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April 2023

FOR IMMEDIATE RELEASE:

2023 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 Conservation Society of San Antonio.

For the past 74 years, NIOSA has provided almost the entire funds for the Society’s preservation activities. All of NIOSA advance planning, staging and booths are run by an army of 10,000 volunteers, with all proceeds going 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: Patti Zaiontz is the 2023 NIOSA Chairman and Fourth Vice President of the Conservation Society—a volunteer, unpaid position where she is ultimately responsible for everything from decorations and cascarones to security and placement of all booths.

At the peak of the organizational volunteer pyramid, Patti relies on four NIOSA vice chairmen (Julie Terrell, Lisa Pierce, Terry Campbell and Glenda Duffin) and NIOSA Treasurer Wayne Hartman; 14 area chairmen; and chairmen and vice chairmen for more than 160 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, 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 and Artie Dietel.

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.

EVERY THURSDAY FROM NOW THROUGH APRIL 13 (with break on April 6), 10:30 a.m.to noon:

Approximately 12 volunteers from the Decorations Committee meet weekly to create flowers and other decorations used at NIOSA. Annually the Decorations Committee creates approximately 14,000 flowers to make over 500 "flower sticks" (16 flowers stapled to 8' slats), 217 triplets (3 flowers wired together), 830 streamers, and extra flowers to decorate NIOSA wherever needed. Decorations Committee Chair Gloria de Hoyos is bilingual; she states: *"I began volunteering with flowers in about 2006 because I had friends who volunteered and they talked about how much fun they had. My husband also volunteers here. I found it was great to have something to look forward to after retiring."*

FYI: The Decorations now meets at a different location than Cascarones Committee; please contact Jeanne Albrecht to arrange interview and for address.

EVERY THURSDAY YEAR-ROUND (WITH EXCEPTION OF APRIL 6 AND APRIL 27), 10:30 a.m.to noon:

Approximately 15 volunteers from the Cascarones Committee meet weekly to decorate and stuff approximately 60,000 cascarones (confetti eggs) to be sold at NIOSA. Cascarones originated at NIOSA in the Mexican Market in 1959 and are now a Fiesta staple. For only \$1, revelers may buy three cascarones to crack over the heads of fellow visitors, showering them with confetti. The sale of cascarones at NIOSA has contributed over \$700,000 for historic preservation projects since they were introduced in 1959. Cascarones Committee Chair is Judy Simon; many longtime volunteers and the Cascarones Committee vice chair are bilingual. Judy states: *"I have been making cascarones for decades for Easter and fiestas in my classroom, church and in my home. I began making cascarones with the NIOSA 'Egg Ladies'--many who are now good friends--after I retired in 2011. Making NIOSA cascarones for me is the continuation of a festive and historic tradition that gives way to fun and fellowship with others in a volunteer capacity that benefits preservation."*

FYI: The Cascarones committee meets at a different location than Decorations Committee; please contact Jeanne Albrecht to arrange interview and for address.

**A "WALKING TOUR" OF THE WONDERFUL
BEVY OF NIOSA VOLUNTEERS
(Organized by the 14 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 30 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. Marie in beer booth #1 was an elementary school teacher. Now one of her students is serving beer. He also announces high school football games on the radio.
4. Ethel Harris was a former president of the Conservation Society. Her granddaughter Carolyn Harris is in her tenth year as chair the Malt Beverage booth in Arneson Theatre, with Ethyl's great grandson's wife.
5. The Arneson is the only NIOSA area with "Riverfront property."
6. Big sellers in this area: Broadway Chicken and Fried Jalapeños.

CHINATOWN: Julie Hamilton, Area Chair

1. Julie Hamilton has been volunteering in Chinatown for almost 30 years. She spent many years as the chair of the Wonton Booth, and then moved to Fried Rice, Beef and Broccoli, Edamame and Wine booths. This will be her fifth year as the Chinatown Area Chairman.

"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. An average of 6,600 egg rolls are sold annually. There are people who say the main reason they come to NIOSA is to have a Chinatown Egg roll...or two...or three....
3. 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.

