



SHOWCASING OUR CULTURAL HERITAGE...

AMARILLO, TEXAS

Tri State EXPOSURE

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2013 ALL Wrapped-UP!

Something for everyone.

The Texas Farm Bureau Insurance Companies Tri-State Fair & Rodeo is in the books for 2013 but the memories will last a lifetime. Whether you attended a livestock show, looked at the creative arts exhibits or attended one of the rodeo performances the fair and rodeo certainly did not disappoint.

The first Friday was a beautiful kick-off to the start of the annual fair. Things rocked along and the food court was bursting with the fair community wanting to see what was in store for them.

Saturday dawned a new day and the excitement of the parade. The 2013 Western Heritage Honoree Terry Caviness his wife Janette and all four of their grand children led the parade as the grand marshal. Many thanks to Walt Kelley and his parade committee who begin work on the parade many months in advance of the big day and see it through to the end.

The fairgrounds always begin to buzz as soon as the parade is over and this year was no different. Whether your first stop inside the gates was at the Quick Quack Petting Zoo, the Rhinestone Roper or one of several shows on the Ashley Furniture Family Stage you and your family were having a good time before rounding the first corner.

The Rex Baxter Building was bursting with activity as over 9,200 attendees toured the Ag Education exhibits consisting of Joyce Rice the "Thank A Farmer" Ag Magician, Southwest Dairy Farmers "Live Milking" Demonstrations and the Texas Farm Bureau hands-on "Learning Modules." *"Showing people that their clothes are made from a plant, milk comes from a cow, and items such as deodorant, shampoo, and makeup all come from the farm or ranch makes Ag education an important tool to the sustainability of agriculture in the United States," said Gene Franks, Field Representative with Texas Farm Bureau. "When we lose domestic production we lose quality and control of the food we need to survive. And yes cotton comes from a plant, not sheep."*

Each day of the fair that passed drew Amarillo that much closer to the start of the Professional Rodeo Cowboys Association events the Wrangler Champions Challenge (see story page 6) and the final three nights of rodeo action. Thursday's rodeo started off with a downpour of rain and cowboys asking if the "Flash Flood" text they just received on their

phones was actually for the city of Amarillo. As a matter of fact it was.

"We had a strong finish for the fair and rodeo," said Virgil Battlett, general manager Tri-State Fair & Rodeo. "Things started off a little rainy but that is to be expected in September in Amarillo. We needed the rain!"

International visitors from Portugal, the United Kingdom and Australia connected with the fair and rodeo via Facebook and were very excited with their first visit to an American fair and rodeo.



The Caviness Family - Parade Grand Marshal



Fun times on the Midway!

Junior Board News...



The Tri-State Fair & Rodeo Junior Board of Directors put in over 350 hours during the 2013 event. Members attend training and orientation sessions prior to the start of the fair and assist committees with taking entries prior to and during the fair. They also made presentations in their community to encourage attendance at the annual event. The “fun” part of their job is providing hospitality during the Gala. In addition they also participate in the fair by showing their livestock or entering their creative art projects. Their advisors are Kim McKinney, Tori Lujan, Carrie Montgomery and Stephen Edwards.

Current Exposition board members that served on the junior board are: Carrie Montgomery and Kelley Schlabs.

Junior Board of Directors pictured above are—Front Row (L-R): Clay Burkham, Canyon, Haley Thurman, Canyon, Jessica Fischbacher, Dumas, Hannah Allemand, Vega, Jodie Detten, Panhandle, Sydney Harris, Amarillo and Shelby Foster, Happy. Middle Row (L-R): Justana Tate, McLean, Quay Owen, Canyon, Laura Corder, Amarillo, McKenna Yauck, Claude and Andee Young, Tulia. Back Row (L-R): Tyler Mogford, Canyon and Darren Schlabs, Hereford. Not pictured: Ashley Jones, Claude, Blane Thompson, Amarillo and Tristian Moody, Amarillo.



Junior Board Member Excels at National Level

Justana Tate, McLean, three year junior board member for the Exposition was recently honored to be selected by the American National CattleWomen Foundation to serve as one of five National Beef Ambassadors for 2014.

