



Spring 2017

SHOWCASING OUR CULTURAL HERITAGE...

AMARILLO, TEXAS

Tri State EXPOSURE

Inside:

Fair & Rodeo Salute

Rex Baxter Restroom Renovations

Backus Retires

Staff Additions

TAF&E Awards

Upcoming Events



Sept. 15-23, 2017



Mark Zimmer Takes the Reins at the Exposition

The annual board meeting of the Amarillo Tri-State Exposition was held on March 28. Board members and guests attended the annual meeting and dinner held at the Commercial Exhibit Hall.

Jeff Jackson with Wilson, Hagg & Co. completed the annual audit along with his report. He noted the Exposition hosted 110 different events in 2016 and what an impact that makes on Amarillo. Additionally, he said that in the past 10 years the Exposition grounds have seen over \$4.4 million in improvements to the facilities.

Reports were heard from the following committees: horse, long range planning, concession, scholarship, volunteer, junior board, entertainment, rodeo and nominating.

The nominating committee presented their slate of officers as well as the incoming new board members and the board nominees for 2018. Newly appointed board members are: Dustin Artho, Amy Assiter, Hayden Foreman, Craig Huffhines, Seth Lujan, Gloria Palmer, Randy Tivis and Richard Walton. Nominees to the board are: Spanky Assiter, James Baker, Megan Brazile, Brandon Dukes, Megan Hutchens and Cody Pittman.

Virgil Bartlett introduced Verna Gay Wagner as the Volunteer of the Year for 2017. Verna Gay is the superintendent in the youth textiles department and has volunteered at the fair for over 23 years. All four of her children have gone through the Potter County 4-H program where she has been a leader. Additionally, all of her children have served as junior board members for the Tri-State Fair.

Tom Spanel thanked the Exposition for allowing him to serve as president the past year.

Zimmer thanked Spanel for the insight and love that he has given to the Fair. "I can't say enough of what he (Spanel) has done for me to get me ready to step into this position. It's no small potatoes, it's big business, and a great responsibility."



Officers (l to r) Tom Spanel, past president; Mark Zimmer, president; Jim Jennings, president elect; Virgil Bartlett, secretary; Dennis Horn, treasurer; and Trent Winings, treasurer elect.



Verna Gay Wagner, Volunteer of the Year is pictured with Tom Spanel and Virgil Bartlett.



2017 Board Members (l to r) Richard Walton, Craig Huffhines, Amy Assiter, Gloria Palmer, Seth Lujan and Hayden Foreman.



2018 Board Nominees (l to r) Spanky Assiter, Megan Brazile, Megan Hutchens, Cody Pittman and James Baker.

Fair & Rodeo Salute to Replace Gala for 2017

A Salute to our Sponsors, Western Heritage and Scholars.

The gala as we have known it has been in need of some change for the past several years. “That change will begin in 2017 and continue into 2018,” said Virgil Bartlett, general manager, Amarillo Tri-State Exposition.

“Unfortunately the gala went from a fundraiser for the scholarship fund to a large party. With entertainment costs through the roof and some great work on the part of Maryann Hueston, our Development/Fundraising leader we can take a step back for this year and reevaluate and rework that event,” said Bartlett. When the gala began in 2004 there were very few events like it in Amarillo. Now there are several a month. The Exposition looks at that as a compliment but feels it is time to shake things up and try something new.

The Fair & Rodeo Salute will be kept small for a few years and will honor our sponsors, western heritage inductee and scholars. It will be held in the Commercial Exhibit Hall on Saturday, Sept. 9, and will serve as a kick-off to the fair but with a different mind set.

Stay tuned and watch your email inbox for upcoming information.



Rex Baxter Restroom Renovations



There are renovations, and then there are RENOVATIONS. Those that have been around the Exposition for many years will see it was the later.

This restroom renovation in the Rex Baxter not only tore down walls but also busted out the concrete and involved new plumbing being dug and concrete poured. The women's restroom went from four stalls to 11. Additionally, new lighting, make-up mirrors and electrical outlets are available for our guests' convenience.

The first event to utilize the new restrooms was Restaurant Roundup, which happened to be hosting their 10th Annual event. “The newly remodeled bathrooms were a huge hit during our event,” said Monica Barbee, event coordinator, Restaurant Roundup. “Having these fresh, clean, updated bathrooms gave a new feel to the entire Rex Baxter. I had a couple of people tell me it was nice to see the bathrooms come out of the 80s and into the 2000s! Fantastic job on all of the chosen finishes and fittings.”

