



AMARILLO, TEXAS Tri State EXPO

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September 13-21

Gala
Saturday, Sept. 7

Parade
Saturday, Sept. 14

Senior Day
Monday, Sept. 16

Champions Challenge
Wednesday, Sept. 18

PRCA Rodeo
Thursday, Sept. 19
Friday, Sept. 20
Saturday, Sept. 21

The annual meeting of the Amarillo Tri-State Exposition was Tuesday, March 19, in the Commercial Exhibits Hall. A delicious steak dinner was prepared by the Coors Cowboy Club for the board members, spouses and Exposition employees.

Incoming President Gary Fletcher welcomed everyone and encouraged them to enjoy dinner and get an update on all that has been going on over the past year.

Outgoing President Terry Wright was unable to attend but sent a statement shared by Mrs. Wright that thanked everyone for their support and welcomed the new board members. He encouraged the new members to pick an area of interest, get involved and stay involved to make the Exposition even better than it is now.

Each committee chairman gave a wrap up of 2012 and a sneak preview of what is in store for 2013. Following the scholarship committee report, it was announced that the Exposition had received a \$15,000 gift from the Kimble Foundation for the scholarship endowment. Board members were encouraged to help match that amount with their gifts.



Fletcher, Johnson and Bartlett

Virgil Bartlett, general manager, announced the 2012 Volunteer of the Year. After listening to the introduction, no one was surprised to hear Johnny Johnson's name announced. "Johnny has a warm feeling for the fairgrounds as did his uncle, Tommy Grant (second recipient of the award)," said Bartlett. "Johnny is here at the drop of a hat if Alton or I need something. He and Grant Construction do so much for the fairgrounds." Johnson is not only the chairman of the rodeo committee but he is also foreman for Grant Construction.

Fourteen people were added to the board of directors this year. These individuals have agreed to *roll up their sleeves and go to work*. They come from many community organizations and bring their varied talents to share with the Exposition. Two of the new board members served on the junior board during their high school years and want to continue their involvement by giving of their time and talents.

Gary Fletcher closed the meeting with an overview of the heritage of the Exposition. He explained that some very influential individuals laid the foundation for our Exposition back in the 1890's. The first fair was held in 1913 and there have been annual fairs continuously since then except during WWI and WWII. Fletcher encouraged the board members "to take time to educate the community and especially our youth about the amazing cultural heritage we have here in the Texas Panhandle and to do what they can to continue showcasing this cultural heritage."

This heritage we have is too important to allow it to disappear!



Officers and New Board Members (Left to Right), Back Row: Dee Aduddell, Charlie Henderson, Kevin Hawkins, Blair Johnson, Tom Spanel, Treasurer. Middle Row: Butch Palmer, Treasurer Elect, Susan Shankle, Mike Donberger, Dave Eastlake, Jay Wade Johnson, Virgil Bartlett, Secretary, Gary Fletcher, President. Front Row: Connie Tisdale, Mandy Abernathy, Carrie Montgomery, Robert Devin, President Elect, Kelley Schlabs.



Bartlett and Terri Wright

Bits & Spurs

A Bit of Information on "What's Been Happening" at the Exposition



Rodeo committee members chose Tony Lamb as their outstanding volunteer of the year in accordance with the rules set forth by Justin Boots. The John Justin "Standard of the West" award was started 14 years ago by the Justin Boot Company, and the selection criteria for the award include the individual's integrity, honesty, helpfulness and perseverance.

Virgil Bartlett presents Tony Lamb with his new Justin Boots.

Maryann Hueston of the Amarillo Tri-State Exposition presents Broc Carter of the High Plains Food Bank with a check for \$500 (2,500 meals) during the U-Can Share Food Drive December 2012.

Due to a successful fair the exposition was able to assist the HPFB with an additional donation during their time of need.

*Guy Vanderpool, Panhandle Plains Historical Museum,
Ali Allison, NewsChannel 10,
Maryann Hueston and Broc Carter.*



ANC Concessions Expansion

Facility updates continue throughout the exposition grounds and are what keeps events coming back or booking with us.

As you can see below the outdoor arena south of the Bill Cody Arena is soon to be covered. It will remain open sided and the arena size will also be expanded.

Concessions on the south side of the Amarillo National Center are also being expanded.



Warm Up Arena Coverage

PRCA Champions Challenge to Make A Stop in Amarillo



The City of Amarillo and the Amarillo Tri-State Exposition are pleased to announce that Amarillo will be the second stop for the PRCA's *Champions Challenge*. The event will be Wednesday, Sept. 18 during the annual Texas Farm Bureau Insurance Companies Tri-State Fair & Rodeo.