Tate’s responsibilities with this honor will be to speak on beef industry issues and misconceptions and educate peers and meal-time decision makers about beef nutrition, cattle care, safety and more during consumer events, in the classroom and online.

“I am so honored and blessed to not only represent Texas on the national team, but the beef community. I have a true passion for the beef industry and can’t wait to share that with others. I know this year is going to be full of amazing opportunities and experiences,” said Tate.

2013 Fair & Rodeo Facts

Livestock Entries

- Jr. Heifers - 92
- Jr. Lambs - 245
- Jr. Hogs - 241
- Jr. Goats - 209
- Jr. Steers - 459
- Open Cattle - 110
- Dairy Goats - 252
- Bantams - 292
- Rabbits - 261

Equine Entries

- 431

Creative Arts Entries

- Garden & Agronomy - 442
- Ceramics - 76
- Art - 139
- Youth Culinary - 292
- Open Culinary - 320
- Youth Textiles - 514
- Open Textiles - 639
- Amateur Photography - 386
- Professional Photography - 112

Livestock Judging

- 4-H - 113
- FFA - 88
- Junior College - 57
- Sr. team winners were from Arkansas

Senior Citizen Day

- 436 Attendees
- 91 Oldest Man
- 100 Oldest Woman

Rodeo

- Hosted 522 Professional rodeo athletes from 16 States, and Canada competing for \$125,983.00
- Hosted the nationally televised (Great American Country-TV) Wrangler Champions Challenge presented by Justin Boots

How did we do it all?

- 19 Departments
- 12 Superintendents
- 26 Co-Superintendents
- 41 Asst. Superintendents
- 13 Committees with 650 volunteers
- 117 Temporary/seasonal employees
- 16 Full-time staff

WT Ag Communications Students

- 33 Students Assisted
- 7,842 Photos
- 8 hours of rodeo video on 6 cameras

Western Heritage Hall of Fame

Terry Caviness 2013 Inductee

The Western Heritage Hall of Fame honors those who have made significant contributions to the agriculture community of the Golden Spread. The committee chose to induct Terry Caviness of Hereford.

Caviness and his family own and operate Caviness Beef Packers, Ltd., a family-owned and operated beef processing business. The company was founded in 1962 by Terry's father, Pete Caviness.

The company is currently into its third generation of the Caviness family. Terry and his two sons, Trevor and Regan, currently share the responsibility of directing the business. Under Terry's leadership, the company has grown from processing 15 head of cattle per day in 1962, to a current daily level of 1,700 head. In 2005, Caviness relocated a few miles west of the original location in Hereford, and commenced production at their new processing plant. Since then, the company has continued to expand the facilities, making the entire facility one of the newest and most modern beef complexes operating in America.

I wish to express my sincere appreciation to the Tri-State Fair Board of Directors for selecting me to be



The Caviness Family-Back Row (L-R), Regan, Terry and Trevor. Middle Row (L-R), Kelly, Janette and Sarah. Front Row (L-R), Harper, Charlotte, Sam and Emily.

inducted into the Western Heritage Hall of Fame for 2013. This is a very humbling honor and I am pleased to join prior Hall of Fame honorees.

I am so impressed with the fair's professional staff, strong volunteer leadership and overall organization.

My hat is off to you for positively affecting so many lives in the Tri State Region and for providing leadership to preserve our western culture

--Terry Caviness

Texas Rodeo Cowboy Hall of Fame

2013 Inductees have strong ties to Amarillo Tri-State Exposition



Dawson & Thompson

A big Tri-State Fair & Rodeo congratulations goes out to Larry Dawson and Roy "Tuffy" Thompson as they were both inducted into the Texas Rodeo Cowboy Hall of Fame in April of this year in Fort Worth.

Dawson resides in Arnett, Oklahoma and currently serves on the board of the Amarillo Tri-State Exposition and is the arena director for the PRCA rodeo during the fair.

Thompson a resident of Happy is a former board member and rodeo committee member.

Also inducted was rodeo announcer Mike Mathis of Lufkin. Mathis announces the Tri-State Fair's PRCA rodeo.

All of these gentlemen have strong ties to the Amarillo rodeo and we salute them for this recent achievement.

