



MEDIA CONTACT: Jeanne Albrecht
210/392-9047
jca@jeannebiz.com
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FOR IMMEDIATE RELEASE:

2018 VOLUNTEER TRAIL AT NIOSA®

“A Night In Old San Antonio®” (NIOSA) is put on by an army of 10,000 volunteers each year and produces far more revenue for historic preservation than any other event in the nation for the San Antonio Conservation Society.

For the past 70 years, NIOSA has provided almost the entire funds for the Society’s preservation activities.

All booths are run by volunteers, and all proceeds go to the Conservation Society: More than \$800,000 is put back into the local economy by using local vendors and more than \$450,000 in rental, permits and fees to the City of San Antonio.

NIOSA-WIDE STORIES

VOLUNTEERS IN CHARGE OF EVERYTHING: Every July, the Conservation Society elects a Fourth Vice President to serve as chairman for NIOSA (and NIOSITAs)—a volunteer, unpaid position for a one-year term with option of one year re-election. Overseeing NIOSA this year as Fourth VP is Margie Arnold; she is ultimately responsible for everything from decorations to cascarones and security.

At the peak of the organizational volunteer pyramid, Patti relies on four NIOSA vice chairmen (Sharon Hearn, Dee Wright, Jana Foreman and Glenda Duffin), Treasurer Jackie Fellers; 15 area chairmen; and chairmen and vice chairmen for more than 250 food and drink booths – all volunteer. Other committees include banners, cascarones, central supply, hospitality, cold drinks, coupons, paper goods, decorations, electrical appliances, consolidated food supply, gates, ice, locks and keys, maps, paper supply, safety and fire extinguishers, signs, souvenirs and advance ticket sales. All booth workers are also volunteers. And even though NIOSA has only three full-time staff members—led by NIOSA Director of Operations Audrey Haake—they do the work of 20, and volunteer many, many hours, along with NIOSA volunteers, to make NIOSA happen every year.

Many of the volunteers’ contributions may seem small by themselves, but by banding together they form the core of the event. Each volunteer hour is a savings to NIOSA and for every 10,000+ volunteer hours is \$100,000. Over 1,000 volunteers are required to obtain a current TABC certification to check IDs and serve beer and wine.

“Characters” of NIOSA: not tied to an area

227 South Presa Street □ San Antonio, Texas 78205
niosa@niosa.org □ (210) 226-5188 □ www.niosa.org

STAGERS OF NIOSA: Unseen and unknown to the general public is a team of men (the stagers) who work endless hours in the weeks leading up to April 24, putting NIOSA together, and then spend at least eighteen hours a day, from 6 a.m. to 1 a.m. all four days of the event, to keep the "wheels greased," seeing that the huge affair goes off without a hitch: Brad Dietrich, Artie Dietel, Gene Willette, Ray Moreno, Scott Cox, Jeff West and Rick Zertuche.

Christopher Wallace, the "Huichol Shaman" of NIOSA: Christopher's father, Clifford L. Wallace, led the first opening night parade in 1976 wearing his traditional Huichol (a native group from the current Mexican states of Nayarit and Jalisco) men's costume. The "bolsas" were imagined to contain potions, spells, amulets, and talisman, so "shaman" (medicine man or healer) was the best designation for the created character...and the "Huichol Shaman" of NIOSA was born. Christopher began doing the parade with his father when he was a freshman in college. He continued to lead the parade with his father until his father's last year (in 1994). Clifford died in December of that year, and Christopher has done it ever since.

Pancho Villita: Longtime preservationist and local architect Lloyd Jary, FAIA, joined the Conservation Society in 1973 and worked in the Corn on the Cob booth where he was the secret "money runner" (back when NIOSA sold tickets at each booth and then the Booth Chair would deliver the money). He decided to dress up in a wool serape, large hat and bandolera, and is now known as Pancho Villita, and does so every year on opening night. Lloyd is easily one of the most photographed, painted and popular character of NIOSA, even appearing in several of the NIOSA posters.

Maureen Berryman, Chair of Cascarones Committee: Maureen began attending NIOSA when she was 15 years old and has volunteered almost every year since 1973. She joined the Conservation Society in 1992 and began volunteering on the Cascarone Committee with her mother that same year. Chair of the Cascarone Committee since 2013, she and 30 volunteers (ages 20 – 91) meet weekly, to make cascarones. Three generations of Maureen's family have made cascarones: her mother and now granddaughters. She has participated in five promotional trips with the San Antonio Convention and Visitors Bureau—one in New York City, Chicago, Houston and two in Dallas. *I have been a member of the SA Conservation Society for 26 years. I was born and raised in San Antonio and love my city, my heritage and culture. I began volunteering on the Cascarone Committee with my mother when I joined the Society in 1992, my mother passed in 2012. I was appointed Cascarone Chair in 2013. We have approximately 25 committee volunteers each Thursday morning making Cascarones, they range in age from 21 to 92. Last year we made over 53,000 Cascarones for NIOSA for the four-day event.*

NIOSA Crafters (Linda Skop, Gerry Young, Thelma Parker, Jana Foreman): Led by Linda Skop, the NIOSA Crafters create hand-made arts and crafts, and staff the "NIOSA Crafters Store" in La Villita on 218 South Presa Street, near the corner of Presa and Nueva. (Highly appropriate location since the 1939 La Villita Ordinance calls for the celebration and support of local artisans.) They make several trips to Progresso to buy the materials they use and they also collect materials from their homes and flea markets—following the Society's lead to "preserve and repurpose" materials. They also sell the 2018 NIOSA medal; advance discount NIOSA tickets; past NIOSA posters, medals and mementos; and medals and consignments from select Fiesta organizations.

