
The High Ground of Texas

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High Ground of Texas to Host BEST OF TEXAS Pavilion at the 2012 World Ag Expo

By admin

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The High Ground of Texas will be sending a team of over 75 community members and regional BEST OF TEXAS Pavilion Sponsors to the 2012 World Ag Expo on February 14-16, 2012. Contacts made from this show will continue to add to the successful recruitment and expansion of the agriculture industry into the West Texas region.

The 2012 World Ag Expo reflects more than a decade of marketing efforts by The High Ground of Texas promoting economic opportunities in West Texas and in support of Agriculture in the Global economy. The High Ground is aggressively expanding its marketing initiatives in 2012 by hosting the brand new BEST OF TEXAS Pavilion. The BEST OF TEXAS Pavilion will be the site of the High Ground's regional marketing activities, two hospitality events, sponsored seminars and more.

The World Ag Expo is the largest event of its kind in the world and is held each year at the International Agri-Center in Tulare, California. Based on the shows current growth and momentum in the agriculture and dairy industry, this internationally recognized event will attract exhibitors and visitors from 50 states and more than 72 foreign countries. There will be over 1,500 exhibitors and over 100,000 attendees at the show. In addition to over 2.6 million square feet of exhibits, the show also offers over 100 seminars on a variety ag-related topics and hosts the Hi-Tech Heritage Complex, The Farm Equipment Museum, and the Agriculture Learning Center.

Various ag-based industries will be targeted during the show. Since 1998, the marketing efforts of the High Ground of Texas at the World Ag Expo has resulted in over \$300 million dollars of new investment and thousands of new jobs in the region.

The High Ground of Texas will also be hosting their famous hospitality events, the “10th Annual High Ground of Texas Tailgate Party” to be held on Wednesday, February 15th from 3:00 – 5:00 pm. This highly successful, very popular exclusive annual Tailgate Party serves over 600 VIP clients each year resulting in numerous annual visits to the region pursuing business opportunities. Inquiries from prospective new clients have also been received following the event by numerous ag-related businesses soliciting information about possible expansion projects. The High Ground will also be sponsoring their popular “Ribs & Tunes at Noon” event on Tuesday, February 14th from noon to 1:30 p.m. for prospects, sponsors, vendors and regional allies. Both events will be held at the BEST OF TEXAS PAVILION.

Three High Ground of Texas information seminars will take place during the show titled “Dynamic Distribution & Business Opportunities in the High Ground of Texas” presented by representatives from Amarillo, Lubbock, Levelland and Dumas EDC’s, “Finding Ways to Make Money in 2012” presented by Alan Rhodes and Lynn Tate “the farming lawyers” from Underwood Law Firm, and “Introducing CAFOPro.com-a secure web-based CAFO data management service” presented by Norman Mullin of Enviro-Ag Engineering.

“Our participation in the World Ag Expo continues to pay dividends in creating business development opportunities, identifying prospects interested in our region, and providing positive exposure for the great agriculture commodities and agri-business services produced and provided in the High Ground region. By creating the BEST OF TEXAS Pavilion, the High Ground of Texas region will be represented at an even greater level in 2012” says Lorie Vincent, Executive Director of the High Ground of Texas.

Back by popular demand, the entertainment for the events will be provided by the “Texas Crossroads Band” from Shamrock. The catering will be provided by Lynn Allen of Stratford and the High Ground Cooking Crew.

Current Super Sponsors for the 2012 BEST OF TEXAS Pavilion include Capital Farm Credit, Enviro-Ag Engineering, Hilmar Cheese Company, DairyMax, Western Builders, Underwood Law Firm, Amarillo Economic Development Corporation, Lubbock Economic Development Alliance, San Angelo Chamber of Commerce and Dairy Farmers of America. Brown, Graham & Company will return as the Entertainment Sponsor, Dumas EDC serves as the Refreshment Sponsor and DeLaval, Inc. sponsors the Catering. The Dumas EDC and Levelland EDC will be hosting outdoor networking canopies on the Texas site. Pavilion Partners Shamrock EDC, Borger EDC, Reese Technology Center, Levelland EDC, Plainview/Hale County Industrial Foundation, Xcel Energy, Micro Dairy Logic, Friona EDC, Perryton CDC, Spearman EDC, Pampa, EDC, National Bank of Commerce, Sherman County Development, Happy State Bank, Muleshoe EDC, Hereford EDC, Red River Commodities, High Plains Contractors & Mgmt, Mayfield, Crutcher & Sharpee LLP, and Citizens Bank also serve as sponsors for these exciting marketing initiatives. Sponsorship opportunities for the 2012 World Ag Expo events are still available and open to all interested companies involved in agri-business in the High Ground of Texas region. Deadline for sponsorships is Wednesday, February 8th.

High Ground Representatives from Perryton, Dalhart, Brownfield, Stratford, Tulia, Friona, Dumas, Muleshoe, Borger, Spearman, Amarillo, Plainview, Lubbock, San Angelo, Levelland and Shamrock have made plans to attend the 2012 World Ag Expo. Representatives from the Swisher County Electric Cooperative, Bailey County Electric Cooperative and Xcel Energy will be joining the High Ground Team.

The High Ground of Texas is a regional economic development marketing coalition that represents the northern 66 counties in West Texas. The High Ground targets several industries in their annual diversified marketing plan including manufacturing, distribution, food processing, alternative energy, plastics & packaging, petroleum,

corporate headquarters, value-added agriculture, fabricating, bio-technology, and more. The High Ground coordinates various marketing events for the region, including trade shows, recruiting trips, direct mail projects, advertising, industry events, hospitality events, and web based marketing projects. All community High Ground Members receive the prospect leads generated in these marketing activities.

For more information about the 2012 World Ag Expo marketing initiatives or sponsorship opportunities, contact the High Ground of Texas office at (806)366-7510, higround@xit.net, or at www.highground.org. For more information on the World Ag Expo go to www.worldagexpo.com.