



Fall 2015

SHOWCASING OUR CULTURAL HERITAGE...

AMARILLO, TEXAS

Tri State EXPOSURE

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"What do you get when you combine the dedication of 600 plus volunteers with a week of perfect weather and the best staff in the country? One of the best fairs in the 92-year history of the Tri-State Fair," said Robert Devin, president, Amarillo Tri-State Exposition

It's a Wrap

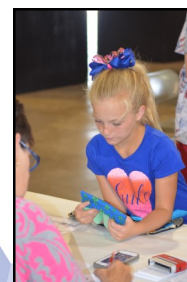
Perfect weather plus a great lineup of events and shows made for a fantastic Texas Farm Bureau Insurance Companies Tri-State Fair & Rodeo. The crowds were enthusiastic and eager to see what the committees had put together for their entertainment, and it showed as they came out and supported the Exposition's main fundraiser.

Asleep at the Wheel kicked off the fair season at the annual gala and things went full steam ahead from that point forward. "We rolled into the week before the fair expecting good weather and great crowds, and we got just that," said Virgil Bartlett, general manager. "The Amarillo community as well as the surrounding communities were here to see what we had put together for their entertainment, and from what I heard, they were not disappointed."

Whether you enjoyed the food, carnival, rodeo, 4-H and FFA competitions or just great family fun, there was plenty of it during the 9-day event.

Here are a few numbers we thought you might find interesting.

- 126,590 Attendance
- 9,800 PRCA Rodeo Attendance
- 96,716 Website views-of those 78,327 were on smart devices
- 1,242 Entries in the Happy State Bank Youth Livestock Shows
- 366 Entries in the AQHA Equine Shows
- 105 4-H Food Fight Participants
- 118 Special Culinary Contestants
- 2,594 Creative Arts Entries
- 486 Garden & Agronomy Entries
- 843 Pounds of food donated to the High Plains Food Bank
- 532 Coats donated to the Eveline Rivers Coat Project
- 620 Attendees at Senior Citizens Day
- \$35,000 Raised at Gala for Endowment Fund
- \$24,000 In College Scholarships Awarded
- \$7,500 In Calf Scramble Scholarships Awarded



"Thanks to each of you for your commitment and support. Together we can do great things!" Robert Devin

MARK YOUR CALENDAR



SEPTEMBER
16-24, 2016

Amarillo Tri-State Exposition
www.tristatefair.com

Volunteers Make a Difference

Just how does the Exposition put on an event like the Fair and Rodeo? VOLUNTEERS-and lots of them! Over 600 volunteers logged over 12,000 hours at this year's fair.

"Showcasing the cultural heritage of the Texas Panhandle is an important part of the annual Fair and Rodeo. Of the 600-plus volunteers who rolled up their sleeves and worked this year, many have been showcasing the best in the Panhandle for over 40 years," said Maryann Hueston, development and fundraising executive.

This is why volunteers are important to the Exposition and the Tri-State Fair & Rodeo:

- 21 departments
- 15 superintendents
- 27 co-superintendents
- 56 assistant superintendents
- 13 committees with 650 volunteers versus 11 full-time staff.

"Our staff cannot put on an event of this magnitude without our volunteers" said Virgil Bartlett, general manager. "If I have to start taking entries in the creative arts department-we are in a world of hurt."

One area that has really taken off and gives our volunteers a way to interact with the fair patrons is the trolley service. The trolley service started in 2013 with a few drivers and now that has become one of the most popular pieces of the fair. The 22 trolley drivers in 2015 logged 231 hours.

"We couldn't put on the Fair and Rodeo without the support of our volunteer community," said Hueston.



Alby Peters (L) and Marie Porter (R) were named Superintendent and Volunteer of the Year respectively. Peters has logged 20 years of service to the Fair as a board member and many more as an Extension Agent and Porter has been the Youth Culinary Department Superintendent for 60 years.



Professional Rough Stock World Finals Land in Amarillo

The Amarillo National Center will host the finals for the Professional Rough Stock Association Jan. 15-17.

The PRS debuted in Amarillo on April 25, 2014 with a star studded lineup of rough stock events.

"We are very excited to have the PRS World Championships in Amarillo this coming January," said Dan Quandt, vice president of the Amarillo Convention & Visitor Council. "This will be a unique competition providing great opportunities for the participants and lots of thrills for the audience. Hosting this kind of event is only possible because of the quality of the facilities and staff at the Amarillo National Center and Tri-State Expo."

Headquartered in Belle Fourche, South Dakota, the PRS features the best cowboy athletes in the world matched up with handpicked world-class stock. Riders compete in the three most exciting and dangerous disciplines of Rodeo: Bareback Riding, Saddle Bronc Riding, and Bull Riding. Each PRS event is televised on RFD-TV and broadcast to over 45 million homes across the nation.

Tickets will be available at www.tristatefair.com.