CLOWN ALLEY: Jennifer Fischnar, Area Chair

1. *"I took over as head clown in 2020, but have been participating in NIOSA since I was in high school. All of my time volunteering at NIOSA has been spent in Clown Alley, starting in 2004-ish in the Face Painting booth. I have since worked the Putting Around booth, and chaired the Cotton Candy booth. I am excited to be back and lead the clowns in this year's NIOSA. We are excited to welcome back our team of Clowns and can't wait for an awesome year!"* Jennifer Fischnar
2. Kyle Fischnar (Jennifer's brother) has been volunteering in Clown Alley for 12 years. He has worked as a volunteer in Putting Around, and Co-Chair of Cotton Candy as well as Head Stager for the area. He has been Area Co-Chair of Clown Alley since 2020.
3. Amanda Palmgren has been clowning around in this area officially since 2022, but was a great help in years before that. She is now Paper Chair.
4. Tammy Exum comes to us from Sandia. She heard all about NIOSA and started her NIOSA career last year as a volunteer in Clown Alley. She is now Decorating Chair this year.
5. This year Clown Alley will be showcasing Hamburgers, Curly Fries, Corn Dogs, Cold Drinks, Dutch Chocolate Freeze, Kiddie Kernels, souvenirs, and welcoming back Frito Pie. We would also like to introduce our new photo booth: Clowning Around.

FRENCH QUARTER: Leticia Diaz, Area Chair

1. *"I have volunteered for 36 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, will be my 27th year volunteering."* – Nicho Gutierrez
3. Dottie Rios and Evelyn Casanova both started volunteering at NIOSA in 2006 and have co-chaired the Escargot booth since 2007. 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 and Nicho Gutierrez (Vice Area Chair).
5. Big sellers in this area: Beignets, Escargot, Shrimp Po Boys.

FROGGY BOTTOM: Gerald Wright, Area Chair

1. *"This will be my 26th year because I took over as Froggy Bottom chair in 2007; I do it because I love to watch others have a great time."* Gerald Wright
2. Terri Bell is in her 2nd year as Area Vice Chair after volunteering in the Beer booth in 2008 and taking over as the Beer Booth Chairman in 2013.
3. The **Celsius Band** will entertain visitors, with lead singer Angela Mesquiti.
4. **Mr. Chicken** tops the list as NIOSA's favorite dish; 22,000 pieces are sold annually
5. Booth Chairmen:
 - Bottoms Up Beer: Veronica Hager
 - Mr. Chicken: J.J. Gonzales
 - Shrimp Parilla: John and Bethany Herman
 - 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 have also been involved throughout the years in Frontier Town. This is April's 36th year as a volunteer and 25th 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. 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 ask for boxes of the Shypoke Eggs to take back home.
3. Christina Moreno (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. Christina and her fellow workers hand-cancel each card before mailing. Many NIOSA attendees come EVERY year to mail NIOSA postcards to themselves or loved ones. 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.
4. 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 (2013-2017)
 - Barbara Hinojosa (daughter-in-law): Calf Fries, Co-Chair (2009-2012)
 - Fast Draw Suds, Co-Chairman (2013-2017)
 - 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 (2013-2020)
 - 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
5. 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 at NIOSA. She started as a NIOSA volunteer in the late 1980s, serving as booth worker, booth Vice Chair and booth Chairman, then International Walkway Area Chairman and the last 11+ years as Hay Market Area Chairman. She also served as a NIOSA Vice Chairman, and has been a member of the Conservation Society for over 20 years.

"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 32 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. Haymarket has 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, 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. This year NIOSA is bringing back the Chili Queens chili, served with tamales, to pay homage to the Chili Queens from Hay Market days held so long ago in Main Plaza. In honor of its 75th Anniversary, the **Chili Queens** are back, whose origins at NIOSA date back to 1947 when Society members created replicas of the old-time chili stands that dotted Juarez Plaza.
4. 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 in high school. "I have met so many wonderful people, all wanting to help me make this booth better. My family and friends all so very dedicated -- I love being involved and we look forward to another great year in the Gorditas Booth."
5. Best sellers are Maria's Tortillas,(2,800 servings sold annually), Gorditas and Puffy Tacos. Preparadas is also a very busy booth in Hay Market; Rose was IW chairman when first introduced in 2013; Mark Montes has been the Vice Chairman for the booth since Preparadas were introduced.