**A "WALKING TOUR" OF THE WONDERFUL
BEVY OF NIOSA VOLUNTEERS
(Organized by the 15 area of NIOSA)**

ARNESON THEATRE: Greg Smith, Area Chair

1. Greg Smith is Area Chairman of Arneson Theatre. Greg and his wife, Cindy have been volunteers for over 40 years.

- *“I enjoy the Arneson area because of the great group of volunteers that are in my area. Everyone helps each other, and we really do have fun. Volunteering is my way of giving a little back to the community. All that sounds good, but the real reason I work down there is to figure out how I can get my plumbing company to make over a million dollars in four nights! Ha!” –Greg Smith*
2. Volunteers for 20 or more years: Carol Barnes, Area Chair Greg Smith and Cindy Smith.
 3. In this area’s **Beer Booth**, one volunteer comes annually from Colorado.
 4. Ethel Harris was a former president of the Conservation Society. Her granddaughter Carolyn Harris recently moved back to San Antonio and this is her fourth year to chair the Malt Beverage booth in Arneson Theatre, with Ethyl’s great grandson’s wife.
 5. Brenda and Marvin Speckmiear come from Yancy, TX to volunteer. Marvin has volunteered for 33 years and Brenda has volunteered for 27 years.
 6. The Arneson and Irish Flats are the only NIOSA areas with “Riverfront property.”
 7. Jan Naylor will be the new booth chairman in Chips and Queso.
 8. Big sellers in this area: Broadway Chicken and Fried Jalapeños.

CHINATOWN: Isabel Pruneda, Area Chair

1. Isabel Pruneda is Area Chairman of Chinatown:
 - *“I am a member of the San Antonio Conservation Society and have participated in NIOSA as a volunteer since 1997. I worked the Shrimp Fried Rice booth in the late 90s and then the Fortune Cookie Booth. I joined the San Antonio Conservation Society because I have an insatiable curiosity for history and historical buildings, objects, places and customs. I love working NIOSA because it is such a positive influence in the San Antonio community. I get to meet people from all around the world and enjoy working with the friendliest volunteers that make NIOSA possible.” - Isabel Pruneda*
2. The **Yak-I-Tori booth** rocks and rolls all night long. The booth chairmen bring in their own electrical AV equipment and turn that corner of China Town into a Karaoke-type sing-along all night.
3. **Staging:** Bobby Stobb and wife Blossom started when China Town opened in early 1980s. Daughter Blythe has been coming since she was an infant; wife Blossom is the area’s paper chairman.
4. Volunteers for 20 or more years: Cindy Garza (**cold drinks**), Joey Boyle (**Yaki-tori**), Nancy Ince (**Wontons**), Mike Mills (**Yak-i-tori**) and Nichole Keith (**Chairman**).
5. Big sellers in this area: Yak-i-tori and Egg Rolls.

CLOWN ALLEY: Leslie Fischnar, Area Chair

1. Leslie Fischnar is Area Chair of Clown Alley:
 - *“I started volunteering in 1973 in the Buñuelos Booth as a freshman in high school. I continued volunteering all through high school and college. I also volunteered in a beer booth for a couple of years. I was the co- chair in Putting Around for a few years and moved up to Chair of Clown Alley in 2015. I volunteer*

because I feel you need to give back to the community that has given us so much. The Conservation Society works not only to preserve our history but to educate our children. As a retired teacher I feel preserving our history is one of the most important things we can do for future generations.” – Leslie Fischnar

2. Mary Martin is Area Vice Chair:

- *“I’ve been a NIOSA volunteer on and off for years, but I became a dedicated Clown Alley volunteer in 2011 with the Putting Around Booth, which I took over in 2015. In 2017 I moved into the Clown Alley Vice Chair position, which I’m really enjoying. I love my city! I view the San Antonio Conservation Society as representing my voice for keeping the spirit of San Antonio alive, with NIOSA being the best fundraising vehicle, ever!” – Mary Martin*

3. Kathleen Martin is stepping up as **Vice Chairman** of Clown Alley after a year as Chair in Putting Around. With her experience at Putting Around, this year will be a hole in one! She has volunteered with NIOSA for many years off and on that is bringing Clown Alley up to speed.

4. Anne Kleeberg has moved from Vice Chair of Clown Alley to **Decorating Chair**. She is very busy adding polka dots to our booth skirts.

5. Fernando Sanchez has graciously volunteered to take over as chair of **Bowling on the Green**, his wife Betty as his vice chair.

6. Bill Fowler has saved the day by volunteering to be the new Chair for the **Funnel Fries** booth—a mountain of funnel cake fries.

7. Lisa Pierce, former Funnel Fries chair, will be Food Chair of Clown Alley this year.

8. Sandy and Pete Martinez have been volunteering at NIOSA for 16 years. They can work any booth and make it a success. They have Chaired Cold Drinks, Black Cows, and this year will chair the **Putting Around** booth.

