

SHOWCASING OUR CULTURAL HERITAGE...

Tri State EXPO

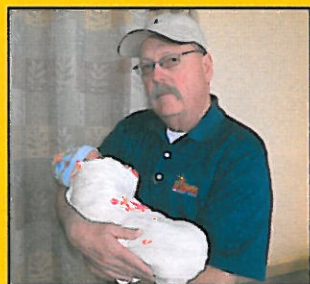
Inside:

TAF&E Convention Highlights

Gala

Website Updates

Calendar of Events



Hadley Anne Hamm granddaughter of Virgil Bartlett joined the Exposition family March 18. She weighed 8.3 lbs and was 22" long.

**89th Annual
Tri-State Fair & Rodeo
September 14-22, 2012**

Annual Board Meeting Held in March

Updates and Improvements Heard by Members

"This past year (2011) was a good year for the Exposition, for the facilities, the programs and the staff," said acting President Dale Williams during his final address of the Exposition board members in attendance at the annual meeting held March 20 in the Commercial Exhibits Building.

Kay Ledbetter was named volunteer of the year for this past year. Kay is a dedicated



**Kay Ledbetter
Volunteer of the Year**

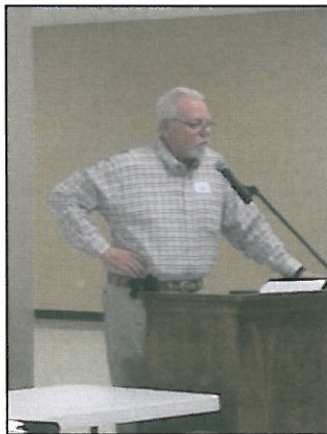
employee of the Texas AgriLife Extension Service and is very dedicated to the Exposition. "Kay has been a part of the annual fair for over 25 years. She spends hours inputting information into the computer to make sure all the fair results are sent to the paper in the proper format and posted to our website," said Virgil Bartlett, General Manager.

Bartlett went on to say there will be lots of changes taking place in the upcoming year. The recently renovated Commercial Exhibits Building is getting a new façade to match the Exposition office. You will notice that all the old concession buildings are gone and in their place will be the "Corral" an open air, covered facility with utility hookups for the food vendors during the fair. Additionally, this area will be available to host a variety of events such as concerts, dances, car/boat shows, fundraisers, etc.

Major changes are also going to take place inside the Bill Cody Arena with a new entry portico, restrooms and a lounge for visitors.

The box office in the Amarillo National Center saw changes last fall and can now be accessed from the outside. The new windows allow the box office to be used without opening the entire building and will help cut down on congestion in the lobby during ticketed events.

New members added to the board of directors included Dick Cogdell of Tulia, Stephen Edwards of Canyon, Ryan Evans of Amarillo, Leman Wall of Bushland and Trent Winnings of Canyon.



**Terry Wright
President**

Dale Williams handed over the reins of leadership to incoming president, Terry Wright during the meeting. Officers serving with Wright include: Gary Fletcher, president-elect; Virgil Bartlett, secretary; Robert Devin, treasurer and Tom Spanel, treasurer-elect.



**Stephen Edwards and Dick Cogdell
New Board Members**

Exposition Begins New Year With Honors

TAF&E Convention full of Highlights for the Expo

The Amarillo Tri-State Exposition made headlines during the annual Texas Association of Fairs & Events Convention in Austin, January 12-15. The TAF&E Convention bestows numerous awards and honors during the event and the Exposition brought their fair share back to Amarillo.

Former manager of the Exposition Lynn Griffin was inducted into the Hall of Fame. Griffin who now lives in Nashville, Tenn., was joined by two of his daughters and a granddaughter at the Saturday luncheon.

Griffin is a US Army veteran, and has served the Texas Fair industry since the 1950s when he was recruited by the Austin Chamber to manage their agriculture department. His career has included stints at the Austin Livestock Show and San Antonio Livestock Show before managing the Tri-State Fair & Rodeo for 17 years.

Current general manager of the Exposition Virgil Bartlett was *surprised* to learn that he was the recipient of the Manager/Professional of the Year award.

During Bartlett's 10-year tenure with the fair, he is credited with removing or replacing all antiquated structures, increasing profitability and building financial reserves. He has served on numerous TAF&E committees and is the current TAF&E secretary/assistant treasurer.

Marketing awards were awarded Saturday morning prior to the luncheon honoring Griffin and Bartlett. The Exposition brought home 12 awards for the 2011 fair and rodeo campaign. First place award categories are: Outdoor Advertising, Best Green/Environmental Program (Xcel Energy grant), Newspaper Ad-Color and Flyer/Brochure-3 or Fewer Colors. Second place honors include: Media Guide/Press Kit, Photograph Series, Premium Book, Newspaper Insert/Supplement and Newsletter. Third place honors: Radio Promotion, New Media Platform and TV Promotion.

The Exposition competes in the category of fairs and events in Texas that have an attendance of 100,001-500,000 in attendance.



Lynn Griffin, Hall of Fame inductee and Virgil Bartlett, TAF&E Manager/Professional of the Year recipient.



