

the Heartbeat

HEART O' TEXAS
HOT
FAIR & RODEO
presented by **H-E-B**

THEME ANNOUNCED

65 YEARS

OF THE



G.O.A.T.

- COMMUNITY PARTNER PROFILE - ALLEN SAMUELS DODGE CHRYSLER JEEP RAM
- CHANGES ON THE HORIZON FOR HEART O' TEXAS FAIRGROUNDS
- LUCK OF THE DRAW REVERSE DRAWING EVENT SET FOR SEPTEMBER 16TH
- 2017 SUMMER CALENDAR

SCHOLARSHIP WINNER HIGHLIGHT

TO Fair & Rodeo **Awards**
II \$134K in **Scholarships**

A New *Volunteer Committee*
for *Volunteers* Announced

65 YEARS OF THE G.O.A.T.

2017 Heart O' Texas Fair & Rodeo Theme: **65 YEARS OF THE G.O.A.T.**

Since its establishment in 1953, the Heart O' Texas Fair & Rodeo, presented by H-E-B, has been bringing agriculture and entertainment to Central Texas. In honor of its commitment to agriculture and consistently being the greatest and largest event in the area, this year's theme is **"65 Years of the G.O.A.T."**

The Heart O' Texas Fair & Rodeo has spent the last 64 years being the **Greatest of All Time**. Every year the event is packed full of exhibits, carnival rides and games, local entertainment, concerts and rodeo fun for the entire family. There's something new every night, from the first 500 promotional giveaways to the local talent on the Hometown Stage to new life in the Birthing Center.

In 2017, the Heart O' Texas Fair & Rodeo, presented by H-E-B, will celebrate its 65th Anniversary! This year's Fair is set for October 5-14. The Fair is held annually at the Extraco Events Center in Waco, TX, with close to 200,000 in attendance in 2016. For more information about the Heart O' Texas Fair & Rodeo, visit **hotfair.com**.

A New *Volunteer Committee* for *Volunteers* Announced

The Committee Management Oversight Committee has been hard at work looking for new and exciting ways to improve the current volunteers' experience at the Heart O' Texas Fair & Rodeo Volunteer Program. Recruiting and retaining our volunteers is essential to the success of the program. With that being said, to look at more ways to offer the best possible volunteer experience, a new committee has been set up called the Volunteers' Committee. Chairman TJ Zawacki and Vice Chairman Wes Dowd will work hand-in-hand to lead this new committee. "While many of our volunteers return each year, we can always use more people. We are a volunteer-driven organization and depend on people willing to give of their time to put on the largest event in Central Texas," stated Zawacki.

The committee's mission is to focus on recruitment, retention, education, and communication for the improvement of committee and volunteer needs. Recruiting new volunteers will be the committee's main focus by attending a variety of local social functions such as volunteer fairs, expos and community gatherings. If you see them out and about make sure to stop and tell them hi! They will also strive to retain the new



volunteers by educating them on the purpose of the Heart O' Texas Fair & Rodeo.

Lastly, improve communications with the established committees by way of focusing on their and the volunteer needs. The end result

will be trying to better the Heart O' Texas Fair & Rodeo Volunteer Program to make it the G.O.A.T

For more information about getting involved with the Heart O' Texas Fair & Rodeo Volunteer Program please our website at hotfair.com.

Changes on the Horizon for *Heart O' Texas* FAIRGROUNDS

Changes are coming to the Heart O' Texas Fairgrounds thanks to McLennan County voters approving Proposition 1 in the May 6th election.

An increase in hotel and car rental taxes will pay for the \$34.4 million expansion of the Heart O' Texas Fairgrounds. Visitors staying in hotels and renting vehicles in the county will pay a two percent hotel occupancy tax and a five percent rental car tax.

The expansion on the Fairgrounds includes a new 80,000-square-foot, state-of-the-art multipurpose center that will connect to the existing coliseum and replace the existing exhibits and creative arts buildings; and, a new equestrian and livestock facility with an arena and 600 additional stalls.

Waco ISD will get a new soccer and track field on the north side of the school where Lake Air Little League's facilities are currently. Therefore, new Little League baseball and softball fields will be built, and will also include a field for the Challenger League.

The city, county and school district will work to determine a course of action to handle the projects and outline how many phases are needed to complete the work.

To stay up-to-date on our progress visit: **ExtracoEventsCenter.com** and follow us on **Facebook**.



Allen Samuels Dodge Chrysler Jeep Ram on **Community Involvement & Partnership Building**

Allen Samuels Dodge Chrysler Jeep Ram has been a long time partner of the Extraco Events Center and a huge supporter of our mission to raise scholarship dollars for Central Texas youth. They are the Official Auto Dealer of our facility as well as Cameron Park Zoo, and have a strong presence in Central Texas through their support of a number of nonprofits and organizations.

