



SHOWCASING OUR CULTURAL HERITAGE...

Spring 2014

AMARILLO, TEXAS

Tri State EXPOSURE

Inside:

Junior Fair Board

Gala Information

Bits & Spurs from the Exposition

Marketing Awards

Upcoming Events



September 12-20

Gala
Saturday, Sept. 6

Parade
Saturday, Sept. 13

Senior Day
Monday, Sept. 15

Champions Challenge
Wednesday, Sept. 17

PRCA Rodeo
Thursday, Sept. 18
Friday, Sept. 19
Saturday, Sept. 20

Amarillo Tri-State Exposition
www.tristatefair.com

Annual Meeting Recap

The strong Panhandle winds did their best to blow the Expositions board members into Amarillo on Tuesday, March 18 for their annual meeting. Everyone who was able to make it to the Commercial Exhibits Hall enjoyed a steak dinner prepared by the Coors Cowboy Club.

President, Gary Fletcher, welcomed the members and their spouses to the meeting. Jeff Jackson, with Wilson Hagg & Co. gave the audit report while Tom Spanel gave the treasurer's report. Committee reports were heard from the following: Tod Mayfield, entertainment; Dennis Horn, concession; Johnny Johnson, rodeo; and Mark Zimmer, horse.

Just as the fair and rodeo were chosen in 2013 to host an exciting new event with the Champions Challenge, Zimmer announced the fair has been selected to host one of the AQHA's Ranching Heritage Challenge events. Ranching Heritage Challenge events have also been held this year in Fort Worth and Houston. Paso Robles, Calif.; Pueblo, Colo., Amarillo and Billings, Mont. round out the list of locations.

Terry Wright handled the election of new officers. Those officers are: Robert Devin, president; Tom Spanel, president elect; Virgil Bartlett, secretary; Butch Palmer, treasurer; and Mark Zimmer, treasurer elect.

Devin announced Sheila Quirk, livestock secretary as Volunteer of the Year. Devin added that Quirk of Hereford has been a volunteer for 17 years. "She oversees over 2,500 entries and sees them through from processing to check-in, placing's and premium money. She is a blessing to the staff, the fair and quite an ambassador for the group," Devin said. He also stated "She represents exactly what we are lucky to have in this organization and that is a volunteer that is committed and makes a difference."

A resolution about the fair's history and ties to Amarillo from State Representative Four Price's office was read by Angela Ragland.

Virgil Bartlett gave the general manager's report. He thanked everyone for coming out and for their continued support throughout the year.

Fletcher gave a report on his year as president and then turned the meeting over to Devin as the newly elected president. Devin thanked Fletcher for his passion and commitment to the organization.



Gary Fletcher, outgoing president, and Virgil Bartlett, general manager.



Robert Devin, incoming Exposition president.

Junior Fair Board ... A Success Story

Whew! The stock show season is over. The 2013 Junior Fair Board is made up of students from around the Panhandle, and they have had a very impressive year. There were several grand champions, reserve grand champions, showmanship and scholarship awards among the board members. Many of the students showed livestock at the Tri-State Fair in September and in their county shows in January. Several went on to show in Denver, Colo. at the National Western Stock Show and the Texas majors in Fort Worth, San Angelo, San Antonio, Austin and finally at Houston. Not only did they excel in showing livestock but in exhibiting in the cultural arts department and special contests during the Fair.



Laura Corder won first in the Arrowhead Mills Dessert Competition.




Laura Corder (Potter County) and Jessica Fischbacher (Moore County) both won scholarships in calf scrambles. Tyler Mogford (Randall County) was awarded scholarships from the Randall County Farm Bureau, Drive Magazine and the San Antonio Livestock Show and Rodeo.

Besides scholarships, Corder and Mogford showed goats and Fischbacher showed gilts at the major livestock shows. Other junior board members who reported their show successes include: Clay Burkhart (Randall County), rabbits; Justana Tate (Gray County), steers; Haley Thurman (Randall County), lambs; and Anndee Young (Swisher County), heifers. Congratulations to all!



Tyler Mogford with one of his goats at San Antonio.

Applications for the 2014 Junior Fair Board have been sent out to all the 4-H, FFA and FCCLA advisors in the Panhandle. The deadline to apply for one of the 17 positions on the junior board is 5 p.m., Friday, May 9, 2014. Applicants must be 14 years of age by Sept. 1, 2014. Applications can be downloaded from the fair website at tristatefair.com.



Welcome

MISSION
(Showcasing Our Cultural Heritage)

- AGRICULTURE**
 - Promote equine events
 - Promote large & small animal events
 - Promote western heritage
- EDUCATION**
 - Scholarships
 - Showcase project work
 - Youth leadership board (JFFA)
- ENTERTAINMENT**
 - Affordable, quality entertainment


*The Amarillo Tri-State Expo is a cultural and recreational event. State Fair & Rodeo and other

ORGANIZATION

- Chartered in 1923
- Non Profit 501 (c) (3)
- Built by the Tri-State Exposition, donated to Potter County
- Located on the Tri-State Fairgrounds

Sponsored by:

- 23 Offices
- 154 Member Executive Council
- 12 General Manager
- 17 Member Management



Need a program for your group?
Call Angela to find out more about this opportunity
806.376.7767.