Fun at the Fair



Pig Races



Water Bobble Lagoon



Fried Cheese on a Stick



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

November

22-24 ~ Colt Cluck Memorial Calf Roping | Bill Cody Arena
30 ~ Panhandle Team Penning & Sorting | Bill Cody Arena
30 ~ Turkey Bash-Demolition Derby | Amarillo National Center

December

6-8 ~ Christmas "Dash for Ca\$h" Barrel Race | Amarillo National Center
13-15 ~ Alpaca Show | Bill Cody Arena & Glenn McMennamy Livestock Bldg.
21 ~ Panhandle Team Penning & Sorting | Bill Cody Arena
20-21 ~ Salvation Army Christmas Gift Distribution | Rex Baxter Building

January

3-5 ~ AKC Dog Show | Amarillo National Center
10 ~ Tri-State Chili Cook-Off | Rex Baxter Building
11 ~ WT Alumni Team Roping | Bill Cody Arena
17-18 ~ Original Team Roping | Amarillo National Center
18-19 ~ Panhandle Cutting | Bill Cody Arena
24-25 ~ Potter County Stock Show | Glenn McMennamy Building
25 ~ Panhandle Team Penning | Bill Cody Arena
Jan. 31-Feb. 1 ~ Monster Trucks | Amarillo National Center

February

15-16 ~ McCracken Team Roping | Amarillo National Center
15 ~ Panhandle Team Penning | Bill Cody Arena
21-22 ~ Original Team Roping | Amarillo National Center
22-23 ~ Panhandle Cutting | Bill Cody Arena

Exposition Staff

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

Board Officers

Gary Fletcher-President
Robert Devin-President Elect
Virgil Bartlett- Secretary
Tom Spanel-Treasurer
Butch Palmer-Treasurer Elect

Call or Check our web sites for additional information
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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.

Gala Continues to Support Scholarship Fund

Guests for the annual gala arrived at the Amarillo National Center and were treated to a fun evening to kick off the fair season. As guests made their way to the arena floor they immediately noticed the arena was decorated by Freeman's Flowers and were treated to a wide array of foods for the evening. Nineteen area restaurants and businesses provided the feast. New food sponsors this year included: Embers Steak House, My Portable Pantry, Eddie's Napoli's-Canyon and Virdinski's Rub Shack.

Loyal food sponsors coming back again this year were: Schokolad Chocolate Factory, La Fiesta Grande, Chick-fil-A, Aqua One, Belmar Bakery & Café, Rudy's Bar-B-Q, Baker Brothers American Deli, Dyers Bar-B-Que, Hoffbrau Steaks, Macaroni Joe's, The Plaza Restaurant, 575 Pizzeria, Chili's, Coors Cowboy Club and Deliver & Dine Custom Catering. Several of these sponsors have been a part of the gala since our inaugural event in 2005.

Shopping at the auction provided many exciting options through the live and silent auctions and guests were happy to support the scholarship fund. All monies raised in the auctions go into the scholarship endowment fund. "\$31,000 was deposited into the endowment thanks to the support of our generous attendees," stated Virgil Bartlett, general manager, Tri-State Fair & Rodeo. "The kindness our auction donors and buyers show us each year is very humbling and we appreciate everything each one of them does for us."

Auction items included several out of town trips and hunting excursions, jewelry, athletic tickets, clothing, gift certificates for many services and for the first time a "wine pull." Auction donors included: Accents•Alcapulco Restaurant•All in Stitches•Amarillo Tri-State Exposition•Amarillo Truck Center•Backyard Adventures•Barnes Jewelry•Blush Boutique•Body Elegance Salon & Day Spa•Budweiser-Dean Morrison•Bushland Coop•Canyon Country Club•Captured by LAURA Photography•Cavender's Boot City•Chicken Express•Coors Cowboy Club•Coors of Amarillo•Cornell's Country Store•Courtyard by Marriott Downtown•Crush Wine Bar•Danny Gamble•Davy Knapp•Dee Hamilton•Deliver & Dine•Dimmitt Country Club•Discount Tire•Dr. Rouzbeh Kordestani•Ebby's



Guns Up! Texas Tech Tailgate Live Auction Package-donated by Budweiser-Dean Morrison and Walter & Brenda Riggs.



Auction area prior to start of the gala.

