

## WHEN

Wed.-Fri., July 19-21, 2017

## WHERE

Plainview, Texas

- Plainview Civic Center
- Jimmy Dean Museum
- Fair Theatre

## WHO SHOULD ATTEND

- All Heritage Tourism Partners in the Plains & Panhandle
- Elected Officials and Community Leaders
- Destination Marketers
- Historic Preservation Supporters
- History and music lovers, travelers, and general public

## COST

\$99 includes

- Museum Tours
- Meet & Greet Reception
- Wed. banquet program with West Texas music historian Dr. Joe Specht of Abilene
- Texas Heritage Trails Celebration
- Luncheon program on Texas Music Heritage
- Historic Highways with Ryann Ford, Stew Magnuson
- What's New on the Trails
- Thurs. evening program of music and performance
- Friday morning hands-on session: Texas Music Trail

# TEXAS PLAINS TRAIL REGION

*9th Annual*

## TOURISM & PRESERVATION ROUNDUP 2017

# TEXAS TRAILS

## & Texas Tunes



A Heritage Tourism Gathering in Plainview, the heart of the Texas Plains Trail Region, a crossroads from buffalo trail days to the age of the Interstates, and which has recently opened an excellent new museum dedicated to one of West Texas's most influential musicians.

[TEXASPLAINSTRAIL.COM/ROUNDUP](http://TEXASPLAINSTRAIL.COM/ROUNDUP)

REGISTER TODAY! • [info@TexasPlainsTrail.com](mailto:info@TexasPlainsTrail.com)



TEXAS  
PLAINS  
TRAIL

TEXAS HISTORICAL COMMISSION  
TEXAS HERITAGE TRAILS PROGRAM

# TEXAS TRAILS & TEXAS TUNES

FROM THE TEXAS PLAINS TRAIL REGION STAFF AND BOARD, the Texas Historical Commission, the City of Plainview, and Hale County, Howdy and Welcome!



We're pleased to have you with us to celebrate our 9th annual Tourism & Preservation Roundup. As your partners in educating visitors and residents alike about the rich past of the Plains and Panhandle, the Texas Plains Trail Region invites you to participate in a singular experience to help shape our program's future.

Those of you who have attended our Roundups in past years, with dynamic thought leaders such as Bob Phillips, Chet Garner, Kim Phillips, and Wyman Meinzer as well as presentations of the best and boldest ideas in Texas, know what a rewarding experience our annual summer conference always is.

This working conference features stirring presentations in image, music, and words to educate and inspire you as you swap ideas with others from around the region. Thank you for joining us in Plainview to help celebrate our past and shape our future.

**Barbara Brannon**, Texas Plains Trail Region Executive Director • **Danyel Parkhurst**, TPTR Board President

## SCHEDULE WED., JULY 19

### ARRIVE IN PLAINVIEW TEXAS, home of music legend Jimmy Dean.

Shopping, lunch, and museum visits—go to [www.ci.plainview.tx.us/index.aspx?NID=9](http://www.ci.plainview.tx.us/index.aspx?NID=9) for a directory.



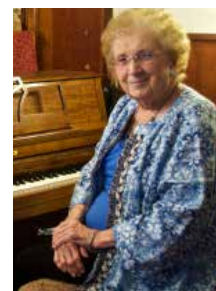
Starting at 1 pm **EXHIBITOR SETUP** and **REGISTRATION FOR EARLY ARRIVALS, Plainview Civic Center**, at Plainview Country Club, 2902 W. 4th St., Plainview TX 79072. *Overlooking the city's lush 19-hole golf course and only a short distance from downtown and from museums on the Wayland Baptist University campus, the Plainview Civic Center is the venue for all Roundup meetings.*

2–3:30 pm **TPTR BOARD MEETING**, Open to the public. Plainview Country Club.

4–5:30 pm **TOUR A TRIO OF MUSEUMS** on the **Wayland Baptist University campus**, 1900 W. 7th St., Plainview. The **MUSEUM OF THE LLANO ESTACADO**, the new **JIMMY DEAN MUSEUM**, and the **ABRAHAM FAMILY ART GALLERY** bring together history, music, and art within a two-block corridor on the campus. *Drop in and start at any point for a guided tour, as an introduction to the rich heritage and culture of Plainview and the heart of the Texas Plains Trail Region.*

5:30–6:30 pm **OPENING RECEPTION/MIXER, featuring local fare and libations, Plainview Civic Center.** *Mingle with friends old and new in the luxury of Plainview's*

*revamped ballroom as you sample refreshments (including craft beer and local wines from the birthplace of the Texas wine renaissance) and enjoy the Lone Star musical stylings of 93-year-old award-winning piano artist **LUCY DEAN RECORD** of Lockney, Texas.*



- Welcome from Ramon Johnston, incoming board president
- Catering by Weekends BBQ, Plainview
- Texas wines and beers
- Souvenir photographs by Jim Brokenbek (we'll share a link afterwards to download from Flickr)