Tri-State Fair & Rodeo
2014 Gala
Saturday, September 6
Amarillo National Center
Tables of 8 ~ \$500
Live & Silent Auction,
Food, Concert
ALL BENEFITING THE
SCHOLARSHIP ENDOWMENT.



Call 806.376.7767
To purchase your table.

Bits & Spurs



A Bit of Information on “What’s Been Happening” at the Exposition

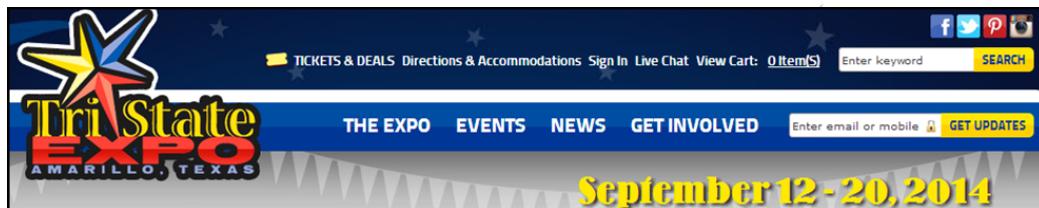
Virgil Bartlett to Lead Texas Association of Fairs and Events

Virgil Bartlett, General Manager of the Amarillo Tri-State Exposition was recently elected president of the Texas Association of Fairs & Events (TAF&E). TAF&E was formed in 1926 to provide inspiring leadership, create agriculture and education opportunities, and develop strategies and techniques that enhance and advance the fair and special events industry.

Bartlett took office at the TAF&E annual convention held in San Antonio, Jan. 9-12, 2014.



Virgil Bartlett, president of Texas Association of Fairs and Events.



Right Here!

For the most up to date schedule information about what is going on at the Exposition go to our website and view the events calendar or sign up for the monthly emails. tristatefair.com

AMARILLO TRI-STATE EXPOSITION EARNS ELEVEN AWARDS IN MARKETING COMPETITION

The Texas Association of Fairs and Events (TAF&E) recently presented 11 marketing awards to the Amarillo Tri-State Exposition for the advertising campaign developed to promote the 2013 Amarillo Tri-State Fair & Rodeo. The plaques were presented at the TAF&E Annual Convention and Trade Show in San Antonio.



The Fair took home five first-place honors, two second-place awards, and four third-place awards. Third place awards included the categories of best website, best black and white newspaper ad, best color newspaper ad and best miscellaneous. The second place awards received by the Fair were for best media guide and best online-advertising. First place honors included best television promotion, best program, best brochure, best poster and best newsletter. The Amarillo Tri-State Fair & Rodeo competes in the statewide event each year against other fairs in the 100,001-250,000 attendance category.

The TAF&E Marketing Awards program recognizes excellence in marketing campaigns that promote fairs and events. The Texas Association of Fairs and Events is an organization made up of over 100 fairs and festivals and approximately 200 associate members who supply goods and services.



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

April

26 Amarillo Junior League Best of Texas Gala | Rex Baxter Building
26 Big 5 4-H Horse Show | Bill Cody Arena

May

2-4 US Team Roping Championships | Amarillo National Center
10 Panhandle Team Penning | Bill Cody Arena
13 Agri Food Masters | Bill Cody Arena
16-17 Original Team Roping (Dist. Finals) | Amarillo National Center
24-25 Panhandle Cutting | Bill Cody Arena
24-26 AOTC Agility Trials | Amarillo National Center
30-June 1 CBT Productions Barrel Race | Amarillo National Center
30-June 1 National Cutting Horse Assoc. | Bill Cody Arena

June

6-7 Coors Cowboy Club Ranch Rodeo | Amarillo National Center
7 HPRBA Horse Sale | Tommy Grant Arena
6-8 Palo Duro Cutting | Bill Cody Arena
21 Panhandle Team Penning | Bill Cody Arena
21 TCU Alumni Summer Roping/Ranch Rodeo | Amarillo National
28-29 McCracken Team Roping | Amarillo National Center

July

5 Panhandle Team Penning | Bill Cody Arena
10-19 National Limousin Cattle Show | Vance Reed/ANC
24-27 Golden Spread Quarter Horse Show | Bill Cody Arena
25-27 Matthews Team Roping | Amarillo National Center

Exposition Staff

Virgil Bartlett-General Manager
Cindy Backus- Office Manager
Lavonna Davis- Events Coordinator
Angela Ragland- Sponsorship/Marketing Director
Lani Ambs- Receptionist
Trinidee Chambers- Bookkeeper
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
Butch Palmer-Treasurer
Mark Zimmer-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.