The top seven finishers in each event from the 2012 world standings were automatically invited to participate. Two of the remaining three spots will go to whoever is leading the 2013 world standings and the 2013 Wrangler Million Dollar Tour standings 30 days before each Champions Challenge event. The tenth spot will be awarded to the Tri-State Fair & Rodeo's defending champion.

This event will also be aired on Great American Country Television (GAC) October 6 and again October 12. GAC's team of announcers for the series are the same that work the Wrangler National Finals Rodeo each December in Las Vegas with Jeff Medders, Joe Beaver and Butch Knowles in the booth and Suzanne Alexander handling interviews and feature inserts.

"The board of directors and I are very pleased that the PRCA has chosen Amarillo as a site for this new event," said Virgil Battlett, general manager, Amarillo Tri-State Exposition. "Our rodeo is top-notch and this event prior to should only add to that. We have the top stock contractor from the PRCA each year and now we will be adding more of the top contestants so this looks like a win, win for Amarillo and the fair and rodeo."

"This is the future of ProRodeo on television," said PRCA Commissioner Karl Stressman. "Over the last 70 years, we've tried to figure out the optimal method for TV coverage, and now we know: Showcasing our top athletes-contestants and livestock-is our greatest opportunity to create a new fan base as well as to reward our existing fans, by ensuring they see the best of the best."

Details are still developing on autograph sessions with contestants as well as tickets for the event. "My suggestion would be to watch our website for details or sign up for our emails to stay up to date with this event," said Bartlett.

Fair and Rodeo Recognized for Marketing Achievements

The Amarillo Tri-State Exposition was successful during the 2013 Texas Association of Fairs & Events convention held in San Antonio, January 17-20.

The Exposition garnered 12 marketing awards for the 2012 Tri-State Fair & Rodeo advertising and promotions campaign.

The Fair took home four first-place honors, six second-place awards, and two third-place awards. Third place awards included the categories of best poster and best website. Second place award categories of best program, brochure or flyer with three or fewer colors, best newsletter, best miscellaneous printed material, best media guide, best scholarship program and best new promotion. The Fair received first place honors for best black and white newspaper, best television, best radio and best specialty video.

Competition for the Fair is with events that have an attendance between 100,001 and 500,000 attendees.

The TAF&E Marketing Awards program recognizes excellence in marketing campaigns that promote fairs and events. The awards are sponsored by Ray Cammack Shows. The TAF&E is an organization made up of over 100 fairs and festivals and approximately 200 associate members who supply goods and services.

Additionally, the Fair also received recognition during the International Association of Fairs & Expositions convention held in Las Vegas November 26-29 at the Paris Hotel. The PRCA television commercial placed third in the Division 2 category for fairs with attendance from 100,001-250,000.



Tony Fiori of Ray Cammack Shows with Angela Ragland, Marketing Director.

Tri-State Fair & Rodeo 2013 Gala

Saturday, September 7

Amarillo National Center

Tables of 8 ~ \$500

Live & Silent Auction,

Food, Concert

**ALL BENEFITING THE
SCHOLARSHIP ENDOWMENT.**

Randy Rogers Band





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

- 20~Amarillo Junior League “Best of Texas” | Rex Baxter
- 20-21~Original Team Roping | Amarillo National Center
- 20-21~Panhandle Cutting Horse | Bill Cody Arena
- 23~Volunteer Appreciation Party | Commercial Exhibits Hall
- 26-28~US Team Roping Championships | Amarillo National Center

May

- 4~Panhandle Team Penning | Bill Cody Arena
- 10-12~Panhandle Golden Spread Quarter Horse Show | Bill Cody
- 15-16~AgriFood Masters | Bill Cody Arena (new location)
- 18-19~Original Team Roping (Dist. Finals) | Amarillo National
- 25-26~Panhandle Cutting | Bill Cody Arena
- 25-27~AKC Agility Trials | Amarillo National Center

June

- 7-8~Coors Cowboy Club Ranch Rodeo | Amarillo National Center
- 15~ Potter County Steak Out | Rex Baxter Building
- 22~Panhandle Team Penning | Bill Cody Arena
- 29-30~McCracken Team Roping | Amarillo National Center

July

- 25-27~Golden Spread Quarter Horse Show | Bill Cody Arena
- 27-28~Matthews Team Roping | Amarillo National Center

August

- 3-4~Panhandle Cutting Horse | Amarillo National Center
- 10-18~West Texas Cutting Horse Futurity | Amarillo National Center
- 23-31~AQHA Adequan Select Show | Amarillo National Center

Check the website for up to date information.

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

- 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.