



Fall 2010

SHOWCASING OUR CULTURAL HERITAGE...

# Tri State EXPO

AMARILLO, TEXAS

## Inside:

**Educational Fair  
Components held in  
Rex Baxter Building**

**Gala Recognition &  
Appreciation**

**How You Can Assist**

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*food, family, fun* was had by everyone during the 2010 Texas Farm Bureau Insurance Companies Tri-State Fair & Rodeo. Approximately 128,000 flocked to the fairgrounds during the fair's 87th Annual nine-day run. Visitors from nine additional states enjoyed the hospitality set forth by the Amarillo Tri-State Exposition Board and their 600 plus volunteers.

Without a doubt the 6th Annual Gala was the beginning of the fun. The sold out floor crowd once again did an outstanding job of building the scholarship endowment fund. Along the way they enjoyed the live and silent auctions as well the Amarillo Star contest finale. Katie Eddins and Eleisha Miller both of Amarillo and Kyla Cowan of Balco, Oklahoma took center stage for the finals but in the end it was Katie Eddins who won the crowd's heart with her rendition of "To Make You Feel My Love." Country Music Association vocal group of the year nominee Little Big Town entertained everyone with their outstanding vocal talent.

Saturday, September 18 dawned a beautiful day for the annual parade in downtown Amarillo. Likewise the only day of dismal weather was Thursday morning which cleared in time for the lunch crowd.

The 2009 fair survey showed that visitors wanted more live music. Therefore, the entertainment committee outdid themselves for the 2010 concert series. Restless Heart, The Band Perry, Bomshel and Emerson Drive all drew terrific crowds.

The preliminary round for Mutton Bustin' was held Monday, September 20. Seventy eight kids under 7 and under 65 pounds vied for the top 10 spots each night at the rodeo performances. The seating was packed and the kids were pumped and prepped in their protective vest and helmet as they did their best to hold onto their sheep.

Rounding out the 87th run of the fair and rodeo was the PRCA Rodeo. Larger than normal crowds on Thursday and Friday nights crowded into the Amarillo National Center to watch the top cowboys compete. In the end it was Cade Swor of Crafton who left Amarillo as the All-Around Cowboy.

Thank you for attending the fair and rodeo. As always the money raised from the fair goes to fund the Exposition grounds and give back to the community. There are many ways in which the Exposition gives back be it monetarily or service oriented. No matter how the assistance is given it is always with an open heart. We look forward to gearing up for 2011 and serving Amarillo. After all, a fair is the basis of all good things that happen in America...a fair is something you should never forget.



Miss Rodeo America



Little Big Town



Join us  
September 16-24, 2011  
for the 88th Annual  
Texas Farm Bureau  
Insurance Companies  
Tri-State Fair & Rodeo



Mutton Bustin'





The young and the young at heart enjoyed the activities in the Rex Baxter Building during the annual Tri-State Fair & Rodeo. Nearly 4,000 Panhandle students visited the Ag Magician-Joyce Rice, the Texas Farm Bureau Mobile Learning Barn and agricultural exhibits, Southwest Dairy Farmers Mobile Milking Demonstration and WTAMU's Barn Talk 101.

Education is indeed a large part of the Amarillo Tri-State Exposition's mission. Without education and specifically agricultural education a part of our heritage is forgotten. The fairgrounds is the logical place to learn about agriculture, after all it is where the general public intersects with agriculture.

Everyone learned the magic words at the Ag Magician show are "Thank A Farmer." Participants also learned that their clothing and things they use or eat on a daily basis don't come from the store but from the family farm where hard work, good weather and good growing conditions for crops put clothes on their back, food on their tables and fuel in the car to get them to the next soccer game where even that ball was made from animal by-products.

The Texas Farm Bureau Mobile Learning Barn tells the story of Agriculture, each commodity and their by-products. This exhibit showcases the actual product and gives the students a hands on learning approach.

