

SHOWCASING OUR CULTURAL HERITAGE...



Tri State EXPO

AMARILLO, TEXAS

Inside:

Youth Spotlight:

Texas Jr. State Shows
Shorthorn
Maine-Anjou
Chianina
Hereford

ANC Highlight:

Coors Ranch Rodeo

Rex Baxter Highlight:

Restaurant Roundup

Upcoming Events:

Gala & Amarillo Star

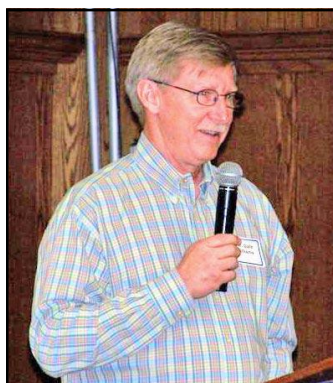
Calendar of Events

TAF&E Honors Exposition

The Tri-State Fair & Rodeo was presented seven marketing awards from the 2009 campaign including a 3rd for "Best Overall" promotion. The Amarillo Tri-State Exposition competes with other events having between 100,001 and 500,000 attendees.

The Texas Association of Fairs & Events annual convention was held Jan. 7-9 in Austin and recognizes excellence in marketing campaigns that promote fairs and events.

Take a peek inside and see who was helped by your funding dollars.
We thank you as do our facility patrons.



Dale Williams
Board President

Annual Board Meeting Full of Highlights

2010 is going to be an exciting year for the Exposition with lots of changes and improvements. A major focus of the board is to continue upgrading facilities.

The *Commercial Exhibits Building* will be getting new restrooms, a kitchen, new lighting and sound with heating and cooling systems put into place. Additional display cases are being built to house the Cultural Arts exhibits in the *Rex Baxter Building*.

Last year's Gala added over \$60,000 to the scholarship endowment through the auctions. **This year's goal is to raise even more to aid area students to pursue their college education.** The Exposition is hosting many events throughout the summer leading up to the September Fair & Rodeo. Be sure to check the calendar of events in this newsletter to see when your favorite event will be in town. Come join us for a fun day or evening.



Look who's new... If I can help in any way to put that light and enthusiasm into the eyes of the young and old alike who love the Fair as Wayne did, then my serving on the Board of Directors is exactly where I want to be. said Eveline Rivers president of the Eveline Rivers Christmas Project. "Eveline's late husband Wayne Rivers served on the board for many years and was one of our most active Fair volunteers," said General Manager Virgil Bartlett.

Eveline is flanked by Chris Virden owner of the Country Barn and Dale Haley retired Potter County Deputy. They along with Dennis Horn, retired Potter County Deputy (not pictured) were named to the Board of Directors of the Exposition at the annual meeting March 30th.

The covered arena north of the Amarillo National Center is now the "Tommy Grant Arena". The Tommy Grant Arena joins the Amarillo National Center, Vance Reed Livestock Center, Jerry Kimble Stall Barns, Glenn McMennamy Livestock Building, Cody Arena and the Rex Baxter Building.

Chris Reed congratulates Tommy Grant.



Arena Named for Tommy Grant

Take a look... All around the Exposition grounds you will see the work of our 2010 Volunteer of the Year, Billy Krause. Billy and his crew at Krause Landscape Contractors Inc. have designed, planted and helped maintain the landscaping by the Archway Gate, Rex Baxter Building, ANC and Office Headquarters. The grounds are looking great. Thanks, Billy for all you have done.

Will, Danna & Katt Krause surprise Billy by showing up at the annual meeting to see Billy receive the award of "Volunteer of the Year."



Volunteer of the Year

Ammons Tells Agriculture's Story... Changing the way our youth looks at agriculture is just one of the goals of Jeff Ammons. Jeff along with Gene Franks coordinates the Texas Farm Bureau %Ag in the Classroom+exhibit each year in the Rex Baxter Building during the Tri-State Fair & Rodeo. Jeff wants visitors to leave with the understanding of how important Agriculture is in their world. %When they sleep on cotton sheets and blankets, wear cotton or wool clothing, brush their teeth, wear belts, play sports, use crayons, consume soft drinks, wear make-up, or undertake countless other daily activities, they are interacting with something from agriculture,+said Ammons.



Kids Kick it up in Amarillo

All roads lead to Amarillo in June if you are a member of the Texas Junior Shorthorn, Maine-Anjou, Chianina or Hereford Associations. The Amarillo Tri-State Exposition grounds will host the Shorthorn, Maine-Anjou and Chianina juniors June 11-13. Hereford juniors hit the grounds June 16-19.

“This is the first time for the Shorthorn, Maine and Chianina juniors to have their state show with us here in Amarillo,” said Virgil Bartlett, General Manager. “The Hereford kids were here in 2000 but we didn’t have the facilities then that we have now. Plus their group has doubled in size since the Horned and Polled Associations have joined together.”

The Texas Junior Hereford Association has invited the Miniature Hereford Breeders Association to have their own show in conjunction with the event. The Miniature Herefords have gained such popularity that the 2010 Tri-State Fair has added this show to their livestock lineup.

The shows will feature youth 21 years and under. Each year these juniors convene in a different location of the state to have their show. Amarillo and the Tri-State Exposition welcome each and every family.



Coors Cowboy Club Ranch Rodeo Slated for June

If bronc riding, wild cow milking, cattle branding and team penning conjures up thoughts of the Coors Cowboy Club Ranch Rodeo then you need to be in the seats of the Amarillo National Center June 4-5.