Gifts•Firestone•Foust Feeds•G8 Auto Group•Georgia Street Mall•Golf Headquarters•Graham Brothers Jewelry•Haverty's•Hill's Hallmark•Irwin Greenhouse•Jeff Roberson•Jennifer Hill•Junior League of Amarillo•Kwik Kar•Lee Blakney•Lens Pro Vision•Lizzie's Mae's Mercantile•Monte Carlo Las Vegas Hotel & Casino•My Portable Pantry•Nelson Welding•Plainview Country Club•Palo Duro Creek Golf Course•Panhandle Greenhouse•Panhandle OB/GYN•Party Stop•Patti Pratt•Pendleton Whisky•Peppermint Garden•Pheasant Trails Golf Course, Dumas•Possibilities•PRCA•RDA Pro Mart•Rick Lovelady

Carpet•Scott's Flowers•Set in Stone Embroidery•Shandra Strickland•Shepler's Boot's & Jeans•Sherman Dental Group•Southwest Airlines•Staci's Salon Spa & Boutique•Tacos Garcia•Tascosa Country Club•The Fireplace & Patio Shop•The Hideout•The Rack•The Secret Place•Toby Tucker-Fatboy Outdoors•Today's Style Too•Town Square Media•Tripp's Harley Davidson•True Texas•Walter & Brenda Riggs•West Texas Western Store•Western Allee•Wiley Hicks III & MND Outfitters•Matt Hicks•WTAMU Athletics•WTAMU Instructional Tech•WTAMU Meat Lab•numerous anonymous donors.

Sunny Sweeney hit the stage and never slowed down. She put on a great concert and interacted with the crowd throughout the evening. Guests filled the dance floor to do a little two stepping and kick up their heels.



Guests had a chance to kick up their heels to Sunny Sweeney during the concert.

Televised Rodeo Promotes Amarillo and the Tri-State Fair & Rodeo PRCA Rodeo Fans Pack the Amarillo National Center

The stage was set and the lights were lit for Amarillo's version of the Wrangler Champions Challenge (WCC), Wednesday, Sept. 18 in the Amarillo National Center.

When the arena lights came up after the introduction of the current and past world champions the packed house was ready to cheer on their favorite contestants, thus showing Amarillo and the surrounding areas tie to the sport of professional rodeo. "The opportunity to host the Champions Challenge really helps burn in the brand Amarillo has already made for itself in the rodeo world," said Dan Quandt, executive director, Amarillo Convention & Visitors Council. "PRCA entrusted only four communities with this honor of helping to establish this new competition. To be one of the four cities shows the deep respect that Amarillo and the Tri-State Exposition have established nationwide."



J. W. Harris (Bull Rider) meets his fan Calvin Meador after the WCC event.

As the second stop of the WCC not only did fans in the Amarillo National Center get to see a great rodeo but when they watched it on Great American Country-TV (GAC) on September 29 they got a first hand feel of what makes Amarillo and cowboys go hand in hand. "The GAC crew did a great job of highlighting what makes Amarillo a great stop for professional rodeo and what draws people to this part of Texas," said Johnny Johnson, rodeo committee chairman.



PRCA rodeo fans pack the Amarillo National Center in anticipation of seeing top contestants compete for \$80,000 in prize money.



Will Lowe (Bareback Rider) gives his son Garrett some advice prior to the Mutton Bustin'. Addy Maass daughter of Justin Maass (Tie-Down Roper) listens.

One of the draws for this type of event was the fact that contestants were available for autographs and photos with their fans.

Many times contestants are in and out of a city but with Amarillo having their WCC event prior to the three day run of their rodeo, contestants stayed and entered the Thursday, Friday and Saturday performances thus giving them a little time to breathe, enjoy Amarillo and meet their fan base.

Contestants were treated to lunch that day by the cook team at the AQHA Museum. "AQHA did a fantastic job of helping us welcome the contestants to Amarillo," said Virgil Bartlett, general manager Tri-State Fair & Rodeo. "We felt the AQHA was the perfect facility to host the contestants as many of them have ties to AQHA but have never had the opportunity to visit the facility."

Amarillo looks forward to hosting this event in 2014.



Fallon Taylor (Barrel Racer) meets a few of her fans after the WCC.