6:30–8 pm **BARBECUE BANQUET** and program: **THE MUSIC HERITAGE OF WEST TEXAS. DR. JOE W. SPECHT** is *director of the Jay-Rollins Library at McMurry University. In addition to co-editing The Roots of Texas Music (Texas A&M University Press) with the late Lawrence Clayton, he has published articles in The Journal of Texas Music History and Old Time Music and contributed entries to The Encyclopedia of Country Music and The Handbook of Texas Music.*





## THURS., JULY 20

Breakfast and networking on your own at hotels or local establishments

**TPTR ROUNDUP DAY Plainview Civic Center**, at Plainview Country Club, 2902 W. 4th St., Plainview TX 79072. *Tune up your imaginations—in the key of preservation and heritage tourism! Listen out for prizes drawn after each session.*

### 8–9 am REGISTRATION, COFFEE, AND LITERATURE SETUP

### 9–9:30 am WELCOME AND ANNOUNCEMENTS

- Welcome from executive director Barbara Brannon; Melinda Brown, Main Street Plainview; and board president Danyl Parkhurst (Boys Ranch)
- Thanks to our outgoing board members; welcome to new board members and officers
- Housekeeping announcements

### 9:30–10:15 am Session 1

**FIFTY YEARS ALONG THE THE TEXAS HERITAGE TRAILS** *Just as the 50th anniversary approaches for the first international exposition ever held in the U.S. Southwest — San Antonio's HemisFair '68 — so does the golden anniversary of the Texas tourism initiative originally tied to it, the Texas Heritage Trails Program (back then, the Texas Travel Trails).*

*This milestone provides a golden opportunity to commemorate and celebrate, opening doors to educational, marketing, and goodwill activities and paving the way for the coming years of continued service to travelers, communities, and the state of Texas. We'll look back at some important mile markers—and forward to strategies that honor both eras of the program's past.*

10:15–10:45 am **NETWORKING BREAK** *Coffee, soft drinks, treats, and trail mix — and a chance to say hi to friends from all over.*

### 10:45–11:30 am Session 2

**NEW OLD TRAILS ACROSS WEST TEXAS** *Our 52-county region has many tracks of history to explore; we'll hear from several explorations and initiatives that tap into our history.*

- Comanchero Canyons Museum, Phil Barefield & Jerry Leatherman
- Wheeler County and General Custer's route, Rhonda Meriwether
- Follow West Texas Trails to Snyder, Oct. 2017, Paula Sue Hatfield

### 11:30–noon Session 3

**INVITING TRAVELERS TO EXPERIENCE YOUR COMMUNITY'S TRAILS AND TALES** *Fifty years ago, a statewide network of signs and a map beckoned visitors to travel into every corner of Texas, reveling in the sites and sights along the way. In 2017, how do we attract another generation of visitors? With those at your table, list one tale you'd like visitors to appreciate about your destination—and a strategy for sharing it. How will you get the word out during our Golden Anniversary Year of 2018?*

Noon–1:15 Keynote presentation and luncheon

**A MUSIC TRAIL FOR TEXAS** with **STEVE RAY**, Texas Music Office, Austin. *In 2017, the 85th legislature authorized a Texas Music Trail to celebrate and capitalize on the state's music legacy, live performance, and fascinating stories. What artists, destinations, songs, and styles will it encompass? And how can*



*you make your community's musical heritage known? (Be sure to stay for Friday morning's workshop with Steve Ray, too.)*

- Introduction by \_\_\_\_\_
- Catering by \_\_\_\_\_

### 1:45–2:15 pm Session 4

**WEST TEXAS MUSIC, MUSEUMS, AND MORE** *The Texas Plains Trail Region boasts scores of music-related destinations, from concert halls to recording studios, performance and festival venues to walks of fame. We'll hear from a few places fans can visit year round.*

- Jimmy Dean Museum, Rodney Watson
- Buddy Holly Museum, \_\_\_\_\_
- Bob Wills Museum, \_\_\_\_\_
- Woody Guthrie Folk Music Center, Mike Sinks
- Cactus Theater, Lubbock, Darryl Holland

### 2:15–3:00 pm Session 5

**HISTORIC HIGHWAYS AND SCENIC BYWAYS.** *TxDOT today maintains more than 79,000 miles of farm-to-market, ranch-to-market, state, U.S. and interstate highways—more roadway than any other state. What do we do to keep the journey edifying and interesting?*

- Ryann Ford, *The Last Stop*

3:00–3:30 pm **NETWORKING BREAK** *Light treats and more networking. Take a bit of time to visit with exhibitors.*

### 3:30–4:15 pm PLENARY SESSION: TEXAS FRIENDLY HOSPITALITY

4:15–4:30 pm **ROUNDUP WRAP-UP AND EVALUATION.** *Help us make next year's Roundup even better! Fill out the yellow form in your packet and drop it in the basket before you leave the museum.*

4:30–5:00 pm **CONFERENCE TAKE-DOWN/VENUE CLEANUP** *Dinner on your own at local establishments*

### 7:00–8:00 pm Special Presentation

Fair Theatre, 901 Broadway, Plainview

**"THE COMANCHE WITH BLUE EYES"** Zoe Kirkpatrick of Post as

Cynthia Ann Parker in Marybeth Weston's original one-woman show. Prepare to be moved and inspired by this artistic retelling of a well known—but little understood—chapter of our Texas heritage.