The renovation cost the Exposition \$ 174,000. Three Amarillo foundations assisted with funding \$65,000 of the project.

Backus Retires After 23 Years of Service

Cindy Backus retired March 9 after 23 years of service to the Exposition.

Cindy served as office manager however that position also included the concessionaires and outside vendor contracts for the Fair; livestock and equine entries; and judges confirmation and hotel coordination prior to the fair as well as managing the human resources for the Expo employees, payroll, committee meeting minutes, and ticketing and awards coordination.

Cindy plans to spend more time with her grandchildren and we appreciate her years of service and wish her a great deal of fun in her future.



**Cindy Backus and granddaughters
Harper and Adelynn.**



Sandy Oakley and Lindsay Robertson

Expo Staff Additions

Sandy Oakley and Lindsay Robertson joined the Expo staff on February 27.

Sandy will be handling the office managers position. Sandy has worked at Xcel Energy and AQHA and is married to her husband James who works for American Electric. Sandy and James have two boys. Sandy is a part-time student at Amarillo College.

Lindsay will fill the administrative assistant position. Lindsay has worked at Nick's Fight Club and The Ambassador Hotel. Lindsay's husband Matt works for Blue Bell Ice Creameries.

We welcome these ladies and look forward to their futures with the Expo.

TAF&E Convention Awards

The Tri-State Fair & Rodeo always has a strong showing in the Ray Cammack Awards for marketing and Communications Excellence, and the 2016 campaign showed just that.

Each year the Texas Association of Fairs & Events (TAF&E) honors the brightest and best in its annual Marketing Awards Contest held during convention. Promotional material from members are judged by a panel of experts and awards are presented in many categories. The Tri-State Fair & Rodeo falls in the 100,001-250,000 attendance category.

Awards are as follows: First place-Best Promotional Advertising-Outdoor, Best Newsletter, Best Program/Brochure/Flyer-3 or fewer colors. Second place-Best Online Advertising, Best Multipage Material, Best Radio Promotion and Best TV Promotion.





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

15 | Original Team Roping | Amarillo National Center
15-16 | Crown of Texas Stampede | Bill Cody Arena
21-23 | Construction/Food Service Equipment Sale | Glenn Mc
22 | Martha's Home Second Chance Prom | Rex Baxter Bldg.
22-23 | Panhandle Cutting Horse | Bill Cody Arena
29 | Potter County Steak Out | Rex Baxter Bldg.
29-30 | US Team Roping Championship | ANC

May

6-7 | Carson Barnes Circus | South of Rex Baxter
13-14 | CBT "Summer Da\$h" Barrel Race | ANC
13 | Team Penning | Bill Cody Arena
20 | Original Team Roping | Amarillo National Center
20-21 | Panhandle Reined Cow Horse | Bill Cody Arena
27-29 | AOTC Agility Trials | Amarillo National Center
27-28 | Panhandle Cutting | Bill Cody Arena

June

2-3 | Coors Cowboy Club Ranch Rodeo | Amarillo National Center
3 | High Plains Ranchers & Breeders Horse Sale | ANC
9-11 | NCHA/PCHA Cutting | Bill Cody Arena
14-18 | AQHA Region 8 Show | ANC & Bill Cody Arena
24 | Panhandle Team Penning | Bill Cody Arena
24-25 | McCracken Team Roping | Amarillo National Center
24-25 | Discover the Dinosaurs | Rex Baxter Building

tristatefair.com for a complete list of events

Exposition Staff

Virgil Bartlett-General Manager
Sandy Oakley-Office Manager
Lavonna Davis-Events Coordinator
Angela Ragland-Sponsorship/Marketing Director
Lindsay Robertson-Administrative Assistant
Maryann Hueston-Development/Fundraising
Tawney Sippy-Bookkeeping
Alton Wilson-Grounds/Maintenance Supervisor
Jonathan Strader-Assistant Supervisor

Exposition Officers

Mark Zimmer-President
Jim Jennings-President Elect
Virgil Bartlett- Secretary
Dennis Horn-Treasurer
Trent Winings-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.