

Spring 2018

Amarillo, Texas

# Tri-State EXPOSURE

SHOWCASING OUR TRI-STATE CULTURAL HERITAGE

## Annual Meeting Held in March Exposition Events Add to Economic Impact of Amarillo

The Amarillo Tri-State Exposition held their annual board meeting, March 20. The meeting was held in the Commercial Exhibits Hall and was attended by board members, spouses and guests. Jeff Jackson with Wilson, Hagg & Company gave the audit report for 2017. Jeff stated the Exposition was able to put \$325,000 back into the facility this past year due in part to hosting successful events each year.

Committee reports were heard from the following: junior board, horse, concession, volunteer, scholarship, entertainment, rodeo, long-range planning and nominating. The nominating committee presented their slate of officers as well as the incoming new board members and the board nominees for 2019. Officers are: Jim Jennings, president; Dennis Horn, president-elect; Virgil Bartlett, secretary; Trent Winings, treasurer; and Scott Hindman, treasurer-elect. Newly appointed board members are: Spanky Assiter, Megan Brazile, Brandon Dukes, Megan Hutchens, Cody Pittman and James Baker. Nominees to the board are: Julie Bowden, Lindsay Johnson, Terry Sheldon, Callie Stedje, Cynthia Williams, Trevor Williams and Bill Wilson.

Kim McKinney was introduced by Virgil Bartlett as the Volunteer of the Year for 2018. Kim joined the board in 2011 but has volunteered at the Fair since 1997. Kim currently oversees the junior board of directors and assists with the livestock department. Mark Zimmer gave his presidents report and asked for Bartlett's general manager's report. Zimmer also introduced Jennings as the incoming president.

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#tristatefair to keep up with us



## Long Range Planning Committee Report

The long-range planning committee met March 22 and continues to work on ideas to keep our facility up to date and competitive in the bid process with other cities in the U.S.

"The venue board has increased our budget," according to Chris Reed, long-range planning committee co-chairman. "We are going to add a four-sided video board to the Amarillo National Center (ANC) and redo the floors as well as install new restroom partitions," said Reed.

Projects that are in the footprint of the ANC and can be funded with venue board money are:

### Phase I

- Four-sided video board
- Restroom partitions and floors
- John Deere tractor
- Cattle wash rack

### Phase II

- Covered cattle pens (south of Bill Cody)
- Parking lot repairs

While the ANC projects will be done in phases with venue board money, the Exposition's No. 1 focus will still be on the Rex Baxter Building. The Rex Baxter needs to be dressed up and made more rentable year-round. The Rex Baxter does not lie in the footprint of the venue board and therefore those improvements are out of the Exposition's pocketbook.

"We need to offer the best facilities that will bring people, horses, dogs, etc...and drive more revenue for the City of Amarillo," said Reed.

## New Wash Rack for Cattle Exhibitors

The Vance Reed Livestock Center was built in 2006. Along with that came the trek across the parking area for cattle and horse exhibitors to the wash rack. While it was good exercise for both, walking on gravel is not the most ideal situation for show cattle or horses.

This situation put board member and livestock committee member Don Reeves on a mission. Reeves set out to get a wash rack adjacent to the Vance Reed building. After 12 years, Reeves dream has finally come true.



## New Marquee at 10th & Grand

A new marquee now stands at 10th Avenue and Grand Street (at a cost of \$45,000 to the Exposition) and keeps those passing by up to date on what is happening at the fairgrounds.

Tom Spanel, past president, felt those passing by the fairgrounds were doing just that - passing by. "The new marquee will be the cornerstone that will showcase all that the Exposition has to offer," said Spanel.







