

WURSTFEST[®]



‘Oktoberfest: Texas Style’

Oct. 31 – Nov. 9, 2008 • New Braunfels, Texas

Wurstfest Association, P.O. Box 310309, New Braunfels, TX 78131-0309

FOR IMMEDIATE RELEASE

For more information, contact C. Herb Skoog

Wurstfest Association Names Hal Herbelin “Grosse Opa”

Each year the Wurstfest Association of New Braunfels selects one of their members to serve as “Grosse Opa.” This honorary title, meaning “Big Granddaddy” is bestowed upon a member for his loyalty, dedication and willingness to participate. This individual serves as the official “Spass Meister” (fun master) and is responsible for demonstrating “Gemuetlichkeit” ... which means fun and fellowship in the German tradition.

Recently the Board of Directors named Hal Herbelin as the 2008 Grosse Opa. Herbelin is a life long resident of New Braunfels and Comal County and has held numerous positions of leadership in the volunteer community.

The Wurstfest Association is a non-profit corporation whose purpose is to promote the local economy through tourism and promote and preserve the community’s rich German heritage. The organization fulfills this purpose by hosting the annual Wurstfest, a ten day celebration. The event takes place the first week of November each year and attracts more than 100,000 visitors from throughout the United States, Canada, Mexico and Europe. Wurstfest provides an avenue for more than thirty local non-profit clubs and organizations to raise funds through concession sales to support their various projects. The Wurstfest Association alone has directly contributed over \$2 million to community betterment. Membership in the Wurstfest Association is highly sought. This year twenty-eight (28) individuals applied for the one existing membership vacancy. Candidates must have a record of strong community involvement and proven leadership ability.

Herbelin became a member of the Wurstfest Association in 1977. During his thirty plus years in the organization, he has served on six of the current nine operating committees, chairing the Security Committee from 1990 to 1994. In addition, he has chaired the Membership Committee, served on the Partnership Student Exchange Committee and the Wurstfest Y2K Planning Committee, and was elected President in 2002.

In addition to his involvement in the Wurstfest Association, Herbelin served as President of the Comal County Junior Livestock Show Association in 1985, chaired the City of New Braunfels Parks Advisory Board from 1991-1996, served as President of the Comal County Fair Association in 1997, chaired the City of New Braunfels Flood/Drainage

Committee in 2000, and was a charter member of the Downtown Rotary Club. As a member of the Comal County Flood Committee, he chaired the site location sub-committee. He recently served on the NBISD Site Selection Committee and is currently the landowner member of the Biological Advisory Team on the Comal County Regional Habitat Conservation Plan.

Herbelin has been an employee of the Farm Credit System since 1992 and currently serves as Vice President, New Business Development for Capital Farm Credit, Texas' largest Rural Lender.

The 48th annual Wurstfst begins on Friday, October 31 and runs through Sunday, November 9. For more information on this unique German/Texas event, contact Wurstfest at 830-625-9167 or visit the website at www.wurstfest.com.