Milk doesn't come from the grocery store was the message that Southwest Dairy Farmers brought to the students. There are still a large number of kids in Amarillo who have never seen where milk comes from so the mobile dairy set out to change their way of thinking.



**Joyce Rice "Ag Magician"**  
teaches students to *Thank A Farmer*

West Texas A&M University played a vital role during the fair educating fairgoers on Panhandle agriculture numbers. Livestock species represented were swine, sheep, goat, cattle and horse. Ag Education students spoke to individuals on the vast numbers of each specie typically fed in this part of the state. In addition the students also shared their knowledge of livestock from their own family backgrounds.



The coloring mural was a popular stop for everyone during the fair. Washable markers ensured that everyone got to leave their mark at the fair.



District 1 4-H members helped the fair by giving daily updates on upcoming events during *News Channel 10 Too* broadcasts. A big thank you goes to Ali Allison and Channel 10 for assisting these 4-Hers in being broadcasters for a day.

*We couldn't do it without you.....*

There's no better way to bring the community together than to throw a party and honor those that help the Exposition. Whether you donate by purchasing a table, purchasing or donating auction items, donating food to feed our guests or through sponsorships it all goes to a good cause for great people.

Billy Krause welcomed the guests and invited them to enjoy the food and drink while shopping at the auction. Cliff Bickerstaff introduced the 2010 "Western Heritage" Hall of Fame inductee, Paul Engler co-founder of Cactus Feeders. ***In 1995 the National Cattlemen's Beef Association named Cactus Feeders "Cattle Business of the Century."*** Mr. Engler has both served and been recognized in the beef industry for his pioneering work and his contribution to U.S. Agriculture. The Exposition scholarship winners Ashlee Elliott, Amanda Rice and Lacie Pointer were also introduced by President, Dale Williams.

Congratulations goes out to the above honorees and thanks goes to you our supporters for making the Exposition what it is today.



**Western Heritage Hall of Fame Inductee  
Paul Engler and Cliff Bickerstaff  
Accent West Photo**



**Silent Auction Items on Display**

Our generous food sponsors included:

575° Pizzeria ▪ Belmar Bakery ▪  
Chick-fil-A ▪ Chili's ▪ Coors Cowboy Club ▪  
County Barn Steak House ▪  
Dyers Bar-B-Q ▪ Great Harvest Bread  
Company ▪ Hoꝛrau Steaks ▪ Joe Taco ▪  
La Fiesta Grande ▪ Marty's ▪ On the  
Border ▪ Red Robin ▪ Rudy's Bar-B-Q ▪ Schokolad Chocolate  
Factory ▪ Stockyard Café ▪ United Supermarket.



**Belmar Bakery**

Donors to the silent and live auctions were:

Adair Photography ★ Amarillo Truck Center ★ Amazing Fun Farm ★ Aqua Express ★  
Backyard Adventures, Inc. ★ Big State Remodeling ★ Bob Mills Furniture ★ Budding Art by Kerry  
★ Cactus Ropes ★ Cactus Saddlery ★ Cool Horse ★ Coors Cowboy Club ★ Country Barn Steak  
House ★ Davy Knapp Photography ★ Diz 'n Dat ★ D'Vine Wine ★ Ebby's Edibles & Collectibles ★  
English Rose ★ Famous Dave's ★ Firestone Complete Auto Care ★ Goodin's Jewelry ★  
Graham Brothers Jewelers ★ Great Harvest Bread Company ★ Great Western Distributing ★  
Krause Landscape Contractors ★ Learning Depot ★ Little Brown House ★  
Lizzie Mae's ★ Nelson Welding ★ Pam Lary Photography ★ Panache ★  
Panhandle Greenhouse ★ Peppermint Garden ★ Pete's Greenhouse ★  
Possibilities ★ Premier Vision ★ Purcella's Western Allee ★ Randall's ★  
Red Door Antiques ★ Rick Lovelady Carpet ★ Ruby's Accessories ★ Sam's  
Club ★ Southwest Airlines ★ Srooc Coutre ★ Staci's Salon & Spa ★ Student  
Crime Stoppers ★ Texas Crossings ★ Texas Furniture ★ The Rack ★ The  
Secret Place ★ Tobacco Leaf Bouq̃ue ★ Tripp's Harley Davidson ★ Twelve  
Shores Resort ★ Wonderland Park ★ WTAMU Athletic Department ★  
WTAMU Meat Lab ★ Individual donors included Kathy Brown, Pete &  
Stepahnae Cooper, Robin Garrison, Kristy Lovins, Judy Nicholson, and Johna  
Wilson. Several items were donated by individuals and businesses who wish  
to remain anonymous.