9. Kyle Fischnar has proudly stepped into the role of **Staging Chair**, filling the shoes of John Ivy, whom retired last year. He will be raising the roofs (literally) for all our booths, with his sidekick and Vice Chair Shane Palmgren.

10. Laura and John Lamoureux have stepped up to the plate in the Softball Pitch booth. We welcome them back to San Antonio and NIOSA as they have been living in Georgia for the past few years. They used to be in Clown Alley running the Confetti Chicken booth before they were transferred out of state.

11. Big sellers in this area: Hamburgers, Cheeseburgers, Dutch Chocolate Freeze, Shaved Ice and Kiddie Kernels.

FRENCH QUARTER: Leticia Diaz, Area Chair

1. Leticia Diaz is Area Chairman for French Quarter.

“I have volunteered for over 30 years mainly because I feel that NIOSA--through the Conservation Society--is a great contribution to the support and conservation of San Antonio's wonderful history.”--Leticia Diaz

2. Nicho Gutierrez is Area Vice Chairman:

“I’ve always enjoyed the camaraderie that is involved with volunteering for NIOSA – meeting new people and reconnecting with old friends. We make it a family affair every year. This year, 2018, will be my 23rd year volunteering. I’m currently the French Quarter Area Co-Chair.” – Nicho Guitierrez

3. Dottie Rios, chairman of **Escargot** booth, was the Escargot booth co-chair when she asked her friends that are hearing-impaired to volunteer at her booth in 2006. The number has grown from several hearing impaired volunteers to 12. Dottie has been co-chair since 2007, joined again by Evelyn Casanova, who is hearing impaired and has volunteered at NIOSA since 2006.
2. Volunteers for 20 or more years: Leticia Diaz, Sally Lee (Cold Drink), Stephen Barlow (Vice chair of cold drinks booth), Scott Barlow and Nicho Gutierrez (Vice Area Chair).
3. Big sellers in this area: Escargot, Beignets, Shrimp Po Boys, Crayfish.

FROGGY BOTTOM: Gerald Wright, Area Chair

1. Gerald Wright is Area Chairman of Froggy Bottom. This will be his 21st year volunteering.
 - *"I volunteer at NIOSA because I've lost my mind!"* –Gerald Wright
2. The **Celsius Band** will entertain visitors.
3. New this year: **Cajun Fried Shrimp** (butterflied and breaded shrimp served with red sauce and hot sauce)
3. Big seller in this area: Mr. Chicken

FRONTIER TOWN AREA: April Smith, Area Chairman

1. April Smith is Area Chairman for Frontier Town; her brother Brad Dietrich also dedicates time as Staging Coordinator to assemble NIOSA; mother Nancy Ingalls has been involved at many levels during her tenure; husband, daughter and grandson are also involved and help in Frontier Town. This is April's 31st year as a volunteer.
 - *"I am a native to San Antonio and support all the SA Conservation Society does to preserve the history and culture in our city. I love the rich heritage San Antonio has and appreciate the efforts the Society invests to maintain this. I feel being a part of the Conservation Society and NIOSA help me give back to our city."* - April Smith
2. James Hoyo is Area Vice Chairman:
 - *"I have volunteered 19 years as a booth chairman and 7 years in Frontier Town as a vice chairman. I look forward to and volunteer at NIOSA for several reasons. First, it's like a big family reunion—not only do I get to see my NIOSA family, I get to see many of my former students and co-workers. Second, I believe in the purpose of the Conservation Society and the wonderful things they do for our youth and our community. Third, I love a challenge with a team of dedicated volunteers whom take ownership and care in all that they do. I am proud in being instrumental in assembling a crew to not only set up the booths & props for the event, but to clean & tear down at the end."* – James Hoyo
3. Talk about a NIOSA family tree! Armando Hinojosa was "Fast Draw Suds" Chairman from 1970 to 1994. For over 20 years Armando organized the volunteers and supervised the operations of the biggest beer booth in NIOSA. His children "grew up" with NIOSA as part of their Fiesta experience. Armando passed away in 1994; one year after Armando's death, his wife Gloria and children Diana Hinojosa, Theresa Albach, Gloria Rice and Juan Hinojosa decided to continue the Hinojosa family legacy at NIOSA by volunteering to chair booths in Frontier Town. Juan Hinojosa took over as chair of the Fast Draw beer booth in 2013, and the rest of the Hinojosa Family continues to play an integral part of Frontier Town:
Gloria Hinojosa (wife): Frontier Town Food Deliveries Coordinator (1996-

present)

Juan Hinojosa (son): Calf Fries, Chairman (1996-2012)

Fast Draw Suds, Chairman (2013-present)

Barbara Hinojosa (daughter-in-law): Calf Fries, Co-Chair (2009-2012)

Fast Draw Suds, Co-Chairman (2013-present)

Diana Hinojosa (daughter): Horseshoe Shoe Sausage, Chairperson (1996-2012)

Frontier Town, Vice Chairperson (2013-present)

Theresa Albach (daughter): Ranch Steaks, Chairperson (1996-present)

Terrence Albach (son-in-law): Ranch Steaks, Co-Chairman (1996-present)

David Sanchez (nephew): Horseshoe Sausage, Co-Chairman (1996-2012)

Horseshoe Sausage, Chairman (2013-present)

Nathan Adcock (grandson): Horseshoe Sausage, Co-Chairman (2013-present)

