

Message from our General Manager, Dr. Tom Quarles

Howdy! Since the last Quarterly Newsletter, the seasons have changed from mid-summer to the beginning of the fall season, which will hopefully bring us some cooler temperatures and some gorgeous days that we can look forward to.

Your Expo continues to grow and we have been busy, with almost every type of event, this past quarter. It is always exciting to add new events that we have never had before and to retain most of the events that we have had here. Both new and existing events combined continue to increase our visibility and serve as a valuable marketing tool for us by bringing new people to the Expo. As I have mentioned many times before, we have two major goals for each and every event at the Expo. These goals may seem to be simple, but they are so very, very important. These goals are for the staff to do an outstanding job of customer service and to do an outstanding job of insuring cleanliness and maintenance of the facilities at all times. In addition to modern facilities and equipment, both of these standards are difference makers in our business. We know that these qualities are extremely important and we also know that event attendees routinely communicate with many others about their event and the facilities, via social media, while they are here.

I still want to encourage everyone to occasionally check our calendar, on the Expo website, to be more aware and up to date on the volume/type of events and what is really happening at the Exposition Complex. It is truly awesome to have such a modern facility and to have the necessary support and resources needed to manage it the way that an event facility should be managed.

The 2016 Brazos Valley Fair & Rodeo is just around the corner! We have increased the scope and quality of the Fair again this year. The Fair dates are Friday through Sunday, October 21-23, and we will always be dedicated to making it bigger and better every year. Starting this year, the price of admission has become the best educational and entertainment value available anywhere. **Children 12 and under are now free** and those 13 and over are just \$12. Please support the Fair by attending and by encouraging others to come that haven't attended in the past. It needs to be part of the culture in this area and a Brazos Valley tradition that everyone looks forward to every year.

The Fair is a 501c3, nonprofit organization that is dedicated to benefiting youth and supporting education. "Buy in" by both B-CS and the Brazos Valley, and the attendance of B-CS citizens, is very important for the Fair to continue to grow and to ultimately become a significant event destination in our region and in the state of Texas. Please know that most of the Fair's revenue after expenses is reinvested back into scholarships that are awarded to deserving young people primarily in the Brazos Valley.

The Phase III Expo Expansion project should finally get underway around the first of November. We are excited about adding another half of a stall barn, which will give us three complete stall barns. We will also add a dedicated covered warm-up arena for all equine events, significantly improve our lighting and sound throughout all of our covered arenas and stall barns and do a few smaller projects that will further enhance the Expo. Completion of this expansion/improvement project is projected to be around the middle of summer, 2017.

During the third quarter of FY16, July through September, the Expo had a busy event schedule. We had the Bluebonnet Cutting Horse event, Race to Recovery Barrel Racing event, Big Loop Big Money Team Roping event, Childcare Conference, Bryan Market and Food Truck Festival, Maroon and White Goat Sale, the 2016 National Junior Red Brangus Cattle Show, Gulf Coast Appaloosa Horse Club Fall Fling, the statewide Saddle & Sirloin Club Pig, Heifer and Steer Futurity, Texas High School Region 9 Rodeo Meeting, Bryan ISD Teacher Luncheon, 2016 Brazos County 4-H

Banquet, Horseman's Market Day, Texas Senior Pro Rodeo event, La Compania Car Club Show, High Caliber Gun and Knife Show, Texas High School Region 9 Rodeo, Turnin' 'N' Burnin' for the Cure Barrel Race event, TAMU Construction Science Career Fair, Gulf Coast Arabian Horse Show, Life Line Health Screening, 2016 All Aggie Rodeo, Fall Bridal Show, 2016 Taste of Home Cooking event, the Stock Horse of Texas Show, 2016 Celebrate the Arts Fundraiser and Banquet, 2016 Elizabeth House Fundraiser, Brazos Valley Cares "Steak Your Support" fundraiser for veterans event and several other company meetings, wedding receptions/anniversary parties, professional meetings and private receptions/events.

For the first quarter of FY17, October through December, the Expo calendar will again be very challenging. Events that are scheduled include Texas High School Region 9 Rodeos (2), Trophy Hunters Banquet and Fundraiser, 2016 TTI Short Course and Fajita Fest, 2016 Extension Service Pizza Ranch, Humana TRS Meeting, Texas Professional Real Estate Inspectors Association Conference, Little Wranglers Barn Dance, BCYLS Sheep & Goat Validation, Brazos Valley Fair & Rodeo, Southwest Electrical Metering Association Convention, Shriners Halloween Show, Buster McLaury Horsemanship Clinic, Meeting Planners Showcase, Still Creek Ranch Banquet and Fundraiser, STX Comic Con Trade Show, TAMU College of Education Career Fair, Brazos County AgriLife Banquet, 2016 TAMU Ducks Unlimited Fundraiser and Banquet, Brazos Valley Young Life Banquet, TAMU College of AgriLife Legacy and Leadership Scholarship Banquet, TAMU AKA Sorority Pageant, 2016 Chamber of Commerce Ag Breakfast, BCYLS Swine Validation, Big Loop Big Money Team Roping event, Texas American Saddle Horse Association Holiday Horse Show, 2016 K12 State Testing, St. Joseph Magical Christmas Community event, Southern Classic Livestock Show, Texas Quarter Horse Association Introductory Show & Clinic, Mid-South Baking Christmas Party, Texas Engineering Extension Service Reception and the Zydeco Concert event.

Please check the event calendar, included in this Newsletter, to see the Expo events scheduled in the near future and then remember to visit our website, www.BrazosCountyExpo.com, to obtain more details/information regarding these and other events. Also, please note that most of the livestock shows and horse shows are free to the public.

Wishing all of you a safe and enjoyable fall!