"Mr. Samuels told me the first day on the job here to pick two or three of the local nonprofits in Waco and help make a difference," stated Ted Teague, General Manager of Allen Samuels Dodge Chrysler Jeep Ram. "I know I'm lucky to work for a dealer that not only understands the importance of supporting the community but leads by example. I appreciate him bringing me here because I absolutely love Waco!"

From two or three to over 30 different organizations within McLennan County, Allen Samuels is undoubtedly making a difference within our local community. Causes and events they are involved with range from Guide Dogs for the Blind to the McLennan County Junior Livestock Show to the Waco Memorial Police Run to the China Spring Education Foundation.

Allen Samuels is your one stop shop for buying your next vehicle. From the purchase of your vehicle through the most experienced and top of the line service team, to the repair shop and maintenance department throughout its ownership, Allen Samuels is committed to making your car buying experience as smooth as possible!



2016 Scholarship Recipient **Mason Tobola** *Makes President's Honor Roll*

Mason Tobola, 2016 graduate of West High School, is attending the University of Houston. His major is Biology with a long-term goal of becoming a Dentist. He is a member of the University of Houston Football program where he plays tight end. While playing football, he maintains 15 hours of college courses and secured a place on the President's Honor Roll with a 4.0 GPA his first semester.

He admits that this past year has been a whirlwind living in Houston. "The transition from coming from a small town to living in Houston was a life experience in itself," he said. He shared with us an experience he had the first few days at college in hopes to help other new college students: The first day of football practice, Tom Herman, the University of Houston's head football coach met with all the players for a meeting. He told the team that there are three things in college that you will have to decide on as an athlete. You will only be able to do two of three things: number one, you can study in college; number two, you can play football; number three, you can live the college experience and party. Coach Herman then explained that if you do all three, you will fail. Of these three, there are only two that will make you successful. The choice is yours.

"This made me think of the financial support that I received from the Heart O' Texas Fair & Rodeo and how this organization has impacted my life because they made a choice to believe in my goals. I hope to make you proud one day by coming back to Waco so I can give back to the community as the Heart O' Texas Fair & Rodeo so generously gave to me."

Mason Tobola
2016 Scholarship Recipient



HO FAIR & RODEO AWARDS \$134K IN SCHOLARSHIPS

The Heart O' Texas Fair & Rodeo awarded \$134,000 in scholarships to 40 Central Texas students for the 2016-17 academic year. This continues the Fair & Rodeo's tradition and mission of giving back through youth scholarships.

Students and their families attended the organization's Scholar Recognition Banquet, underwritten by Bailey Insurance & Risk Management, Inc., on Wednesday, May 24th where they heard inspirational words from Former Pro Football Player and U. S. Bobsled Olympian Johnny Quinn. Students receiving scholarships represented the following schools: Axtell, Ballinger, Belton, Bruceville-Eddy, Cameron, Chilton, China Spring, Clifton, Copperas Cove, Eagle Christian Homeschool Academy, Evant, Fairfield, Gatesville, Groesbeck, Hubbard, LaVega, Mart, McGregor, Meridian, Midway, Moody, Reicher, Robinson, Salado, Texas Christian Academy, Troy, University, Waco, West and Whitney.

The Top Scholar of the evening was Lindsey Anderson from China Spring High School who received the largest scholarship given-to-date in the amount of \$15,000. The Reserve Top Scholar was Hannah Lella from Clifton High School and she received a \$10,000 scholarship.

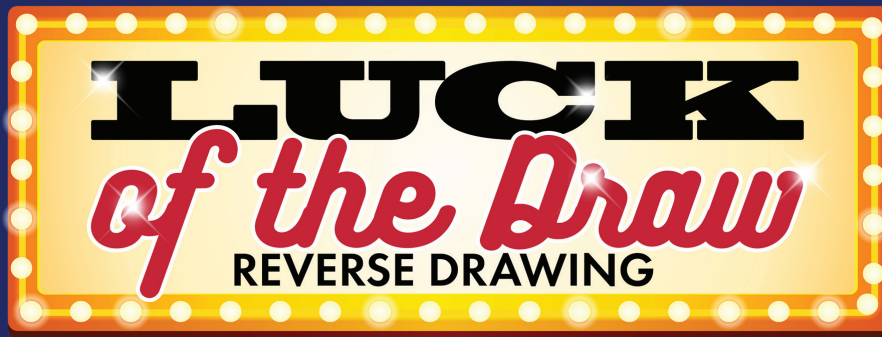
These scholarships are part of the Heart O' Texas Fair & Rodeo's annual commitment of providing scholarships to Central Texas students which is made possible thanks to our sponsors and volunteers. Each year our volunteer committees spend countless hours raising money through various fundraisers to contribute to this fund. Since its beginning, the Heart O' Texas Fair & Rodeo has committed more than \$2.5 million to the youth of Central Texas.