Cowboys and cowgirls from 20 ranches will compete against each other in ranch vs. ranch contests. “These contests are a daily way of life on these ranches,” said Michelle Reed, executive director of the event. “Bronc riding happens when you try to break new colts, wild cow milking takes place when a first calf heifer won’t accept her calf and branding happens every spring. These are just everyday occurrences in the lives of our ranchers.”

In addition, spectators are welcome to enjoy Cowboy Christmas, world champion washer pitching, rib fest, and dance to the music of Jody Nix and the Texas Cowboys. Attendees will also have the chance to “Roll the Dice” to win \$100,000 sponsored by West Texas Golf Cars or “Roll the Dice” at Rib Fest for a chance to win a \$50,000 Toyota truck sponsored by Street Toyota.

For more information and the daily schedule refer to www.coorsranchrodeo.com





Top Chef Contestants: Bryan Pate, Karl Smith, Will Owens and Bud Andersen.

Top Chef ~ Amarillo

Macaroni Joe's Executive Chef, Will Owens, survived being "Chopped" after round one of the 2010 Restaurant Roundup to go on to win the *Top Chef-Amarillo* trophy. Bud Andersen, winner of the 2008 event hosted the 4th Annual competition in the "Kitchen Stadium" area in the Rex Baxter Building, March 4th. Owens competed against Chef Bryan Pate from the Pampa Country Club and Chef Karl Smith of the Java Loft in Clovis, NM to take home the top honor for his dish made from the secret ingredient "duck."

"Aside from watching the competition, the 1,500 attendees were able to sample food from 35 area restaurants who really brought their *A game* to this event," said Monika Barbee, Restaurant Roundup Coordinator.

The event sponsored by the Panhandle Restaurant Association and Atmos Energy raised a record \$12,000 that will be split between Meals on Wheels and the Scholarship Foundation for AISD students. High Plains Food Bank donations totaled 712 pounds of canned goods, equaling 570 meals. In addition to the great food and wine tasting, guests enjoyed dancing to Insufficient Funds.

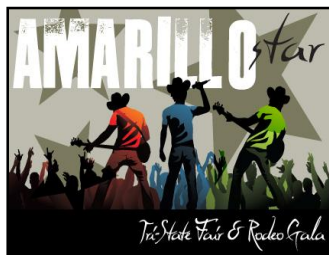
New at the Fair for 2010!

The 2010 Tri-State Fair & Rodeo is about to freshen up a bit. New to the fair this year will be Pig Races, Dance Heads, Camel Rides and Barn Talk 101. Not to mention our updated website that gives you information to plan your day at the fair in advance.

Hedrick's Promotions will bring their petting zoo as well as their pig racing show and camel rides. Pig races are generally a show but in this case they are an event with professional pig callers, slippin' and slidin' as well as "headin' for the ham stretch!" "Ships of the Desert" or as most would refer to them "Camel Rides" are for kids of all ages.

Be a star-no talent required is the focus of "Dance Heads." Choose your favorite song, put on a smile and bob your head to the beat! Similar to karaoke only better because 1) your not alone, 2) you don't have to sing and 3) its more fun.

Barn Talk 101 is a joint effort between the Tri-State Fair and West Texas A&M College of Agriculture students. These short sessions will enhance your knowledge of what you get from a cow, pig or horse. Did you know that a sheep is more than meat and wool? Sheep fats and fatty acids are contained in products you use everyday such as: makeup, tanning lotion, shaving cream and hand cream.



Gala Plans Underway

"Little Big Town" will kick off the start of the Tri-State Fair & Rodeo as the headliner at the 6th Annual Gala. The Gala will be held Saturday, September 11 at 7 pm at the Amarillo National Center. There will be food, drinks and spirited fundraising through the live and silent auctions for the Tri-State Fair Scholarship Endowment. VIP tables will

only be available by reservation.

The culmination of the "Amarillo Star" contest will be held. This year the contest will include duets, trios and quartets in addition to the soloists that traditionally began the competition. *Newschannel 10 Summer Celebration Tour* will kick off in Tucumcari, NM and proceed to Dumas, Canadian, Clarendon and conclude in Tulia. Entrants may audition live at these locations or send in a CD to the exposition office to be eligible for the contest.

For more information on the Gala or Amarillo Star contest please call the office or visit the website at www.tristatefair.com.





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

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.



Mark Your Calendar

April 29-May 1 ~ USTRC ðPanhandle Classicö
Amarillo National Center
May 8 ~ Summer Fever Boer Goat Show -
Glenn McMennamy Building
15-16 ~ Golden Spread Quarter Horse Show
Bill Cody
21-22 ~ Panhandle Cutting Horse Association
Bill Cody
22-23 ~ Original Team Roping
Amarillo National Center
June 4-5 ~ Coors Cowboy Club Ranch Rodeo
Amarillo National Center
11-13 ~ TX Jr. Shorthorn/Maine-Anjou/Chianina Shows
Amarillo National Center &
Vance Reed Livestock Center
16-19 ~ TX Jr. Hereford Show öSweet Home Amarilloö
Amarillo National Center &
Vance Reed Livestock Center
26 ~ Panhandle Team Penning
Bill Cody
September 11 ~ Tri-State Fair & Rodeo Gala
17-25 ~ Tri-State Fair & Rodeo



Nothing can be accomplished without our donors.
Thank you, thank you, thank you!



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
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www.tristatefair.com
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.