

SHOWCASING OUR CULTURAL HERITAGE...



Tri State EXPO

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Exciting News...

- ♦ The Tri-State Fair & Rodeo received recognition during the International Association of Fairs & Expositions convention held in Las Vegas. The PRCA Rodeo TV Commercial placed third in the Division 2 category for fairs with attendance from 100,001-250,000. G&P Associates, Amarillo does the creative and production for the fair.
- ♦ Amarillo Globe-News readers voted the Tri-State Fair & Rodeo 2nd place in the "Paid Events" category in the 2012 Best of Amarillo competition.

It's A Wrap!

Fabulous weather, crowds and committees that put their hearts into bringing the Texas Panhandle a super event made for an unforgettable 89th Annual Texas Farm Bureau Insurance Companies Tri-State Fair & Rodeo.

In keeping with the fair theme "Along For The Ride" the committee members and volunteers spiced things up a bit throughout the grounds to keep things from feeling stale. As we all know—if you always do what you've always done, you'll get what you've always got.

"The fair community was extremely complimentary of the new covered 'Corral' area that included 50 tables and seating for an additional 300 guests," said Virgil Bartlett, General Manager, Tri-State Fair & Rodeo. "Additionally, our entertainment committee did an outstanding job of bringing in top entertainment for the fair and having six nights of music on the stage was a great addition."

September 8 kicked off the fair season with an incredible gala. The Josh Abbott Band sold out the floor tables as well as increasing ticket sales up top in the Amarillo National Center. The auction brought in an additional \$26,000 plus for the endowment fund for scholarships due to the strong supporters of our program. Our scholarship winners were recognized as well as F. G. "Butch" Collard, III as the Western Heritage Honoree. Networking amongst the crowd was at an all time high as each one enjoyed the night.

Once the gala is completed it is a whirlwind of activity throughout the exposition grounds as the finishing details are put on the fair and rodeo.

Volunteers have been gearing up for months to accept entries for their respective departments prior to the fair opening as everything must be in place by Friday at 4 PM. Each day of the fair saw tough competition among exhibitors whether it was in the creative arts department, equine or livestock shows each exhibitor puts on their best show for the fair.

The PRCA Rodeo brought on an exciting culmination to the event. Over 500 contestants came to Amarillo to compete with

hopes of qualifying for the National Finals Rodeo if they were on the financial bubble. The rodeo committee puts on a great show and if you missed it you missed the best show yet and you need to plan now for the 2013 event.

Speaking of 2013-mark your calendars for September 13-21 for the 90th Annual Texas Farm Bureau Insurance Companies Tri-State Fair & Rodeo. We look forward to seeing you!



Miss Rodeo Texas & Old Glory

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Rodeo Committee at the Parade

Beautiful day at the Fair





L to R: Mark and Paige Tinker, Butch and Ginger Collard and Brad Collard.

Western Heritage Hall of Fame 2008 Exposition President Named to Hall of Fame

F. G. "Butch" Collard, III is the 2012 inductee into the Western Heritage Hall of Fame. Butch and his family were in attendance at the Tri-State Fair & Rodeo Gala September 8 to accept the award.

"I am proud to have served on the Exposition board and even prouder of the developments made on the fairgrounds and the venues it has developed," said Butch. In addition to the Exposition, Butch is a member of Texas and Southwest Cattle Raisers Association, Texas Cattle Feeders Association and an honorary "White Shirt" in the Coors Cowboy Club.

The Western Heritage award honors those who have made significant contributions to the agriculture community of the Golden Spread.

West Texas A&M University Students Gain Career Experience

Students from West Texas A&M University gained 201.5 hours of real life experience at the 2012 Tri-State Fair & Rodeo.

Tanner Robertson, Assistant Professor of Ag Sciences had 20 (AGRI 2302: Communicating Agriculture to the Public) students assisting at the fair taking photos and shooting video during the event. Students broke the fair down piece by piece taking thousands of photos and worked on their photography skills as far as lighting challenges and ethics issues with an event of this size. Additionally the students assisted the video crew during the rodeo by learning how to run video cameras and determine the best shots to use on the Warren Cat video board during the rodeo.

"Agricultural communications is a show, not tell degree, stated Dr. Robertson. "Opportunities for students to learn from real-world scenarios is critical to the development of particular skills in communication. Getting to teach with these opportunities is important to what we are trying to accomplish at WT and gives students practical application of what they learn in classes."



