



FOR IMMEDIATE RELEASE

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DISTINGUISHED GROUP SELECTED FOR 2011 EXECUTIVE COMMITTEE

Austin, Texas, June 9, 2010 – The Star of Texas Fair and Rodeo (STFR) is proud to announce that the 2010 – 2011 Officer Team has been nominated and elected. These members have spent countless hours and displayed endless dedication to the mission of *Promoting Youth Education – Preserving Western Heritage*. This new leadership will direct the organization in creating another successful year.

Travis Asklund was selected to serve as President of this organization for the 2010 – 2011 season. Travis served as President-Elect in 2009 - 2010 and has been actively involved in the Star of Texas Fair and Rodeo for nearly ten years. Travis has lead many committees including Ambassadors, Rodeo, Bullet Proof, Long Range Planning, Board of Directors, Nominating and Finance. He also helped launch and grow popular fundraisers such as, the Sporting Clay Tournament, Golf Tournament and the High Tech Youth Auction Buyers Group. Travis works at Dell Inc. in Global Configuration Management and lives in Georgetown with his wife Calley, who is also heavily involved in the organization, and their son, Wyatt.

Fred Weber, President - Elect, is the President and CEO of TIBH Industries in Austin. Fred has volunteered with the organization for over ten years and has been a valuable leader on

(more)

Distinguished Group Selected for 2011 Executive Committee, p. 2

many committees including BBQ Cook-off, School Tours, Ambassadors, Youth Auction, Competitive Events, Board of Directors, Finance and more. In 2009, Fred was awarded the Top Hand Award, chosen by the STFR staff as the volunteer of the year who embodies the spirit of volunteerism that is at the heart of the organization. Fred lives in Austin with his wife Ginger and their two children, Marshall and Mary Virginia.

Matt Berry, Sr. will serve as the Secretary - Treasurer for 2010 - 2011. His first involvement at the Star of Texas Fair and Rodeo was in 1984, helping to create the Youth Auction Buyers Group Oink Inc. Since then he has also been chair of the Legal and Safety Committee and involved with the Finance Committee and Board of Directors. Some of Matt's favorite memories have been on the Fairgrounds with his family of six: wife, Eleanor, son, Matt, and daughters, Bremond, Sarah, and Amy. Matt is a Partner at William Gammon Insurance in Austin.

Travis Asklund, Fred Weber, and Matt Berry, Sr. will lead the 19 member Executive Committee, which was also recently elected. These individuals have volunteered for many years and proven to be invaluable in leading and making decisions to advance the organization: Travis Asklund, Matt Berry, Sr., Curtis Calhoun, Mike Eledge, Jay Evans, Cindy Greenwood, Terrell Hamann, Kevin Hilbig, David Kardosz, Bill Knolle, Gavin Massingill, Jeff Nash, Latius Prikryl, Todd Rossington, Steve Skinner, Hil Stroup, Bryan Teich, Shaun Tuggle, and Fred Weber.

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Distinguished Group Selected for 2011 Executive Committee, p. 3



Travis Asklund

Fred Weber

Matt Berry, Sr.

The Star of Texas Fair and Rodeo, a 501 (c)(3) non-profit organization, contributes more than \$1.6 million annually to the youth of Texas with the help of over 2,000 volunteers, donors and sponsors. Through its acclaimed Livestock Show, Fair, Rodeo and other fundraisers, the Star of Texas Fair and Rodeo continues to work towards the advancement of its mission, Promoting Youth Education - Preserving Western Heritage. While delivering superior entertainment and boasting an economic impact that exceeds \$54 million annually, the Star of Texas Fair and Rodeo is an established community tradition founded in 1938. Staying true to the official sport of Texas, Austin is home to the world's 6th largest indoor, regular season ProRodeo known as Rodeo Austin.