



MEDIA CONTACT: Jeanne Albrecht
210/392-9047
jca@jeannebiz.com
March 2019

FOR IMMEDIATE RELEASE:

2019 VOLUNTEER TRAIL AT NIOSA®

“A Night In Old San Antonio®” (NIOA®) 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; NIOSA invests approximately \$1 million in the community by using local entertainers and suppliers. In addition, approximately \$500,000 is paid to the City of San Antonio for health, fire and electrical permits; SAPD security; and to lease La Villita.

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 again as Society 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, Margie relies on four NIOSA vice chairmen (Sharon Hearn, Dee Wright, Jana Foreman and Julie Terrill), Treasurer Jackie Fellers; 15 area chairmen; and chairmen and vice chairmen for more than 200 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. 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

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 23, 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, Ray Moreno, Scott Cox, Jeff West, Rick Zertuche, Artie Dietel and Gene Willette

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.*

**A "WALKING TOUR" OF THE WONDERFUL
BEVY OF NIOSA VOLUNTEERS
(Organized by the 15 areas 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. Big sellers in this area: Broadway Chicken and Fried Jalapeños.

CHINATOWN: Julie Hamilton, Area Chair

1. Julie Hamilton is Area Chairman of Chinatown: "NIOSA is such a fun event. You meet up with old friends and sample amazing food. The profits give so much back to the community and keep San Antonio's amazing small-town feel with the history we are known for." – Julie Hamilton
2. The Yak-I-Tori booth rocks and rolls all night long, selling 2,300 servings annually. 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.
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 (Prior Chairman). Bobby Stobb (staging and beer)
5. Big sellers in this area: Yak-i-tori and Egg Rolls (6,600 sold annually).

CLOWN ALLEY: Lisa Pierce, Area Chair

1. Lisa Pierce is the new Area Chair for Clown Alley. Lisa started her NIOSA career in Froggie Bottom for 2 years as the Frog Legs chair. She hopped over to Clown Alley to debut the new Funnel Fries booth in 2017. She then stepped up to be Clown Alley Area Food Chair last year and has stepped in to lead the Clowns this year.
2. Jennifer Fischnar has moved from her Cotton Candy booth to join Lisa as Vice Chairman of Clown Alley. Jennifer started volunteering in Clown Alley in high school as a face painter. She continued alongside her mom volunteering in Putting Around, and finally taking over Cotton Candy two years ago. She is looking forward to leading the Clowns in a great yea.!
3. Kathleen Martin has previously shot a hole-in-one as Putting Around Chair, and last year helped run Clown Alley as Vice Chair. This year, she will take that experience into the role of area Food Chair.
4. Sharon Pinnell and Rex Anne Wier will be taking over spinning sugar into the delicious cotton candy NIOSA guests know and love.
5. Big sellers in this area: Hamburgers, Cheeseburgers, Dutch Chocolate Freeze, Shaved Ice and Kiddie Kernels. New booth this year: Corn Hole game.

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 Gutierrez
3. Dottie Rios and Evelyn Casanova will be co-chairs of the new **Shrimp Cocktail** booth. Both started volunteering at NIOSA in 2006 and co-chaired the Escargot booth from 2007 to 2018. When they started volunteering in the Escargot booth, they asked a few friends that are hearing-impaired to volunteer; that number has grown to 12. Evelyn is also hearing-impaired.
4. 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).
5. Big sellers in this area: Beignets, Shrimp Po Boys, Crayfish.

FROGGY BOTTOM: Gerald Wright, Area Chair

1. Gerald Wright is Area Chairman of Froggy Bottom. This will be his 22nd year volunteering.
 - *"I volunteer at NIOSA because I've lost my mind!"* –Gerald Wright
2. Terry Campbell is the Area Vice Chairman. This is his inaugural year in this position; however, he has been volunteering with NIOSA for 10 years working with Mr. Chicken and Bongo K-Bobs.
 - *"I volunteer with NIOSA because I believe in the Conservation Society's cause and I also enjoy the Fiesta and NIOSA festivities."* –Terry Campbell
3. The **Celsius Band** will entertain visitors. The Celsius Band has a new lead singer, Julia Cruz.
4. **Cajun Fried Shrimp** (butterflied and breaded shrimp served with red sauce and hot sauce) returns for its second year.
5. **Mr. Chicken** tops the list as NIOSA's favorite dish; 22,000 pieces are sold annually
6. Booth Chairmen:
 - Bottoms Up Beer: Terri Bell
 - Mr. Chicken: J.J. Gonzales
 - Cajun Fried Shrimp: John and Bethany Herman
 - Mama's Sweets: Nettie Hinton
 - Smirnoff: Sonia Hogeland and Lillian Villanueva
 - Cascarones: Laura and Carlos Quiroz
 - Cold Drinks: Michele May