WTAMU Ag Communications Students



WTAMU Marketing & Communications Students

Nick Gerlich, Professor of Marketing and Graduate Programs and Kris Drumheller, Associate Professor of Communications Studies, Director of Graduate Studies had 10 students that surveyed fair visitors on their experiences during the nine days. Dr. Gerlich and Dr. Drumheller's students assisted in developing the survey, surveying the fair community and analyzing the data. Students were able to take the surveys during the fair on iPad's with wireless service at the fairgrounds provided by Verizon.

"Working with real clients like the Tri-State Fair is an invaluable experience for students," said Dr. Drumheller. "They get to put into practice what they are learning in the classroom while building their resume."

Additionally the Ag Department has students that assist during the Ag Mechanics and Livestock Judging competitions.

**Merry
Christmas
&
Happy New Year**

**From the
Exposition Staff**

By the Way... If you are receiving the newsletter and have friends you would like to add please email Angela at cwmarketing@tristatefair.com. Also if your business receives numerous copies let us know how you would like that handled.

Junior Board of Directors Honored at Luncheon

*National Philanthropy Day recognizes
Tri-State Fair & Rodeo*

The Junior Board of the Fair & Rodeo was honored as the "Outstanding Youth in Philanthropy" on November 15th at the National Philanthropy Day luncheon at the Amarillo Civic Center. Each year a very select group of individuals and organizations, from across the Panhandle, are chosen by the Association of Fundraising Professionals to be honored. According to the Exposition general manager, Virgil Bartlett, "The Junior Board was established in 1999 to provide more input from the youth in our community." Livestock Superintendent, Robert Devin says "Young people learn the importance of volunteering while developing and utilizing skills in responsibility, team work, communication, problem solving and leadership while contributing to the success of the Tri-State Fair & Rodeo."



Justana Tate, Joni Wagner, Jaci Wagner, Jack Clark and Kim McKinney.

The 2012 Junior Board members are: Bradley Benavidez, Jack Clark, Kaleb Corder, Rochelle Fangman, Ashley Jones, Lauren Little, Tristian Moody, Megan Moore, Quay Owen, John Pigg, Darren Schlabs, Ashlei Swaim, Justana Tate, Jaci Wagner, Joni Wagner.

Junior board advisors are: Kim McKinney, Stephen Edwards, Carrie Montgomery and Tori Lujan.



2012 Junior Board of Directors

Dear Expo Friends,

The Exposition has had a good year as many of you know since you have been "Along for the Ride" with us. This year we have been able to add over 100 new names to our list of community volunteers. Thank you for "riding along" we couldn't put on the fair and rodeo without your help.

Our grounds are used throughout the year not just during the Fair & Rodeo. Thousands of visitors come to participate in or just watch and enjoy the many events that take place in one of the many buildings. Our staff and board of directors work all year to make all our visitors feel welcome. To allow us to continue to "showcase our cultural heritage" we need your help. As 2012 winds down, I'm asking you to consider a year end gift to the Exposition. There are other ways you can support the Exposition besides monetary donations such as: bequests, in-kind donations, trusts, "In Honor of... or In Memory of..." We have professionals available who can answer any questions you may have. Give us a call at 806-376-7767 for more information.

Thanks again, and here's wishing you and yours the very best this holiday season.

Thanks,
Robert Devin
Treasurer
Amarillo Tri-State Exposition



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



Amarillo Tri-State Fair

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

December

1-2-CBT Barrel Race | Amarillo National Center
7-9-High Plains Alpaca Show | Bill Cody Arena
9-Joan Sebastian Concert | Amarillo National Center
15-Panhandle Team Penning & Sorting | Bill Cody Arena
21-22-Salvation Army-Christmas Gift Distribution | Rex Baxter Building
29-Panhandle Team Penning & Sorting-State Finals | Bill Cody Arena

January

12-Tri-State Chili Cook-off | Rex Baxter Building
19-20-Original Team Roping | Amarillo National Center
24-26-Potter Co. Stock Show | Glenn McMennamy Bldg.
26-Panhandle Team Penning & Sorting | Bill Cody Arena

February

1-2-Monster Trucks | Amarillo National Center
16-17-McCracken Team Roping | Amarillo National Center
16-Panhandle Team Penning & Sorting | Bill Cody Arena
23-24-Original Team Roping | Amarillo National Center
23-24-Panhandle Cutting Horse Assn. | Bill Cody Arena

March

2-Arena Cross | Amarillo National Center
7-Restaurant Roundup | Rex Baxter Building
16-17-Original Team Roping | Amarillo National Center
16-17-Panhandle Cutting Horse Assn. | Bill Cody Arena
23-24-Make A Wish Roping | Amarillo National Center

~see www.tristatefair.com for additional events~

Exposition Staff

Virgil Bartlett-General Manager
Cindy Backus- Office Manager
Lavonna Davis- Events Coordinator
Angela Ragland- Sponsorship/Marketing Director
Trinidee Chambers- Bookkeeper
Lani Ambs- Receptionist
Maryann Hueston- Development/Fundraising
Alton Wilson- Grounds/Maintenance Supervisor
Jonathan Strader-Assistant Supervisor

Board Officers

Terry Wright-President
Gary Fletcher-President Elect
Virgil Bartlett- Secretary
Robert Devin-Treasurer
Tom Spanel-Treasurer Elect

Call or Check our website for additional information
Phone: 806-376-7767 Fax: 806-376-6942
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.