IRISH FLATS: Abigail Power, Area Chairman

1. Area Chairman Abigail Power has true Irish lineage (27 first cousins). She has been a NIOSA volunteer for 33 years; 2023 will be 17th year as Area Chairman.
"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
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 partner Lloyd Miller, 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 deceased brother Tony Klamm volunteered "since they were tall enough to reach over the counter and hand out a coke." Their mom and dad, the late Dick and Joan Klamm, got them started with a Soda booth in the Assembly Hall way back when, and they have volunteered for more than 35 years, bringing their friends along to volunteer, too. Abigail met Joan Klamm when she first worked her Wine Cart in Irish Flats about 20 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."
6. The Blarney Bacon booth is chaired by Rhonda Reza and her entire family gets in on the action. At least one evening during the event her husband and brother in law dress in bacon costumes and have a good old fashion bacon dance off. You have to see it to believe it!
7. The area hosts a version of the popular Preparadas (a flavored malt beverage with fresh fruit, chamoy and chili lime powder) which is green in color.
8. Big sellers in this area: Potato Skins and Blarney Bacon.
9. New this year is fish and chips.

MAIN STREET USA: DeAnna Keesee, Area Chairman

1. DeAnna Keesee: DeAnna has served as Area Chair for Main Street for [the past 15 years](#). 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. Her youngest son, Joshua is one of the Main Street Vice Chairmen. This will be DeAnna's 38th 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 38 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. Longtime booth chairmen in Main Street are:
 - Steven Oropez (Area Vice Chairman) 15 years
 - Joshua Keesee (Area Vice Chairman) 20 years
 - Edward Falcon (Area Stager) 10 years
 - Lydia Washington (Fat Bread) 32 years
 - Candy Morris (Decorations and Banana Splits) – 18 years
 - Gloria Oropez (Fried Oreos) – 15 years
 - Ann Mercer (Fried Green Tomatoes) – 27 years
 - Debbie Martinez (Lemonade) – 11 years
 - Reyne Foley (Fried Cheesecake) – 30 years
 - Kim Johnson (Beer #1) – 37 years
 - George Keesee (Beer #2) 40+ years
 - Sandi Keesee (Wine) – 25+ years
 - Christine Sykes (Cold Drinks) – 40+ years
 - Mason Brown (Souvenirs) – 10 years
 - Randy Stevens (Souvenirs) – 20 years
4. Big sellers in this area: Fat Bread, Banana Splits and Fried Oreos.
5. New booths in this area: Cluckin' Wings (Chicken Wings) and Souvenirs

MEXICAN MARKET: Wendi Bivings and Carrie Barry, Area Co-Chairmen:

1. **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.
2. 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. 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!"*
3. **Cascarones**, traditional Fiesta equipment, originated at NIOSA in the Mexican Market in 1959. Each year, approximately 15 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.
4. The **Bolsa booth** originated and still resides in this area, selling hand-painted paper shopping bags decorated by local artists who volunteer their talents. .
- 4-5. And don't forget the **Tienda** booth which sells folk art from all over Mexico, including toys, cookware, apparel and accessories; Vangie Sanchez is longtime chair of this booth.
6. 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 Penhorn, 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 Anderson and her daughters run the booth. Now, with so many other dessert options, they usually sell more than 1,200 annually.

7. **Tea and Mexican Coffee:** Another booth with a family tradition: booth chair Deana Selwyn took it over from her mom and grandmother. They make specialty Mexican coffee and tea.

MISSION TRAIL – Ginger Klaerner, Area Chairman

1. **Area Chairman Ginger Klaerner** ran a booth starting at age 18 and has worked her way up to becoming the Area Chairman of Mission Trail in 2001--taking over from her mother Judie Willette who started the area when it was added in 1991. Judie and Ginger were very active in the Gilded Cage area of NIOSA until asked to start the Mission Trail Area. Ginger was raised at NIOSA and grew up watching her parents work their way up to different positions over many years: her father Gene Willette (former NIOSA Staging Coordinator over all of NIOSA) and her mother Judie Willette (former Area Chairman and Vice-Chairman) are both 50-year-plus volunteers. She has had as many as four generations of her family working with her in Mission Trail: she raised her daughters, Shea (Vice Area Chair) and Kara down at NIOSA just like she was raised. Now her 11-year-old granddaughter Hailey (Shea's daughter) is "already showing NIOSA promise." The area's Mission Maiz booth is chaired by Ginger's brother and sister-in-law, Trey and Pearl Willette; at one time her sister Shannon Thatcher also ran the Armadillo Eggs Booth.

