houston Livestock Show and Rodeo was established in 1932, it has made an impressive footprint on the livestock and entertainment industries and in the sport of rodeo. It also has played a notable role in enhancing the lives of thousands of young people in the state of Texas. The many milestones celebrated throughout the years have all contributed to Houston's most popular event.

In 1931, "The Houston Fat Stock Show and Livestock Exposition" was created after seven men met for lunch at the Texas State Hotel with a goal of preserving the cattle industry along the Texas Gulf Coast area. In 1932, the first Show is held at the Democratic Convention Hall before it was demolished in 1937. The Sam Houston Coliseum replaced it in time for the Show in 1938. During this year, the rodeo, horse show and downtown parade was added to the event.

The name may sound weird, but "fat stock" was a common phrase for livestock sales at the time. On the Texas Coast, cattle were allowed to roam on the coastal marshes, where the brackish grass provided minerals that allowed the cattle to grow and fatten up. The term "fat stock" simply refers to livestock that is fat and ready for market.

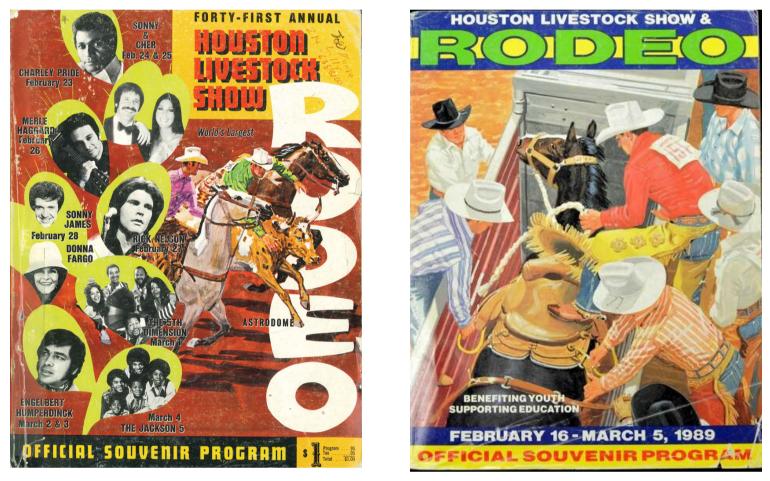




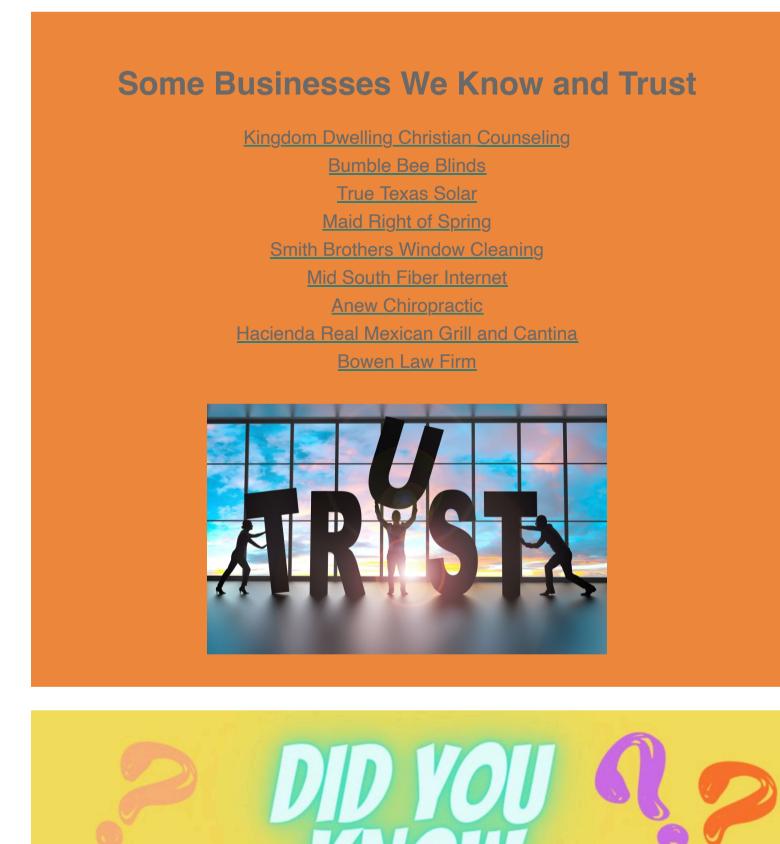
Interesting Facts about the Rodeo:

- 1. The first rodeo attracted 2,000 attendees and lost \$2,800. 2. Greased pig races were staged during the early days of the show in the late 1930s.
- 3. Gene Autry was the first star entertainer to perform at the Houston Rodeo in 1942.
- 4. A cantankerous remark prompted the first trail ride. In 1952, Reese Lockett, when asked if he would serve again as arena director said, "I'll never make another trip where I can't ride home on my horse." A man who worked in advertising said if he would arrive at the rodeo on horseback it would be great publicity for the show. With that aim, four men: Lockett, Emil Marks, Pat Flaherty and John Warnasch, traveled on horseback in 1952 from Brenham to Houston to raise awareness of the Houston Livestock Show and Rodeo. Today, more than 3,000 trail riders partake in the Rodeo's signature tradition each year. There are now 11 trail rides that cross Texas toward their destination, the Houston Livestock Show and Rodeo. The trail riders' appearance in Houston signals the start of the Houston Livestock Show and Rodeo as they merge via many routes into Memorial Park and proudly ride Saturday morning in the
- Downtown Rodeo Parade.
- 5. In 1961, the Houston Fat Stock Show becomes the Houston Livestock
- Show and Rodeo before introducing the new "Bowlegged H" logo in 1966. 6. The rodeo moved to the Astrodome in 1966, going from 9,000 seats in the coliseum to 42,000 seats in the Astrodome (ultimately 58,000 seats in the Dome). The first performance in the Astrodome drew 25,340 spectators, and attendance for one performance even topped 40,000 — almost five
- times the number of people the Coliseum could hold. 7. Elvis Presley graced the show stage in the Astrodome in 1970 and again in 1974.
- 8. In 1974, the first World's Championship Bar-B-Que Contest was held.
- 9. The show moved into NRG Stadium and NRG Center in 2003. 10. RodeoHouston is the largest livestock show in the world and as one of the largest scholarship providers in the U.S., the Rodeo has presented more than 22,000 scholarships valued at more than \$305 million since 1932.





This year, the Rodeo takes place from March 4 - 23. You can find more info here: https://www.rodeohouston.com/





You Eat What???

Mudbugs, Crayfish, Crawfish, or Crawdad? All of these terms refer to the same freshwater crustacean, but which one you use depends on where you live! We Texans are likely to call them "crawfish" and "mudbugs." Northerners are likely to say "crayfish," and "crawdad" is often used in states like Arkansas, Oklahoma, and Kansas. Whatever you call them; whether your go-to method of eating them involves a carefully constructed etouffee or a boatload of seasoning and melted butter, there is no doubt that many Texans look forward to Mudbug season each year. In Texas, the season typically runs from January to July, with peak months being April, May and June.

The crawfish's success story is an unlikely one. This runty aquatic creature, at a glance, looks a bit like a poor man's lobster, without the prestige of its elite New England brethren. It's ugly. It lives in the mud. It'll try to pinch you if you come too close. But over the past few centuries, these humble, scrappy, mud-dwelling critters have become a cornerstone of Southern tradition and heritage.

The 2024 crawfish season was one of the worst in history, due in part to the 2023 drought in southern Louisiana. The lack of water and high heat produced a high mortality rate of crawfish brood stock. This led to depleted crawfish farms, and if you were able to find crawfish for your boils, they were smaller than normal and double to triple the usual price.

Things are looking much better for this crawfish season. Multiple experts are cautiously predicting that the 2025 crawfish season will make mudbug lovers very happy. Normal to above-normal rainfall across Louisiana crawfish farms during the previous summer and fall months has led many to believe that strong harvests are on the horizon.