Tri-State Fair & Rodeo Gala Wrap-Up

Many thanks to the following restaurants, businesses and individuals who helped make the 8th Annual Fair & Rodeo Gala so memorable. Our scholarship endowment continues to grow because of the support you have given us.

Area restaurants providing the delicious food and drinks for the Gala: 575° Pizzeria•Aqua One•Baker Bros. American Deli•Belmar Bakery and Café•Chick-fil-A•Chili's•Coors Cowboy Club•Country Barn Steakhouse•Deliver & Dine•Dyer's Bar-B-Que•Hoffbrau Steaks•Joe Daddy's•La Fiesta Grande•MGC•Pescaraz Italian Restaurant•Rudy's Bar-B-Q•Schokolad Chocolate Factory•Stockyard Café•The Plaza Restaurant•United Supermarkets.

Thank you also to Service Solutions of Amarillo and The Ambassador Hotel.

Auction Donors who helped grow the Scholarship Endowment:
 7/23 Custom Bows & Accessories♦Accents♦Acapulco Mexican Restaurant♦All Star Ford♦Alphabet Soup Creations♦Amarillo Bulls♦Amarillo Truck Center♦Backyard Adventures Inc.♦Barnes Jewelry♦Bastillion's Bijoux Boutique♦Big Star Furniture♦Blush Boutique♦Body Elegance Salon & Day Spa♦Lynn Bowers♦Boyd's Equipment♦Robin Callahan♦Cavender's Boot City♦Chicken Express♦Cindy Whitaker♦Coors of Amarillo♦Coors Cowboy Club♦Country Barn Restaurant♦Courtyard Amarillo♦Davy Knapp Photography♦Discount Tire Company♦D'Vine Wine♦Danny Gamble♦Ebby's Gifts♦Eldon Fortenberry Boot Crafts♦Family of Brice Viven's♦Firelake Grand Casino♦Firestone♦Jerry Ray & Donna Foster♦Georgia Street Mall♦Golden Nugget Hotel & Casino♦Golf Headquarters♦Goodin's Jewelry♦Grammercy Road♦Haverty's♦Hidden Images♦Jennifer Hill♦Hippie Chick Boutique♦Irwin Greenhouses♦Jack Daniels♦Jorge's Taco Garcia♦Junior League of Amarillo♦Krause Landscape Contractors♦Dr. Rouzbeh Kordestani♦Lisa's Little Shoppe♦Lizzie Mae's Mercantile♦Lone Star Diamonds♦M'Elly's♦Marriott Courtyard- Downtown♦Jessica Neises♦Nelson Welding♦Oliver's Saddle Shop♦Palo Duro Creek Golf Course♦Pam Lary Photography♦Panhandle Greenhouse♦Peppermint Garden♦Pescaraz Italian Restaurant♦Plain Jane's Boutique♦Patti Pratt♦Purcella's Western Allee♦Quarter Horse Outfitters♦RDA Pro Mart♦Red Door Antiques♦Frank Renfro♦Rick Lovelady Carpet♦Rock' N Roll Soda Shoppe♦Samuels Diamonds♦Laura Sellers♦Shelpers Boots'n Jeans♦Southwest Airlines♦Staci's Salon Spa and Boutique♦Stacy's Uniforms♦The Fireplace & Patio Shop♦The Hideout♦The Rack♦The Secret Place♦Town Square Media♦Tripp's Harley Davidson♦Holly Troth♦True Texas♦Tyson Fresh Meats♦Vega Flower Shop♦Vintage Living♦Taelor Wilkes♦WTAMU Athletic Department♦WTAMU Meat Lab♦WTAMU Instructional Technology♦York Medical.





559 PRCA Rodeo Contestants



693 Equine Competitors



551 4-H & FFA Livestock Competitors



844 Art & Photography Entries



124,000 Fair Attendees



148 Jr. Mkt. Goats Shown



9,700 Rodeo Spectators



6 Nights of Musical Entertainment



168 Special Contests Participants



430 Jr. Market Steers Shown



Volunteers make the difference. Did you turn in your hours?



69 Garden & Agronomy Entries