Other family who serve in booths as volunteers:

Daughters: Carmen Hinojosa-Laborde and Gloria Rice

Son-in-law: Alfred Laborde

Grandchildren: Elise Adcock, Kathryn Adcock, Erik Albach, Audrey Albach,

Samantha Hinojosa, Caroline Hinojosa, Veronica Laborde and AJ Laborde

4. Never underestimate the power of the egg: EVERYONE loves the **Shypoke Eggs**. The recipe was donated to the original booth chairs by the owner of the Hipps Bubble Room, the originator of the recipe. People ask for salsa and salt & pepper, thinking they are real eggs. Visitors from up north ask for boxes of the Shypoke Eggs to take back home.
5. Allison & Smitty Schmidt are second generation booth chairmen of **Cowboy Klopse**. Allison's parents co-chaired the **Chile con Queso** booth in 1973 when it was located in Frontier Town. In 1977 they moved to chair **Cowboy Klopse**. When Allison was old enough she became their co-chair, and took over about 22 years ago. Allison's parents and the Schmidts' twin daughters help during the week to help, along with other family and long-time booth volunteers.
6. Robert Jenkins (a postal employee) actually brings in a mail box and the official NIOSA cancellation stamp for the official **U.S. Postal sub-station** in Frontier Town. Robert and his fellow workers hand-cancel each card before mailing. We know of several NIOSA attendees who come EVERY year to mail NIOSA postcards to themselves or loved ones.
7. Yvette Martinez is current chair of the Post Office, following in her father's footsteps. Enez Martinez served as Chair for the Post Office five years prior to having his daughter take over. Enez started working NIOSA in 1981 with his sister Dolores, and niece Michelle in Wine Coolers and Fried Mushrooms. They also worked a couple of years in the French Pastry booth, the Chicken Yak-I-Tori booth, the Sopapillas booth, the Souvenir booth and then the Texas Tooth pics in Frontier Town as a Chairman. When they stopped doing Tooth pics, Enez chaired other booths in Frontier Town such as creamed corn, beans and roasted corn-on-the-cob and has also helped in staging, tear down and paint parties. In between Enez helped Michelle with NIOSITAS and on decorations.
8. Ronnie Jaroszewski: For over fifty years, volunteer Ronnie has been apart of the Frontier Town family. Beginning his time with NIOSA in 1965, Jaroszewski has worked in the soft drinks, cantaloupe slices and jalapeño tamales booths and has chaired jalapeño tamales and Texas Bird Legs booths and Staging.
9. Big sellers in Frontier Town: Texas Bird Legs, Ranch Steaks, Steer on a Stick, Shypoke Eggs and Horseshoe Sausage.

HAYMARKET: Rose Moran, Area Chairman

1. Area Chairman Rose Moran has volunteered for over 32 years for San Antonio 's biggest Fiesta Party, Night In Old San Antonio, (NIOA). She has been a NIOA volunteer since the late 1980s serving as booth worker, booth Vice Chair and booth Chairman, as well as International Walkway Area Chairman. She served on the NIOA staff as NIOA Vice Chairman. She has been a member of the San Antonio Conservation Society for over 17 years and currently serves on the Board of Directors of San Antonio Conservation Society.
 - *“I love my city, I love TEXAS, and I love NIOA. I’m a big believer of preservation of our history, customs and diverse cultures that builds this beautiful city of ours. I love being a part of the NIOA Family. Volunteering at NIOA (now going on 30 years) is a great way to help continue our city’s story as well as educating our youth of today, tomorrow and the future.” –Rose Moran*
2. One of NIOA’s most famous and beloved foods, **Maria’s Tortillas** (a hand-patted, grilled corn tortilla, buttered and filled with cheddar cheese and salsa) is named for Maria Luisa Ochoa, housekeeper to Ethel Harris, Conservation Society president from 1951-53. Ochoa was enlisted by Harris to make tortillas for the event. Introduced in the early 1950s, the booth today sells nearly 16,800 concoctions each year.
3. Casey Lopez is in his third year as chair of the **Gordita Booth**. He is the nephew of Area Chairman Rose Moran and has been “helping off and on since I was in high school” but not chairing a beer booth as he had hoped. Instead she asked him to chair the Gordita Booth in Hay Market. “I have met so many wonderful people, all wanting to help me make this booth better. Gabe, my booth Vice-Chairman, my family and friends all so very dedicated -- I love being involved and we look forward to another great year in the Gorditas Booth.”
4. Best Sellers in the area: Maria’s Tortillas, Gorditas, and Puffy Tacos.

INTERNATIONAL WALKWAY: Joel Reyes, Area Chairman

1. Area Chair Joel Reyes and his wife Maria (Area Vice Chairman) have volunteered for 25 years.
4. Maria Reyes is Area Vice Chairman:
 - “My husband Joel and I started volunteering at NIOA back in 1994. Throughout the years we have gained more knowledge as to exactly what the Conservation Society does and what it stands for. We will continue to volunteer and be members of these very worthwhile causes. NIOA is turning into a family affair.”
– Maria Reyes
3. Bongo-K-Bobs—one of NIOA’s favorite foods—moved to this area in 2015.
4. Delia Villarreal is **Baklava** chairmen and has volunteered for more than 24 years. Delia’s daughter Diane Villarreal Solano is chairman of the Malt Beverage booth.
5. Rick Zertuche, International Walkway Staging Chairman and wife Giselle, are also dedicated volunteers for more than 20 years.
6. Big sellers in this area: Fried Mushrooms, Grecian Delight/Gyro and Baja Fish Tacos.

