

Amarillo, Texas

# Tri State EXPOSURE

SHOWCASING OUR TRI-STATE CULTURAL HERITAGE



The Tri-State Exposition leaders are happy to report that the annual fundraiser, the Tri-State Fair & Rodeo, was a great success! The fair didn't disappoint anyone by bringing a variety of temperatures and rain throughout the nine days.

Outstanding entertainment brought large crowds to the Bud Light stage and concessionaires had plenty of fried "imagination" on a stick to keep even the pickiest eaters happy.

"We are very pleased with how the fair and rodeo went," said Mark Zimmer, Exposition president. "Several shows saw record numbers, and our volunteers who helped put those on were outstanding. We couldn't do this event without everyone's help."

Take a look at the fun facts we put together about the 2017 Texas Farm Bureau Insurance Company Tri-State Fair & Rodeo.

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#tristatefair to keep up with us







### Western Heritage Hall of Fame Induction

Clint Johnson, Canyon, was inducted into the Western Heritage Hall of Fame during the Tri-State Fair & Rodeo Salute, Sept. 9.

"Clint is a cowboy through and through and utilizes the cowboy spirit in each and everything he does," said Dr. Bob Robinson, Amarillo Tri-State Exposition board member. "Clint has always been a big supporter of the fair and rodeo and served as a past chairman of the rodeo committee. He also supports the WTAMU rodeo team as a mentor for their young students."

Clint and his wife, Mindy, along with family members and friends celebrated his induction that evening.

The Western Heritage award, started in 1996, honors those who have made significant contributions to the agricultural community of the Golden Spread area.

### Don Reeves Honored for Years of Hard Work

Each year the grand finale to the Happy State Bank youth livestock shows is the naming of the grand champion steer prior to the final rodeo performance on Saturday evening.

The livestock superintendents and volunteers felt it only right to honor Don Reeves, Wellington, during the grand drive that evening for his hard work throughout the years.

Reeves and Dr. John McNeill started the steer show during the Tri-State Fair in 1991. The first year they had 30 steers in the old coliseum that once stood where the Amarillo National Center now stands. The second year they had 50 and so it continued to grow. As the saying goes "if you build it, they will come" and come they did when the Amarillo National Center was built in 2000 along with various other livestock housing improvements. The show continues to grow and the 2017 show had 477 entries.



### WT Students Gain Practical Experience

West Texas A&M University students had an opportunity to gain first-hand experience relating to their course work and provide over 225 hours of community service. Forty-eight students and three professors spent over a week at the Fair & Rodeo.

Students from Dr. Tanner Robertson's Ag Communications class photographed the midway shows, livestock and creative arts competitions, and videoed the PRCA rodeo. According to Robertson, "First-year students, as part of the agricultural media and communication program, gain valuable experience. They are developing and managing

communication content. This allows them to see how organization's use communication tools to promote an event the size and scope of the Tri-State Fair & Rodeo."

The Evolutionary Marketing class took surveys regarding fairgoers experiences at the Fair & Rodeo. It was an international experience for several of Dr. Gerlich's MBA marketing students. Coming from Taiwan, Thailand, Iran, Ecuador and Mainland China, "They had never experienced anything like this event," said Gerlich.

In addition, these opportunities provide students a snap shot of what working in this industry entails and helps them decide if they are choosing an appropriate career path.



Fall 2017

Dear Expo Supporters,

The Tri-State Exposition Scholarship Fund has supported 37 students with almost \$75,000 in support of their goal to complete college. That support began with one \$500 scholarship in 2005 and has grown to the awarding of three \$6,000 scholarships this fall.

To sustain funding of three \$6,000 scholarships on an annual basis, the Exposition Board of Directors (in conjunction with Opportunity Plan, Inc.) is committed to growing the fund balance to \$600,000. We are almost there, and you can help us raise the additional \$30,000 needed to complete that goal.

Each dollar contributed to the scholarship fund by you is matched by the Exposition, effectively doubling your gift. Please help the Exposition and OPI in our goal to provide opportunities for greater achievement through higher education for students of the Texas Panhandle.

To our students' success,

M. Keith Brown  
OPI Executive Director  
Tri State Exposition Board of Directors

P.S. Our plan is to reach our goal by the end of the year. Your year-end gift will help us do just that!



## 2017 Wrap-Up Numbers

**130,000** Attendance  
**9,775** PRCA Rodeo attendance  
**211,880** Website views of those 72,578 were on smart devices

**\$18,000** College Scholarships awarded  
**\$7,500** Calf Scramble Scholarships awarded

**\$593** donated to High Plains Food Bank - \$1 feeds 5 people

**1,314** Coats donated through the Eveline Rivers Coat Night

**400** Seniors attended the Senior Citizen's Day Health Fair & Program

Oldest Man 94, Amarillo-Oldest Woman 99, Clarendon

**317** Livestock Judging Contestants  
4-H & FFA-Texas & New Mexico  
Colleges from Texas, Oregon, Kentucky & Nebraska

**1,339** Junior Market Show Entries

**115** Equine Entries

**178** Sunday Barrel Race Entries

**863** Rabbits and Chickens judged

**525** Open Cattle, Boer and Dairy Goats judged

**570** PRCA Rodeo Contestants

**38** Belt Buckles awarded

**332** Rosettes

**170** Banners

**70** Trophies

**108** Plaques

**42** 4-H Food Fight teams

**210** Special Contest entries

**2,390** Creative Arts entries

**477** Garden & Agronomy entries

**223** Trolley Driver Hours

**226.5** Hours logged by WTAMU Ag Communications students taking photos and running video cameras during the PRCA Rodeo and Ag Business students taking and processing attendee surveys





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

## Upcoming Events

### November

4-Cattle Barons Ball | Rex Baxter Building  
11-Welcome Home Veterans | Rex Baxter Building  
11-12-Panhandle Cutting Horse | Bill Cody Arena  
15-Carden Spectacular Circus | Amarillo National Center  
16-Wine Down & Dessert Wars | Rex Baxter Building  
25-Turkey Bash Demolition Derby | Amarillo National Center

### December

1-3-Christmas Cash Barrel Race | Amarillo National Center  
19-21-Salvation Army Christmas Gift Distribution | Rex Baxter Building

### January

13-Tri-State Chili Cook-Off | Rex Baxter Building  
12-14-McCracken Team Roping | Amarillo National Center  
20-Original Team Roping | Amarillo National Center  
20-21-Panhandle Cutting Horse | Bill Cody Arena

26-27-Potter County Junior Livestock Show | Glenn McMennamy Bldg.

### February

2-3-Cycle City Promotions Monster Trucks | Amarillo National Center  
10-Original Team Roping | Amarillo National Center  
17-Panhandle Team Penning | Bill Cody Arena  
17-Three Star Memorial Roping | Amarillo National Center  
24-25-Panhandle Cutting | Bill Cody Arena  
26-Jordan World Circus | Amarillo National Center

### March

1-Restaurant Roundup | Rex Baxter Building  
3-Cycle City Promotions Arenacross | Amarillo National Center  
10-Original Team Roping | Amarillo National Center  
10-11-Panhandle Cutting | Bill Cody Arena  
17-18-Wiley Hicks Jr. Memorial Team Roping | Amarillo National Center  
24-25-Panhandle Golden Spread Quarter Horse Show | Bill Cody Arena

[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

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](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.