

Fall 2021

Amarillo, Texas

Tri-State EXPOSURE

SHOWCASING OUR TRI-STATE CULTURAL HERITAGE

The 2021 Texas Farm Bureau Insurance Company Tri-State Fair & Rodeo made its return September 17-25, and what a return it was. Each day was filled with guests ready to encounter all the Fair had to offer.

Before the Fair's official opening, both the Exceptional Rodeo and Boots & Business were held. The rodeo committee spent time hosting kids from the Turn Center and teaching them about rodeo. Scholarship recipients and our western heritage honoree celebrated an evening of their accomplishments during the Boots & Business. Then it was time to kick off the Fair!

KAMR-TV aired the long-standing parade sponsored by Amarillo National Bank for the official kick-off. Then it was back to the fairgrounds to host our guests for another week of family, food, and fun.

Guests were excited to see the shark show, pig races, petting zoo, kid's celebration, and the hypnotist. Also, everyone was ready for Fair food. Lines on the food court every day didn't discourage the guests.

"We couldn't have asked for a better Fair & Rodeo. The weather was fabulous, and the crowds were anxious to get out and see what we had for them in 2021," said Scott Hindman, president of Amarillo Tri-State Exposition/Tri-State Fair & Rodeo. "It was exciting our rodeo was included in The Cowboy Channel's lineup of rodeos. What an honor as we closed out the 2021 season with contestants competing for a trip to the National Finals Rodeo.

Final attendance for the Fair came in at 143,600. See inside for other numbers from the Fair.

#tristatefair to keep up with us



Jim Allison Honored for Years of Service

Jim Allison, Amarillo, was honored for his 25 years of volunteer work with the livestock shows held during the Fair on Saturday, September 25, during the steer show. Jim is a former County Extension Agent who served a total of 31 years with Texas A&M AgriLife Extension Service, and throughout his tenure, he served in Howard, Sherman, and Potter counties.

"For over 25 years, Jim has spent countless hours volunteering at the Tri-State Fair where he has served in multiple leadership roles such as superintendent of the steer and open Angus cattle shows as well as general livestock superintendent. He currently serves on the Tri-State Fair & Rodeo Executive Committee," said Dr. J. D. Ragland, assistant livestock superintendent.



Virgil Bartlett, Jim Allison and Scott Hindman

Tri-State Fair & Rodeo Honored by West Texas A&M Department of Ag Science

The Tri-State Fair & Rodeo was honored, September 10, during the scholarship reception by the WTAMU Department of Ag Science.

Each year the Fair utilizes interns from the WTAMU Ag Communications Department to assist with the production of the Fair. Students learn to plan an event from beginning to end, update the website, and run the video cameras during the production of the PRCA Rodeo. Additionally, Dr. Tanner Robertson's Ag 2302 class photographs the entire event from beginning to end.

"The Tri-State Fair has been a great educational partner with the Ag Department at West Texas A&M for many years. The relationship has allowed our students and faculty to apply the topics and principles learned in classes in a real-world setting," said Lance Kieth, Department Head of Agricultural Sciences West Texas A&M University. "Due to the generosity shown to the Department and our students, the choice to name Tri-State Fair as a First Choice recipient was an easy choice."

Additionally, Virgil Bartlett, was chosen as a First Choice Recipient for over 30 years of support to WTAMU.



Above photo:

Dr. Brock Blaser, Assistant Department Head, Paul Engler College of Agriculture & Natural Sciences, Dr. Kevin Pond, Dean of the Paul Engler College of Agriculture & Natural Sciences, Scott Hindman, President, Tri-State Fair & Rodeo, Virgil Bartlett, General Manager, Tri-State Fair & Rodeo, Angela Ragland, Sponsorship and Marketing, Tri-State Fair & Rodeo, Cody Chandler, Treasurer-elect, Tri-State Fair & Rodeo, Dr. Walter Wendler, President, West Texas A&M University

2021 New Hires

In July, **Brady Ragland** began working for the Exposition as the chief strategy officer for the Amarillo National Center.

A native of Lubbock, Texas, Ragland has recently been with the Alabama Farmers Federation in Montgomery, Alabama. He oversaw the Beef, Equine, Sheep & Goat, and Hay & Forage divisions. Before his job in Alabama, he was the livestock director at the San Antonio Livestock Show & Rodeo, where he planned, organized, directed, and managed the livestock department.

Ragland will oversee the development and execution of the facility to lead it into the future.

B. J. Koch began working for the Exposition in April upon Alton Wilson's retirement as grounds supervisor. B. J. and his wife Jenny, two children, Anndie and Sadie live in Umbarger.

Ryan Purcell stepped in as office manager in April. Purcell is originally from Denton but has lived in Borger for the past 15 years along with her husband Ryan and three children, Gage, Ty, and Keeli.

Jody Bezner Named to the Western Heritage Hall of Fame

Family-oriented, philanthropic, dedicated leader, and forward thinker are just a few words to explain why Jody Bezner, owner and operator of Bezner Cattle and Grain in Texline, Texas, is the quintessence of western heritage.