IRISH FLATS: Abigail Power, Area Chairman

1. Area Chairman Abigail Power has true Irish lineage (27 first cousins).
 - *“You know I volunteer because its the best party in town and I lead the best team of volunteers in town (The Band of Merry Green Misfits)!!! What a great way to raise money for a cause I find near and dear to my heart....saving, preserving and most importantly educating people about our historic structures and our wonderful cultures. Now, for the last 300 years, a variety of people from*

around the world have learned that San Antonio is a great place to live....let's keep it that way." - Abbi Power, 23 years of volunteer experience, ninth year as an Area Chairman.

2. Rick Klamm is Area Vice Chairman:
 - *"It's a family tradition. I grew up watching both my parents volunteer at NIOSA every night for years and then I started volunteering. As I got older, I realized the purpose of NIOSA and how the Conservation Society preserved the historical and cultural treasures of the City—the things that contribute to the uniqueness of San Antonio and would have been lost without the work of the Society." –Rick Klamm*
3. Velma Galle, the chairman of the **Irish Good Luck Eggs** (elaborately decorated cascarones with Irish themes—new this year) and her sister Beverly Byrge, make cascarones that are truly Irish. All are green and white with leprechauns, shamrocks and sometimes even little girls in Irish dress.
4. The Klamm Brothers: Rick and Tony Klamm have been volunteering "since they were tall enough to reach over the counter and hand out a coke." Their mom and dad, Dick and the late Joan Klamm, got them started with a **Soda** booth in the Assembly Hall way back when, and they have volunteered for more than 30 years, bringing their friends along to volunteer, too. Abigail met Joan Klamm when she first worked her **Wine Cart** in Irish Flats about 16 years ago. When Joan's health wouldn't let her continue as a booth chair, she asked Abigail to step in. Then a few years later, when Pat Potts decided to take a less active role in NIOSA, she asked Abigail to become the Area Chairman.
5. There are three volunteers in Irish Flats that are retired Greyhound rescuers, and didn't know about their common "furry friend" hobby until they had volunteered for a few years. Abigail is so crazy about Irish Flats that she dresses her greyhounds up as "dog leprechauns." The group decided to create "The Order of the Leprechaun Dogs" and created a Fiesta medal in honor of "the order." The medal was in hot demand the last two years and was even sported by every NIOSA chair person since 2009.
6. The Blarney Bacon booth is run by sisters Rhonda Reza and Bianca Avendano. Their husbands are known as "the dancing bacon"--donning bacon costumes and enticing crowds to come down the stairs to the Flats. On Friday evening the "bacons" have been known to have a bacon dance-off.
7. Irish Flats also sells temporary tattoos, including Spurs themed.
8. The area hosts a version of the popular Smirnoff Preparadas (a flavored malt beverage with fresh fruit, chamoy and chili lime powder) which is green in color.
9. Big sellers in this area: Potato Skins and Blarney Bacon (who wouldn't like candied bacon?).

MAIN STREET USA: DeAnna Keesee, Area Chairman

1. DeAnna Keesee: Served as NIOSA Chairman in 2006 and 2007, NIOSA Vice Chairman 2004 and 2005, booth chairman from 1985 – 2000, Main Street Area Vice Chairman and Food Chairman in 1998 and 1999, the NIOSA Consolidated Foods Chairman in 2001 and the Main Street Area Chairman from 2002-2004. Keesee is following in the footsteps of her mother-in-law June Keesee Cliffe, who served as NIOSA chairman in 1979 and was the Main Street area chairman from 1976 to 1978. Her husband has chaired the beer booth in Main Street for 23 years; their three sons also work in Main Street. Geoffrey, DeAnna's oldest son (the one that was 2 weeks old when he first "attended" NIOSA) is stepping in as the Vice/Food Chairman for this year. This will be

DeAnna's 33rd year volunteering at NIOSA.

- *“My family and I have been involved in preserving the historic heritage of San Antonio for 4 generations, myself personally for 33 of those years. The Society efforts at educating the future generations of San Antonio through the children's heritage education tours, and our junior's program along with our legislative efforts and other groundbreaking work are essential to maintaining the city's designation as one of the America's four unique cities. This is for me even more important as we celebrate the 300th anniversary of our city's founding.” – DeAnna Keesee*
2. **Beer Booth Chairmen**—Kim Johnson and George Keesee continue their families' tradition (since before 1976 when the area was created) of volunteering their time and efforts to NIOSA.
 3. New this year: Delicious Pulled Pork Sandwiches will be replacing the Brisket Biscuit Booth.
 4. Big sellers in this area: Fat Bread, Banana Splits and Fried Oreos.