Tri-State Fair & Rodeo Gala

SOLD OUT! was the best way to kick off the fair season with the annual Tri-State Fair & Rodeo Gala, September 12. Asleep at the Wheel drew a great crowd of scholarship endowment supporters and a great time was had by all.

"Additional tables were added, the silent auction was back (due to some great volunteers) and our guests were ready to enjoy the evening," said Virgil Bartlett, general manager.

In addition to the silent auction, scholarship winners were introduced, Bette Cogdell was introduced as the 2015 Western Heritage Honoree.

Food and drink for the gala were donated by the following generous businesses: 3D's Catering, 575 Pizzeria, Belmar Bakery & Café, Chick-fil-A, Chili's, Dr. Pepper/Snapple Group, Dyer's Bar-B-Q, Hoffbrau Steaks, Joe Daddy's, La Fiesta Grande, Nordic Galley Bakeri, Pescarez, Rudy's BBQ, Taste Dessert Bar, The Plaza Restaurant, Trail Boss Ranch Cooking, United Supermarkets, Virdinski's Rub Shack and Youngblood's Café.



Silent auction donors were: Accents, All Star Dodge, Backyard Adventures, Inc., Bebe Nails, Big Texan, Boyd's Equipment, Chaparral Cactus, Christine's Home Furnishings and Design, Cindy Long, Coca-Cola, Coolhorse, Coors Cowboy Club, Davy Knapp Photography, Georgia Street Mall, Glass Act, Homer's Backyard Ball, In Style Hair Salon, Irish Springs, Irwin Greenhouses, J&J Chimney Sweep, Junky Fix, Just Jeanne's, Kelly Nelson Welding, KGNC Radio, Le

Chateau Pet Resort, Lizzie Mae's Mercantile, Lone Star Liquor, Lonestar Ballet, Martin-Tipton Pharmacy, Palio's Pizza, Panhandle Greenhouse, Panhandle Leather, Parker Boats, Premier Truck Group, Professional Bull Riders, Profitt's Lawn & Leasure, Rabern Rentals, Radiant Sol, Reed Beverage, Reed-Feris Tires, Renee's Boutique, Robinson Family Feed, Rockwood Amish Furniture, Ron Carlton Saddle Shop, Scott's Flowers, Small Town Gypsy, Sounds by Design, Southwest Airlines, Staci's Salon & Spa, Street Toyota, Texas Corn Producers, The Fireplace & Patio Shop, Therapeutic Massage, Today's Style Too, Top Notch Outfitters, Town Square Media, Urban Giraffe, Virtual Drive, Young's Trailer.

Thank you to our sponsors: Amarillo National Bank, Bell Helicopter and Triangle Realty for helping to bring this event.

Bette Cogdell 2015 Western Heritage Honoree

Bette Cogdell, matriarch of the Tule Ranch, was awarded the Western Heritage award for the Amarillo Tri-State Exposition, Sept. 12 at the annual Tri-State Fair & Rodeo Gala. The Western Heritage award, started in 1996, honors those who have made significant contributions to the agricultural community of the Golden Spread Area.

Tri-State Exposition Executive Board member Gary Fletcher said, "We are very pleased and proud of the selection of Bette Cogdell as the recipient of the Exposition's Western Heritage Award for 2015." "Bette Cogdell is truly the 'Matriarch' of the Cogdell family and the Tule Ranch. She is a woman of faith, integrity, character and a giver to all others and never places herself above anyone else. Bette is a true example of the Western Heritage of our country and has a wonderful legacy to her family and to others that she has encountered throughout her life. All of their philanthropies and giving have been for no personal gain or glory with a true and generous heart. What an example for all of us to try and follow."



Penny Carpenter, Bette, Jim, Billy Rank and Dick Cogdell.



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

November

5-7-National Jr. Bull Riders | Amarillo National Center
6-8-Panhandle Cutting Horse | Bill Cody Arena
7-Welcome Home Veterans | Rex Baxter
14-ACS Cattle Baron's Ball | Rex Baxter
21-Panhandle Team Penning & Sorting | Bill Cody Arena
28-"Turkey Bash" Demolition Derby | ANC

December

4-6-CBT Productions "Christmas Cash" Barrel Race | ANC
19, 21, 22, 23-Salvation Army Christmas Dist. | Rex Baxter
19-Panhandle Team Penning & Sorting | Bill Cody

January

9-Tri-State Chili Cook-off | Rex Baxter
9-10-McCracken Team Roping | ANC
15-17-PRS World Finals | ANC
16-17-Panhandle Cutting Horse | Bill Cody
21-23-Potter County Stock Show | Glenn McMennamy Bldg.
29-Amarillo Republican Women Banquet | Rex Baxter
30-Original Team Roping | ANC
30-Panhandle Team Penning & Sorting | Bill Cody

February

5 & 6-Kicker Monster Trucks | Amarillo National Center

Exposition Staff

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

Board Officers

*Robert Devin-President
Tom Spanel-President Elect
Virgil Bartlett- Secretary
Mark Zimmer-Treasurer
Jim Jennings-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.