Jody graduated from Texas Tech University in 1963 and was anxious to start farming. In fact, he had wanted to farm since he was 10 years old. In 1965 Jody Bezner and his father, A.J. "Doc" Bezner, purchased farmland in the northwest corner of Dallam County. Prior to purchasing farmland in Dallam County, Jody, his parents, Boots and Doc, and siblings resided in Hereford where they farmed.

Since then, Jody, along with his wife Kay and three sons, have developed their farming and cattle operations. The Bezner family farms corn, wheat, soybean, and irrigated grasslands. Additionally, the family maintains a cow/calf herd, a small feeder cattle operation, and a cattle feeding business known as Bezner Beef feedyard in Texline.

Jody and his wife Kay have been committed leaders in Dallam County and the 4-H program for many years. That commitment goes back many years as the couple first met while attending National 4-H Congress in Chicago. Jody has been honored for his service and leadership at the Dallam-Hartley Bi-County Stock Show, where he is a "top hand" buyer. Jody and Kay have been recognized at the county and state levels for their dedication as volunteer leaders, having received the Friend of Extension Award. Their three sons, Michael, Mitchel, and Stephen, grew up in the 4-H program showing livestock at the Amarillo Stock Show and Tri-State Fair, as well as shows across the state.

The Bezner family represents that "pioneering spirit" the Western Heritage Award was set out to honor. From Jody's parents, Doc and Boots, who were an early part of the fed cattle industry, to Jody and Kay and their sons and now their children: the Western way of life and the values that have made us strong have remained intact and passed down from generation to generation.



Tri-State Fair & Rodeo Scholarships Awarded



KENNA DARROW is the daughter of Payton and Justin Darrow. Kenna graduated from Wellington High School and was a National Honor Society inductee her sophomore year. Golf, varsity band, student council, and FFA consumed much of Kenna's time. Kenna has shown goats at the Tri-State Fair and enjoys the challenges of choosing a sound goat, determining its nutritional needs, and the showmanship aspect of the project. Kenna is attending West Texas A&M University and majoring in animal science.



LANDREE HEIDENREICH is the daughter of Becky and Tyler Heidenreich. Landree graduated from Hartley High School. Landree's life revolved around 4-H while growing up. She showed pigs, cattle, and goats and participated in the fashion show, livestock judging, and food challenge. She served the District 1 4-H Council as a health and safety officer and served on the Texas Textiles Advisory Board. Landree is currently finishing her associate's degree at Frank Phillips and plans to transfer to Oklahoma State and major in ag communications.



LILLY THURMAN is the daughter of Diane and Jay Thurman. Lilly graduated from Canyon High School. She served the Canyon 4-H Club in several officer roles, participated in consumer decision-making, foods, and nutrition, and showed goats, pigs and rabbits. Lilly served as a mentor to special-needs students during high school. She was also a member of the inaugural Unified Special Olympics Track Team, which qualified for state. Lilly is very active in her church youth group and has served in mission work. Lilly is attending West Texas A&M University and majoring in social work.

Amarillo National Center Upgrades Corner Seating

New seating options were available during the 2021 PRCA Rodeo in the Amarillo National Center. Three rows of seating were removed in all four corners (sections 107, 114, 122, 213), and gated decks replaced those complete with pub tables and chairs.

"It's a great way for the rodeo and other events to offer upgraded seating to sponsors or guests," said Virgil Bartlett, general manager, Amarillo Tri-State Exposition/Tri-State Fair & Rodeo.





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

Upcoming Events

TriStateFair.com for a complete list of events

November

6-7 | Tri-State High School Rodeo | ANC
12-14 | McCracken Team Roping | ANC
13-14 | Panhandle Cutting Horse Assoc. | Bill Cody Arena
19-21 | Amarillo by Morning Swine Expo | Glenn McMennamy Livestock Building
26-28 | Christmas Ca\$h by CBT Barrel Racing | ANC

January

7-9 | McCracken Team Roping | ANC
14 | Kicker Arenacross | ANC
15 | Tri-State Open Chili Championship | Rex Baxter Building
21 | Potter County Junior Livestock Show, Glenn McMennamy Livestock Bldg.

February

11-13 | McCracken Team roping | ANC
19 | Panhandle Team Penning | Bill Cody Arena
19-20 | Three-Star Memorial Roping | ANC
24-27 | Jurassic Quest | ANC & Rex Baxter
26-27 | Panhandle Cutting | Bill Cody Arena

March

3 | Restaurant Roundup | Rex Baxter Building
4-5 | Kicker Monster Trucks | ANC
12-13 | Panhandle Cutting Horse | Bill Cody Arena
19-20 | Wiley Hicks Memorial Roping | ANC
26 | Panhandle Team Penning | Bill Cody Arena

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
Brady Ragland – Chief Strategy Officer
Ryan Purcell – Office Manager
Lindsay Robertson – Events Coordinator
Angela Ragland – Sponsorship/Marketing Director
Cindy Jones – Administrative Assistant
Tim Bynum – Development/Fundraising
Laura Johnson – Bookkeeping
B. J. Koch – Grounds/Maintenance Supervisor
Jonathan Strader – Assistant Supervisor

Exposition Officers

Scott Hindman – President
Tim Koetting – President-Elect
Virgil Bartlett – Secretary
Trent Winings – Treasurer
Cody Chandler – Treasurer Elect

Call or Check our website for additional information

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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.