MEXICAN MARKET: Patti Zaiontz, Area Chairman:

1. Patti Zaiontz, who was NIOSA Chairman 2016-2017, returns to serve as Area Chairman:
 - *“If you wonder why so many people return year after year--many taking vacations from jobs--to volunteer long days planning, setting up, cooking, serving, cleaning and even dealing with ornery patrons, just look around this beautiful city and see how the Conservation Society makes such a huge difference. We are one of a kind; few organizations operate like we do, with volunteers as special as ours.” – Patti Zaiontz*
2. Anna Catalani is Area Vice Chairman:
 - *“Seven years ago, a friend asked if I wanted to work in a NIOSA booth. I volunteer for NIOSA and Conservation because it is my way of giving back to an organization that I believe in. Whether making flowers year round or chairing a committee, it all has a special meaning for me.” – Anna Catalani*
3. **Bean Tacos booth:** This is one of our original booths from the earliest days of the original Mexican Market—the first area of NIOSA 70 years ago. These dedicated volunteers start early in the morning preparing the beans. They are slow cooked all day and freshly prepared that evening. They also press fresh masa and cook the tortillas over small hot braziers on the spot. It takes a lot of prep and teamwork to serve a fresh hot, soft bean taco.
4. Can't forget the **Anticuchos**, the marinated steak shish-kebab available only at NIOSA volunteers sell more than 12,000 of these treats each year. A friend of Ethel Harris, former Conservation Society president, brought the recipe from Peru and it was introduced at NIOSA in the mid-1950s. Provisioning orders went from 200 pounds of meat to more than 4,000 pounds in 2014. One of the event's top seller, it regularly brings more than \$65,000 annually to NIOSA and the Conservation Society. The booth is filled with dedicated hard-working volunteers. These volunteers have to battle plumes of smoke, constant heat from braziers and fire boxes, and the char grease from the pits. Booth chairman Mark Rockwood says: “My volunteers work the hardest of any booth in NIOSA but still have a great time, with smiles on their faces. I am proud to work with these volunteers. They could go and volunteer at an easier or less demanding booth, I suppose....but no—they keep coming back year after year to help cook and serve the Anticuchos. Thank goodness also for the great band directly across from the booth that I believe keeps them jamming behind those fire and smoke-filled pits. I hope for another

great successful year. VIVA NIOSA!!!!”

5. **Cascarones**, traditional Fiesta equipment, originated at NIOSA in the Mexican Market in 1959. Each year, approximately 35 dedicated Conservation Society volunteers work year-round to make more than 120,000 of the popular confetti eggs. The sale of cascarones has brought in more than \$605,145 for historic preservation projects in the San Antonio area since they were introduced in 1959.
6. The **Bolsa booth** originated and still resides in this area, selling hand-painted paper shopping bags decorated by local artists who volunteer their talents. This year, NIOSA is bringing back Caroline Shelton prints as notecards and 8x10 mini-prints. Caroline was a longtime, beloved member of the Conservation Society and NIOSA volunteer who painted our first NIOSA poster in 1983. She went on to create a NIOSA poster every year through 1988, and then again in 1992 and 1993, the year she passed away.
7. Franco Mondini-Ruiz is donating his time and talents to hand-paint elaborate bolsas for The **Bolsa booth** in the Mexican Market area of NIOSA. A self-taught artist who was born and raised in Boerne, he was a high-powered attorney before changing fields to concentrate on art. He now owns a gallery, Franco Mondini-Ruiz Art, on South Presa.
8. And don't forget the **Tienda** booth which sells folk art from all over Mexico, including toys, cookware, apparel and accessories.
9. Another great family story: **Buñuelos** (crisp fried Mexican pastry discs dusted with cinnamon and sugar) are one of the foods offered at NIOSA since it began. The first chairman, Mary Ashley Culp, served buñuelos in 1938 when NIOSA was still called the Indian Festival. The same family has run the booth for 40+ years since Peggy Penschorn, former president of the SA Conservation Society, took over the booth and ran it until 1981, at which time her son Richard and friend Rosemary Doyle took over as booth co-chairs. In its early days, buñuelos were bought from a local bakery that could only make 700 for all four days of NIOSA, so they regularly ran out of the popular dessert. In the late 60s, the buñuelos were made at HemisFair by machine, so they could sell as many as 20,000 in its heyday. Today, Rosemary's daughter Patti helps her with the booth. Now, with so many other dessert options, they usually sell more than 1,200 annually.
10. **Pink Lemonade**: Former San Antonians Marvin and Karen Murray now live in Port Aransas, but still come to San Antonio every year to volunteer with friends Bill and Pat Hockersmith. The Murrays and Hockersmiths began working the Pink Lemonade stand when they were all in college. This year will be their 50th year as volunteers and co-chairs of the booth.
11. **Tea and Coffee**: Another booth with a family tradition. Booth chair Christopher Selwyn took it over from his mom and his grandmother. They make specialty Mexican coffee and tea, passed down from Christopher's grandmother.
9. Non-alcoholic **PiñaCocanada with Crema**
10. Big sellers in this area: Anticuchos, Bean Tacos, Churros, Enchiladas, Chicken Fajitas.