Community Events

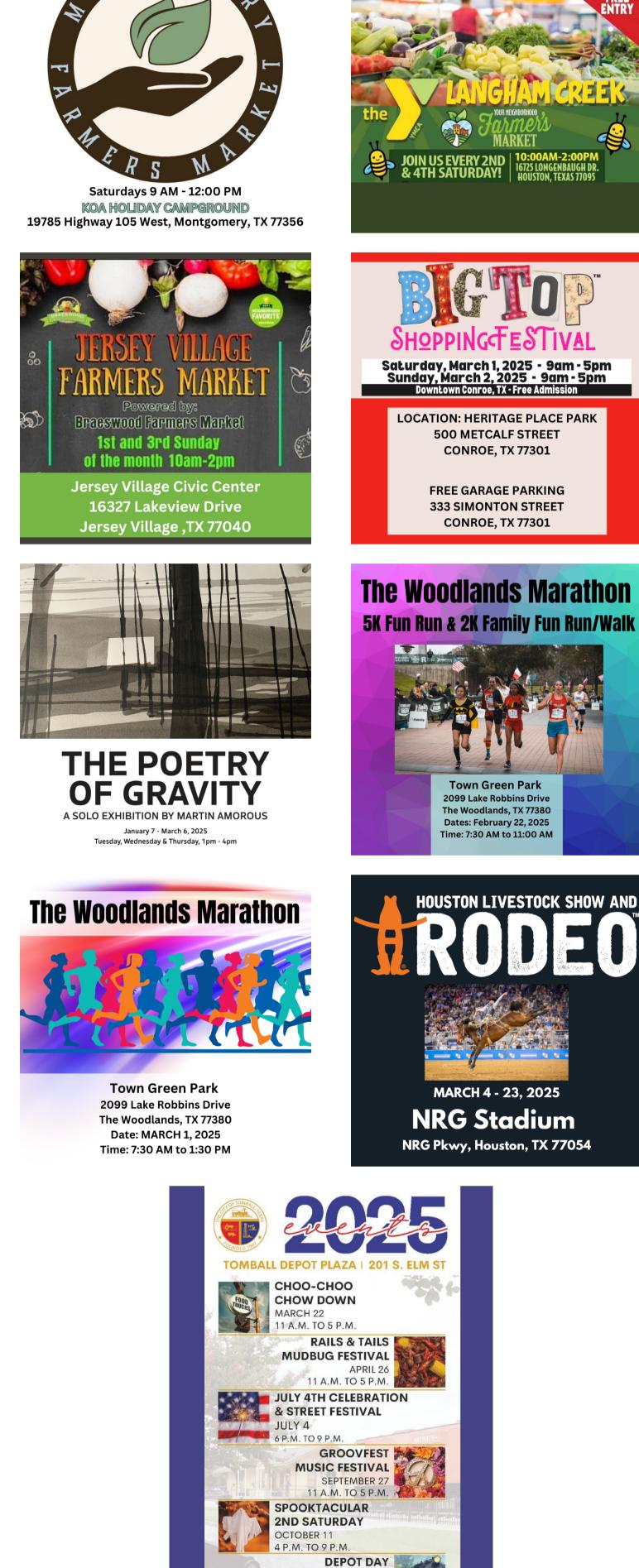
Click on images below to go to event website.





Woodlands, TX 77380







FALL FESTIVAL NOVEMBER 11 A.M. TO 5 P.M.

DECK THE DEPOT TREE LIGHTING DECEMBER 6 4 P.M. TO 8 P.M.

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homeowners to the area. Our goal is to help new homeowners become

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partner with you in welcoming our new

familiar with their

business and they

\$25.

communities and help

your business gain new

customers. If you refer a

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COMMUNITY

Each month we will spotlight one of the businesses we partner with. We would love to feature you in our next newsletter! Contact our marketing manager, Sandy Flowers for more details. sandy.f@lonestargreetingservice.com

WANT TO BE FEATURED IN OUR NEWSLETTER?



ARE YOU A NEW HOMEOWNER? Whether you are new to Texas, new to the area, or just moved across the street, our team wants to welcome you to your new home! We all know how hectic and intimidating it can be to move, and we want you to know that if there is anything we can do to help you get to know your new community, just ask! We love our new homeowners! • www.lonestargreetingservice.com •

Want to find out more about our unique marketing opportunity for your business? Contact Sandy sandy.f@lonestargreetingservice.com for more information



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