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 33rd year as a volunteer and 21st year as Frontier Town Area Chair
 - *"I am a native to San Antonio and believe in the mission of the San Antonio Conservation Society 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 know that through my efforts we are working to preserve the rich history of 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 (6,800 servings sold annually), 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, (NIOSA). She has been a NIOSA 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 NIOSA staff as NIOSA 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 NIOSA. 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 NIOSA Family. Volunteering at NIOSA (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 NIOSA'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 6,600 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". His wish was to chair a beer booth, but 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: Beef Fajitas (4,000 servings sold annually), Maria's Tortillas, Gorditas (3,500 servings sold annually), 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.

7. Maria Reyes is Area Vice Chairman:
 - "My husband Joel and I started volunteering at NIOSA 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. NIOSA is turning into a family affair."
– Maria Reyes
3. Bongo-K-Bobs—one of NIOSA's favorite foods—moved to this area in 2015. 11,500 servings are sold annually!
4. Delia Villarreal is **Baklava** chairman 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 his wife Giselle are also dedicated volunteers for more than 20 years.
6. Big sellers in this area: Fried Mushrooms (3,300 servings sold annually), 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 it's the best party on the planet 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, 30 years as NIOSA volunteer; 2019 will be tenth year as 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 chairperson 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: DeAnna has served as Area Chair for Main Street for 12 years; this year will be her 13th year. But wait: she 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. Daniele—the wife of DeAnna's oldest son Geoffrey's wife--is stepping in as the Vice/Food Chairman this year. Her youngest son, Joshua is going to be one of the Main Street Vice Chairmen and the NIOSA Propane Chairman this year. Also moving into an area Vice Chairman role this year is Kim Johnson. This will be DeAnna's 34th 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 34 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. I am looking forward to having my kids and their spouses join me in making NIOSA happen."* –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: Bacon Wrapped Dogs (a bacon-wrapped Hot Dog on a stick) will be replacing the Chicken and Waffles Booth.
4. Also new: The Velvet Band
5. 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, returned in 2018 to serve again as Mexican Market Area Chairman—a position she held for many years before becoming NIOSA Chair; she also serves as First VP of the San Antonio Conservation Society:
 - *"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 10,000 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 around \$700,000 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. NIOSA is again 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. And don't forget the **Tienda** booth which sells folk art from all over Mexico, including toys, cookware, apparel and accessories.
8. 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 Penshorn, 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.

9. **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.
10. **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.
9. Non-alcoholic drink: **PiñaCocanada with Crema.** New drink sold here this year: Pineapple Smirnoff Preparados.
10. Big sellers in this area: Chicken Fajitas (3,400 servings sold annually), Anticuchos, Bean Tacos, Churros and Enchiladas.

