

Spring 2020

Amarillo, Texas

# Tri-State EXPOSURE

SHOWCASING OUR TRI-STATE CULTURAL HERITAGE

## Annual Meeting

The annual meeting of the Amarillo Tri-State Exposition was canceled due to the COVID-19 outbreak. With that being said, voting on new members was done via email. Nominees who were moved to board member status are: Cody Chandler, Mike Jackson, Chad Kriehouser, Wes Reeves and Shawn Venhaus.

Board nominees are Barb Adams, retired school teacher, and Madeleine Bezner, Texas Cattle Feeders Association. Barb has volunteered at the Tri-State Fair office for the past five years. She does an outstanding job of answering phones and questions for those seeking assistance. Madeleine has been an exhibitor at the Tri-State Fair & Rodeo in the youth market and creative arts divisions throughout her 4-H career.

Officers for 2020-21 are: Trent Winings, president; Scott Hindman, president-elect; Virgil Bartlett, secretary; Tim Koetting, treasurer; Dan Quandt, treasurer-elect.

"While this is an interesting way to begin leading an organization, amid the COVID-19 outbreak, I have full faith we will move forward with the mission of the Exposition, and continue to bring events to Amarillo that will strengthen our economy, said Trent Winings, president, Amarillo Tri-State Exposition." "I trust that with Virgil and his staff's direction we will advance and have a successful year."

#tristatefair to keep up with us





## Projects Around the Exposition

The fall of 2019 and spring of 2020 have been busy around the Exposition grounds. It's always a good time to tidy up the grounds and get ready for summer and fall.

- Amarillo National Center - new trees in front area
- Amarillo National Center - paint project
- Amarillo National Center - new air conditioner in promoter's office and IT room
- Amarillo National Center - new service elevator, east end
- Glenn McMennamy Livestock Building - new air conditioners in the office and restrooms, installed large circulating fans
- Facilities - purchase of a used John Deere tractor

"By having a successful fair and with our funds from the venue board, we are able to continue to put improvements back into the facilities," said Virgil Bartlett, general manager. "We have got to keep our facilities in tip-top shape to compete with other venues around the U. S. to bring events to Amarillo to strengthen our economy."



## United States Team Penning returns to Amarillo



The United States Team Penning (USTPA) returns to the Amarillo National Center in October.

The USTPA was the first event held in the Amarillo National Center in 2000. Their event was held here for 10 years before it moved out of Amarillo.

"We look forward to having them return this fall and for the two years following," said Virgil Bartlett, general manager, Amarillo Tri-State Exposition.

## Medium-Size Rodeo of the Year

Since 2009, the Amarillo Rodeo has been nominated for medium-size Rodeo of the Year by the Professional Rodeo Cowboys Association five times.

"These nominations could not have been accomplished without a great group of hard working volunteers, sponsors, Exposition officers and board members as well as an outstanding stock contractor, Smith Pro Rodeos," said Johnny Johnson, committee chairman. "We are honored to have been nominated."

The top five nominees in 15 categories were voted on by all top PRCA contestants, participating contract personnel and dues-paying rodeo committees. The Tri-State Fair & Rodeo competed in the medium-size category, determined by total added money. Belle Fourche, South Dakota; Coleman; Estes Park, Colorado; and Stephenville rounded out the nominations. Belle Fourche was awarded the honor in December.



## Tri-State Fair & Rodeo Awards & Honors at annual TAFE Convention

The Texas Association of Fairs and Events (TAFE) recently presented 12 marketing awards to the Amarillo Tri-State Exposition for the advertising campaign developed to promote the Tri-State Fair & Rodeo. The plaques were presented at the TAFE Annual Convention and Trade Show in Galveston.

The Fair took home three first-place honors, six second-place awards and three third-place awards. The Fair competes in the attendance category of 100,001-250,000 attendees. First place honors included the categories of best radio commercial, promotional advertising-outdoor and social media photograph. The second place awards were for best newspaper ad-color, newsletter, media guide, multi-page material, social media campaign and follow-up sponsorship program. Third place awards received by the Fair were for best magazine ad, promotional poster and TV commercial.

The TAFE Marketing Awards program recognizes excellence in marketing campaigns that promote fairs and events. The TAFE is an organization made up of over 200 fairs and festivals and approximately 200 associate members who supply goods and services.

Additionally, Virgil Bartlett, general manager of the Exposition was inducted to the TAFE Hall of Fame during the annual convention.