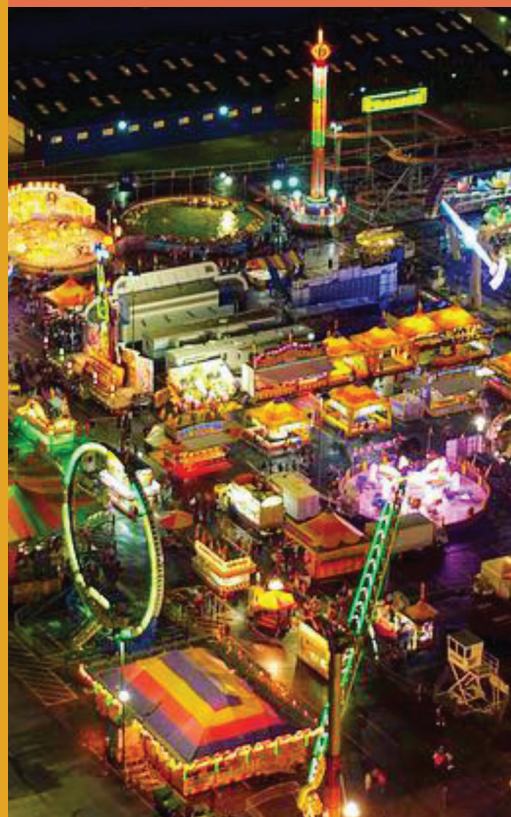
## Amarillo Tri-State Exposition Earns 12 Awards In Marketing Competition

The Texas Association of Fairs and Events (TAFE) recently presented 12 marketing awards to the Amarillo Tri-State Exposition for the advertising campaign developed to promote the Amarillo Tri-State Fair & Rodeo. The plaques were presented at the TAFE Annual Convention and Trade Show in San Antonio.

The Fair took home five first-place honors, six second-place awards and one third-place award. The Fair competes in the attendance category of 100,001-250,000 attendees. First place honors included the categories of best radio commercial, e-newsletter, social media program, program/brochure/flyer and follow-up sponsor program. The second place awards best newsletter, radio promotion, social media photograph series, social media campaign, agricultural education program and gate promotion. Third place award received by the Fair was for the best TV news segment.

The TAFE Marketing Awards program recognizes excellence in marketing campaigns that promote fairs and events. The TAFE is an organization made up of over 200 fairs and festivals and approximately 200 associate members who supply goods and services.

*Be here before you know it!*



**Sept. 14-22, 2018**



### Board Nominees (above):

Cynthia Williams, Trevor Williams, Lindsay Johnson, Callie Stedje. Not pictured Julie Bowden, Bill Wilson, Terry Sheldon

**2018 Volunteer of the Year (right):**  
Virgil Bartlett and Kim McKinney

### 2018 officers (above):

Trent Winings, treasurer, Virgil Bartlett, secretary, Dennis Horn, president-elect, Jim Jennings, president, Mark Zimmer, past president, not pictured Scott Hindman, treasurer-elect.



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

## Upcoming Events

### May

4-6 | Panhandle Golden Spread Quarter Horse Show | Bill Cody Arena  
5-6 | Carson Barnes Circus | South of Rex Baxter  
12 | Texas Panhandle Bacon Fest | Rex Baxter  
12-13 | CBT "Summer Da\$h" Barrel Race | ANC  
12 | Team Penning | Bill Cody Arena  
18 | Cody Johnson Concert | Amarillo National Center  
19 | Original Team Roping | Amarillo National Center  
19-20 | Panhandle Reined Cow Horse | Bill Cody Arena  
26-28 | AOTC Agility Trials | Amarillo National Center

### June

1-2 | Coors Cowboy Club Ranch Rodeo | Amarillo National Center  
9-11 | NCHA/PCHA Cutting | Bill Cody Arena  
23 | Panhandle Team Penning | Bill Cody Arena  
23-24 | McCracken Team Roping | Amarillo National Center

[tristatefair.com](http://tristatefair.com) for a complete list of events

## 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  
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

Jim Jennings-President  
Dennis Horn-President Elect  
Virgil Bartlett- Secretary  
Trent Winings-Treasurer  
Scott Hindman-Treasurer Elect

Call or Check our website for additional information

Phone: 806-376-7767 Fax: 806-376-6942

[www.tristatefair.com](http://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.