**Freeman's Flowers**





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

**Return Service Requested**

### **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.

### **Upcoming Events at the Exposition Grounds**

#### **December**

3-5 ~ CBT Productions Barrel Race, ANC/Cody Arena  
5 ~ NewsChannel 10-Plaza NaviDena, Rex Baxter Bldg.  
10-12 ~ Alpaca Show, Cody Arena/Glenn McMennamy Bldg.  
18 ~ Panhandle Team Penning & Sorting, Cody Arena

#### **January**

8 ~ Tri-State Chili Cook-off, Rex Baxter Bldg.  
21-22 ~ Professional Bull Riders, ANC

#### **February**

4-5 ~ Monster Trucks, ANC

#### **March**

3 ~ Restaurant Roundup, Rex Baxter Bldg.  
4-5 ~ Cycle City Arena Cross, ANC

#### **April**

8-9 ~ Amarillo Junior League, Rex Baxter Bldg.

*Schedule is subject to change,  
[www.tristatefair.com](http://www.tristatefair.com) for updated schedule.*

### **Exposition Staff**

*Virgil Bartlett-General Manager  
Cindy Backus- Office Assistant  
Lavonna Davis- Office Assistant  
Angela Ragland- Sponsorship/Marketing Director  
Amelia Davis- Bookkeeper  
Lani Ambs- Receptionist  
Maryann Hueston- Development/Fundraising  
Jesse Townsend- Facility Supervisor  
Alton Wilson- Assistant Facility Supervisor*

### **Board Officers**

*Dale Williams-President  
Garnier Albus-President Elect  
Virgil Bartlett- Secretary  
Terry Wright-Treasurer  
Gary Fletcher-Treasurer Elect*

Call or Check our web sites for additional information  
Phone: 806-376-7767 Fax: 806-376-6942  
[www.tristatefair.com](http://www.tristatefair.com)  
[www.amarillonationalcenter.net](http://www.amarillonationalcenter.net)

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

Dear Exposition Friends and Supporters,

I am sure you can see the many changes that have taken place over the past several years at the Exposition grounds. We have been busy upgrading facilities to make the grounds the "first choice" for special events in the region. None of this could have been done without the support of the area foundations, businesses and generous individuals like you.

The understanding and use of technology is an important part of any successful business. This year we have worked hard to upgrade our website so that you can go to it throughout the year and find current event information. We have recently added the capability of purchasing tickets and making donations online through our website. We are also beginning to offer you the option to sign up for an "automatic bank draft" for donations.

Time and again our Executive Board has made commitments to support the Exposition with their financial gifts. It is because of our commitment that we are asking you to consider making a donation to the Exposition. With your help we will continue "showcasing our cultural heritage." As a 501(c) (3) nonprofit organization, donations are tax deductible to the extent allowed by law.

Please show your support by completing the form below and return it in the envelope provided.

Many Thanks and Happy Holidays,

*Terry Wright*

Terry Wright, Treasurer  
and Executive Board Member



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

Thank you for your support of the Amarillo Tri-State Exposition. Here are the steps you need to take in order to establish a draft from your checking or savings account. If you have questions call Angela at (806) 376-7767.

1. Complete the contact information so that we may have accurate information about you.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Email \_\_\_\_\_

2. Indicate the amount of your monthly draft and sign the bank draft authorization below.
3. Mail this completed form to the Amarillo Tri-State Exposition in the enclosed envelope.