MISSION TRAIL – Ginger Klaerner, Area Chairman

1. Area Chairman Ginger Klaerner has four generations of her family working with her in Mission Trail: her mother Judie Willette, a 50-year volunteer who was Area Chair and now serves as a Vice Area Chair; her daughter, Shae (**Vice Area Chair**) and her granddaughter, Haley—who is only five years old but already showing NIOSA promise.
 - *“I have grown up watching the multi changes of NIOSA. As children we were*

always running around the grounds, then to having a booth of my own to run and to now being an Area Chairman. I am proud to be from San Antonio. I am proud to be part of the history and preservation that the SA Conservation Society exhibits” – Ginger Klaerner

2. Judie Willette, Mission Trail Area Vice Chairman, has been a NIOSA volunteer for over 50 years. Judie became a Conservation Society active member in 1977 and served as a Society Board Member for two years, where she was either chairman or a member of many working committees. She started as a NIOSA volunteer in Mexican Market in 1967—then eventually became Area Chairman of NIOSA’s Gilded Cage area. When that area was closed, she became Area Chairman of Mission Trail from 1990 to 2002, at which time she passed the reigns to her daughter Ginger Klaerner. She has served since then as an Area Vice Chairman of Mission Trail.
 - *“I love working with all of the people at NIOSA, and it has been a true pleasure to have been part of the many changes over the last 50 years.” – Judie Willette*
3. Mission Trail is known for having one of the widest variety of beers, including **Cerveza Especial**. New this year: **Mission Trail Ale** brewed by Ranger Creek Brewing & Distilling
4. **Prairie Chicken**: new chairman will be Joe Flores, who has been volunteering at NIOSA since 1991.
5. Volunteers for 20 or more years: Ginger Klaerner, Greg Klaerner, Glen Jorzczak, Stephanie and Ray Christian and Jim and Patty Johnson.
6. The very popular **Fortune Tellers** continue to amaze NIOSA visitors with their psychic insights.
7. Big sellers in this area: Armadillo Eggs, Pan Dulce de Mission (Chaired by Ginger Klaerner’s brother, Trey Willette), Sangria Slush, Roasted Corn and Tacos de Espada.

SAUERKRAUT BEND: Terry Schoenert, Area Chairman

1. Terry Schoenert and her husband David began working in International Walkway with David’s parents at a Pasta Salad booth about 35 years ago. Then they started working in Cerveza #1 in Mexican Market with the Zaiontz family and Terry also worked in Paper Supply in Sauerkraut Bend. Terry has been chairperson of Sauerkraut Bend for 17 years. For several years David was in charge of electrical appliances. Patti Zaiontz-- Mexican Market Area Chairman and former NIOSA chair) and Terry have known each other since elementary school. Patti’s daughter is married to Terry’s son and they bring their children to NIOSA, meaning parents, children, grandparents, and grand children are together at NIOSA sometime during the week.
 - *“I love to work at NIOSA because of the people that are in my area and the thousands of people that visit the area. I love meeting people and explaining NIOSA and how the money that is raised goes to preserve many San Antonio and surrounding area properties. I keep coming back because of the people.” – Terry Schoenert*
2. The castle facade bids “Willkommen” to Sauerkraut Bend. Based on an original design by past Sauerkraut Bend chair Dan Hillsman (now deceased), the facade is NIOSA’s interpretation of an authentic German fortress.
3. Volunteers for 20 or more years: Terry Schoenert, Gerald Janert (Souvenirs) and Sophie Giron (Staging).
4. New beer **Mission Trail Ale** from local brewery Ranger Creek will be served here.

5. An ATM machine and restrooms are located in this area.
6. Big sellers in this area: Bratwurst, Sausage Sampler, and Sausage on a Stick.

SOUTH OF THE BORDER: Julius Womack, Area Chairman

1. Area Chair Julius Womack starting working NIOSA in the Pollo Ranchero booth and assisted with staging. Womack then became chair of the Queso Flameado booth, then Vice Chair and now Area Chairman in 2015. This will be his 26th year as a volunteer.
 - *"I started coming to NIOSA when I was 16 years old—back then the festival was much smaller. Since then it has grown to be the best San Antonio Fiesta event to attend. After about 10 years of attending NIOSA as part of the crowd, I was asked to volunteer in the Pollo Ranchero booth. The crowds never see all the hard work of the volunteers from the set-up and take-down and all the long hours to make sure everything is perfect. I have grown into being part of the family of NIOSA volunteers."* –Julius Womack
2. Sally Gildart has chaired the **Beef Taco booth** for over 40 years. Her son, Scott Cox started working in the booth at 12 years old, and is now a NIOSA Stager.
3. Volunteers for 20 or more years: Sally Gildart (**Beef Taco booth**), Brenda Lacewell (Area Vice Chairman), Vicki Cox (**Beef Taco booth**), Gilbert and Ruthie Gonzales (**Queso Flameado booth**), Tony and Lori Pieprzyca (**Cold Drinks booth**) and Barbara Lverson (**Taco de Queso booth**).
4. Big sellers in this area: Aguacates, Pollo Ranchero.