MISSION TRAIL – Ginger Klaerner, Area Chairman

1. Area Chairman Ginger Klaerner has had as many as four generations of her family working with her in Mission Trail: her mother Judie Willette, a 50-year-plus volunteer who was formerly Area Chair and Vice Chair; her daughter, Shae (**Vice Area Chair**) and her granddaughter, Hailey—who is only seven years old but already showing NIOSA promise. Ginger has another strong connection to NIOSA—her dad is long time NIOSA Staging Coordinator Gene Willette, who has served NIOSA 50+ years.
 - *“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. Ginger adds: “In Mission Trail we are all about family and when we get together it is like we have been doing things together as a family all year long. We are so proud of all of our Booth Chairman. Many of them either chair their booths with family members or the booths have been taken over by a family member. My mother Judie is retiring this year and we want to thank her for all of her service and support.”
3. Band in the area this year will again be the popular local band - Mick Hernandez and Texas Silverados.
4. Beer Booth was previously run by James and Patty Johnson; now chaired by their daughter Susan Johnson. James and Patty still volunteer 1 or 2 days during the week.
5. New beers: **San Antonio Lager; Mural Aguas Fresca Cerveza** from New Belgium Brewing (crisp beer infused with hibiscus, agave, watermelon, and lime); and **Lone Star 24/7** (a light lager introduced in 2019)
6. **Lone Star 24/7** will be served in Cerveza Especiales booth chaired by Brian and Cindy Harper and their daughter Tiffany Koltermann
7. Chuleta de Puercos – the very popular Pork Chop on a Stick topped with a jalapeño. Eddie Villalobos is taking over this year from his father Robert Villalobos after he retired
8. Tacos de Espada – Brisket Taco is always a fun booth run by Laurie Cooper and her two sisters Kelly Van Roekel and Tracy Cooper

9. Buñuelos a la Mode – this booth is chaired by Sisters Sandy Barth and Beverly Taylor and longtime family friend Brian Latronico, serving the ever-popular vanilla ice cream with Cajeta sauce and buñuelo chips.
10. Pan Dulce de Mission – Funnel Cakes—need we say more? This booth is chaired by Trey--son of Gene Willette & Judie Willette—and his wife Pearl.
11. The very popular **Fortune Tellers** continue to amaze NIOSA visitors with their psychic insights.
12. 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 18years. 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 drinks this year: **Cape Line Sparkling Cocktails** (carbonated, cane sugar-fermented drink) and **Sunday Morning Coming Down from Ranger Creek** (dark British strong ale with coffee)
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 started 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 2014. This will be his 27th year as a volunteer.
 - *"I started coming down to NIOSA in 1980 at the age of 16. My mother always talked about the great time she had here, so I had to see for myself, and I have been coming to NIOSA ever since. The fun atmosphere and watching the crowd at NIOSA brings me back every year. I started volunteering in 1992 and was asked to be Area Chairman in 2014. Once you become part of NIOSA, NIOSA becomes part of you! As the button says: I HELP MAKE NIOSA HAPPEN."* - 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 former San Antonio Conservation Society President)

1. Janet Dietel, former San Antonio Conservation Society President, is Area Chairman of Villa España. She also served at Area Chairman of two NIOSA areas that no longer exist anymore: Tin Pan Alley Area, and Plantation Area:
 - *"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). Janet and Artie Dietel have served 48 years as NIOSA Volunteers, beginning in 1971.
3. The Cerveza (Beer) booth is supported by **outstanding, long- time volunteer servers: Russ Johnson** and team have volunteered for have 35 years. **Glenda Keck** and friends began serving in 1991. **Margie Peak's** team has volunteered for 41 years! **Speedy Gonzales** brings his team from North East ISD who will continue to add to their 15 years at NIOSA. **Kat Price** brings the SAWS team, many who have volunteered 10 years or more. **Greg Yurick's** team has successfully closed down the beer booth for 14 years! One 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.
4. Big sellers in this area: Shrimp Parilla and Sangria. New beer: Lone Star 24/7
5. Eddie Gomez is Mr. Sangria. He writes: "We welcome you to come and enjoy a refreshing glass of Sangria made with red wine, citrus and a lot of Fiesta spirit.

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

Anticuchos - Mexican Market area – 10,200 sold
 Gordita's – Haymarket Area – 3,500 Sold
 Maria's Tortillas - Haymarket area 6,600 Sold
 Beignets – French Quarter –25,000 Sold
 Fried Mushrooms - International Walkway – 3,300 sold
 Yak-I-Tori - Chinatown – 2,300 Sold
 Bongo-K-Bobs – International Walkway 11,500 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 - 13,500 lbs.
 Chicken - 11,000 lbs.
 Sausage - 4,200 lbs.
 Turkey Legs - 3,800 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
 Cowboy Cucumbers (seasoned cucumbers) – Frontier Town
 Texas Bird Legs – Frontier Town
 Steer-on-a-Stick – Frontier Town
 Grecian Delight/Gyro – International Walkway
 Strawberries & Creme – Main Street
 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