ACH Origination Agreement  
ACH AUTHORIZATION AGREEMENT FOR DIRECT PAYMENTS (ACH CREDITS)

Company Name: **Amarillo Tri-State Exposition**

**BANK DRAFT AMOUNT:** \_\_\_\_\_

I (we) authorize Amarillo Tri-State Exposition, herein called COMPANY, to initiate credit entries to my (our) ☐ Checking Account/☐ Savings Account (select one) indicated below at the depository financial institution named below, herein called DEPOSITORY, and to debit the same to such account. I (we) acknowledge that the organization ACH transaction to my (our) account must comply with the provisions of U.S. law.

Depository Name: \_\_\_\_\_ Branch: \_\_\_\_\_  
City: \_\_\_\_\_ State/Zip: \_\_\_\_\_  
Routing Number: \_\_\_\_\_ Account Number: \_\_\_\_\_  
Date for reoccurring draft ☐ 5th or ☐ 20th of each month

This authorization is to remain in full force and effect until COMPANY has received written notification from me (or either of us) of its Termination in such time and in such manner as to afford COMPANY and DEPOSITORY a reasonable opportunity to act on it.

Name(s): \_\_\_\_\_ Signature (s): \_\_\_\_\_ Date: \_\_\_\_\_

NOTE: ALL WRITTEN DEBIT AUTHORIZATIONS MUST PROVIDE THAT THE RECEIVER MAY REVOKE THE AUTHORIZATION ONLY BY NOTIFYING THE ORIGINATOR IN THE MANNER SPECIFIED IN THIS AUTHORIZATION.

## Community...

What's your favorite fair food? Area nonprofits brought their specialties to the fair this year. Several nonprofits greeted hungry fair visitors with everything from enchiladas, tacos, calf fries, the traditional corn dog, Texas taters and the stuffed sopapilla offered by St. Matthew United Methodist Church. Saint Matthew's served over 2,300 sopapillas by 27 dedicated volunteers. St. Matthew's is coordinated by E.C. Padilla for the past ten years.

During the nine day fair over 8,500 pounds of potatoes were used, over 21,000 corn dogs were fried, 9,000 plus ears of corn were shucked, 7,000 funnel cakes served and over 10,000 turkey legs smoked. These numbers show only a small percentage of the food that was served at the fair. With that being said let's think about where these food vendors purchased their food-locally. How about the workers that worked in their booths? Many of them were also local citizens of Amarillo.

Other nonprofits participating in the fair include: High Plains Food Bank-2,737 pounds of food donated, Eveline Rivers Coat Project-808 coats donated, Arden Road Baptist Church, Panhandle Plains Chapter Mothers Against Meth, Catholic Diocese of Amarillo, Amarillo Right to Life, Southwest Optimists, Holy Cross Catholic Academy and Phillips Hall Foster Care.



Returning to the fair to continue their education on the dangers of Methamphetamines was the Panhandle Plains Chapter of Mothers Against Meth. Reaching out to adults and youth as well are the only ways in which to stop this deadly drug addiction.



The Children at Northwest Texas Hospital were surprised by a visit from Rodeo Royalty who brought a special edition of the Fair Coloring Book to each of the children. They were in town to promote the PRCA Rodeo held during the Fair. L to R Kennady Johnson, Miss Rodeo Texas Princess; Celesta Harvey, Miss Rodeo Texas; Alex Paredes, Jr. Bullfighter; Kelli Jackson, Miss Rodeo America



The Randall County Master Gardeners, part of the Texas AgriLife Extension Service, handed out material highlighting plants, trees and vegetables that grow well in the Texas Panhandle. Along with the literature, they also demonstrated how the new Rainwater Harvesting System installed by the Exposition will work when fully operational. A collection simulator from Texas AgriLife Extension Service and information provided by the High Plains Underground Water Conservation District 1 were used to emphasize the importance of water conservation.