"We are pleased to award these scholarships to Central Texas students. Providing scholarships is a core part of our mission,"

stated Heart O' Texas Fair & Rodeo President/CEO Wes Allison. "The Scholarship Match Program we implemented last year played a significant role in the increased dollar amount this year. We look forward to continued growth through that program."

Scholarship Sponsors and Underwriters include: Associated Concrete Contractors; Bentwood Realty, Kim Galvan; Central National Bank; Central Texas Iron Works; Enterprise Holdings; Estes, Carroll; Heart O' Texas Fair & Rodeo Board of Directors; Incommons Bank; Knappek Endowment; Legacy; Level 1; Linkage Credit Union; Mark Terry Publishing, LLC; Brent & Kim Neuhaus; Pakis, Giotes, Page & Burleson, PC; Red Men Tonkawa Tribe 14; Shelley Burkett Memorial Scholarship; State Farm, Joseph Morphis; StayInnWoodway.org; and, Texas State Technical College.

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Reverse Drawing Brings Fun and Funds to the **HOT SCHOLARSHIP PROGRAM**

On Saturday, September 16 supporters of the Heart O' Texas Fair & Rodeo Scholarship Fund will come together for the Luck of the Draw fundraiser, a key component in underwriting scholarships.

Each ticket to the Luck of the Draw Fundraiser is \$150 and entitles you and one guest to a steak dinner, two chances to win the grand prize, drinks, live entertainment,

opportunity to win prizes and an evening of fun! Only 300 tickets will be sold and you do not need to be present to win; the first ticket drawn wins \$100, the 299th ticket drawn wins \$1,000 in VISA gift cards and the last ticket drawn wins \$10,000 in VISA gift cards!

VIP tables are also available for \$1,000 and include premium

seating at the event for ten people, five tickets to the fundraiser, goodie bags, announcer mentions, Heart O' Texas Fair & Rodeo tickets and more!

The Heart O' Texas Fair & Rodeo awarded over \$250,000 in scholarships last year and to date more than \$2.5 million overall has been committed to the youth of Central Texas!

Don't miss out on a fun event, a chance to win \$10,000 in VISA gift cards and help provide scholarships to the youth Central Texas!

Event sponsorship opportunities are also available; for more information contact **Melinda Moss** at melinda@hotfair or **254-224-8276**.

JULY

1-2ND

TJLA Belt Buckle Bonanza

Extraco Show Pavilion
FREE Event

8TH

WWE Summerslam Heatwave Tour

Extraco Coliseum
Ticketed Event

8-9TH

Premier Gun Show

Extraco Exhibits Building
Ticketed Event

13-16TH

Elite Barrel Racing

Extraco Show Pavilion
FREE Event

21-22ND

Magnolia Market Warehouse Sale

Extraco Exhibits Building
FREE Event

26-30TH

One HOT Reining - HOT Summer Slides

Extraco Coliseum & Show Pavilion
FREE Event

AUGUST

4-6TH

USTRC Lone Star Regional Finals

Extraco Coliseum & Show Pavilion
FREE Event

11-13TH

NBHA Texas State Show

Extraco Show Pavilion
FREE Event

26TH

Margarita & Salsa Festival

Extraco Events Center
Ticketed Event

SEPTEMBER

1-3RD

ANHA Shootout Barrel Race

Extraco Show Pavillion
FREE Event

8-10TH

Just Between Friends Sale

Extraco Creative Arts Building
FREE Event

8-10TH

Mid Tex Quarter Horse Show

Extraco Show Pavilion
FREE Event

15-17TH

Texas Fall Classic - Paint Horse Show

Extraco Show Pavilion
FREE Event

16TH

The Luck of the Draw Fundraiser

Extraco Creative Arts Building
Ticketed Event

19TH

Kids & Kows & More

Extraco Exhibits Building
FREE Event

22-24TH

Warm Up Series Reining

Extraco Show Pavilion
FREE Event

25TH

Heart of Texas College Night

Extraco Exhibits Building
FREE Event

For more information visit
ExtracoEventsCenter.com
or call **254-776-1660**



EXTRACO EVENTS CENTER

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BENEFITING



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ON SALE JULY 31ST AT 10AM
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