VILLA ESPAÑA: Janet Dietel, Area Chairman (and current San Antonio Conservation Society President)

1. Janet Dietel, former San Antonio Conservation Society President, is Area Chairman of Villa España:
 - *"I have always loved San Antonio! There is no other city with the same colorful culture, the same history, or the plethora of historic places, facades, or buildings. And to top it off, we have our coveted historic River Walk to enliven our City and bring visitors from around the world. You can find all this plus more when you enter A Night In Old San Antonio in historic La Villita. When you stop in Villa España, you will be served by great volunteers who continue to support NIOSA and the San Antonio Conservation Society. These are friends who come to have a great time, just like you."* – Janet Dietel
2. Volunteers for 20 or more years: Brad Dietrich (Staging), Janet Dietel, Artie Dietel (Beer booth chairman and staging chairman for all of NIOSA)
3. Urban Land Institute (ULI) has a big group that will volunteer in **Fish Taco** booth.
4. A group that works the 5:15 – 7:30 p.m. shift on Friday in the VE **Beer Booth** dress in costume every year. The group has been volunteering since Villa Espana was called Tin Pin Alley and the men were asked to wear black cowboy hats and white long-sleeved shirts. When the area was renamed Villa España, the group decided to wear sombreros, serapes and bright Fiesta colors. Led by Glenda Keck, this core group of volunteers includes David Keck, Scott and Katie McBrearty, Holly and Cody McBrearty, Cindy and Rocky Shoffstahl and Debby and Gary Arnold. This group often volunteers at other charity events, including the Rodeo and Food Bank events.
5. The VE **Beer Booth** also has many wonderful, long-time and very interesting volunteers such as on Tuesday (SAWS Vice President of Operation Services Val Ruiz), on

Wednesday (former NEISD Superintendent Dr. Richard Middleton)

6. Big sellers in this area: Shrimp Parilla and Sangria.

EXTRAORDINARY STAFF MEMBERS NIC YANES

Nic Yanes, NIOSA Warehouse Manager, is paid staff, but his additional volunteer hours are exponential. He has been staging NIOSA and NIOSITAs since 1986, which translates to 32 of its 70 NIOSAs and too many NIOSITAs to count...and all with a positive spirit and unruffled temperament. He oversees and personally executes the following in the months leading to NIOSA:

- Building new requested items, repairing and painting props, and organizing everything by loads for the many upcoming trips to La Villita from the 262,000-cubic feet NIOSA warehouses;
- Transporting NIOSA from its warehouses to its La Villita home, using two bobtails and two flatbed trucks transporting 20 – 24 loads EACH DAY to the site, plus four 40' enclosed trailers filled with stored NIOSA items. Loads include booth props and stages, appliances, braziers, large trash cans, hand-washing buckets, Ice chests, refrigeration units, freezers, all things paper, souvenirs, 1,500 feet of fencing and new lumber, nails, screws and other building materials for on-site jobs.

After NIOSA, Nic, NIOSA's staging volunteers and the warehouse crew have just four days to tear down the fencing and all parts of NIOSA; load everything from the areas back into the trucks; and return it to the warehouse. Once there, big items get shrink wrapped for better storage; then color coding becomes a big part of sorting. It's "first in" and "last out" as it all sits and waits for next year—or the next NIOSITA! And another NIOSA connection: Nic's aunt is Maria Ochoa. Maria was the housekeeper for Ethel Harris, a former president of the Conservation Society, and the namesake for **Maria's Tortillas**—one of NIOSA's most famous and beloved foods—because she was the one that first made the tortillas for NIOSA, at Ethel's request!

AVERAGE SERVINGS SOLD OF MOST POPULAR FOODS AT 2017 NIOSA

Anticuchos - Mexican Market area – 10,200 sold
 Puffy Tacos – Haymarket area – 1,500 sold
 Maria's Tortillas - Haymarket area - 5,500 sold
 Beignets – French Quarter – 22,000 sold
 Escargot - French Quarter – 2000 sold
 Fried Mushrooms - International Walkway – 3,300 sold
 Yak-I-Tori - Chinatown – 2,000 sold
 Bongo-K-Bobs – International Walkway –9,400 sold
 Mr. Chicken – Froggy Bottom –22,000 sold
 Steer on a Stick – Frontier Town –6,800 sold
 Beef Fajitas – Haymarket – 4,000 sold
 Fajitas de Pollo – Mexican Market – 3,400 sold
 Eggrolls – Chinatown – 6,600 sold

2018 NIOSA FOOD FACTS

Estimates based on 2018 Food Orders

Beef - 13,000 lbs
 Chicken - 11,000 lbs
 Sausage - 4,200 lbs
 Turkey Legs - 3,000 legs
 Buns, etc. - 25,000
 Masa - 1,400 lbs
 Tamales - 5,300
 Tortillas (Corn, Flour) - 25,000
 Chalupa Shells, Taco Shells and Gorditas - 16,500
 Cheese - 2,000
 Fresh Fruits and Vegetables - 11,200 lbs

Guacamole - 800 lbs
Ice Cream - 3,400 lbs
Seafood (Shrimp, Fish) - 1,300 lbs

HEALTHY FOODS AT NIOSA:

Bongo K-Bobs – International Walkway
Yak-I-Tori – Chinatown
Fish Tacos – Villa España
Kiddie’s Kernels (roasted corn) – Clown Alley
City Slickers (seasoned cucumbers) – Frontier Town
Texas Bird Legs – Frontier Town
Steer-on-a-Stick – Frontier Town
Grecian Delight/Gyro – International Walkway
Anticuchos – Mexican Market
Fruit Cart (fresh watermelon, pineapple and strawberry) - Mexican Market
Chuleta de Puerco (Pork chop on a stick) – Mission Trail
Aguacates (fresh avocado halves filled with sour cream and spicy sauce) – South of the Border
Pollo Rancheros – South of the Border
Shrimp Parilla – Villa España
Iced tea is caffeine-free - all tea booths
Healthy canola/soy blend oil - used on all NIOSA dishes requiring oil