"I have grown up from a child running around the grounds, then to having a booth of my own to now being an Area Chairman. I am proud to be from San Antonio, and proud to be part of the history and preservation that the Conservation Society exhibits. In Mission Trail we are all about family; 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 chairmen. Many of them either chair their booths with family members or the booths have been taken over by a family member." Ginger

2. NIOSA favorite **Bongo K Bobs** is chaired by **Patricia Salinas** and incredible army of volunteers: 180 volunteers who **start four days before** NIOSA prepping, **cutting and skewering the meat** in the NIOSA kitchen, then **240 volunteers to grill and serve them during NIOSA.**
3. **Beer Booth** was previously run by James and Patty Johnson; now chaired by their daughter Susan Johnson. Patty still volunteers 1 or 2 days during the week.
4. **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.
5. The very popular **Fortune Tellers** continue to amaze NIOSA visitors with their psychic insights.
6. Big sellers in this area: Pan Dulce de Mission (funnel cakes), Bongo K Bobs, Chuleta de Puercos (Pork Chop on a Stick), Sangria Slush, Roasted Corn and Tacos de Espada (brisket tacos).

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 40 years ago. Then they worked in Cerveza #1 in Mexican Market with the Zaiontz family while Terry also worked in Paper Supply in Sauerkraut Bend. Terry has been chairperson of Sauerkraut Bend for 22 years. For several years David was in charge of electrical appliances. Patti Zaiontz (NIOSA Chairman this year) 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 grandchildren are together at NIOSA 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

1. 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.

2. Volunteers for 20 or more years: Terry Schoenert, David Schoenert, Robert Gurley. Volunteers for 12 or more years: Tracy Paseur and Becky Karp (Terry's sisters), Sam & Karen Kirkham, Michael & Janie Mendiola, James & Anna Evans.
3. Big sellers in this area: Bratwurst, Sausage Sampler and Sausage on a Stick (1,200 pounds worth of a sausage blend made exclusively for NIOSA), .