Exposition Members in attendance at the TAF&E Convention luncheon: Tom Spanel, Dale Williams, Chris Reed, Al Cunningham, Robert Devin, Bob Robinson, Virgil Bartlett, Doc Bryant, Terry Wright, Glenn McMennamy, Gary Fletcher, Gene Shipman and Vance Reed.



Tri-State Fair & Rodeo 2012 Gala

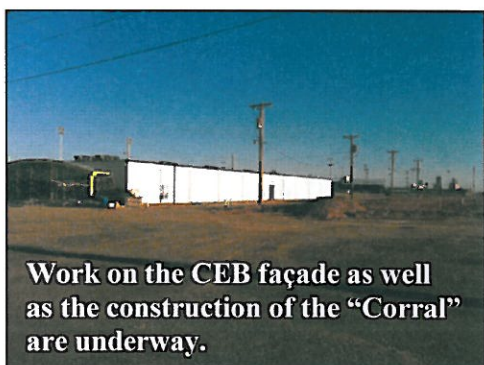
The Josh Abbott Band is set to kick-off fair season at the 8th Annual Tri-State Fair & Rodeo Gala to be held Saturday, September 8 at the Amarillo National Center. As always there will be food, drinks and spirited fundraising through the live and silent auctions for the Tri-State Exposition Scholarship Endowment Fund.

VIP tables will only be available by reservation and are \$500 for a table of eight. Call the office at 806.376.7767 today to purchase your table or add an item to the auction.



Top Hits Include—
“Electric Skies,” “Taste,”
“Buried Me”
and “Miss you Again.”

We appreciate these Gala sponsors.



Work on the CEB façade as well as the construction of the “Corral” are underway.

Facility renovations to welcome visitors to the Exposition.



ANC ticket office windows added fall of 2011.

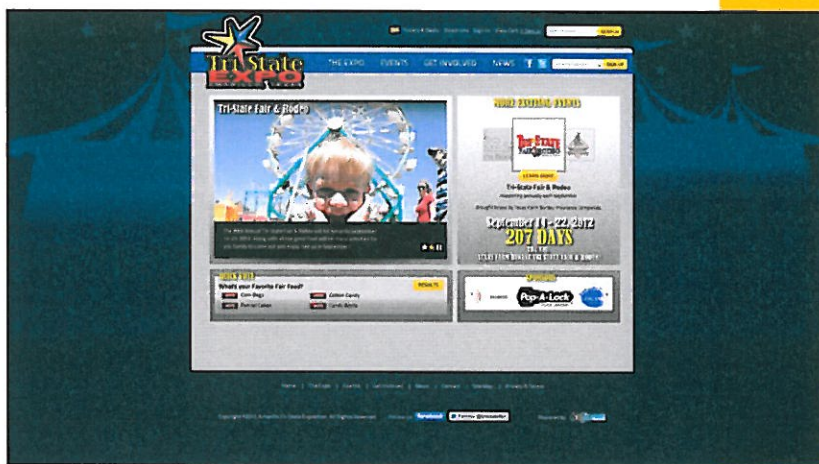
Exposition Website Receives a Facelift

The Exposition’s new and improved website launched February 2. If you haven’t checked us out lately you will want to—while you are there be sure and “Like” us on Facebook and sign up for email blasts about upcoming events at the Exposition grounds.

“As we get closer to the fair the site will have changes daily,” said Angela Ragland, Sponsorship/Marketing Director. “Many announcements can be programmed in prior to the fair and they will just happen without additional work during the fair.”

Once in event mode the site will allow visitors the opportunity to create a schedule of things they want to see during the fair and send it to their outlook email calendar and print it off before they come so they don’t miss anything.

A premium book for the fair will not be printed in 2012 and the information it contained will be available after June 1 on the website.





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.

Mark Your Calendar

April

- 12-14 ~ ASHA National Collegiate Championship Show-Bill Cody Arena
- 21-22 ~ Original Team Roping-ANC
- 27-29 ~ USTRC Panhandle Classic-ANC

May

- 11-13 ~ Panhandle Golden Spread Quarter Horse Show-Bill Cody Arena
- 19-20 ~ Original Team Roping-ANC
- 26-27 ~ Panhandle Cutting-Bill Cody Arena
- 26-28 ~ American Kennel Club Agility Trials-ANC

June

- 1-2 ~ Coors Cowboy Club Ranch Rodeo-ANC
- 1-2 ~ Palo Duro Cutting-Bill Cody Arena
- 16 ~ Potter County Steak Out-Rex Baxter
- 30-July 1 ~ McCracken Team Roping-ANC

July

- 19-22 ~ Panhandle Golden Spread "Boom Circuit" Horse Show-Bill Cody Arena
- 27-29 ~ Route 66 Steer & Heifer Show-Vance Reed Livestock Center

August

- 11-19 ~ W. TX Futurity Cutting-ANC
- 27-Sept. 2 ~ Adequan Select AQHA World-ANC

Exposition Staff

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

Board Officers

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

Call or Check our web site 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.