

BUZZ

November 2025



Recently, groundbreaking took place for **KIDS, INCORPORATED'S ROCKROSE SPORTS PARK**, a 90-acre complex for youth sports. **JIMMY LACKEY**, President and CEO of Kids Incorporated said, "This is history for an organization that's 80 years old. This project is the continuation of something Cal Farley started in 1945." The complex is the culmination of a \$30 million fundraising campaign from foundations and private donations. The new complex is the organization's largest project to date – and one of the biggest privately funded sports investments in Amarillo history. Upon completion the park will feature 36 acres of synthetic-turf fields for baseball, softball, soccer, and football across 72 developed acres, with another 18 acres reserved for a future indoor sports complex. Construction is expected to take 18 to 20 months, with play anticipated to begin by fall 2027. To date Kids Incorporated has raised about \$27 million toward its \$30 million goal. "This project is 100% community-driven," Lackey said. "No taxpayer dollars. Every dollar has been raised through donors, grants, and supporters who believe in what this means for Amarillo's kids." The sports park sits on donated land just south of Loop 335 and Interstate 27, part of a 90-acre parcel provided by Rockrose Development. The complex will use turf fields throughout – a deliberate choice to avoid rainouts and keep tournaments on schedule. Once the outdoor park is complete, the focus will shift to Phase Two – construction of the indoor sports complex on the north side of the property. Plans for the second phase include a state-of-the-art indoor track, along with basketball and volleyball courts suitable for both community and competitive use. The new facility will host youth tournaments and public recreation year-round, expanding opportunities for local athletes, families, and club programs. The additional court space will also provide rental opportunities for teams and increase tournament capacity for existing youth basketball and volleyball events.



DENITA REYNA, Operations Leader for **INSURICA TEXAS PANHANDLE**, has been named Partner with the agency. In 1987 Reyna began her career in insurance and has spent decades helping businesses and families protect what matters most.

She holds the Certified Insurance Counselor (CIC) designation, a nationally respected credential that reflects her deep industry expertise. **MARK BRIDGES** is **INSURICA** Chief Branch and Partner Relations Officer. Reyna has served as a Past President of the local association Independent Insurance Agents of the Panhandle (IIAP).

FIRSTBANK SOUTHWEST ("FBSW") announced the grand reopening of its Perryton branch, located at 201 S. Main, Perryton. After extensive renovations following a tornado just over two years ago, the branch welcomes customers back with a refreshed interior and renewed commitment to the community. **ANDY MARSHALL** is FBSW President and CEO, and **DARREN CHISUM** is Perryton Market President.

WTAMU's LAURA AND JOE STREET SCHOOL OF NURSING named five esteemed faculty members to professorships, recognizing their dedication to the nursing profession and to educating students to provide care throughout the region. Named to the endowed professorships are **AZRA BARAKOVIC**, the Mary Wendler Professor of Nursing; **SHERRI DRINNON**, the High Plains Christian Ministry Rural Professor of Nursing; **DR. ALEE FRIEMEL**, the High Plains Christian Ministry Professor of Nursing Leadership; **LAURA REYHER**, the Laura and Joe Street Professor of Nursing; and **AUSTIN WISEMAN**, the Eunice King Professor of Nursing.

▼ Azra Barakovic, Laura Reyher, Dr. Alee Friemel, Sherri Drinnon and Austin Wiseman



The **INDEPENDENT BANKERS ASSOCIATION OF TEXAS (IBAT)**—the largest state community banking association in the nation—has recognized **FIRSTBANK SOUTHWEST (FBSW)** with **TWO SILVER EAGLE BEST OF COMMUNITY BANKING (BOCB)** awards for outstanding achievements in **COMMUNITY SERVICE** and **BANK CULTURE**. FBSW earned these honors for its *Pie It Forward* community campaign and its employee-led *Connections Crew* program—both reflecting the bank’s core values of *Faith. Family. Bank*. The *Pie It Forward* initiative was a creative fundraising campaign launched in partnership with the **UNITED WAY OF AMARILLO AND CANYON**. The *Connections Crew* is an employee committee focused on cultivating a positive, inclusive, and engaging workplace.

UNITED SUPERMARKETS and **KELLANOVA** (formerly known as Kellogg’s) presented **AMARILLO COLLEGE** with a donation of \$10,000 to help bolster the on-campus food pantry. According to officials with United Supermarkets, the donation will help the Amarillo College Food Pantry and Advocacy & Resource Center Services on campus. Officials noted the AC Food Pantry provides non-perishable food and toiletries to any currently enrolled AC students or employees who need assistance.

Thanks to the vision of a Texas family and a strong partnership among federal, state, and conservation organizations, more than 3,000 acres along the rim of **PALO DURO CANYON** are being permanently protected through two conservation easements held



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by the **TEXAS AGRICULTURAL LAND TRUST (TALT)**. The first easement—covering 1,725 acres—has closed with funding from the USDA’s Natural Resources Conservation Service (NRCS) Agricultural Conservation Easement Program (ACEP) and Texas Parks and Wildlife Foundation’s (TPWF) Buffer Lands Incentive Program (BLIP), which supports voluntary conservation efforts near Texas state parks, wildlife management areas and other protected areas. A second easement totaling 1,323 acres is expected to close by the end of the year, bringing the total protected acreage to 3,048. Known as **RIM RANCH**, the property spans Armstrong and Randall counties and has been in the **OWENS FAMILY** since the late 1940s. From their perch above the second-largest canyon in the United States, the family has long looked across the canyon to the Pioneer Amphitheater, home of the iconic outdoor musical **TEXAS**. For nearly 60 years, hundreds of thousands of visitors have watched **TEXAS** unfold under the stars, with the dramatic red walls of Palo Duro Canyon as its backdrop. What few realized is that the very view they were admiring—the majestic rim beyond the stage—was privately owned land. Now, thanks to the Owens family and their conservation partners, that view will be forever protected. At 98 years old, **GINGER CAMPBELL**, daughter of the original owners **DR. AND MRS. GUY OWENS**, has lived long enough to see her family’s legacy endure. “My parents poured their hearts into this place,” Campbell said. “To know that Rim Ranch will remain intact, that our children and grandchildren will be able to enjoy it just as we have—it means everything to me. I love to think of it going on and on and on, not just for our family, but for everyone who comes to see this beautiful canyon.” **RODNEY FRANKLIN**, Director of Texas State Parks, said the Rim Ranch easement benefits all Texans. “Palo Duro Canyon State Park is one of the crown jewels of our park system, and its dramatic views are part of what makes it so special,” Franklin said. “Every summer, thousands of visitors watch **TEXAS** against the canyon’s breathtaking backdrop—now permanently protected thanks to the foresight of the Owens family and the leadership of TALT. This partnership ensures that one of the most iconic views in Texas will remain untouched for generations.” *AW*