SOUTH OF THE BORDER: Julius Womack, Area Chairman

1. Julius has spent over 25 years in NIOSA, serving as South of the Border Area Chair since 2014. "I started coming to NIOSA in 1980 at the age of 16 and started volunteering in 1992. The fun atmosphere and watching the crowd at NIOSA brings me back every year. Once you become part of NIOSA, NIOSA becomes part of you! As the button says: I HELP MAKE NIOSA HAPPEN."
2. Diane Baird-Barger, Area Vice Chair, first worked at NIOSA when she was ten with her mother. She volunteered the last 22 years in this area in various booths and is now on her third year as the area vice chair. Diane is also finishing her third year term as an executive committee chair with the Conservation Society of San Antonio, and is the 2nd VP-Elect for the Alamo Couriers Chapter of the Daughters of the Republic of Texas (DRT).
3. Frank Haegelin, Booth Chair of T-shirts/Coronas (flower crowns), has run this booth for the past 14 years. His parents Frank and Clair Haegelin ran a few different booths but primarily the T-shirt booth for approximately 50 years. ***This will be the Haegelin's family 65th year having the NIOSA booth in their family.*** Frank's co-chair for the past 4 years is his nephew who will eventually take over as Chair—that will keep the same booth in their family for 100 years!
4. In 2018 Julius recruited Patrick Costello as the Pollo Ranchero Booth Chairman. Patrick has 20+ years of experience as an Instructional Chef of Culinary Arts and Restaurant Management Programs at St. Philip's College. Patrick is also president of the Alamo City Rugby Football Club. Patrick's booth volunteers are members of his culinary classes and his rugby teammates.
5. Ruben Jimenez started working in one of the drink booths around 2004 and became chairman 19 years ago. Booth has changed from Margaritas to the popular Preparadas. He stepped down for two years due to health issues, but he is coming back this year, with the support of his wife and stepsons.
6. Alfonso Reina has been volunteering at NIOSA since the mid-80s (approx. 35 yrs.). He and his wife Liz are co-chairs of Queso Flameado. Liz has been volunteering for NIOSA in the SOB for over 25 years. Their team hand-rolls hundreds of tacos with chorizo and cheese on flour tortillas.
7. A native San Antonian, Adrian Ramos began volunteering for NIOSA in his Burbank High School years in 1985. He was co-chair of the Cerveza Especial Booth with his friend Joe Flores for over 10 years. In 2021 he became the Booth Chairman. His co-chair now is his nephew, Joshua Aguilar. *"We have always appreciated the beauty, history, and culture of San Antonio, and working as volunteers for this event that benefits the Conservation Society, benefits San Antonio....our HOME!! We look forward to continued years of celebrating NIOSA with San Antonio."*
8. Michelle Lee Perez is a native San Antonian who has been coming to NIOSA since she was 13 years old "when she was hooked because I love the culture, the people, the food and how everyone is having a great time in a safe and fun environment; it's a big PACHANGA!" She volunteered in this area's soda booth from 2008-2018 until becoming Co-Chair in 2018 with best friend Fonz Beltran. In 2022 she co-chaired the Aguacates Booth and this year became Chairman. "I never have problems getting volunteers because everyone is eager to volunteer, I get all my family and friends involved. We all have such a good time making new memories!"
9. Elsa Leonard has been volunteering at NIOSA since 1995—always in this area's Cold Drinks booth. She was co-chair then officially became chairman of Cold Drinks in 2022, with her sister Diane Raye. Elsa's husband and son, and Diane's daughter, also volunteer year after year to keep their family tradition alive.
10. Cheri Henckel Morris Cheri has volunteered for 35 years in different area booths. She became a co-chairman of the Cascarone booth in 2015 then chaired the Aguacates booth for 4 years. Three years ago, Cheri took over as the Cascarones chair; her co-chair is Elsa Trevino-Garrett who has worked the Cascarone booth since 2014. Cheri, Elsa and Diane Baird-Barger (Area Vice Chair) have been friends since they all attended Incarnate Word High School together.
11. Big sellers in this area: Aguacates, Pollo Ranchero.
12. Long-time booth chairs with more than 10, 20, and 30 years of volunteering at NIOSA

- Jo Schuh – Juegos Frescas
- Ruben Tellis – Micheladas
- Vicki Cox – Beef Tacos – daughter of Sally Gildart who chaired Beef Tacos for over 40 years. Sally is now the booth co-chair
- Rey Zepeda – Wine Margaritas

VILLA ESPAÑA: Janet Dietel, Area Chairman

1. Janet Dietel, former San Antonio Conservation Society President, is Area Chairman of Villa España. She also served as Area Chairman of two NIOSA areas that no longer exist: 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 (also a NIOSA Stager-48 years), Janet Dietel, Artie Dietel (Beer booth chairman and staging chairman for all of NIOSA). Janet and Artie Dietel have served 53 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. 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. Conservation Society Executive Director Vince Michael also volunteers in this booth.
4. 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."

AVERAGE SERVINGS SOLD OF MOST POPULAR FOODS

Anticuchos - Mexican Market area – 10,200 sold
Gorditas – Haymarket Area – 3,500 Sold
Maria's Tortillas - Haymarket area 6,600 Sold
Beignets – French Quarter –25,000 Sold
Fried Mushrooms - Haymarket Area – 3,300 sold
Yak-I-Tori - Chinatown – 2,300 Sold
Bongo-K-Bobs – Mission Trail - 11,500 Sold
Mr. Chicken – Froggy Bottom –22,000 sold
Steer on a Stick – Frontier Town –6,800 sold
Fajitas de Pollo – Mexican Market – 3,400 sold
Eggrolls – Chinatown – 6,600 sold

NIOSA FOOD FACTS

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 – Mission Trail
Yak-I-Tori – Chinatown
Texas Bird Legs – Frontier Town
Steer-on-a-Stick – Frontier Town
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
Iced tea is caffeine-free - all tea booths
Healthy canola/soy blend oil - used on all NIOSA dishes requiring oil