## FRI., JULY 21

9:00–11:00 am **MAKING THE MOST OF YOUR MUSIC HERITAGE**

*Almost every county in our region has some musical treasure or live performance that brings people to enjoy and experience it — from a display in a museum to a Saturday night jam, from a favorite music store to the gravesite of a rock 'n' roll idol.*

*Steve Ray of the Texas Music Office guides us in three important ways to capitalize on this aspect of our cultural heritage: (1) by inventorying assets, and (2) by spreading the word beyond community borders; and (3) by effectively promoting events. Learn how to share this information with the Texas Music Trail — and how to take advantage of the resources the TMO offers. Oh, yes — and win prizes by showing your Texas music knowledge!*

# ENJOY

## MUSEUM EXHIBITS AT OUR HOST VENUES

Please enjoy visiting the exhibits, indoors and out, at our host museums, at no additional charge. Be sure to sign guest books—and leave food and drink in designated areas.

## LITERATURE DISTRIBUTION

The Texas Plains Trail Region distributes your literature—in addition to ours—at the Palo Duro Canyon Visitor Center, the State Fair of Texas, and other outlets, year-round. Be sure to pick up a handful of our rack cards, and leave us 250–500 of your own.

## BOOK SALES AND SIGNINGS

Several authors will be on hand to sign books throughout the day.

## TEXAS PLAINS TRAIL LOGO GEAR

Show your colors! Get your travel umbrellas, shirts, car sunshades, and more at the TPTR merchandise table.

# GIVE

## TO THE 52 CLUB

*A giving plan tailored to all sizes*

52 cards in a deck, 52 weeks in a year, 52 counties in the Texas Plains Trail Region. All of our counties have education and preservation projects in need of a little boost—and our 52 Club is one way we help provide it. Your gift of only \$52 a year—or any multiple of 52—helps museums mount exhibitions, county historical commissions develop programs, or communities get through an emergency need.

Consider making your annual \$52 Club donation (or any other gift to TPTR) in memory or honor of a friend from the Texas Plains Trail Region. Make checks payable to Texas Plains Trail Region, or donate via PayPal. Your gift is tax-deductible according to IRS regulations.



# THANKS

## TO OUR 2015 ROUNDUP COMMITTEE

- Melinda Brown, Main Street Plainview, ex officio/local arrangements
- Kathy Allen, Stratford
- Rita Isbell, Paducah
- Stephanie Price, Canyon
- Danyel Parkhurst, Boys Ranch
- Barbara Brannon, Lubbock, TPTR Executive Director

## TO OUR GENEROUS SPONSORS

Sponsors throughout the Region have helped make this program possible—you'll see their logos on the front of this program, and throughout the conference site and our communications. Please thank them here and patronize them at home.

## TPTR CONFERENCE BAGS

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## PRESENTER GIFTS AND SPONSOR DISPLAY BY CAL FARLEY'S BOYS RANCH

[www.calfarley.com](http://www.calfarley.com)

## CONFERENCE HOTEL

Our thanks to the Comfort Inn and Suites or their hospitality.

## TEXAS PLAINS TRAIL DISPLAY

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## TEXAS HERITAGE TRAILS

[www.TexasTimeTravel.com](http://www.TexasTimeTravel.com)



## QUANAH PARKER TRAIL

[www.quanahparkertrail.com](http://www.quanahparkertrail.com)



## FIND US AND OUR TOURISM PARTNERS



Constant Contact



# BOARD

## TEXAS PLAINS TRAIL REGION BOARD OF DIRECTORS

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Danyel Parkhurst, Boys Ranch, President  
Stephanie Price, Amarillo, Vice President  
Kathleen Beach, Post, Treasurer  
Vicki Hamblen, Happy, Secretary  
Kristine Olsen, Dalhart, Past President

### Terms expiring August 2017

Kathy Allen, Stratford  
Kathleen Beach, Post  
Suzanne Bellsnyder, Spearman  
Jim Brokenbek, Amarillo  
Patti Pharis, Colorado City

### Terms expiring August 2018

Vicki Hamblen, Happy  
Rita Isbell, Paducah  
Ada Lou Lester, Mobeetie  
Virginia Scott, Lipscomb

### Terms expiring August 2019

Lana Payne Barnett, Tulia  
Tai Kreidler, Lubbock  
Kay Lard, Pampa  
Danyel Parkhurst, Boys Ranch

### Terms expiring August 2020

Ramon Johnston, Lubbock  
Stephanie Price, Canyon

### Nominees for terms expiring Aug. 2020

Wendie Murfee Cook, Canadian  
Pat Cruze, Post  
Paula Sue Hatfield, Snyder

### EMERITUS DIRECTORS

Phil Barefield, Briscoe County  
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