Bartlett has served as manager of the Amarillo Tri-State Exposition and the Tri-State Fair & Rodeo since March 2001. The Exposition suffered from antiquated infrastructure and lack of vision. "With the help of our board of directors, volunteers and fair attendees, we have been able to turn things around at the fairgrounds. People tend to see us as the nine-day Tri-State Fair & Rodeo, but actually we are here year-round promoting Amarillo and the facilities here at the Exposition grounds," said Bartlett. "With the money that is raised each year at the fair and rodeo (annual fundraiser for the Exposition) we have the ability to upgrade our facilities and continue to make Amarillo a place that people from across the U.S. want to hold their event at."

Bartlett is also active in the Randall County 4-H Program and has been awarded the prestigious State 4-H Alumni Award and TAFE Manager of the Year.



## Texas Farm Bureau Insurance teams with Tri-State Fair & Rodeo

The Tri-State Fair & Rodeo has inked a partnership with Texas Farm Bureau Insurance Company. The five-year commitment makes Texas Farm Bureau Insurance the title sponsor of the Texas Farm Bureau Insurance Tri-State Fair & Rodeo.

"Through the continuation of our title sponsorship of the Tri-State Fair & Rodeo, we aim to honor the many Texas Farm Bureau member families in the panhandle," said Texas Farm Bureau Insurance Executive Vice President, Mike Gerik. "We are proud to associate our companies with an event of this caliber, which draws generations of families together to celebrate and develop a deeper understanding of our agricultural heritage."

"We are very pleased that Texas Farm Bureau Insurance is continuing their partnership with us," said Virgil Bartlett, general manager, Amarillo Tri-State Exposition. "Texas Farm Bureau Insurance is a solid company and we appreciate them returning as the title sponsor. We think this can be a winning combination for all of us."



**The 2020 Texas Farm Bureau Insurance Tri-State Fair & Rodeo will be held September 18-26 at the Tri-State Fairgrounds.**



Amarillo Tri-State Exposition  
3301 S. E. 10th Avenue  
Amarillo, TX 79104

## Upcoming Events

### May

2-3 | Carson & Barnes Circus | South of Baxter  
9 | Panhandle Team Penning | Bill Cody  
9-10 | CBT "Summer Dash" Barrel Race | ANC  
16 | Original Team Roping Finals | ANC  
16-17 | Panhandle Cutting Horse | Bill Cody  
23-24 | Panhandle Reigned Cowhorse  
| Bill Cody  
23-25 | AOTC Agility Trials | ANC  
27-31 | Dynamite Circuit Team Roping Finals  
| ANC

### June

3-7 | Cowboy Fast Draw | Rex Baxter  
5-6 | Coors Cowboy Club Ranch Rodeo | ANC  
6 | HPRBA Horse Sale | ANC  
12-14 | McCracken Team Roping | ANC  
11-14 | Khiva Shriners Horse Patrol | Bill Cody  
20-21 | TCU Summer Gathering Team Roping  
| ANC  
20 | Panhandle Team Penning | Bill Cody

### July

4 | Koben Pucket PBR | ANC  
10-11 | Stock Horse of Texas Show  
| All North Bldgs.  
17-19 | Panhandle Reined Cowhorse  
| Bill Cody Arena  
23-26 | PGSQHA "Boom Circuit"  
| ANC & Bill Cody

### August

1-2 | Panhandle Cutting | ANC  
1 | Panhandle Team Penning | Bill Cody  
6-16 | West Texas Cutting Horse Futurity | ANC  
29-31 | ADVO Team Roping | ANC

### TriStateFair.com

for a complete list of events

## Mission Statement

The Amarillo Tri-State Exposition will provide a wholesome, educational, cultural and recreational experience for area citizens by hosting the Tri-State Fair & Rodeo and other events to strengthen the Amarillo economy.

### Exposition Staff

Virgil Bartlett-General Manager  
Kellye Baker-Office Manager  
Lindsay Robertson-Events Coordinator  
Angela Ragland-Sponsorship/Marketing Director  
Tim Bynum-Development/Fundraising  
Cindy Jones-Administrative Assistant  
Laura Johnson-Bookkeeping  
Alton Wilson-Grounds/Maintenance Supervisor  
Jonathan Strader-Assistant Supervisor

### Exposition Officers

Trent Winings-President  
Scott Hindman - President-Elect  
Virgil Bartlett-Secretary  
Tim Koetting-Treasurer  
Dan Quandt-Treasurer-Elect

Call or Check our website for additional information

Phone: 806-376-7767 Fax: 806-376-6942

[www.tristatefair.com](http://www.tristatefair.com)

The Amarillo Tri-State Exposition is a 501 (c) (3) non-profit organization.  
Contributions are considered tax deductible to the extent allowed by law.